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Automotive News®

November 5, 1990

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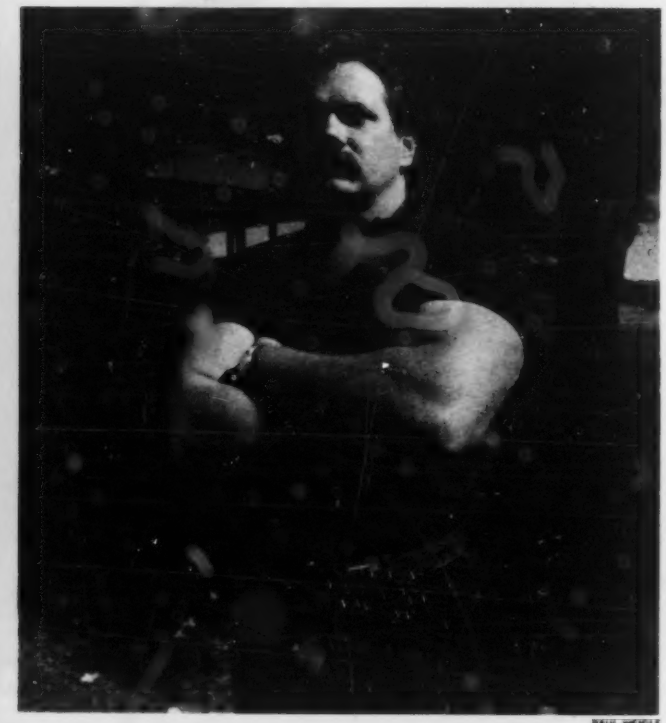


PAUL WEIGLE

"The problem is that we need jobs down here, and Saturn won't hire us," says Jim Lawrence. "GM should've hired at least half or a fourth of the people from right here."

Write-off drags GM into red; Ford and Chrysler stagger

By Charles M. Thomas and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

General Motors took a giant but painful step to reduce costs by taking a $2.1 billion charge against third-quarter earnings en route to the heftiest one-quarter loss in industry history.

GM's dramatic report of a $2.0 billion loss includes write-offs for as many as nine plants.

The announcement far overshadowed the company's dismal $109 million operating profit for the quarter, which was announced after equally dismal news earlier in the week from its two domestic competitors.

Poling: Tough year ahead, Page 3

Ford Motor Co., showing weakness at home and abroad, saw its earnings drop 79 percent to $102 million.

The company lost about $38 million on worldwide automotive operations, but had net profit of $140.5 million from its Financial Services Group. And Chrysler, hurt by changeover production losses on its popular minivans, lost $214 million for the quarter. Its red ink was expected.

An industry upturn is unlikely until at least sometime next year.

GM's write-off was for the closing of four unused assembly plants and the potential closing of five other plants during the next three years.

GM's $2.0 billion loss, on sales of $30.8 billion compares with earnings of $517 million on sales of $28.8 billion in the third quarter of 1989.

Analysts weren't surprised by the size of the write-off. New GM Chairman Robert Stempel has said that he wants the automaker's factory utilization brought to 100 percent of capacity by 1992. And bringing the company's cost structure in line with its production volume was overdue.

see RESULTS, page 44

279,100 vehicles cut from Big 3 forecast

High inventories and a lack of dealer orders have prompted the Big 3 to cut their U.S. fourth-quarter production schedules by 279,100 cars and trucks, temporarily idling 28 Big 3 plants, and partially idling three others.

One month ago, the Big 3 had scheduled production of 2,305,000 vehicles in the fourth quarter. The new estimate is 2,025,900.

General Motors slashed 171,000 units from its schedule; Ford Motor Co. cut 66,000; and Chrysler Corp. reduced its schedule by 42,000.

See related tables on Page 44.

— Karen Detkowski

Friction in Spring Hill

Saturn socked for importing workers

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

COLUMBIA, Tenn. — The new television ads for Saturn Corp. conjure up images of Southern hospitality and down-home neighborliness around its mammoth new car plant in Spring Hill, Tenn.

But for the 3,300 new workers and their families who moved there to work, the reality has sometimes been different.

Crowds turn out for Saturn, Page 3

Ask Dietra Obard, the wife of a Saturn worker.

Since moving to the rural Saturn area last spring, Obard has encountered what she calls harassing behavior from the local police force. One officer reportedly warned her, "Ya'll aren't going to come down here and take my job away."

After six months of such incidents, she asked the newly formed local chapter of the National Association for the Advancement of Colored People for help. The group placed a call to police officials, and Obard says she's now waiting to see whether the problem is solved.

"We came down here because we wanted a change," the former Michigan native says of her family. "But it turned out a little different than I expected."

Other Saturn families have also felt a sting of resentment from local townsfolk who aren't entirely happy with Saturn.

"The review so far has been mixed," admits Anthony Kimbrough, editor of the *Columbia Herald* in nearby Columbia, Tenn., the town where most Saturn families have settled to date. "There's a real dissatisfaction that Saturn didn't hire local people."

In a special arrangement with the UAW in 1985, Saturn agreed to

see TENSION, page 26

Pricey dishes

Computer systems and satellite communications are becoming auto marketing mainstays, but rising costs are making some dealers see red. See Insight, which follows Page 24, for details.

ASIA IN THE '90s:

New products on way to U.S. as makers seek to grow without fueling fires of protectionism

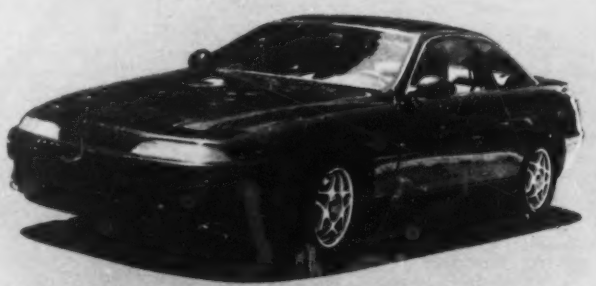
Last in a series on automakers' product plans for the 1990s.

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — European and American manufacturers wish they had the Asians' problems. Skyrocketing sales, an aura of quality and customer-satisfaction crowns have helped give Asian-badged vehicles nearly 25 percent of the U.S. car and truck market. And given their track record, that share could grow quickly.

The Asians' problem? How to manage and milk that success without angering the American public. Companies from Daihatsu to Toyota will probably stage careful

see ASIA, page 16



Lexus SC300, pictured, is expected to be powered by a 3.0-liter six-cylinder engine and bow in the United States some time next year. The front of this car is camouflaged and shows considerable nicks and scratches from testing. A V-8 version, called the Lexus SC400, will go on sale before the SC300.

Honda adds output jewel to sales crown

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Honda scored a double victory in the 1990 model year: Top-selling nameplate in the United States and top-volume assembly plant in the United States and Canada.

Neither of the individual titles is new for Honda, but winning both in a single year is unprecedented.

For the third year in a row, the Marysville, Ohio, plant of Honda of America Manufacturing Inc. produced more vehicles than any other assembly facility in the United States and Canada. It built 371,181 Civics and Accords.

Accord nailed down the sales crown Sept. 30 with a model-year total of 416,957. Accord was the top seller in the United States for the 1989 calendar year, but this was its first model-year win. Ford Escort led in sales for the 1989 model year. Accord sales included 149,411 imports as as well as

see TOP PLANTS, page 45

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bags?

. recalled 55,000 cars and will replace les on 3,000 of these vehicles in an effort otentially defective TRW air bags. Story

SATURN

Scorecard

First week results:
Dealers: 29
Cars delivered: 190
Deposits taken: 647

Crowds turn out for look at Saturns

Dealers crave more cars

Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

If its first week was any indication, Saturn Corp. has a feeding frenzy on its hands.

The first 29 Saturn car stores sold off their sparse inventories in a matter of days, leaving dealers hollering for more.

An *Automotive News* survey of the entire dealer network indicates that during the first week of operation, Saturn dealers delivered 190 cars and booked orders for 647 more. Dealers reported that customers were older than expected and owned a wide range of domestic, import and upscale vehicles.

The bad news: The company is sticking to a conservative production schedule that has left dealers without the line's sports coupe and short on cars with automatic transmission and just about everything else.

The newly opened stores — a couple of them showing signs of incomplete construction — have been swamped with customers since sales began Oct.25. Some dealers have counted 100 to 300 people in their stores at one time, while others talk of closing their doors at 11 p.m. with customers still arriving.

"I've been in the car business a long time, and I can't remember ever seeing a reaction like this," said Ed Chavez, general manager of Saturn of Reno, Nev. "It's a mixture of curiosity, anticipation, patriotism . . . over seeing an American company put out a good product. It's refreshing."

Dealers on the West Coast and in Florida and the Southeast signed up more than three buyers for every car that left the showroom. Most stores ended the week hanging on to as many units as possible, for fear of not getting replacements soon enough.

Saturn plans to withhold official sales figures until later this year, but the 190 sales and 647 orders reported to *Automotive News* mean the first 29 dealers are outselling current factory production by nearly a 3-to-1 margin. Saturn's new Spring Hill, Tenn., plant is expected to reach an output level of about 300 cars a week this month.

Saturn public relations Vice President Bruce MacDonald said that coupes would not be available in the market in "any large volume

see SATURN, page 47

Poling: Rocky road ahead for industry

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Next year is going to be tough for automakers, according to Ford Motor Co. Chairman Harold "Red" Poling.

Federal deficit reduction measures — including new taxes on gasoline, luxury cars and gas guzzlers — plus a recession that is likely to begin in December and last until next summer will hurt the auto industry, Poling said in an interview with *Automotive News*.

In addition, Poling said corporate earnings at all automakers will be squeezed by the increase in Medicare taxes and increased premiums on the pension benefit guarantee paid to the federal Pension Benefit Guaranty Corp.

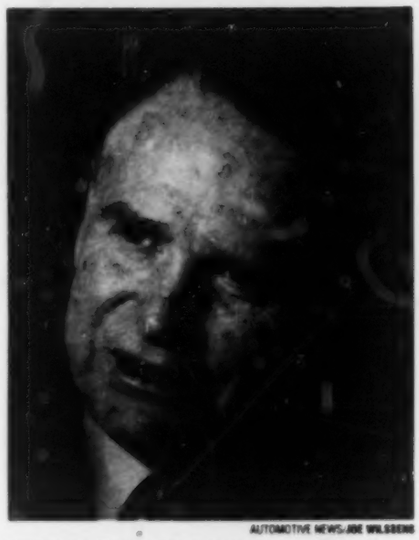
Ford reported third quarter earnings of $102 million, down 78.6 percent from $477 million earned in the third quarter of 1989. Ford's worldwide automotive operations showed its first loss in nearly eight years with a $64.5 million pre-tax loss. Ford's overseas automotive operations lost $89 million in the third quarter, while North American automotive operations earned $50 million because of an extended depreciation schedule on machinery and equipment.

The Ford chief expects the automaker to improve its profit performance in Europe sometime in 1991, when product development expenditures are expected to be lower. North American automotive profits are not expected to improve until the U.S. economy improves, Poling said.

He expects Ford to report higher truck market share but lower car market share for the 1990 calendar year. Poling expects Ford to grab more than 29.5 percent of truck sales and more than 21 percent of car sales in 1990. Ford had a 28.76 percent share of the truck market and a 22.4 percent share of the car market in 1989.

Industry sales should come in at 9.3 million cars and 5 million trucks in the 1990 calendar year, Poling said.

He declined to forecast the size of the 1991 market or Ford's share.



AUTOMOTIVE NEWS/JOE WILSEDINE

Ford's appetite for other automakers is satisfied for now, Chairman Harold "Red" Poling says.

Poling said Ford may acquire an additional financial services company but will not be shopping for another automaker in the near future. It will continue to look at joint ventures with other manufacturers.

Poling said that in the automotive business, Ford will focus on what it already owns. "But there remains a possibility of additional associations ," said Poling.

He said Ford must assimilate what it already has acquired. Last year the automaker purchased Jaguar.

Ford's auto business will face new, tougher federal regulations in the future, which also could reduce earnings. Poling said industry expenditures to meet the new clean air bill will be "measured in the billions (of dollars) as opposed to hundreds of millions."

GM to equip trucks, vans with new engines, safety items in next five years

By Joseph Bohn
TRUCK EDITOR

TROY, Mich. — Over the next five years, General Motors' light-duty trucks will get air bags, four-wheel anti-lock brake systems and engine and transmission changes.

According to Ralph Tredway, director of light-duty vehicles, Engineering Operation, GM Truck & Bus Group, GM will:

- Introduce a new style of center port injection in the 4.3-liter V-6 for the 1992 model year.
- Introduce new 6.5-liter diesel and turbodiesel engines in the 1992 model year.
- Introduce electronic controls on an under-8,500-pound gross vehicle weight automatic transmission and a new heavy-duty manual for over-8,500-pound gvw models next year.
- Introduce four-wheel ABS on most models by the 1994 model year.
- Introduce air bags in trucks in the 1994 or 1995 model year. Front-wheel-drive minivans will get them sooner.

GM has no firm plans to introduce multi-port injection in its V-8 truck engines, though that is being discussed by the Truck & Bus and Engine divisions, Tredway said.

He thinks multi-port injection will be adopted because fuel mixture requirements, driven by pollution standards, "just keep getting finer and finer."

Tredway

Meanwhile, GM is looking at more economical ways to do multi-point injection.

It will introduce a new centrally injected 4.3-liter V-6 in the 1992 model year. The 4.3 liter is GM's most widely used light-truck engine.

The new design uses a single throttle body injector with runners to distribute the fuel to each valve, as opposed to having injectors at each cylinder as in the multi-port design.

The engine will include a retuned intake manifold, or "ram air tuning," and alterations in the exhaust. It will generate 200 to 210 horsepower compared with 175 hp for the current version of the 4.3 liter, Tredway said.

GM has also been modifying the performance of its 6.2-liter diesel to compete with Ford Motor Co.'s 7.3-liter V-8 diesel and to meet stiffer diesel emissions standards in 1992.

The 6.2-liter engine will become a 6.5 liter for 1992 in both regular diesel and turbocharged diesel versions.

"We've been going through various versions of indirect and direct injection engines. At this point, we're still headed toward the

see GM TRUCKS, page 42

INDEX

Around the world	18
Auction dates	34
Classifieds	35-40
Incentive watch	46
Insight	follows page 24
Keith Crain	12
Late news	8
Letters	14
Opinion	12
Personnel	24
Production	47

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Extension of Hahn's tenure scrambles succession picture

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — An apparently successful bid by Carl Hahn to remain at the helm of Volkswagen AG for another two years raises new questions about who will comprise the German auto industry's new generation of leaders.

Hahn

Hahn, who was to have stepped down next year at VW's mandatory retirement age of 65, will now stay until the end of 1993 if directors ratify the recent recommendation of a special committee that he be kept on. Ratification of the extension, set for the Nov. 15 board meeting, is a virtual certainty.

The extension would be a popular one. Hahn, who has guided VW for nine years, is highly regarded both in and out of the industry. His energetic commitment to help rebuild the economies of the former East bloc has drawn wide praise, and it is known that he wants more time to see the monumental task off to a good beginning.

By at least temporarily blocking the road to the top at VW, however, Hahn's extension deals an entirely new hand to a small group of industry executives jockeying for industry leadership.

The group includes Daniel Goeudevert, who only last year came to VW as management board member in charge of purchasing after eight years as chairman of Ford of Germany, and Helmut Werner, deputy chairman of Mercedes-Benz AG, the vehicles unit of Daimler-Benz AG, Germany's largest company.

Goeudevert

Werner

Goeudevert, 48, is widely regarded to be the leading candidate to succeed Hahn, with Werner presenting the only serious challenge.

Goeudevert, a Frenchman, is a good communicator who draws praise for his tenure at Ford. Werner is also adept at projecting himself and his ideas, and earns high marks as a manager.

Others mentioned as possibilities include Martin Posth, Ulrich Seiffert and Dieter Ullsperger, VW's management board members for personnel, product development and finance, respectively.

Ferdinand Piech, chairman of VW's Audi unit, is, by most appraisals, no longer a candidate.

Goeudevert is now expected to receive what would be a newly created post under a changed organizational structure at VW group — head of the Volkswagen division. That would further position him as heir-apparent to Hahn.

But not everyone is convinced that the former Ford executive has an unchallenged shot at the chair-

see EXECS, page 43

Duking it Out for Market Share

The dealer systems industry may be mature and the number of players down, but the scuffle for sales remains intense

By: Charles M. Thomas

Nearly every phase of a modern car dealership is computerized — from the accounting department, to electronic parts catalogs in the service department, to the exchange of information between the dealer and vehicle manufacturer.

Officials at computer services vendor The Reynolds & Reynolds Co., based in Dayton, Ohio, peg U.S. sales of multi-application in-house dealer computer systems industrywide at about $550 million annually.

Competitor ADP Dealer Services Inc. of Hoffman Estates, Ill., places the figure closer to $750 million annually, but includes systems for heavy-truck and farm-machinery dealers and other kinds of computer systems.

But officials of both companies concede that industry sales the past two years have been relatively flat, growing at only 2 to 3 percent annually.

That differs greatly from the early 1980s, when industry growth ran at 10 to 20 percent annually, driven by dealers who were buying a multitude of software applications.

A peak was hit two years ago, according to Gary Butler, president of ADP.

"I would say 1988 was the industry high, but it was also a peak year for car sales," Butler said. "That had a lot to do with dealers buying bigger, more powerful computers to automate their dealerships."

Key computer markets include in-house dealership management systems, image-based communications (parts catalogs), dealer-manufacturer communications, and finance and insurance systems.

"Sales have slid overall for the industry because there are fewer dealers," said Jack Proud, senior vice president of automotive systems for Reynolds & Reynolds. "But the cost of computer systems has come down, too."

Computer sales since August have been weaker than normal because car sales have slowed.

"Automobile sales obviously have a strong impact on dealer profitability, and that has declined," said Proud.

Butler concurs, saying the decision to buy a computer system is driven by automobile sales.

"A dealer is very reluctant to make a six- or seven-year investment in a new computing system if he's not sure of what will happen with car buying," said Butler. "For the next 18 months, car buying will be down, so computer buying will be about the same."

Because it is a mature industry, purchases of computer systems are made primarily to upgrade existing systems in dealerships.

"There are some new buyers because there are some new points, but it is very much a replacement industry," said Proud.

Continued consolidation of dealerships has spurred sales somewhat by creating the need for bigger and more powerful computer systems by megadealers.

And as dealer profit margins narrow, the need for more computer capabilities and better information has increased so that dealers can remain competitive.

The need for exchange of information between manufacturers and dealers is also driving the computer industry.

"This trend is accelerating, and with the advent of satellite communications between dealers and manufacturers, a tremendous amount of information will be available to dealers," said Proud.

Butler says many dealers who bought or leased computer systems at the beginning of the 1980s have depreciated them.

"It's at that point that dealers generally make a change. There are a large number of those kinds of decisions in the hopper," he said.

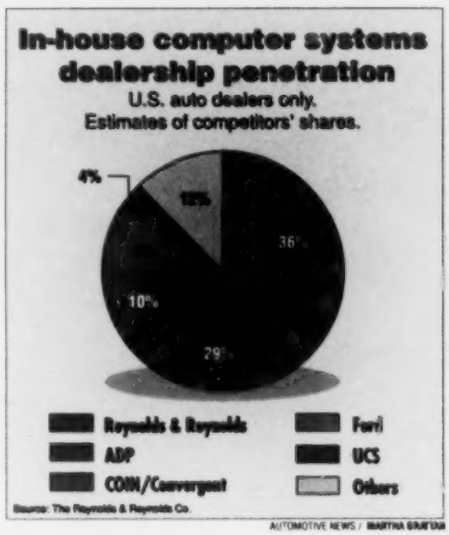
ADP and Reynolds & Reynolds are undisputed market computer-system leaders in overall dealer penetration and revenues. But Atlanta-based COIN Systems could be a contender.

COIN recently acquired Convergent Dealership Group, a division of Unisys Corp. Convergent specializes in turnkey systems for the entire automotive dealership, including front-end, accounting, parts and service, leasing and factory communications.

The purchase of Convergent puts COIN squarely in the No. 3 spot. It also gives COIN, which dominates the finance and insurance segment of the market, other products to sell the 9,000 dealers already buying its finance and insurance computer systems. As dealers upgrade or replace their computer systems, COIN will be a competitor.

Market shares become fairly fragmented in the next tier down. Ford Motor Co. and General Motors' Electronic Data Systems Corp. offer dealer computer systems.

EDS's entry into dealer software systems two years ago was late and rocky. Its Dealerline system suffered setbacks at the same time that its computer supplier, IBM Corp., introduced a new generation of products. Consequently, EDS retreated from the market and to date has not made a serious effort to sell computers to dealers.



Yet, the GM subsidiary has such a huge industry presence that few competitors have written it off entirely.

"I don't think you can ever dismiss something like EDS, and I have respect for them," said Butler. "They did have some false starts, but I don't doubt their commitment to being successful, and they are a player if they want to be."

Operating quietly from Houston is Universal Computer Systems Inc., a niche marketer specializing in computer systems for megadealers.

And there are a host of regional computer companies.

Reynolds & Reynolds has the biggest dealer penetration of in-house computer systems at 36 percent.

Although ADP, with a 29 percent share, does not dispute that, Butler said his competitor likes to position itself with only those statistics that favor itself. Butler said ADP has a bigger share of dealerships that deliver the most cars, and that when it comes to selling megadealers, most decisions are made between ADP and UCS.

But Reynolds & Reynolds contends that Butler is half right — that most of those decisions by dealers are made between itself and ADP.

The two giants do agree on one battlefront — laser-printing technology, which could replace the need for preprinted forms.

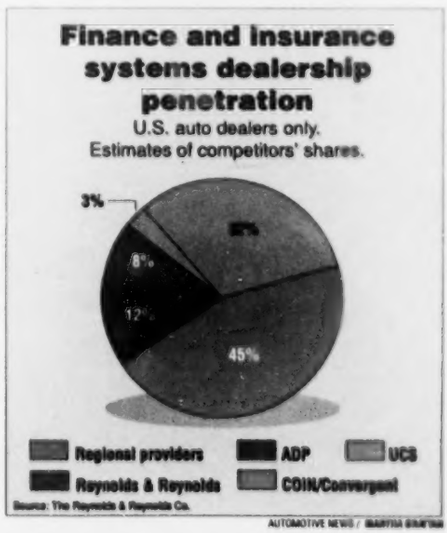
Dealers spend millions of dollars buying hundreds of thousands of forms, a market Reynolds & Reynolds has dominated for decades.

But laser printers, when linked to computers, could spell the demise of some preprinted forms.

According to Butler, laser printing can reduce a dealer's cost for preprinted forms by 20 percent.

Other hot issues are quality and the ability to use one printer for multiple forms.

It is believed laser printers could be the high-tech solution of the future for reducing dealer costs. □



RESULTS

FROM PAGE 1

"Stempel met with analysts in 1988 and said the company had to achieve 100 percent operating rate by 1992," said Wendy Beale Needham, analyst with New York-based Smith Barney Harris Upham & Co.

She said it was clear that GM had to either boost market share or bring manufacturing capacity down.

In his first quarter as chairman, Stempel has reduced manufacturing capacity.

But analysts want bolder actions.

"This was a necessary — and a difficult — action. ... They need to do more in terms of competitiveness," said Ann Knight, auto analyst for Paine Webber Inc.

Maryann Keller, analyst for Furman Selz Inc., sensed more urgency on the part of GM management. But she too, thinks the company needs to go further.

"They haven't done anything that would have meant really eating into costs," she said. "Did they announce they'll consolidate the GM10 cars into two plants instead of four? No. Did they shut one plant and put another one on three shifts? No. Did they consolidate anything else? No."

4 closed, 5 iffy

The four plants that had been idled previously and will now be officially closed are in Framingham, Mass.; Lakewood, Ga.; Leeds, Mo.; and Pontiac, Mich. The Pontiac plant built the Fiero.

Other plants that could be closed are the Pontiac West light-truck plant, the Scarborough, Ontario, van plant and the Lordstown, Ohio, car plant. Also on GM's list are a 2.0-liter engine plant in Pontiac and an AC Rochester Division component plant in Flint, Mich.

BIG 3 RESULTS

(in millions)

3rd Quarter

	1990 Sales	1990 Net income	1989 Sales	1989 Net income
Chrysler	6,496	– 214	7,607	331
Ford	22,987	102	20,242	477
General Motors	30,773	– 1,979	28,793	517
TOTAL	60,256	– 2,091	56,642	1,325

9 months

	1990 Sales	1990 Net income	1989 Sales	1989 Net income
Chrysler	22,973	37	27,169	1,023
Ford	73,459	1,379	72,001	3,521
General Motors	94,829	– 369	95,568	3,524
TOTAL	191,261	1,047	194,738	8,068

UPDATED FOURTH QUARTER PRODUCTION FORECAST

	Updated Nov. 1, 1990	As of Oct. 31, 1990	Change
GM	981,900	1,153,000	– 171,100
Car	680,100	771,000	– 90,900
Truck	301,800	382,000	– 80,200
Ford	729,000	795,000	– 66,000
Car	361,000	399,000	– 38,000
Truck	368,000	396,000	– 28,000
Chrysler	315,000	357,000	– 42,000
Car	196,000	218,000	– 22,000
Truck	119,000	139,000	– 20,000
Total Big 3	**2,025,900**	**2,305,000**	**– 279,100**
Car	**1,237,100**	**1,388,000**	**– 150,900**
Truck	**788,800**	**917,000**	**– 128,200**

PROJECTED FOURTH QUARTER DOWNTIME

Plant	Models	Weeks idled
GENERAL MOTORS		
Baltimore	Chevy Astro, GMC Safari	12/17*
Bowling Green, Ky.	Corvette	11/5
Detroit-Hamtramck, Mich.	Allante Only	11/5, 11/12, 11/19
Flint, Mich.	Blazer, Jimmy and Suburban	10/29, 11/5, 11/12, 11/19
Ft. Wayne, Ind.	Chevy and GMC light trucks	11/5, 11/12, 12/10*, 12/17*
Kansas City, Kansas	Grand Prix	11/5, 11/12, 12/17*
Linden, N.J.	Corsica, Beretta	11/5*, 11/12*, 12/17*
Lordstown, Ohio	Chevy and GMC full size vans	11/5, 11/12, 11/19, 11/26
Moraine, Ohio	Chevy S10 and GMC S15 trucks	11/5, 11/12*, 11/19*, 11/26*
Oklahoma City	Pontiac 6000, Ciera, Century	11/5, 11/12, 12/17*
Pontiac, Mich. (East)	Chevy and GMC full size pickups	11/5, 11/12
Scarborough, Ontario	Chevy and GMC full size vans	11/5, 11/12, 11/19, 12/4, 12/11
Ste. Therese, Quebec	Cutlass Ciera, Celebrity wagon	12/10, 12/17
Tarrytown, N.Y.	APV's	11/5, 11/12
Van Nuys, Calif.	Camaro, Firebird	11/5, 11/12
Wentzville, Mo.	Buick Electra, Olds Delta 88 and Pontiac Bonneville	11/5*, 11/12, 11/19, 11/26*
Willow Run, Mich.	Caprice	11/12
Wilmington, Del.	Corsica, Beretta	11/5, 11/12, 12/17
FORD		
Atlanta	Taurus, Sable	11/5
Chicago	Taurus, Sable	11/5
Kansas City, Mo.	Tempo, Topaz	11/5
Loraine, Ohio	Thunderbird, Cougar	11/5, 11/12
Norfolk, Va.	Light trucks	10/29, 11/5
Wayne, Mich.	Bronco, light trucks	11/5
CHRYSLER		
Bramalea, Ontario	Premier, Monaco	11/5*, 11/12*, 11/19*
Sterling Heights, Mich.	Sundance, Shadow	11/12*
St. Louis (No. 1)	LeBaron J, Daytona	10/29, 11/12*
Brampton, Ontario	Jeep Wrangler	11/19*, 11/26*
Dodge City	Dakota, conventional pickups	11/12*
Pillette Road, Windsor	Ram van, Ram wagon	11/19*, 11/26*
Toledo, Ohio	Cherokee, Comanche, Grand Wagoneer, Wagoneer	11/5*, 11/12*, 11/26*

*Unconfirmed

Analysts and Big 3 executives say the industry is in for more rough months.

David McCammon, treasurer of Ford, painted a bleak picture. He said the invasion of Kuwait, higher oil prices and sinking consumer confidence have hurt profits.

"Consumer confidence in the U.S. is the lowest it's been since 1982," he said. "We will probably have difficult times for a while."

Ford Chairman Harold Poling is predicting a recession beginning in the fourth quarter and continuing for six to nine months.

GM told stock analysts last week that dealers are ordering vehicles at snail's pace — even slower than they are selling cars.

"Dealers are being very conservative," said analyst Needham.

Said Jean Claude Gruet, analyst with UBS Securities Inc. in New York: "The rate of dealer orders has slowed, and so have fleet sales."

Ford profit dives

As a result, the car companies have cut production schedules in the fourth quarter, a strategy they used in the fourth quarter of 1989 to reduce high inventories.

Last week, Ford cut its planned fourth-quarter production by scheduling additional downtime. Ford would not say which plants or how many units would be affected. Ford had originally forecast building 372,000 cars and 373,000 trucks at its U.S. plants in the fourth quarter.

Hurt by economic uncertainties in Brazil and Argentina, Ford posted a meager $102 million profit in the third quarter, down from $477 million last year. U.S. automotive operations generated $50 million in earnings in the quarter, compared with a loss last year, but the 1990 third-quarter results included a $67 million gain from a change in depreciation schedules.

Ford had sales of $22.9 billion in the third quarter, up from $20.2 billion in the third quarter a year ago.

Strikes by Ford workers in Europe early this year also took a toll on profits. This is the first time since the fourth quarter of 1982 that Ford lost money on worldwide sales of its core business — cars and trucks.

McCammon said the dismal profit picture probably means no bonuses for executives or profit-sharing checks for employees for 1990.

Chrysler deep in red

Chrysler's $214 million loss compared with a $331 million profit in the third quarter of 1989. But the year-ago profit included a one-time gain of $309 million from the sale of 75 million shares of Mitsubishi Motors Corp. stock.

Chrysler's third-quarter sales dipped to $6.5 billion from $7.6 billion for the third quarter of 1989.

Another traditional hobgoblin dogging profits was high incentive costs.

Ford's McCammon said incentives averaged $1,000 per Ford vehicle during in the third quarter. Analysts pegged GM's incentive costs at $1,300 per vehicle and Chrysler's at $1,250.

Financial services and subsidiaries provided some brightness for automakers.

General Motors Acceptance Corp. and its subsidiaries reported net profits of $293 million, up from $235 million last year.

Electronic Data Systems also performed strongly. Profits were $128 million in the third quarter, up from $111 million in the third quarter of 1989. And GM Hughes Electronics Corp. reported third-quarter net income of $158 million, up from $148 million a year ago.

Subsidiaries help

Ford Motor Credit Co. had third-quarter profits of $159.3 million, up $37.1 million from the third quarter last year.

But the combined profits of Ford's Financial Services group dropped to $141 million from $189.8 million a year ago, partly because of an increase in the loss reserves at Ford's First Nationside Bank, a savings and loan.

The financial group includes Ford Credit; First Nationwide; U.S. Leasing International Corp.; and The Associates Corp. of North America, a finance company. McCammon said First Nationwide had to increase its loss reserve to offset declines in real estate values.

Chrysler Financial Corp. reported record earnings of $83 million in the third quarter, up from $76 million in the third quarter of 1989.

For the first nine months of 1989, Chrysler Corp. had profits of $37 million; GM posted a loss of $368.7 million; and and Ford Motor Co. had a profit of $1.4 billion.

Imports end 18-year absence from Brazil auto show

RIO DE JANEIRO, Brazil — Visitors to this year's Salao do Automovel, Brazil's biennial auto show held in Sao Paulo, will be able to feast their eyes on something not seen here in 16 years: imports.

Although names like Ferrari, Cadillac, Saab and Audi are taken for granted in most international auto shows, Brazilians have not seen them — or dozens of other badges — since 1974, when car imports were banned by presidential decree. Imports have not been shown at the show since 1972.

The ban was lifted in March by the new government of President Fernando Collor de Mello, who made headlines at the time by labeling Brazilian-produced cars "ox-carts."

The 11-day show, which began Thursday, is open only to companies that manufacture cars or trucks in Brazil. In addition to a handful of Brazilian companies, the group includes Volkswagen AG, General Motors, Ford Motor Co., Fiat S.p.A., AB Volvo, Saab-Scania AB, Mercedes-Benz AG and Toyota Motor Corp.

To the delight of showgoers, each is exhibiting a range of home-market cars in addition to their Brazil-produced models.

GM, for example, is showing the Chevrolet Lumina and Cadillac Fleetwood among the eight models it shipped in; Ford has the Argentine-built Escort Ghia and the Thunderbird and Aerostar van from the United States, among others; and Fiat, in addition to its namesake offerings, is displaying Ferraris and Alfa Romeos.

VW, Ford's partner in Autolatina, is exhibiting the supercharged Corrado and a concept car, the Futura. Volvo, which produces only trucks in Brazil, is showing its new 900 series.

Meanwhile, several importers excluded from the show by the "manufacturers-only" rule met last week to discuss the possibility of holding an "imports-only" show in December. Participants included representatives of BMW AG, Porsche AG and Lada do Brazil.

— Rik Turner

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1990 MODEL YEAR, CAR OUTPUT BY PLANT

UNITED STATES

CHRYSLER MOTORS

Belvidere, Ill.	**213,805**
Dynasty	112,833
New Yorker Salon	13,236
New Yorker Landau	28,345
Fifth Avenue	44,423
Imperial	14,968
Newark, Del.	**217,723**
Dodge Spirit	99,319
Plymouth Acclaim	110,330
Chrysler LeBaron Sedan	8,074
St. Louis (No. 1)	**109,005**
LeBaron J	65,220
Daytona	43,785
Sterling Heights, Mich.	**173,222**
Sundance	79,562
Shadow	93,660
Detroit	**33,130**
Horizon	16,397
Omni	16,733
CHRYSLER TOTAL	**746,885**

FORD MOTOR CO.

Atlanta	**212,858**
Taurus	164,929
Sable	47,929
Chicago	**223,892**
Taurus	168,072
Sable	55,820
Dearborn, Mich.	**128,189**
Mustang	128,189
Edison, N.J.	**105,115**
Escort	105,115
Kansas City, Mo.	**198,377**
Tempo	141,009
Topaz	57,368
Lorain, Ohio	**195,377**
Thunderbird	113,957
Cougar	81,420
Wayne, Mich.	**91,195**
Escort	91,195
Wixom, Mich.	**233,730**
Town Car	147,160
Mark VII	22,313
Continental	64,257
FORD TOTAL	**1,388,733**

GENERAL MOTORS

Arlington, Texas	**86,276**
Cadillac Brougham	33,741
Chevrolet Caprice	48,645
Oldsmobile Custom Cruiser	3,890
Bowling Green, Ky.	**23,646**
Chevrolet Corvette	23,646
Detroit-Hamtramck, Mich.	**96,068**
Cadillac Allante	3,101
Oldsmobile Toronado	15,022
Buick Riviera	22,526
Cadillac Eldorado	22,291
Cadillac Seville	33,128
Doraville, Ga.	**119,305**
Oldsmobile Cutlass Supreme	119,305
Flint, Mich. (Buick City)	**232,939**
Buick LeSabre (fwd)	163,381
Olds 88 Royale	69,558
Janesville, Wis.	**213,136**
Chevrolet Cavalier	213,136
Kansas City, Kan.	**128,073**
Pontiac Grand Prix	128,073
Lake Orion, Mich.	**238,984**
Cadillac DeVille	176,589
Olds 98	62,395
Lakewood, Ga.	**68,882**
Buick Estate Wagon	7,999
Chevrolet Caprice	60,883
Lansing, Mich. (A Plant)	**176,283**
Oldsmobile Cutlas Calais	90,715
Buick Skylark	85,568
Lansing, Mich. (B Plant)	**197,020**
Pontiac Grand Am	197,020
Lansing, Mich. Craft Centre	**8,515**
Buick Reatta	8,515
Linden, N.J.	**128,156**
Corsica/Beretta	128,156
Lordstown, Ohio	**241,747**
Chevrolet Cavalier	97,815
Pontiac Sunbird	143,932
Oklahoma City	**237,124**
Pontiac 6000	66,398
Buick Century	89,384
Oldsmobile Cutlass Ciera	81,342
Van Nuys, Calif.	**55,539**
Chevrolet Camaro	34,986
Pontiac Firebird	20,553
Wentzville, Mo.	**182,248**
Buick Electra	49,139
Olds Delta 88	47,265
Pontiac Bonneville	85,844
Willow Run, Mich.	**0**
Wilmington, Del.	**178,651**
Corsica/Beretta	178,651
TOTAL GENERAL MOTORS	**2,612,592**

DIAMOND-STAR MOTORS

Normal, Ill.	**162,775**
Mitsubishi Eclipse	71,526
Plymouth Laser	58,541
Eagle Talon	32,708

HONDA OF AMERICA MFG. INC.

Marysville, Ohio	**371,181**
Accord	273,612
Civic	97,659
East Liberty, Ohio	**29,621**
Civic	29,621
TOTAL HONDA	**400,802**

MAZDA MOTOR MFG. (USA) CORP.

Flat Rock, Mich.	**232,382**
Ford Probe	117,438
Mazda MX-6	74,166
Mazda 626	40,778

NEW UNTIED MOTOR MFG. INC.

Fremont, Calif.	**194,270**
Geo Prizm	99,690
Toyota Corolla FX	94,580

NISSAN MOTOR MFG. CORP. U.S.A.

Smyrna, Tenn.	**98,674**
Sentra	98,674

SUBARU-ISUZU AUTOMOTIVE INC.

Lafayette, Ind.	**11,849**
Subaru Legacy	11,849

TOYOTA MOTOR MFG. CO. U.S.A.

Georgetown, Ky.	**211,265**
Camry	211,265

CANADA

CHRYSLER MOTORS

Bramalea, Ontario	**22,231**
Premier	15,077
Monaco	7,154

FORD MOTOR CO.

Oakville, Ontario	**174,395**
Tempo	124,884
Topaz	49,511
St. Thomas, Ontario	**152,001**
Crown Victoria	74,606
Grand Marquis	77,395
TOTAL FORD	**326,396**

GENERAL MOTORS

Oshawa, Ontario	**335,562**
Lumina	248,064
Regal	87,498
Ste. Therese, Quebec	**112,874**
Cutlass Ciera	81,228
Celebrity	31,646
TOTAL GENERAL MOTORS	**448,436**

CAMI AUTOMOTIVE

Ingersoll, Ontario	**28,570**
Breakout by model not available	

HONDA OF CANADA MFG. INC.

Alliston, Ontario	**107,144**
Civic	107,144

HYUNDAI AUTO CANADA

Bromont, Quebec	**22,530**
Sonata	22,530

TOYOTA MOTOR MFG. CANADA INC.

Cambridge, Ontario	**50,849**
Corolla	50,849

VOLVO

Halifax, Nova Scotia	**8,271**
740 series	8,271

1990 MODEL YEAR, TRUCK OUTPUT BY PLANT

UNITED STATES

CHRYSLER MOTORS

Toledo, Ohio	**199,629**
Cherokee	175,079
Comanche	12,802
Grand Wagoneer	7,088
Wagoneer	4,660
Warren, Mich.	**168,855**
conventional pickups	91,695
Dakota	77,160
St. Louis (No. 2)	**225,391**
Caravan C/V	6,060
Caravan	111,800
Voyager minivans	103,916
Town & Country	3,615
TOTAL CHRYSLER	**593,875**

FORD MOTOR CO.

Kansas City, Mo.	**159,691**
F-Series light trucks	159,691
Kentucky Truck (Louisville)	**49,179**
medium, heavy & extra heavy	49,179
Lorain, Ohio	**190,350**
Econoline	165,902
Club Wagon	24,448
Louisville, Ky.	**228,512**
Ranger	171,012
Bronco II	57,500
Michigan Truck (Wayne)	**137,239**
Bronco	54,832
light trucks	82,407
Norfolk, Va.	**156,793**
light trucks	156,793
St. Louis	**196,951**
Aerostar minivans	196,951
St. Paul, Minn. (Twin Cities)	**173,925**
light trucks	57,907
Ranger	116,018
TOTAL FORD	**1,292,640**

GENERAL MOTORS

Baltimore	**170,055**
Chevrolet Astro	125,774
GMC Safari minivans	44,281
Detroit	**27,384**
special vehicle chasis	27,384
Flint, Mich.	**129,955**
Blazer	18,921
Jimmy	6,202
Suburban wagons	95,690
Chevy RV pickup	6,451
GMC RV pickup	2,691
Janesville, Wis.	**15,843**
Chevy medium-duty trucks	4,709
GMC medium-duty trucks	11,134
Lordstown, Ohio	**99,054**
Chevrolet vans	72,385
GMC vans	26,669
Moraine, Ohio	**76,431**
Chevrolet S-10	53,308
GMC S-15 trucks	15,351
S Postal	7,772
Pontiac, Mich.	**284,117**
Chevrolet light trucks	165,300
GMC light trucks	54,972
Chevrolet S-10 Blazer	28,724
GMC S-15 Jimmy	9,768
Chevrolet medium-duty	11,515
GMC medium-duty	15,838
Shreveport, La.	**63,135**
Chevrolet S-10 trucks	19,476
GMC S-15 trucks	5,814
Blazer	29,356
Jimmy	8,489
Tarrytown, N.Y.	**147,972**
Chevrolet Lumina	79,092
Oldsmobile Silhouette	28,109
Pontiac Trans Sport	40,771
Fort Wayne, Ind.	**233,673**
Chevrolet light trucks	176,058
GMC light trucks	57,615
TOTAL GENERAL MOTORS	**1,247,619**

NISSAN MOTOR MFG. CORP. U.S.A.

Smyrna, Tenn.	**127,084**
pick-up trucks	127,084

SUBARU-ISUZU AUTOMOTIVE INC.

Lafayette, Ind.	**17,400**
Isuzu pickup	17,400

CANADA

CHRYSLER MOTORS

Brampton, Ontario	**57,451**
Jeep Wrangler	57,451
Windsor, Ontario	**274,611**
Caravan	148,999
Voyager minivans	117,192
Mini Ram Van	8,420
Pillette Road, Windsor	**91,207**
Ram Van	66,755
Ram Wagon	24,452
TOTAL CHRYSLER	**423,269**

FORD MOTOR CO.

Ontario Truck (Oakville)	**140,670**
F-Series light trucks	140,670

GENERAL MOTORS

Oshawa, Ontario	**231,899**
Chevrolet pickups	165,809
GMC pickups	66,090
Scarborough, Ontario	**78,645**
full-sized Chevrolet vans	56,382
full-sized GMC vans	22,263
TOTAL GM	**310,544**

CAMI AUTOMOTIVE

Ingersoll, Ontario	**40,812**
Breakout by model not available	

TOP PLANTS

FROM PAGE 1

267,546 cars built at Marysville.

During the 1990 model year, sluggish sales and high inventories slowed output at many assembly plants as manufacturers whacked production to keep it in balance with sales.

U.S. and Canadian production totaled 11,269,861 cars and light trucks in the 1990 model year, 13.65 percent below the 13,050,930 built in the 1989 model-year.

In the January-March period alone, the Big 3 closed 38 plants to scale back output in attempts to adjust a 92-day supply of new cars reported on Jan. 1, 1990.

Second-highest output came from General Motors' Oshawa, Ontario, No. 1 plant, which cranked out 335,562 Chevrolet Lumina and Buick Regal models.

The third-largest producer in the 1990 model year was a truck plant — GM's Pontiac, Mich., factory — which built 284,154 Chevrolet and GMC S pickups, S sport-utilities and medium-duty trucks.

Chrysler Corp.'s top-volume plant — Windsor, Ontario — was fourth with production of 274,611 Caravan and Voyager minivans.

Ford Motor Co.'s top-volume plant was Wixom, Mich., which built 233,730 Lincoln Town Car, Mark VII and Continental models. The plant ranked 8th overall and 6th in car production.

Of the Big 3 plants, the lowest-volume producer was GM's Reatta Craft Centre in Lansing, Mich., which reported assembly of 8,515 cars. The plant closed in July for changeover to the 1991 model, which is scheduled for Job 1 on Nov. 21.

The lowest output reported in the model year was at Volvo Canada Ltd.'s plant in Halifax, Nova Scotia. The facility reported assembly of 8,271 cars for 1990.

The Big 3 producers opened no new assembly plants in the United States or Canada in the 1990 model year. Transplant and joint-venture companies added four plants. They are operated by Honda in East Liberty, Ohio; Subaru-Isuzu Automotive Inc. in Lafayette, Ind.; CAMI Automotive (GM-Suzuki) in Ingersoll, Ontario; and Hyundai Auto Canada Inc. in Bromont, Quebec.

The 13 transplant/joint-venture facilities consist of 10 car and three car-truck plants. They reported 1990 model-year production of 1,715,934 units, 51.55 percent above the 1,132,247 produced in the 1989 model year.

The second-highest-volume transplant factory was the Flat Rock, Mich., plant of Mazda Motor Manufacturing (USA) Corp. It produced 232,382 cars with the 626 added to the model mix alongside the MX-6 and Ford Probe.

Third-highest transplant output came from Nissan Motor Manufacturing Co. U.S.A. in Smyrna, Tenn. The plant assembled 227,015 Sentras and pickups.

Only one Big 3 plant — Chrysler's Jefferson Ave. plant in Detroit — was shuttered during the 1990 model year, leaving 73 assembly plants in operation in the United States and Canada. During the 1989 model year, one Chrysler plant and three GM plants ceased production.

GM has 31 assembly plants in the United States and Canada — 18 producing automobiles, and 11 producing trucks and two turning out both cars and trucks.

The company switched production at the Tarrytown, N.Y., facility from Buick Century and Pontiac 6000 to the new plastic-bodied minivans for Chevrolet, Oldsmobile and Pontiac.

Ford Motor Co. has 18 assembly plants; nine build cars, eight build trucks, and one builds cars and trucks.

Production of the Bronco II was replaced by the new Ford Explorer at Louisville, Ky.; output began Feb. 15. Ford also produces the Mazda Navajo at Louisville. The Navajo is an Explorer two-door which Ford builds for Mazda.

The company retooled its Edison, N.J., plant to assemble the 1991 Ranger pickup at the facility, which formerly produced Escort.

Chrysler operates five car plants and six truck plants.

Chrysler transferred all Omni and Horizon production to its Detroit Jefferson Avenue plant early in the 1989 model year when it closed the Kenosha, Wis., plant. Chrysler dropped Omni and Horizon and closed the Detroit plant in February 1990.

Joining the manufacturers in the 1991 model year is Saturn Corp. in Spring Hill, Tenn. The plant is producing subcompact coupes and sedans.

Diamond-Star Motors has added two models to its lineup for the 1991 model year: The Eagle Summit and the Mitsubishi Mirage have joined the Chrysler/Mitsubishi joint venture.

1990 U.S. MODEL YEAR PRODUCTION BY STATE

State	Car	Truck	Total
Michigan	1,841,657	747,587	2,589,244
Ohio	837,926	565,464	1,403,390
Missouri	489,630	582,033	1,071,663
Illinois	600,472	—	600,472
Kentucky	234,911	277,691	512,602
Georgia	401,045	—	401,045
Delaware	396,374	—	396,374
Indiana	11,849	251,073	262,922
California	249,809	—	249,809
Oklahoma	237,124	—	237,124
New Jersey	233,271	—	233,271
Wisconsin	213,136	15,843	228,979
Tennessee	98,674	128,341	227,015
Minnesota	—	173,925	173,925
Maryland	—	170,055	170,055
Virginia	—	156,793	156,793
New York	—	147,972	147,972
Kansas	128,073	—	128,073
Texas	86,276	—	86,276
Louisiana	—	63,135	63,135
TOTALS	6,060,227	3,279,912	9,340,139

SOURCE: Automotive News

1990 CANADIAN MODEL YEAR PRODUCTION BY PROVINCE

Province	Car	Truck	Total
Ontario	983,716	874,483	1,858,199
Quebec	22,530	—	22,530
Nova Scotia	8,271	—	8,271
TOTALS	1,014,517	874,483	1,889,000

SOURCE: Automotive News

TOP 10 PLANTS BY PRODUCTION, NORTH AMERICA

Marysville, Ohio	Honda	358,449
Oshawa, Ontario	GM	335,562
Pontiac, Mich.	GM	284,154
Windsor, Ontario	Chrysler	274,611
Lordstown, Ohio	GM	241,747
Lake Orion, Mich.	GM	238,984
Oklahoma City	GM	237,124
Wixom, Mich.	Ford	233,730
Fort Wayne, Ind.	GM	233,673
Flint, Mich. (Buick City)	GM	232,939

Subaru includes '91 models in incentive plans

Subaru of America announced new buyer and dealer incentives last week.

Buyer rebates on 1991 Loyales are: front-wheel-drive sedan, manual transmission, $500; fwd, automatic transmission, $1,050; fwd wagon, manual and automatic transmission; $500; and four-wheel-drive wagon, manual and automatic transmission, $300.

Payments to dealers are $2,000 on 1989-91 XT and $500 on 1990-91 Justy models. Also, depending on performance against quotas, dealers earn $900 to $1,400 on 1991 Legacys; $1,500 to $2,000 on 1990 Legacys and $800 to $1,500 on 1990 Loyales. Subaru's program began Nov. 3 and expires Jan. 3, 1991.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$500-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$300-3,000	12/16
Plymouth	$400-500	12/16
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac	$1,500	12/12
Chevrolet Geo	$500-1,250	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$1,500-2,500	12/12
Pontiac	$500-1,000	12/12
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac Brougham	$1,500	12/12
Chevrolet Geo	$500-800	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$500-1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$500-1,500	12/12
Pontiac	$500-750	12/12
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai (1990)	$500-1,250	12/3
Subaru (1990)		
Loyale	$300-1,050	1/3

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Chrysler workers ratify CAW pact

TORONTO — Chrysler Canada workers have overwhelmingly ratified a contract with the Canadian Auto Workers union.

About 95 percent of the voting members approved the deal, which closely resembles earlier pattern agreements worked out with Ford of Canada and General Motors of Canada.

The Chrysler deal calls for hourly wages to rise an average of 6.4 percent annually during the three-year contract, going from $17.81 ($15.27 U.S.) to $21.41 ($18.35 U.S.). The rate for skilled tradesman will go to $25.41 ($21.78 U.S.) from $20.68 ($17.73 U.S.).

— Alex Law

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Hyundai (1990)	$150-500, quota	12/3
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-1,400, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Suzuki (1991)		
Swift	$500-1,000, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

CLEAN AIR

FROM PAGE 2

80,000-mile warranty, up from five years/50,000 miles.

- A second tier of doubly stringent tailpipe standards, which, according to the EPA, would cost an additional $500 per vehicle, would take effect in the 2003 model year if the EPA deems it necessary.
- The industry would be required to manufacture cars and light trucks that run on cleaner fuels — such as better reformulated gasoline or alternative fuels such as methanol — beginning in the 1996 model year. The pilot program in California mandates 150,000 clean vehicles annually until 2001 when the sales mandate jumps to 300,000 vehicles annually.
- A program for fleets with 10 or more cars that obtain fuel from a central source begins in the 1998 model year. In the 24 smoggiest cities, these fleet cars will have to run 80 percent cleaner; trucks must be 50 percent cleaner. But the program can be delayed for three years if the California program has not produced cars clean enough to meet the standards.
- Cannisters that capture fumes during refueling could be required if a U.S. Department of Transportation study finds them safe. Automobiles would also be required to have gauges that indicate if pollution equipment is not working.
- Cleaner fuels must be sold in nine metropolitan areas because of smog problems: Los Angeles, Houston, New York, Milwaukee, Baltimore, Philadelphia, San Diego, Chicago and Hartford, Conn.
- Factories must install so-called "maximum achievable control technology" to lower the emissions of 189 toxic chemicals by 90 percent by 2003. Paint shops would be the most effected because the compounds they emit would be classified as cancerous and toxic.

EPA could require further control of these toxics to provide an additional margin of safety by 2008 if it determines there is still a risk of cancer. Additional standards will be imposed in 2008.

ROBBINS

FROM PAGE 2

McCann-Erickson Detroit, and the regional television account supporting dealers, which had been at The Competitive Edge.

Robbins, who heads the fifth largest of McCann-Erickson's 17 agencies, reports to John Dooner, president of McCann-Erickson North America in New York.

Under the new partnership, GMC Truck and McCann-Erickson/SAS will integrate strategies at the planning stage. Robbins will attend staff meetings conducted by John Rock, GMC Truck general manager.

Marianne Fey, director of client services for the agency, and Jan Leon Woznick, director of marketing services, will attend meetings conducted by Ray Rota, GMC Truck general sales manager.

In turn, Rock and his staff will sit in on executive committee meetings at McCann-Erickson/SAS.

Fey was president of The Competitive Edge, and Woznick was director of marketing at McCann-Erickson Detroit.

According to some industry observers, the new agency is the result of GMC Truck's unhappiness with recent offerings from McCann-Erickson Detroit.

Dooner denied that. He said the new entity is "more of an opportunity than a problem." The agency and its hand-picked staff, he said, are the culmination of six months of meetings and negotiations between McCann-Erickson and GMC Truck. He said the idea is to create a more focused communications resource and then direct all energy toward that resource.

"Everybody is a winner," he said. "She (Robbins) gets to manage a company; GM gets an opportunity to have its employee get new and broader experience; and we get her expertise," said Dooner. "The biggest winner is GMC Truck. They have all the best talent in Detroit working for them. It will be one the more powerful agencies in Detroit."

Chevrolet and GMC Truck dealers were notified last week that Robbins was being transferred to "GM personnel services" for a "special assignment."

Larry Carter, a Las Vegas GMC Truck dealer and Chevrolet and GMC line group chairman for the American Truck Dealers Division of the National Automobile Dealers Association, said, "I think Candace is a sharp young lady" and that her new assignment will be beneficial for GMC Truck dealers.

Robbins said she is excited about the move and that it "opens the door for all sorts of things" at GM and McCann-Erickson.

TOYOTA

FROM PAGE 2

and educating, local American suppliers.

"The pressure is very intense," said Kevin Sweasy, assistant production control manager. Ichikoh hopes to hit 50 percent local content by December, Sweasy said, but "finding good suppliers is difficult."

Sweasy said the company is trying to help suppliers improve efficiency. But, he said, there is "a lot of resistance" to learning new production systems.

According to a Toyota spokesman, the North American suppliers' group represented 4 to 5 percent of the company's total purchasing needs. But many representatives said they expected an increase in business.

Bendix-Jidosha Kiki Corp., a joint venture that produces brake boosters, provides about 1.4 million units a year to Japanese transplants in the United States, said President Thomas Reigle. In addition, he said, the company exports 36,000 units a year to Toyota for use in pickup trucks.

"It takes five to seven years to actually get into production," said L. Alan Winslow, vice president of Asia-Pacific for Bendix Automotive Systems. "A couple of years to establish relations with Toyota's engineers, a couple of years to establish your product and a couple of years to get it into the product cycle."

For Carborundum Co., a maker of ceramic insulation products, it took three years to wind up with 2 percent of Toyota's total potential business, according to J. Glenn Wrap, automotive market manager.

COMING EVENTS

General

Nov. 12-14 — Supplier Quality Enhancement, Management Institute, Lowell Hall, Madison, Wis., (800) 362-3020 ext. 2-8890 or (800) 262-6243

Nov. 14-18 — U.S. Pavilion at the Korean Automotive Parts and Accessories Show, U.S. Department of Commerce, Seoul, South Korea, (202) 377-5479

Nov. 27-28 — NADA/ATD Service Absorption Seminar, Ramada Renaissance Hotel, Atlanta, (703) 821-7121

Dec. 4-5 — NADA Service Management Seminar, Stouffer Concourse Hotel, Los Angeles, (703) 821-7121

Dec. 6-7 — NADA Parts Management Seminar, Stouffer Concourse Hotel, Los Angeles, (703) 821-7121

1991

Jan. 18-20 — Automotive Engine Rebuilders Association Midyear Management Institute, Alexis Park Resort, Las Vegas, (708) 541-6550

Feb. 5-7 — Pacific Automotive Aftermarket Show, Pacific Automotive Parts, Anaheim, Calif., (818) 376-0014

Feb. 18-21 — Composites Institute Conference and Expo '91, Society of the Plastics Industry, Convention Center, Washington, (212) 351-5410

Dealer conventions

Nov. 11-13 — Minnesota Automobile Dealers Association, Radisson South Hotel, Bloomington, Minn., (612) 291-2400 or (800) 652-9029

1991

Feb. 9-12 — NADA Convention and Exposition, Atlanta Marriott Marquis, Atlanta, (703) 821-7143

Auto shows

Nov. 7-11 — Greater Sacramento International Auto Show, California Expostion and State Fair Grounds, Sacramento, Calif., (617) 536-8152

Nov. 7-11 — Seattle International Auto Show, Kingdome, Seattle, (206) 623-2034

Nov. 9-11 — Auto Expo '91 — New Haven's International New Car Show, New Haven Veterans Memorial Coliseum, New Haven, Conn., (516) 368-8000

Nov. 9-12 — Rhode Island Auto Show, Providence Civic Center, Providence, R.I., (401) 732-6870

Nov. 16-18 — Jacksonville International Auto Show, Jacksonville Convention Center, Jacksonville, Fla., (617) 536-8152

Nov. 16-18 — Connecticut International Auto Show, Hartford Civic Center, Hartford, Conn., (203) 246-6566

Nov. 21-25 — Central Florida International Auto Show, Orange County Convention/Civic Center, Orlando, Fla., (407) 352-3420

Nov. 21-25 — Long Beach International Auto Show, Long Beach Convention Center, Long Beach, Calif., (213) 301-9019

Nov. 28-Dec. 2 — Florida International New Car Show, Tampa Convention Center, Tampa, Fla., (813) 932-7015, (813) 734-4336 or (813) 867-4586

Dec. 1-3 — Caribbean Auto Show, Roberto Clemente Coliseum, San Juan, Puerto Rico, (809) 724-1530

Dec. 26-Jan. 1 — Indianapolis Auto Show, Hoosier Dome and Inianapolis Convention Center, Indianapolis, (317) 266-8455

Dec. 26-Jan. 1 — National Capital Area International Auto Show, Washington Convention Center, Washington, (301) 670-1116

1991

Jan. 3-6 — Auto Expo '90 — Northern New Jersey's International New Car Show, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Jan. 4-6 — Greater New Orleans International Auto Show Sale, New Orleans Convention Center, New Orleans, (504) 831-8863

Jan. 5-13 — Delaware Valley's Philadelphia International Auto Show, Philadelphia Convention Center, Philadelphia, (215) 985-0012

Jan. 5-13 — Greater Los Angeles Auto Show, Los Angeles Convention Center, Los Angeles, (213) 444-5965

Jan. 9-13 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Jan. 10-13 — Utah International Auto Show, Salt Palace, Salt Lake City, (801) 484-8845

Jan. 10-20 — Montreal International Auto Show Ltd., Olympic Stadium, Montreal, (514) 331-6571

SATURN

FROM PAGE 3

until late this month."

He said the company had started with mass production of sedans only because of expectations that it will constitute two-thirds of Saturn sales. Production has been slower than desired for all models, he added, but factory output is increasing steadily.

He also said that automatic transmissions are in short supply because "late design changes" forced the company to begin production later than planned.

"Those changes have been taken care of, and we should be getting a lot more automatics out in the next few weeks," he said.

The vehicle shortage could be exacerbated as more dealerships come on line in the next eight weeks. Saturn expects to have 60 stores open by year-end, and 105 in business by next spring.

Dealers scrambled the first week to handle floor traffic. Saturn of Irvine, Texas, quickly increased its sales staff from six to eight after being overwhelmed by customers, said dealer David McDavid.

Chattanooga, Tenn., dealer Nelson Bowers II promised to bring in a barber and a dentist and pick up laundry for sales personnel working overtime.

At Saturn of Burlingame, Calif., General Manager Tony Venti said his store was still under construction when the onslaught began.

"We should have waited to open until the building was completed, but Saturn announced Oct. 25 as the date, and the (Saturn service) 800-number said we'd be open, so we were," Venti said.

Customers appeared undaunted last week. Bowers said 600 people passed through his dealership on the first Saturday, 200 of whom were on site at 9:30 that evening. Gary Porter, manager of Saturn of Charlotte, N.C., said that about 200 people a day have been passing through that store.

Company officials announced last month that factory production will increase slower than planned to ensure product quality. The decision meant that fewer cars were delivered to dealers, and only a few sports coupes were available. Most dealers said Saturn had provided them with only one coupe — and Saturn had retained the title to it to prevent its sale.

Despite the lack of inventory, dealers seemed to support the production decision.

"I'd rather have a few perfect ones than lots of bad ones," said Randy McCallister, sales manager for Saturn of Orlando, Fla.

Saturn started its sales effort with 250 to 300 cars. Dealers received new shipments late last week — as many as 20-40 units, and as few as two or three.

John B.T. Campbell III, president and chief operating officer of Campbell Automotive Group, said his Saturn of Santa Ana, Calif., had sold eight cars from his inventory of 14, but had taken deposits from another 58 customers.

"My experience has shown that prospects will stay out of the market two to four weeks for the car they want," Campbell said. "If we can fill most of the orders by the beginning of December, we'll be OK, but it's unclear whether the cars will arrive that fast."

Saturn officials have predicted from the beginning that about 65 percent of first-year sales will come from outside General Motors, with most of the business coming from current import owners.

The dealers said the numbers were difficult to determine last week. Most said many sales came from customers who bought without trading in anything. Of those who did trade, about half traded imports and half domestics, several dealers said.

Jerry Hodge, owner of Saturn of Knoxville, Tenn., noted that his first three trade-ins were GM products. "I don't think that's what the company wanted, but we'll take them," he said.

Most dealers reported a wide range of trade-ins that defied explanation. At least four Jaguars, two Mercedes-Benz and a Lexus model were swapped for Saturns, a line with a base sticker price of $7,995. Sales personnel said that parking lots were filled with a wide spectrum of vehicles, from Hyundais to Cadillacs.

Dealers also reported being surprised by a large number of older shoppers. Saturn initially projected reaching a market of mostly 18-to-49-year-olds. "We saw a lot of older customers come in," Chattanooga's Bowers said. "My first thought was, 'Saturn has missed their market.' But it's really too early to tell about these things."

Automotive News Staff Reporters Kristine Stiven Breese in Los Angeles and Jim Henry in New York plus Special Correspondent Greg Bowens in Detroit contributed to this report.

PRODUCTION

U.S. CAR

	Week Ended Nov. 3, 1990	Week Ended Oct. 27, 1990	Oct. Est.	Jan. 1 to Nov. 3, 1990	Jan. 1 to Nov. 4, 1989
Horizon	0	0	0	4,327	26,471
Sundance	2,400	2,463	11,217	76,764	87,724
Acclaim	3,100	3,996	16,070	100,635	108,687
Total Plymouth	**5,500**	**6,459**	**27,287**	**181,726**	**224,882**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,900	0	4,785	44,740	85,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	636	2,874	33,014	68,953
Fifth Avenue	1,000	1,092	4,916	30,876	21,583
Imperial	400	443	2,039	16,507	2,003
Total Chrysler	**3,888**	**2,171**	**14,614**	**133,208**	**181,284**
Omni	0	0	0	4,078	30,375
Daytona	600	0	3,133	29,745	66,925
Shadow	2,300	2,315	10,789	84,370	86,341
Dynasty	2,700	2,789	12,633	101,954	112,409
Lancer	0	0	0	0	1,528
Spirit	2,500	2,916	12,919	89,463	95,177
Total Dodge	**8,100**	**8,020**	**36,474**	**309,610**	**392,758**
CHRYSLER MOTORS	**16,888**	**16,650**	**81,375**	**624,544**	**798,911**
Escort	7,100	10,175	37,968	217,233	301,050
Mustang	3,705	3,745	16,831	117,296	171,977
Tempo	2,253	3,296	10,886	110,848	127,249
Taurus	7,632	7,027	30,952	294,258	308,983
Thunderbird	3,190	3,813	12,024	101,173	122,728
Total Ford Div.	**23,880**	**28,056**	**108,661**	**840,808**	**1,031,987**
Topaz	839	1,104	4,196	41,712	58,216
Cougar	1,370	1,812	7,587	66,516	105,141
Sable	2,211	2,237	10,287	91,029	102,958
Total Mercury	**4,420**	**5,153**	**22,070**	**199,257**	**266,315**
Continental	1,179	1,179	5,458	51,091	55,317
Mark VII	208	209	971	16,724	17,918
Town Car	2,773	2,772	12,854	128,085	105,715
Total Lincoln	**4,160**	**4,160**	**19,283**	**195,900**	**178,950**
Total L-M Div.	**8,580**	**9,313**	**41,353**	**395,157**	**445,265**
FORD MOTOR CO.	**32,480**	**37,369**	**150,034**	**1,235,965**	**1,477,252**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,250	2,427	10,987	80,496	55,579
Century	2,128	2,184	8,040	59,872	109,325
Riviera	587	568	2,547	19,426	17,151
Electra/Park Ave.	3,065	2,946	13,074	54,238	68,688
LeSabre (fwd)	3,946	3,763	17,186	140,080	131,956
LeSabre (rwd)	0	0	0	4,022	6,533
Reatta	0	0	0	5,277	5,426
Total Buick	**11,996**	**11,888**	**51,834**	**363,419**	**401,571**
Eldorado	493	473	2,384	18,466	25,531
Seville	784	789	3,103	29,881	19,183
Brougham (rwd)	147	0	2,306	25,778	47,212
DeVille (fwd)	4,345	4,364	19,750	142,515	157,776
Allante	89	89	409	3,292	2,682
Total Cadillac	**5,858**	**5,895**	**27,953**	**219,932**	**252,384**
Cavalier	10,044	9,937	43,976	301,370	310,937
Camaro	2,183	2,111	9,589	66,836	87,231
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	6,226	26,414	246,546	316,387
Caprice	2,400	0	1,440	184,268	146,140
Corvette	560	560	2,616	20,542	21,571
Total Chevrolet	**21,347**	**18,834**	**86,035**	**819,562**	**952,986**
Calais	2,340	3,101	11,616	89,864	76,783
Cutlass Ciera	1,513	1,506	5,041	61,175	73,535
Cutlass Supreme	2,070	2,100	9,829	81,645	99,597
Toronado	384	359	1,609	13,484	8,071
88 (fwd)	2,151	2,429	11,224	90,177	123,279
88 (rwd)	0	0	0	1,223	6,661
98	800	721	3,095	38,099	62,011
Total Oldsmobile	**9,258**	**10,216**	**42,414**	**375,867**	**449,937**
Sunbird	4,000	3,669	17,555	140,502	127,823
Grand Am	5,400	5,412	25,634	187,918	204,695
Firebird	1,068	1,171	5,164	38,911	49,495
Grand Prix	3,180	3,177	14,570	106,638	111,055
Pontiac 6000	1,303	1,289	4,709	48,330	68,481
Bonneville	1,785	1,384	6,952	67,613	80,962
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**16,736**	**16,102**	**74,584**	**589,912**	**645,202**
Total Saturn	**158**	**158**	**898**	**2,325**	**0**
GENERAL MOTORS	**85,345**	**82,885**	**293,589**	**2,378,817**	**2,782,898**
DIAMOND-STAR	**3,398**	**3,947**	**16,886**	**129,295**	**71,687**
HONDA	**9,244**	**9,199**	**42,561**	**373,746**	**313,412**
Civic	1,500	1,467	7,049	90,607	116,400
Accord	7,744	7,723	35,512	283,139	197,012
MAZDA†	**4,783**	**4,824**	**19,054**	**153,706**	**175,740**
NISSAN	**3,179**	**2,866**	**12,200**	**77,957**	**100,295**
NUMMI	**4,200**	**4,224**	**20,363**	**172,888**	**160,139**
Corolla	2,100	2,091	10,161	86,971	68,993
Geo Prizm/Nova	2,100	2,133	10,222	85,917	100,137
SUBARU-ISUZU	**1,150**	**985**	**4,225**	**26,315**	**0**
TOYOTA	**4,530**	**4,562**	**20,711**	**167,476**	**123,775**
TOTAL CARS, U.S.	**144,889**	**146,702**	**650,950**	**5,352,709**	**5,932,211**
TOTAL CARS, CANADA	**26,872**	**26,891**	**112,496**	**897,851**	**831,862**
U.S., CANADA CARS	**171,761**	**173,593**	**763,447**	**6,249,760**	**6,764,073**
U.S., CANADA CARS AND TRUCKS	**265,079**	**273,867**	**1,209,300**	**10,358,666**	**11,116,724**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe. *Estimated

CANADIAN CAR

	Week Ended Nov. 3, 1990	Week Ended Oct. 27, 1990	Oct. Est.	Jan. 1 to Nov. 3, 1990	Jan. 1 to Nov. 4, 1989
Monaco	0	0	1,330	8,566	0
Premier	0	0	714	10,123	29,812
CHRYSLER MOTORS	**0**	**0**	**2,044**	**18,679**	**29,812**
Tempo	3,767	3,627	11,877	99,133	112,522
Topaz	943	868	3,570	36,306	47,901
Crown Victoria	2,646	2,546	11,625	102,663	100,714
Grand Marquis	3,056	3,044	13,219	96,764	109,327
FORD MOTOR CO.	**10,412**	**10,185**	**40,290**	**334,866**	**370,464**
Celebrity	0	0	0	20,319	20,520
Cutlass Ciera	1,780	1,780	7,905	66,620	104,480
Lumina	5,552	5,925	24,149	169,398	147,300
Regal	2,448	2,241	10,723	84,773	66,874
GENERAL MOTORS	**9,780**	**9,946**	**42,777**	**361,110**	**338,174**
CAMI	**2,200**	**2,240**	**7,420**	**15,100**	**0**
HONDA	**2,150**	**2,210**	**9,000**	**68,464**	**71,515**
HYUNDAI	**800**	**782**	**3,491**	**20,631**	**0**
TOYOTA	**1,350**	**1,463**	**6,018**	**51,426**	**14,023**
VOLVO	**180**	**175**	**700**	**6,785**	**6,874**
TOTAL CARS, CANADA	**26,872**	**26,891**	**112,496**	**897,851**	**831,862**

U.S. TRUCK

Caravan	1,400	1,770	6,757	77,288	91,217
Dakota	1,700	1,807	8,261	63,044	79,721
Caravan C/V	0	0	0	4,171	5,718
Ram pickups	2,100	2,138	10,040	91,090	78,792
Total Dodge	**5,200**	**5,715**	**25,058**	**235,593**	**255,448**
Cherokee	3,900	3,917	14,099	133,326	163,191
Comanche	300	349	1,227	7,804	23,437
Grand Wagoneer	300	0	515	5,894	8,452
Wagoneer	100	114	394	3,379	6,824
Total Jeep	**4,600**	**4,380**	**16,235**	**150,403**	**221,904**
Voyager	1,300	1,254	5,856	71,460	85,379
Town & Country	0	0	0	2,078	3,027
Total C-P Div.	**1,300**	**1,254**	**5,856**	**73,538**	**88,406**
CHRYSLER MOTORS	**11,100**	**11,349**	**47,149**	**459,624**	**565,758**
Aerostar	4,030	3,760	19,949	181,099	191,199
Bronco	971	884	4,128	43,501	61,724
Bronco II/Explorer	6,693	5,555	28,000	174,062	100,850
Navajo	350	292	1,546	6,186	0
Econoline	0	0	7,629	149,510	188,835
Mediums/Heavies	1,146	0	4,175	43,565	49,848
Light trucks	6,330	7,990	41,485	391,910	449,105
Ranger	7,792	6,971	30,845	246,714	268,438
Total Ford Div.	**27,312**	**25,452**	**137,756**	**1,236,547**	**1,307,999**
FORD MOTOR CO.	**27,312**	**25,452**	**137,756**	**1,236,547**	**1,307,999**
Astro	2,800	2,848	13,485	112,288	138,950
Blazer	0	380	713	14,316	23,168
Lumina APV	1,960	1,878	8,600	74,831	0
Mediums/Heavies	380	384	2,085	8,133	6,269
P-Model	585	593	944	18,484	25,196
Pickups	7,635	7,765	35,111	362,619	344,958
S-10	5,720	5,685	23,876	207,370	207,380
S-10 Blazer	3,210	3,141	13,130	71,629	151,807
Sportsvan/Van	1,560	1,546	6,703	53,375	82,329
Suburban	0	1,709	3,342	57,865	64,156
Total Chevrolet	**23,850**	**25,929**	**107,989**	**980,810**	**1,044,213**
Jimmy	0	86	211	4,348	7,046
Mediums/Heavies	526	522	2,367	8,045	10,961
P-Model	66	58	98	2,429	3,401
Pickups	1,885	2,021	9,435	126,847	104,322
S-15/Sonoma	1,356	1,391	5,193	46,006	50,963
S-15 Jimmy	744	813	4,092	23,555	43,433
Safari	987	909	4,323	39,190	37,572
Suburban	0	606	1,258	27,872	26,426
Vandura/Rally Vans	374	388	2,186	19,553	25,491
Total GMC	**5,939**	**6,824**	**29,162**	**297,845**	**309,615**
Silhouette	645	615	2,931	27,822	0
Bravada	80	89	141	260	0
Total Oldsmobile	**725**	**704**	**3,072**	**28,082**	**0**
Pontiac Trans Sport	1,043	1,075	4,866	40,894	0
GENERAL MOTORS	**31,557**	**34,532**	**145,099**	**1,347,644**	**1,353,828**
NAVISTAR	**1,580**	**1,663**	**6,767**	**62,556**	**67,185**
NISSAN	**3,047**	**2,818**	**12,072**	**129,187**	**163,880**
SUBARU-ISUZU	**1,312**	**830**	**4,414**	**28,990**	**0**
AM GENERAL	**450**	**450**	**2,070**	**18,990**	**19,440**
MISCELLANEOUS	**3,000**	**3,000**	**13,000**	**126,000**	**123,000**
TOTAL TRUCKS, U.S.	**79,358**	**80,034**	**388,118**	**3,401,139**	**3,548,900**

CANADIAN TRUCK

Caravan	2,340	2,416	10,221	104,872	124,471
Caravan C/V	120	155	303	5,961	9,861
Ram Wagon	0	280	2,436	19,152	22,163
Ram Van	0	1,652	4,880	50,409	62,911
Total Dodge	**2,460**	**4,503**	**17,840**	**180,394**	**218,406**
Voyager	1,840	2,033	8,330	84,663	107,344
Total Plymouth	**1,840**	**2,033**	**8,330**	**84,663**	**107,344**
Wrangler	1,500	1,513	6,427	50,362	63,513
Total Jeep	**1,500**	**1,513**	**6,427**	**50,362**	**63,513**
CHRYSLER MOTORS	**5,800**	**8,049**	**32,597**	**315,419**	**389,263**
FORD MTR. (L. Vhs.)	**2,230**	**3,030**	**12,000**	**118,885**	**130,139**
Light trucks	3,485	3,458	14,819	144,409	138,074
Vans	0	1,589	4,092	42,632	51,050
Total Chevrolet	**3,485**	**5,047**	**18,911**	**187,241**	**189,124**
Light trucks	1,395	1,632	6,834	54,465	61,566
Vans	0	304	1,074	16,692	23,315
Total GMC	**1,395**	**2,136**	**7,908**	**71,157**	**84,881**
GENERAL MOTORS	**4,880**	**7,183**	**26,819**	**258,398**	**274,005**
CAMI	**1,050**	**1,049**	**4,082**	**9,702**	**0**
NAVISTAR	**0**	**149**	**557**	**7,416**	**9,353**
TOTAL TRKS., CANADA	**13,960**	**19,460**	**78,745**	**787,809**	**811,751**
U.S., CANADA TRKS.	**93,318**	**99,494**	**445,863**	**4,188,938**	**4,352,651**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. *Estimated

Slow sales shut 15 U.S. plants

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. vehicle production will plummet this week with 15 Big 3 assembly plants idle because of slow sales. Three other plants are partially idle.

Automakers scheduled 144,889 units last week, 1.24 percent below the prior week and 0.17 above the year-ago week.

Year-to-date, 5,352,709 cars have been produced, 9.77 percent below the year-ago total.

Last week, U.S. truckmakers scheduled 79,358 units, 0.84 percent below the prior week and 5.05 percent below last year.

The following GM car plants are scheduled to be idle this week and next: Wilmington, Del.; Van Nuys, Calif.; Kansas City, Kan.; and Oklahoma City.

GM truck facilities scheduled to be idle are: Tarrytown, N.Y.; Fort Wayne, Ind.; and Pontiac, Mich. (East).

In addition, the Lordstown, Ohio, truck line is scheduled to go down today for four weeks, and the Detroit-Hamtramck, Mich., Allante line is scheduled to go down today for three weeks.

The Flint, Mich., truck facility is in the midst of four weeks of downtime. It will reopen Nov. 26.

GM also scheduled the Bowling Green, Ky., car facility and the Moraine, Ohio, truck plant to be idle for one week starting today.

Today, GM's Arlington, Texas, car plant drops to one shift until Nov. 19.

Chrysler Corp.'s Grand Wagoneer line in Toledo, Ohio, is scheduled to resume production this week following three weeks of downtime.

Chrysler's St. Louis No. 1 plant remained idle last week and is scheduled to resume production today.

Ford Motor Co. scheduled shifts of overtime at the Louisville, Ky., truck facility last Saturday.

Ford announced several plant closings effective today: the Atlanta, Chicago and Kansas City, Mo., car plants and the Wayne, Mich., truck plant will be down for one week and the Lorain, Ohio, car facility will close for two weeks.

Ford extended downtime at the Norfolk, Va., truck facility for one week. The plant was idle last week and is scheduled to resume production Nov. 12.

Ford's Lorain truck plant is cutting back to a single shift today and is expected to resume full production Nov. 19.

In Canada last week, car production was 2.36 percent above the year-ago week while truck output fell 17.03 percent from the year-ago figure.

NOTE

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Automotive News

November 12, 1990

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Chrysler Corp. eyes Mitsubishi now that Fiat liaison is off

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. will expand its relationship with Mitsubishi Motors following the collapse of talks with Italy's Fiat Auto S.p.A.

Chrysler and Mitsubishi are likely to increase joint product development and production in the United States and possibly in the Far East following Chrysler's failed bid to strengthen its presence in Europe via Fiat.

The talks between Chrysler and Fiat collapsed Nov. 2. Both sides blamed poor global economic conditions for thwarting a deal.

The demise of the Fiat talks imperils Chrysler's planned production of the 1993 Jeep mini sport-utility code-named JJ.

> "Are we still telephoning the dating services? The answer is no. We never really were desperately seeking a spouse."
>
> **Robert Lutz**
> Chrysler

Chrysler Motors President Robert Lutz said the JJ has not been cancelled but that the vehicle is up for review.

"That project was always planned to be executed with a partner," Lutz said. "We will be meeting very soon to review the financials and the feasibility ofdoing it alone. At the present time

see CHRYSLER, page 41

KEN HEINEN

"I must tell you that it was personally disappointing," says NHTSA administrator Jerry Curry about the Jeep CJ probe. "Because with all that smoke, there should have been some fire."

Curry has had it with safety trio

Fruitless Jeep CJ probe was last straw for NHTSA chief

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Consumer auto safety groups have lost credibility with the government's top auto safety official.

Jerry R. Curry, administrator of the National Highway Traffic Safety Administration, is furious with the Center for Auto Safety, Public Citizen and the Institute for Injury Reduction, a trial lawyers' organization.

Curry said NHTSA was misled last January into launching a fourth investigation into Jeep CJ rollovers — the most extensive and costly in the agency's history.

The latest probe cost NHTSA $75,000 and took 2,000 hours, Curry said. It tied up two lawyers, four engineers and computer time and required three trips to Detroit to inspect documents in Chrysler Corp. files. NHTSA went through every CJ accident report, interviewed police officers and talked to state and local safety authorities. "We turned the dogs loose," said Curry.

And in the end, the verdict

see CURRY, page 45

Saturn timetable: expand line to 10 models by '94

And after '95, maybe trucks

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. has ambitious plans to offer 10 models by 1994 and build a company that is truly independent of parent General Motors.

New plant in Saturn's future? Page 43

Already looking beyond its three initial offerings — single-cam and twin-cam sedans and a 2+2 fastback with the twin-cam engine — Saturn aims to add at least two vehicles in each of the next three model years, according to a product plan developed in June, *Automotive News* has learned.

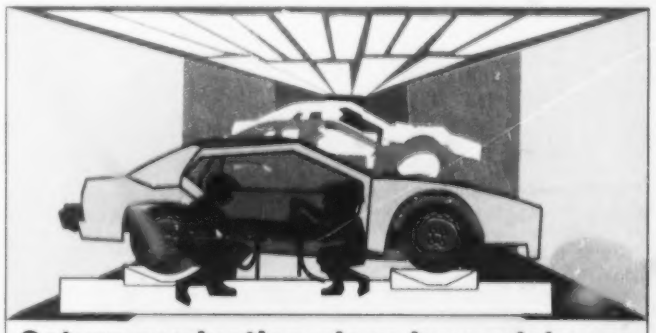
The additional models scheduled to reach full production by 1994 include luxury-sport versions of the existing sedan and 2+2, a 2+2 convertible, two station wagons and a pair of two-door hatchbacks.

There also are tentative plans for light trucks and a second assembly plant by the mid-1990s, according to Saturn dealership officials.

"They (Saturn officials) said they wanted to give us a minivan and a small pickup, but they said they couldn't do that before 1996 because they'd need to build another plant," said a Saturn dealership official who did not want to be identified.

Saturn officials declined to comment on the company's future plans. "We are focused on the launch of Saturn now with our current products," said Bruce MacDonald, vice president of com-

see SATURN, page 43



Saturn production plans by model year

Model*	1991	1992	1993	1994	1995	1996
4-Door I	30,710	78,088	80,828	64,288	73,152	69,741
4-Door II	36,883	69,668	80,150	64,001	73,152	77,203
4-Door SP		7,872	9,234	8,897	14,112	12,915
2+2	31,679	69,137	73,143	78,638	65,088	66,297
2+2 SP		10,176	10,935	10,045	10,368	9,758
2+2 Conv		4,963	9,963	10,906	11,520	8,610
2-Door I			68	54,530	44,928	43,337
2-Door II			68	29,848	24,768	26,117
Wagon I		48	24,057	24,682	25,920	26,117
Wagon II		46	15,309	12,915	16,992	18,655
Total	99,272	240,000	303,750	358,750	360,000	358,750

* The SL and SL1 sedans make up the 4-Door I category, SL2 is 4-Door II and SC is 2+2.

AUTOMOTIVE NEWS / MARTHA GRAFTAN

Volvo stained by monster truck ad flap

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — As its embarrassed officials looked for someone to blame, Volvo Cars of North America tried to put the best face on an advertising fiasco that muddied its reputation for cars "you can believe in."

Volvo President and Chief Executive Officer Joseph Nicolato was expected to finish this week an internal inquiry into how his people oversaw an ad that showed a "monster truck" squashing other cars flat while a Volvo 240 station wagon kept its shape. Volvo dropped the ads Oct. 31 after the Texas attorney general charged that the Volvo 240 had been specially reinforced while the other cars had been weakened.

The disclosure was particularly galling — and potentially damaging — to Volvo, which has until now enjoyed a credible image for safety.

Volvo wants to complete its internal investigation by the end of this week, spokesman Robert Austin said. The company will share its conclusions publicly.

see VOLVO, page 41

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I classic automaker
ar has ambitious plans for the erve its craftsmanship image facilities. Story on Page 3.

Truck sales falter as economy wavers

By Joseph Bohn
TRUCK EDITOR

Higher oil prices and economic concerns have begun to cut into truck sales which, for the most part, have held up as well as cars.

For the three months since the Middle East crisis began in August, light-duty truck sales totaled 1,102,13[illegible], down 9.59 percent from the same period last year. Car sales were off 7.24 percent during the same period.

But fleets are a bigger buying influence in the car market at this time of year, so seasonally inflated fleet car purchases tend to mask some softness in the car market.

Fleet truck purchases are spread more evenly throughout the year.

Joel Pitcoff, Ford Motor Co. sales analyst, said that fleet buyers account for about 30 percent of Ford's truck sales — and the percentage rarely varies by two points, up or down, from month to month.

By contrast, rental companies and other big fleets are prone to cause big month-to-month gyrations in car sales, particularly during the fall.

Comparisons of truck — and car — sales with year-ago figures also have been clouded by a change in incentives.

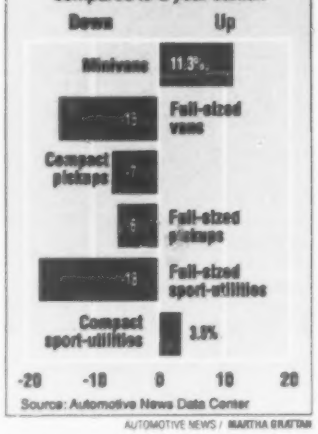
Last year, makers offered heavy dealer and customer cash incentives that ended Sept. 30, making August and September look exceptionally strong and October weak.

This year, light-duty truck manufacturers reverted to more traditional end-of-model-year programs that have spread sales more evenly.

With 4,013,673 sales for 10 months of calendar 1990, off 1.58 percent from a year ago, light

see TRUCKS, page 42

Truck segments
Chart shows percent change for truck unit sales, through October, compared to a year earlier.



AUTOMOTIVE NEWS / MARTHA GRATTAN

Gains by GM, Chrysler spark October upturn

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

General Motors, which lost three percentage points of car market share to the Japanese makers last October, regained those three points this October and sold 35 percent of all cars delivered in the United States last month.

And Chrysler Corp. beat American Honda Motor Co. by 14,610 car sales in October to regain third place in the U.S. market for the year to date. Chrysler is 336 units ahead of American Honda for the January through October period.

Combined domestic and imported car sales for October totaled 787,279, up 6.62 percent over last year.

October sales topped those of a very weak year-ago month that found many showrooms empty because of enticing late summer sales. But auto analyst Tom Webb said this year's figures should not be dismissed. "They're higher than a lot of people expected," said Webb, senior analyst for the National Automobile Dealers Association.

A strong final 10 days helped domestic manufacturers, including the transplants, sell 591,944 cars in October, a 13.71 percent hike over last year. As in 1989, rebates covered many of the newer models; dealers also offered big discounts to move 1990 models.

In the final 10 days of October, sales of cars produced in the United States totaled 227,678, up 11.17 percent over a year ago.

Every domestic automaker reported a sales increase for the month, while only nine of the 39 import makes reported sales hikes. The imports delivered 195,335 cars, down 10.31 percent, or 22,451 units, from October last year.

Declining import sales were due, in part, to the Japanese makers shifting the sales mix from imported vehicles to cars built in the

see SALES, page 43

INDEX

Around the world	20-24
Auction dates	40
Classifieds	35-40
Dealing with dealers	29
Incentive watch	44
Inventories	41
Keith Crain	12
Late news	8
Letter	14
Marketing and media	26
Opinion	12
Personnel	27
Production	45
Sales	42-43
Sales, imports	42
Sales, trucks	42

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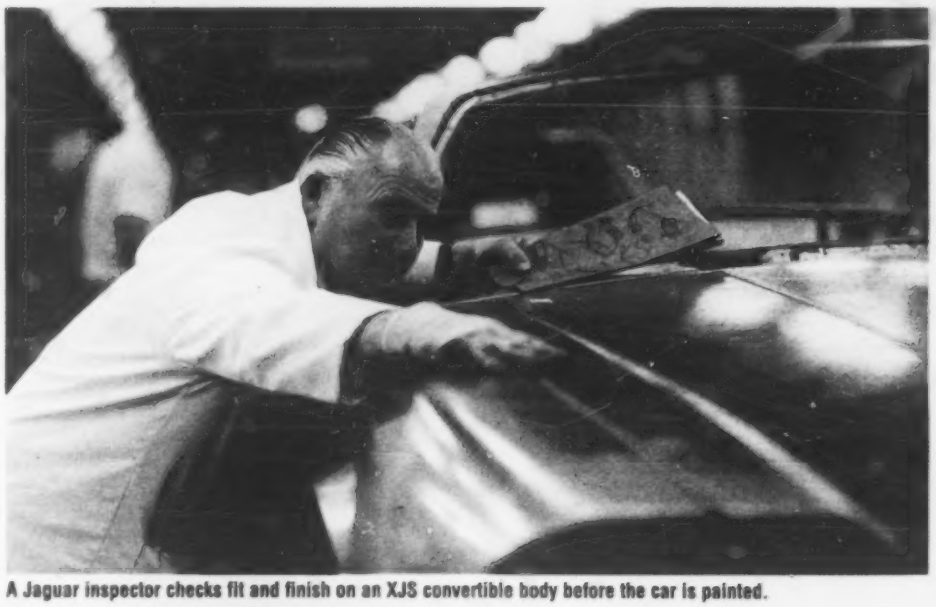


A Jaguar inspector checks fit and finish on an XJS convertible body before the car is painted.

JAGUAR IMAGE: *Ford modernization plan keeps craftmanship aura*

By Richard Feast
SPECIAL CORRESPONDENT

LONDON — A couple of throw-away remarks by Jaguar Ltd.'s Deputy Chairman John A.M. Grant provide a telling insight into the likely future of the British luxury automaker under Ford Motor Co. ownership.

"I look at Honda as being much more like Jaguar than Ford is," Grant, himself a Ford veteran, says.

A few minutes earlier, he had commented: "We're not terribly interested in Mercedes and BMW, because we don't think either of those is very efficient."

Grant's remarks shed light on how Ford hopes to pilot its $2.6 billion acquisition past the shoals of a dangerous dilemma — how to modernize Jaguar without gutting its carefully-cultivated image of "craftsmanship."

If there is a star to steer by, Grant is saying, it is Japan and the entrepreneurial spirit to be found at Honda. Not Ford.

"We all recognize we have a great opportunity to make Jaguar the sort of company we all dream about," Grant says.

"It's got one language, one culture, all more or less in one area, and we have a limited product range and a limited number of alternatives to pursue. We should be able to use that lack of complexity to be able to come up with a very streamlined operation, which is much more like the Honda model than a Ford Motor Co. model.

"We're not trying to become a clone of Ford," he stresses. "We're trying to use our competitive advantage of small size to come up with a very efficient organization."

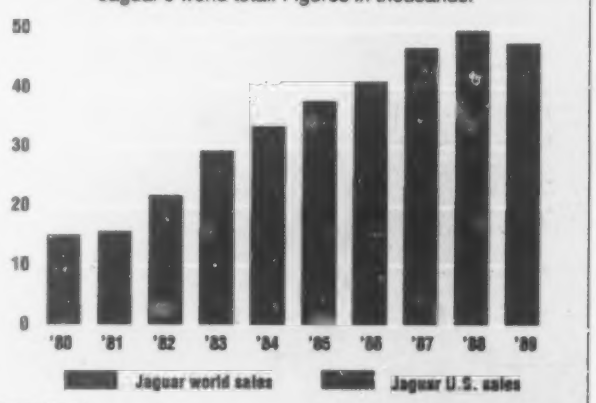
Can that really be accomplished under the weight of Ford's management overlay? Ford executives passionately believe so.

Bruce Blythe, Ford of Europe's corporate strategy vice president and the man who handed over £1.6 billion (then $2.6 billion) of his company's money to Jaguar's independent shareholders, suggests that the trick — no small one — is to completely remake the body without destroying the image.

"The concern is to maintain in the public mind what is true internally: that Jaguar is run as an

see JAGUAR, page 24

Where Jaguars were sold
Chart shows decline in U.S. sales relative to Jaguar's world total. Figures in thousands.



Source: Jaguar

AUTOMOTIVE NEWS / CHARLOTTE WINTER

Veneer trim is matched as it was in the early days of coachbuilding.

Toyota plans to appeal seat-belt verdict

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Toyota Motor Sales USA Inc. plans to appeal a $7.5 million jury award to a suburban Detroit couple who claim the seat belt in their 1986 4Runner was defective.

Last week a U.S. District Court jury awarded $6 million to the driver, Cliff Sadlier of West Bloomfield Township, and $1.5 million to his wife, Joanne, for "loss of companionship." She was not in the vehicle during the Feb. 9, 1988, accident.

Sadlier claimed that the belt malfunctioned, allowing his head to be thrown through the windshield and his body to hit the dashboard after his sport-utility struck a tree. He is paralyzed on his left side and spends 90 percent of his time in a wheelchair, his wife said.

Jeff Lyddan, senior counsel for Toyota, said Sadlier, 58, was not feeling well, drifted off the road and hit a tree two-feet in diameter at about 40 mph. Sadlier said he was going 27 mph.

Sadlier claimed there was slack in the shoulder belt that wasn't taken up by the retractor. He also said the manual lap-and-shoulder belt did not lock properly, Lyddan said.

But according to Lyddan, police officers at the site tested the belt and it worked.

"Our position is the belt performed as designed," Lyddan said. "It restrained him as much as possible."

Lyddan said Sadlier weighs at least 290 pounds.

AROUND THE WORLD

Korean 3rd quarter sales up

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — South Korean automakers reported their best quarter of the year in the three months ended Sept. 30. Sales in the Korean market rose 21 percent over the second quarter, and exports were up 43.5 percent.

The five vehicle makers — Hyundai Motor Co., Kia Motors Corp., Daewoo Motor Co. Ltd., Ssangyong Motor Co. and Asia Motor Co. Ltd. — said total sales for the period rose 26 percent from the previous quarter, to 352,921 units. Home market sales accounted for 262,426 units, and 90,495 were exported.

The quarter-to-quarter surge raised home-market sales for the first nine months of the year to 700,193 units, up a surprising 27.7 percent from the year-earlier period. That represents a record annual pace of 970,000 units in the face of widespread forecasts that the local market would be down for 1990.

But makers said they have begun to note a slight cooling off in the mid-sized and luxury segments. Faced with a scheduled increase in gasoline prices in January, buyers have started to steer away from such mid-sized models as the Hyundai Sonata and Daewoo Royale in favor of smaller cars.

Nine-month export sales were 13 percent below last year's despite the third-quarter surge. Analysts said the quarterly gain largely reflected strong shipments of the Hyundai Scoupe.

More than 34,000 units were exported in September, the first time this year they have topped 30,000. Two years ago, that was the monthly average.

The industry reported modest success in its efforts to diversify exports away from North America. Export volume to Eastern European and Southeast Asian countries, while still modest, has been rising steadily, the companies said.

Meanwhile, the government-funded Korea Institute of Economics and Technology reported it expects capacity to grow an average of 11.7 percent a year until 1995, to 2.18 million units.

After 1995, it said, growth likely will slow to 8.5 percent annually, reaching 3.2 million units by 2000.

1990 KOREAN SALES

Units sold by quarter

Total sales:	
1st	283,304
2nd	279,852
3rd	352,921
Total	916,077
Domestic sales:	
1st	220,952
2nd	216,815
3rd	262,426
Total	700,193
Exports:	
1st	62,352
2nd	63,037
3rd	90,495
Total	215,884

When the all-new 100 luxury sedan debuts in Europe in December, the top model will use an all-new 2.8-liter V-6 that develops about 170 hp and will be priced around 55,000 marks. Eventually, the car will be offered with a range of four-, five- and six-cylinder engines.

Europe geared for Audi 100 debut

U.S. will see all-new replacement for old 5000 sedan next fall

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Audi AG said it will introduce its all-new 100 luxury sedan — the next-generation 5000 model — in Europe next month and in the United States next fall. The car will debut in Britain next summer, the company said.

Although Audi has yet to disclose technical specifications or prices for the new car, it has released the first official photograph. The new 100 will be slightly narrower than its predecessor and will be offered with a range of four-, five- and six-cylinder engines, including an all-new V-6.

The new sedan, code-named C4, replaces the eight-year-old 100 that was badged 5000 in the United States until 1988.

In the late 1980s, the 5000 was the target of scores of complaints that it accelerated on its own, causing loss of control. But government reports in the United States, Japan and Canada concluded that driver error, not an engineering defect, was to blame.

With the crisis apparently passed, Audi of America has begun rebuilding its U.S. volume in 1990 after four consecutive years of decline. The new model next year is expected to give increased momentum to the recovery.

The official start of sales in Germany is pegged for the first week of December. According to sources, the range will begin with a 90-to-100-horsepower, four-cylinder model priced at about 35,000 marks (about $23,000) and will include a five-cylinder series of various displacements.

Initially, the top model will use the all-new 2.8-liter V-6 that develops about 170 hp. It will be priced around 55,000 marks ($36,400) in Germany.

The new V-6 will be outfitted at first with two valves per cylinder. A larger 3.0-liter version with four-valve technology and producing 220 to 250 hp is expected to be offered eventually. A 150-hp, 2.5-liter version will be added later.

As with the current model, the new 100 will be available with either front-wheel drive or, in the Quattro, all-wheel drive.

Additional versions based on the new 100 will debut in Europe in the fall of 1991, including replacements for the 200 luxury and Avant station wagon models. The Avant successor in its new configuration is expected to be more of a station wagon and shaped less like a large hatchback.

It is not clear whether Audi will continue to use the 200 badge on the replacement for the heavily equipped 200.

The new Audi is the fourth generation of the 100 top-line sedan, which dates back to 1968. The second model was introduced in 1976 and the current version followed in 1982. Introduction of the present 100 set a standard for aerodynamics in large sedans and established a design trend later followed by the Ford Taurus.

It boasted a drag co-efficient of 0.30, tops in the world among production cars at the time. Bigger tires and broader wheel housings have since caused the drag figure to rise to 0.32.

The C4 has an evolutionary, rather than revolutionary, shape, with a slightly slimmer body than the current model and a shorter rear overhang. The co-efficient of drag is understood to be a wind-cheating 0.29.

Length is about 189 inches (192.7 currently), but the wheelbase has been increased to about 110 inches, up from 105.6, affording more interior room.

The new model uses the grille from the Audi V8 flagship model, which is expected to continue in production until 1993 before being replaced with a new range-topper based on the C4.

Nissan reports gain in 1st half

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Nissan Motor Co. reported a 16.5 percent increase in unconsolidated net income to 46.8 billion yen ($339 million) for April to September, the first half of its fiscal year.

Operating income showed an increase of 11 percent to 72.8 billion yen ($528 million) and net sales were up 7 percent for the period to 2.05 trillion yen ($14.8 billion). Nissan attributed the upturn to strong domestic sales of new models.

Nissan raised its estimates for total domestic sales for the full fiscal year from 1.4 million to 1.45 million units. Despite an expected increase in sales, Executive Vice President Atsushi Muramatsu said conditions for the second half of the fiscal year are more severe. Muramatsu cited higher interest rates, lower stock exchange prices, the Persian Gulf crisis, a softer domestic market, and indications that a recession "may have already started in the United States" as factors that would eat away at profit during the second half. "We have to be prepared for a change for the worse," he said.

Muramatsu said revenue during the second half of the year should be "at least the same amount as the first half," but profit "would be at best the same as the first half." The forecast for the full year ending next March 31 calls for a 5.4 percent increase in net income to 90 billion yen ($652 million).

So far, there are no plans to change capital investment programs. Nissan has financed investment projects with 250 billion yen in excess cash, rather than going to the market to raise funds because of the higher interest rates.

Mitsubishi profit jumps in 1st half

TOKYO — Mitsubishi Motors Corp. said its net income for the six months ended Sept. 30, the first half of its fiscal year, rose 29.4 percent from a year earlier, to 12.06 billion yen ($93.5 million.)

The company said revenue rose 12.4 percent from a year earlier, to 1.06 trillion yen ($8.2 billion), aided by a 15.7 percent increase in small and medium passenger car sales and a 12.7 percent increase in mini-vehicle sales.

Mitsubishi said its Japanese sales rose to 360,199 units from 323,632 a year earlier, while exports slipped to 269,621 from 279,744.

— Mary Ann Maskery

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SALES

DOMESTIC CAR SALES

	Oct. 21 to Oct. 30, 1990	Same Period, 1989	Oct. 1990	Same Month, 1989	Jan. 1 to Oct. 31, 1990	Same Period, 1989
Summit	57	0	122	0	122	0
Talon	1,157	734	2,571	1,756	23,726	4,884
Premier	344	500	978	1,930	16,386	38,650
Total Eagle	**1,558**	**1,234**	**3,671**	**3,686**	**40,236**	**41,082**
Horizon	90	990	172	2,498	11,732	36,047
Laser	1,356	793	3,169	1,851	36,171	16,427
Sundance	2,855	2,374	7,232	6,124	53,974	73,955
Reliant	0	743	0	2,050	2,371	30,690
Acclaim	5,434	4,242	13,806	10,246	90,894	75,981
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**9,735**	**9,142**	**24,379**	**22,769**	**195,142**	**235,276**
LeBaron A	843	0	2,318	0	27,160	787
LeBaron J	1,996	2,684	4,993	7,194	51,495	74,668
LeBaron GTS	0	135	0	366	1,544	4,262
Fifth Avenue (rwd)	0	100	0	264	740	11,014
Fifth Avenue (fwd)	2,114	1,275	5,401	3,494	31,494	5,456
Imperial	689	0	1,731	0	10,490	0
New Yorker C	910	1,187	2,457	3,257	36,404	68,530
New Yorker E	0	0	0	0	0	237
Total Chrysler	**6,552**	**5,381**	**16,900**	**14,575**	**159,327**	**164,954**
Omni	82	1,054	181	3,050	11,578	36,840
Shadow	3,365	2,357	7,886	6,264	61,039	69,923
Monaco	229	0	1,902	0	10,811	0
Daytona	1,276	1,328	3,420	3,881	30,906	58,439
Aries	0	599	0	1,761	1,915	29,774
Lancer	0	108	0	240	1,081	2,887
Spirit	4,054	3,717	11,061	8,650	75,603	62,364
Diplomat	0	0	0	0	0	2,551
Dynasty	4,584	3,630	11,850	8,731	86,631	93,315
Dodge 600	0	0	0	0	0	808
Total Dodge	**13,590**	**12,793**	**36,300**	**32,577**	**279,564**	**356,901**
CHRYSLER MOTORS	**31,435**	**28,550**	**81,250**	**73,687**	**674,269**	**798,213**
Escort	11,107	8,896	30,842	23,708	247,718	296,857
Mustang	6,108	3,735	11,664	9,476	106,771	145,245
Tempo	5,721	6,550	17,386	24,833	190,702	197,996
Taurus	10,296	9,439	26,610	27,353	267,982	299,880
Thunderbird	4,318	2,896	10,059	10,203	91,320	107,806
Probe	1,357	3,586	4,070	10,216	96,417	117,325
Crown Victoria	4,666	2,328	10,625	7,016	98,392	95,144
Total Ford Div.	**43,573**	**37,430**	**111,256**	**112,805**	**1,099,302**	**1,260,253**
Topaz	1,424	1,908	4,629	6,050	63,301	75,104
Sable	3,035	2,864	10,189	8,027	84,020	97,241
Cougar	2,401	2,216	5,574	6,120	66,663	89,371
Grand Marquis	2,890	2,815	7,610	7,360	75,860	97,877
Total Mercury	**9,750**	**9,803**	**28,002**	**27,557**	**303,640**	**359,593**
Continental	1,590	1,809	4,520	4,593	51,412	46,955
Town Car	4,597	3,610	12,732	9,020	123,757	96,142
Mark VII	351	511	923	1,308	18,564	22,101
Total Lincoln	**6,538**	**5,930**	**18,175**	**14,921**	**193,733**	**167,198**
Total L-M Div.	**16,288**	**15,733**	**46,177**	**42,478**	**497,373**	**526,791**
FORD MOTOR CO.	**59,861**	**53,163**	**157,433**	**155,283**	**1,596,675**	**1,787,044**
Skyhawk	0	204	0	562	827	15,871
Somerset Skylark	3,521	2,264	7,439	4,524	80,668	54,377
Century	4,011	4,007	10,283	9,249	96,286	113,773
Regal	3,977	1,765	9,044	4,063	74,391	67,750
LeSabre	5,294	4,369	12,886	10,158	133,294	125,851
Reatta	187	325	467	826	5,740	6,982
Electra/Park Ave.	3,371	2,089	8,654	5,111	49,628	67,701
Riviera	609	461	1,391	1,132	17,669	16,301
Total Buick	**20,970**	**15,484**	**50,164**	**35,625**	**458,503**	**468,606**
Cimarron	0	0	0	0	0	240
Allante	116	76	292	245	2,848	2,882
Seville	742	520	1,889	1,441	28,947	18,593
DeVille	6,089	5,441	16,008	13,827	137,992	146,656
Brougham	987	1,920	2,956	3,878	28,285	31,205
Eldorado	606	734	1,696	1,789	19,331	26,302
Total Cadillac	**8,540**	**8,691**	**22,841**	**21,180**	**217,403**	**225,878**
Geo Metro	2,713	0	7,996	0	34,894	0
Geo Prizm/Nova	2,884	3,648	7,328	9,610	93,338	70,583
Cavalier	9,925	9,336	27,242	24,053	250,222	254,719
Camaro	1,627	1,960	4,750	4,701	71,019	87,785
Celebrity	145	954	419	2,491	27,821	137,230
Corsica/Beretta	5,847	6,138	18,308	16,292	249,961	296,092
Lumina	6,003	7,544	17,178	18,883	190,333	79,860
Caprice	2,865	3,014	8,995	7,507	139,001	134,489
Corvette	505	637	1,418	1,367	19,225	20,512
Total Chevrolet	**32,514**	**33,231**	**93,634**	**84,904**	**1,075,814**	**1,081,270**
Firenza	0	0	0	0	0	12
Calais	3,535	2,509	9,377	6,728	86,939	82,991
Cutlass Ciera	3,890	3,560	10,476	9,127	118,556	174,921
Cutlass Supreme	4,283	3,584	13,443	8,029	94,667	84,830
88	2,819	3,262	7,364	8,143	87,431	122,257
98	1,241	1,715	3,202	4,135	41,240	58,075
Toronado	389	551	875	984	12,521	7,725
Total Oldsmobile	**16,157**	**15,181**	**44,737**	**37,146**	**441,354**	**530,811**
Fiero	0	0	0	0	0	1,961
Sunbird	5,221	5,279	17,168	12,075	103,391	87,689
Firebird	857	998	2,389	2,436	35,294	50,590
Grand Am	4,382	6,103	13,131	17,318	177,908	176,097
Pontiac 6000	1,468	1,436	4,986	5,279	42,946	60,017
Grand Prix	3,883	3,014	10,377	7,530	102,862	98,611
Bonneville H	2,443	2,406	6,619	6,526	58,785	77,012
Safari/Parisienne	0	46	0	131	0	3,747
Total Pontiac	**18,254**	**19,282**	**54,670**	**51,295**	**521,186**	**555,724**
GENERAL MOTORS	**96,435**	**91,869**	**266,046**	**230,150**	**2,714,260**	**2,862,289**
Civic	5,692	7,272	13,550	15,339	164,070	146,152
Accord	9,190	8,333	22,682	15,378	237,675	177,933
HONDA	**14,882**	**15,605**	**36,232**	**30,717**	**401,745**	**324,085**
MX-6	935	1,028	1,886	2,054	25,337	34,629
626	1,580	101	3,506	125	38,260	126
MAZDA	**2,515**	**1,129**	**5,392**	**2,179**	**66,708**	**34,755**
MITSUBISHI	**1,532**	**1,548**	**3,835**	**3,754**	**42,319**	**25,330**
NISSAN	**5,472**	**3,773**	**10,541**	**8,243**	**91,575**	**90,156**
Corolla	5,456	2,917	10,641	6,247	114,955	65,588
Camry	9,514	4,892	19,295	10,409	182,326	102,424
TOYOTA	**14,970**	**7,809**	**29,936**	**16,656**	**297,281**	**168,012**
SUBARU	**576**	**0**	**1,279**	**0**	**10,145**	**0**
DOMESTIC TOTAL	**227,678**	**204,793**	**591,944**	**520,589**	**5,894,977**	**6,089,884**
IMPORT TOTAL			**195,335**	**217,786**	**2,090,266**	**2,367,644**
INDUSTRY TOTAL			**787,279**	**738,375**	**7,985,243**	**8,457,528**

TRUCKS

FROM PAGE 3

trucks can still turn in a 4.7 million year, compared to 4.8 million in 1989, according to auto sales analysts.

Big 3 market analysts feel that truck buyers aren't really gravitating toward cars, but rather are waiting out the current uncertainties in fuel prices and the economy.

That is particularly true of the big-van market.

Full-sized passenger vans, with sales of 3,580 units in October, were off 26.52 percent on a daily-selling-rate basis from October last year, according to an *Automotive News* analysis.

There were 27 selling days in October this year and 26 last year.

For 10 months, sales of 46,238 full-sized passenger vans were off 13.87 percent from last year.

Full-sized cargo vans, many of which are converted into passenger vans by RV companies, also are down.

They also have been hurt by dealers' reluctance to stock them due to high floorplanning costs.

Full-sized cargo vans accounted for 23,098 retail sales in October, off 16.18 percent on a daily-rate basis from October 1989.

For the first 10 months of 1990, sales of full-sized cargo vans totaled 292,254, off 14.40 percent.

Full-sized cargo vans accounted for 6.37 percent of industry light-truck sales in October, 6.61 percent in September and 6.65 percent in August, 1990. That was down from an 8.05 percent share for the first 10 months of calendar 1990 and a 9.23 percent share during the first 10 months of 1989.

Full-sized sport-utilities have trended down, with sales of 11,635 in October, off 36.34 percent from 17,608 a year ago on a daily-rate basis.

For 10 months of 1990, their 152,102 sales were off 18.16 percent from 185,863 last year.

Full-sized sport-utilities accounted for 3.23 percent of light-truck sales in October, 3.57 percent in September and 3.51 percent in August.

Those figures are down from a 3.85 percent share of the light-duty market during 10 months of 1990 and 4.56 percent in the comparable year-earlier period.

One dramatic change was the falloff in compact pickup truck sales.

October's 90,843 compact pickup sales were off 7.17 percent from 94,260 a year earlier on a daily selling rate basis.

Their 10-month sales of 952,573 were off 6.59 percent from the year earlier's 1,019,767 sales.

Their share of the light-duty market fell to 25.24 percent in October from 26.68 percent a year earlier.

The 10-month share was 24.12 percent this year, compared to 25.01 percent a year ago.

Industry analysts feel that compact pickups are down because they appeal to lower-income, entry-level buyers who are typically most affected by tighter credit restrictions other adverse economic factors.

Full-sized pickup sales were down only 6.10 percent for the 10-month period, and minivan sales were up 11.3 percent, with Chrysler's recent introduction of restyled compact vans and incentives on carryover models helping buoy that market.

IMPORTED CAR SALES

	Oct. 1990	Oct. 1989	10 Mos., 1990	10 Mos., 1989
Acura	11,163	10,865	120,114	121,572
Alfa Romeo	300	151	2,917	2,647
Aston Martin*	5	5	50	50
Audi	1,474	2,114	18,482	17,984
BMW	4,776	5,391	51,360	55,278
Chevrolet/Geo	7,795	7,258	114,179	98,811
Chrysler	183	638	3,871	6,499
Daihatsu	842	1,512	9,563	12,381
Dodge	3,547	3,550	21,133	32,381
Eagle	637	1,375	11,971	21,127
Ferrari*	80	80	800	800
Ford	3,656	5,123	47,188	61,105
Honda	26,022	24,538	207,507	209,965
Hyundai	10,202	14,663	113,928	160,705
Infiniti	2,750	0	18,099	0
Isuzu	1,084	604	4,370	15,167
Jaguar	1,089	1,507	15,180	15,389
Lamborghini*	13	13	130	130
Lexus	5,530	3,416	50,944	7,970
Lotus*	27	27	270	270
Maserati*	20	20	200	217
Mazda	11,373	13,841	132,322	157,487
Mercedes-Benz	6,795	5,974	62,523	62,304
Mercury	6,450	4,503	35,170	60,878
Mitsubishi	6,799	6,705	87,985	62,719
Nissan	22,103	29,649	273,096	344,878
Peugeot	309	426	3,648	5,188
Plymouth	2,410	3,554	18,488	30,354
Pontiac	1,950	1,351	35,952	42,605
Porsche	605	688	7,705	8,020
Rolls/Bentley*	100	100	1,000	1,000
Saab	1,967	2,357	22,635	28,627
Sterling	305	510	3,443	5,054
Subaru	7,135	8,747	82,497	119,921
Suzuki	622	688	5,815	5,306
Toyota	29,266	36,294	308,019	383,594
Volkswagen	10,252	10,984	113,305	111,564
Volvo	5,196	7,697	78,802	88,504
Yugo	503	868	5,605	9,193
TOTAL	**195,335**	**217,786**	**2,090,266**	**2,367,644**

*Estimate

LIGHT TRUCK SALES

	Oct. 1990	Oct. 1989	10 Mos., 1990	10 Mos., 1989
Vans	9,969	12,573	127,087	145,611
Aerostar	14,278	13,385	154,704	163,992
Club Wagon	1,634	2,297	17,780	21,713
Ranger	21,641	23,311	242,397	237,235
Bronco	2,819	5,132	42,023	52,394
Bronco II/Explorer	19,620	9,022	143,098	92,380
Pickups	39,184	39,615	458,487	487,265
Ford	**109,145**	**105,335**	**1,185,576**	**1,200,590**
Vans	7,049	7,060	87,826	102,963
Sportsvan	525	614	7,396	8,610
Geo Tracker†	2,826	1,194	29,222	8,511
Astro	9,020	9,195	104,920	126,924
Lumina APV	4,015	1,740	56,293	1,808
S-10	18,048	16,964	182,318	199,152
S-10 Blazer	10,686	13,802	125,890	152,575
Blazer	1,030	1,887	14,224	18,988
Suburban	3,775	5,223	47,864	55,496
Pickups	35,235	30,787	418,655	453,010
Chevrolet	**92,209**	**88,466**	**1,074,608**	**1,128,037**
Pontiac Trans Sport	**2,235**	**859**	**26,196**	**859**
Olds Silhouette	**2,517**	**310**	**22,304**	**310**
Vans	3,553	4,455	48,103	59,718
Ram Wagon	1,236	1,541	18,861	20,872
Voyager	12,674	12,556	144,816	154,123
Caravan	14,888	15,839	162,755	169,682
Caravan C/V	340	729	9,597	11,849
Town & Country	200	311	2,407	1,279
Ram 50	1,232	2,557	10,345	25,491
Raider	0	1,271	1,092	8,216
Ramcharger	691	1,495	9,385	16,660
Dakota	6,377	7,556	64,839	75,991
Pickups	6,274	9,195	77,403	74,003
Chrysler	**47,465**	**57,505**	**549,603**	**617,884**
Vans	2,527	2,607	31,439	35,606
Safari	2,824	2,051	29,378	27,729
S-1/Sonoma	4,342	4,055	39,145	44,410
S-15 Jimmy	2,930	3,534	31,452	37,102
Jimmy	332	558	4,120	5,521
Suburban	1,766	1,858	20,574	19,486
Pickups	11,213	9,315	119,493	129,232
P Model	226	274	2,284	3,242
W-4	103	167	1,090	1,151
GMC	**26,263**	**24,419**	**278,975**	**303,479**
Wrangler	3,486	3,610	44,072	44,409
Wagoneer	390	487	3,026	5,539
Cherokee	11,282	11,432	106,083	133,127
Grand Wagoneer	373	798	5,482	9,085
Comanche	743	2,251	11,070	22,077
Jeep	**16,274**	**18,578**	**169,733**	**214,237**
Daihatsu	**270**	**0**	**3,967**	**0**
Isuzu*	**3,663**	**10,438**	**87,697**	**83,356**
Mazda*	**9,882**	**8,800**	**105,887**	**99,205**
Mitsubishi	**2,461**	**2,664**	**33,325**	**31,035**
Nissan*	**15,095**	**10,646**	**153,489**	**142,980**
Range Rover	**315**	**292**	**3,669**	**3,854**
Suzuki*	**983**	**2,211**	**11,948**	**21,998**
Toyota	**24,804**	**22,403**	**236,017**	**224,856**
Volkswagen	**390**	**371**	**5,856**	**4,448**
Imports	**63,863**	**57,825**	**641,855**	**611,732**
Industry Total	**359,971**	**353,297**	**3,948,850**	**4,077,128**

*Includes domestic vehicles †Includes imported Tracker

Sales charts compiled by Karen Delkowski

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Oct 1990	Oct 1989	Percent Share
Alfa Romeo	300	151	0.0
Aston Martin*	5	5	0.0
Am. Honda	73,417	66,126	9.3
BMW	4,776	5,391	0.6
Buick	50,164	35,625	6.4
Cadillac	22,841	21,180	2.9
Chevrolet	101,429	92,162	12.9
Chrysler	17,083	15,213	2.2
Daihatsu	842	1,512	0.1
Dodge	39,847	36,127	5.1
Eagle	4,308	5,061	0.5
Ferrari*	80	80	0.0
Ford	114,912	117,928	14.6
Hyundai	10,202	14,663	1.3
Isuzu	1,084	604	0.1
Jaguar	1,089	1,507	0.1
Lamborghini*	13	13	0.0
Lincoln	18,175	14,921	2.3
Lotus*	27	27	0.0
Maserati*	20	20	0.0
Mazda	16,765	16,020	2.1
Mercedes	6,795	5,974	0.9
Mercury	34,452	32,060	4.4
Mitsubishi	10,634	10,459	1.4
Nissan Motor	35,394	37,892	4.5
Oldsmobile	44,737	37,146	5.7
Peugeot	309	426	0.0
Plymouth	26,789	26,323	3.4
Pontiac	56,620	52,646	7.2
Porsche	605	688	0.1
Rolls Bentley*	100	100	0.0
Saab	1,967	2,357	0.2
Sterling	305	510	0.0
Subaru	8,414	8,747	1.1
Suzuki	622	688	0.1
Toyota Motor	64,732	56,366	8.2
Volvo	5,196	7,697	0.7
VWoA	11,726	13,098	1.5
Yugo	503	868	0.1
TOTAL	**787,279**	**738,375**	**100.0**
GM	**275,791**	**238,758**	**35.0**
FORD	**167,539**	**164,909**	**21.3**
CHRYSLER	**88,627**	**82,724**	**11.2**
JAPANESE	**211,904**	**198,498**	**26.9**
EUROPEAN	**33,816**	**38,912**	**4.3**
KOREAN	**66,622**	**67,309**	**1.3**

*Estimate. Big 3 totals include their captive imports.

SALES

FROM PAGE 3

United States. Japanese transplants sold 87,215 cars last month, up 41.70 percent, or 25,666 units over October 1989. "Import sales are weakening somewhat, but they're not all that bad," Webb said.

Ford Motor Co. and the European and Korean makers lost car market share for the month, while Chrysler Corp. and the Japanese held even compared to a year ago.

Webb said he expects the GM run to pick up speed. "It started with the Geo line in the beginning of the year," he said, "then continued with the (Pontiac) Sunbird in the compact market."

Webb expects GM to continue to pick up market share because of Saturn. "Saturn will take some sales from the Asian market — but not tremendously," he said. "The Ford Escort could also be hurt by Saturn." Through Oct. 31, Escort sales totaled 247,718; sales of the Geo line, both domestic and imported, totaled 242,411 cars.

Chrysler got improved performances from all car divisions in late October. Only Honda and Mitsubishi reported fewer sales of U.S.-built cars than last year.

Light-truck deliveries in October rose 1.89 percent over October 1989.

Combined car and truck sales for the month totaled 1,147,250, up 5.09 percent over a year ago.

The year-to-date figures aren't as rosy, with combined sales of imported and domestic cars and light trucks down 4.79 percent. Each of the Big 3 and the imports as a group trail last year's sales; all of the transplants are up.

Ford, GM and Chrysler held 71.9 percent of the U.S. vehicle market through the end of October, down two percentage points from last year. Those two percentage points went to the Asian makers.

General Motors is the only one of the Big 3 with a higher market share for the year; its combined car and truck share is 35.8 percent vs. 35.4 percent at this point last year.

DOMESTIC Market Shares

	October Sales	Pct. of Total
Subcompact	88,377	14.93
Compact	174,419	29.47
Intermediate	222,188	37.53
Standard	104,783	17.70
Specialty	2,177	0.37
TOTAL	591,944	100.00

Yugo raises price of GV Plus 8.8%

Yugo America Inc. still has the lowest sticker price in America, but Yugo last week hiked its price 8.8 percent to $4,825 for the basic Yugo GV Plus for 1991.

The company said dealer margin more than doubles to 16.1 percent, which Yugo calls "the highest percent margin in the small car market segment."

The 1991 price increase is softened by the addition of a rear-window wiper/washer as standard. It had been an option.

— Jim Henry

SATURN

FROM PAGE 1

munications.

Spokeswoman Jennifer Schettler said: "We're not going to talk about future products, and we're not going to talk about future capacity."

Special luxury versions of the twin-cam sedan (SL2) and 2+2 debut at the beginning of the 1992 model year. Those vehicles will have leather interiors, sportier exterior treatment (including new aluminum wheels and small rear spoiler) and standard anti-lock brakes. Saturn dealers were shown the vehicles at a meeting in Nashville, Tenn., during the first week of October.

Saturn plans to build about 7,800 of the luxury-sport sedans and about 10,000 of the comparable 2+2 in the 1992 model year.

Production of the single-cam sedan is slated to reach 78,000 in the 1992 model year, up from this year's target of 30,700. The build of the twin-cam sedan is targeted at just short of 70,000 in 1992, up from the 1991 target of about 37,000. The regular 2+2 is scheduled to climb to 69,000 units next year, up from the 1991 target of 31,600.

A convertible based on the current 2+2 is scheduled to debut midway in the 1992 model year, with pilot production due to begin next October and full production slated for January 1992. Production of just under 5,000 convertibles is planned during the 1992 model year.

Total production at the Saturn plant in Spring Hill, Tenn., is scheduled to reach 240,000 in the 1992 model year, up from the 99,000 targeted for this year.

Pilot production of two wagon models — one with the single-cam engine and the other an upscale version with the twin-cam engine — is slated to begin in June 1992. The wagons will debut as 1993 models, with regular production scheduled to begin in August 1992.

Dealers said they look forward to the introduction of the wagons because they will be GM's only small wagons by 1994.

"There is good demand from young families who want a wagon, but don't need one as big as the Caprice wagon," said a Saturn dealer who did not want to be identified.

Saturn's passenger-car line is slated to reach full maturity in the 1994 model year with the introduction of a pair of two-door hatchbacks based on the sedan design. Pilot production of the new two-door models is planned for June and July 1993, with regular production slated for August that year.

Saturn anticipates that the new two-doors will immediately contribute to the line, with first-year production of a single-cam version slated to be about 54,500 and a twin-cam version at nearly 30,000.

The 1994 model year also is scheduled to be big for Saturn in terms of content — and safety features. All Saturn vehicles, beginning in 1994, will have standard driver and passenger air bags and standard anti-lock brakes, according to Saturn and GM sources.

The production schedules also strongly suggest that 1994 will be the year that the sedan is reskinned for the first time. Sedan production in the 1994 model year is scheduled to fall to a three-model aggregate of about 137,000, down sharply from the 170,000 planned for the previous year.

The 2+2 is a likely candidate for reskinning in 1995, when a three-model total of 87,000 units are planned, down from nearly 100,000 on the 1994 schedule.

Total production at the Spring Hill plant is scheduled to reach 303,000 in the 1993 model year and 360,000 in 1994 through 1996. At that point, Saturn would be forced to expand capacity — by enlarging the plant or building a second facility if it wanted to increase output further or add models.

5-year plan may require plant add-on

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. may have to expand its new $2-billion car plant in Spring Hill, Tenn., in as soon as two to three years to keep up with a five-year growth plan.

The huge factory would have to increase capacity by half over its current full-production rating to meet 1995 sales forecasts.

The factory was built to produce up to 240,000 cars a year. But by model-year 1995, Saturn anticipates producing up to 360,000 cars

see EXPAND, page 44

U.S. CAR AND LIGHT-TRUCK SALES, 10 MONTHS — 1990 vs. 1989 (ranked by car and light-truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)
Ford	1,146,490	1,321,358	14.4	15.6	1,185,576	1,200,590	30.0	29.4	2,332,066	2,521,948	19.5	20.1	– 0.6	– 7.5
Chevrolet	1,189,993	1,180,081	14.9	14.0	1,074,608	1,128,037	27.2	27.7	2,264,601	2,308,118	19.0	18.4	0.6	– 1.9
Toyota	605,300	551,606	7.6	6.5	236,017	224,856	6.0	5.5	841,317	776,462	7.0	6.2	0.9	8.4
Dodge	300,697	389,282	3.8	4.6	402,380	462,482	10.2	11.3	703,077	851,764	5.9	6.8	– 0.9	– 17.5
Honda	609,252	534,050	7.6	6.3	—	—	—	—	609,252	534,050	5.1	4.3	0.8	14.1
Pontiac	557,138	598,329	7.0	7.1	26,196	859	0.7	0.0	583,334	599,188	4.9	4.8	0.1	– 2.6
Nissan	364,671	435,034	4.6	5.1	153,489	142,980	3.9	3.5	518,160	578,014	4.3	4.6	– 0.3	– 10.4
Oldsmobile	441,354	530,811	5.5	6.3	22,304	310	0.6	0.0	463,658	531,121	3.9	4.2	– 0.4	– 12.7
Buick	458,503	468,606	5.7	5.5	—	—	—	—	458,503	468,606	3.8	3.7	0.1	– 2.2
Plymouth	213,630	265,630	2.7	3.1	144,816	154,123	3.7	3.8	358,446	419,753	3.0	3.3	– 0.3	– 14.6
Mercury	338,810	420,471	4.2	5.0	—	—	—	—	338,810	420,471	2.8	3.4	– 0.5	– 19.4
Mazda	199,030	192,242	2.5	2.3	105,887	99,205	2.7	2.4	304,917	291,447	2.6	2.3	0.2	4.6
GMC	—	—	0.0	0.0	278,975	303,479	7.1	7.4	278,975	303,479	2.3	2.4	– 0.1	– 8.1
Cadillac	217,403	225,878	2.7	2.7	—	—	—	—	217,403	225,878	1.8	1.8	0.0	– 3.8
Lincoln	193,733	167,198	2.4	2.0	—	—	—	—	193,733	167,198	1.6	1.3	0.3	15.9
Jeep	—	—	0.0	0.0	169,733	214,237	4.3	5.3	169,733	214,237	1.4	1.7	– 0.3	– 20.8
Chrysler	163,198	171,453	2.0	2.0	2,407	1,279	0.1	0.0	165,605	172,732	1.4	1.4	0.0	– 4.1
Mitsubishi	130,304	88,049	1.6	1.0	33,325	31,035	0.8	0.8	163,629	119,084	1.4	1.0	0.4	37.4
Acura	120,114	121,572	1.5	1.4	—	—	—	—	120,114	121,572	1.0	1.0	0.0	– 1.2
Volkswagen	113,305	111,564	1.4	1.3	5,856	4,448	0.1	0.1	119,161	116,012	1.0	0.9	0.1	2.7
Hyundai	113,928	160,705	1.4	1.9	—	—	—	—	113,928	160,705	1.0	1.3	– 0.3	– 29.1
Subaru	92,642	119,921	1.2	1.4	—	—	—	—	92,642	119,921	0.8	1.0	– 0.2	– 22.7
Isuzu	4,370	15,167	0.1	0.2	87,697	83,356	2.2	2.0	92,067	98,523	0.8	0.8	0.0	– 6.6
Volvo	78,802	88,504	1.0	1.0	—	—	—	—	78,802	88,504	0.7	0.7	0.0	– 11.0
Mercedes-Benz	62,523	62,304	0.8	0.7	—	—	—	—	62,523	62,304	0.5	0.5	0.0	0.4
Eagle	52,207	62,209	0.7	0.7	—	—	—	—	52,207	62,209	0.4	0.5	– 0.1	– 16.1
BMW	51,360	55,278	0.6	0.7	—	—	—	—	51,360	55,278	0.4	0.4	0.0	– 7.1
Lexus	50,944	7,970	0.6	0.1	—	—	—	—	50,944	7,970	0.4	0.1	0.4	0.0
Saab	22,635	28,627	0.3	0.3	—	—	—	—	22,635	28,627	0.2	0.2	0.0	– 20.9
Audi	18,482	17,984	0.2	0.2	—	—	—	—	18,482	17,894	0.2	0.1	0.0	2.8
Infiniti	18,099	0	0.2	0.0	—	—	—	—	18,099	0	0.2	0.0	0.2	0.0
Suzuki	5,815	5,306	0.1	0.1	11,948	21,998	0.3	0.5	17,763	27,304	0.1	0.2	– 0.1	– 34.9
Jaguar	15,180	15,389	0.2	0.2	—	—	—	—	15,180	15,389	0.1	0.1	0.0	– 1.4
Daihatsu	9,563	12,381	0.1	0.1	3,967	0	0.1	0.0	13,530	12,381	0.1	0.1	0.0	9.3
Porsche	7,705	8,020	0.1	0.1	—	—	—	—	7,705	8,020	0.1	0.1	0.0	– 3.9
Yugo	5,605	9,193	0.1	0.1	—	—	—	—	5,605	9,193	0.0	0.1	0.0	– 39.0
Range Rover	—	—	0.0	0.0	3,669	3,854	0.1	0.1	3,669	3,854	0.0	0.0	0.0	4.8
Peugeot	3,648	5,188	0.0	0.1	—	—	—	—	3,648	5,188	0.0	0.0	0.0	– 29.7
Sterling	3,443	5,054	0.0	0.1	—	—	—	—	3,443	5,054	0.0	0.0	0.0	– 31.9
Alfa Romeo	2,917	2,647	0.0	0.0	—	—	—	—	2,917	2,647	0.0	0.0	0.0	10.2
Rolls/Bentley*	1,000	1,000	0.0	0.0	—	—	—	—	1,000	1,000	0.0	0.0	0.0	0.0
Ferrari*	800	800	0.0	0.0	—	—	—	—	800	800	0.0	0.0	0.0	0.0
Lotus*	270	270	0.0	0.0	—	—	—	—	270	270	0.0	0.0	0.0	0.0
Maserati	200	217	0.0	0.0	—	—	—	—	200	217	0.0	0.0	0.0	– 7.8
Lamborghini*	130	130	0.0	0.0	—	—	—	—	130	130	0.0	0.0	0.0	0.0
Aston Martin*	50	50	0.0	0.0	—	—	—	—	50	50	0.0	0.0	0.0	0.0
TOTAL	**7,985,243**	**8,457,528**	**100.0**	**100.0**	**3,948,850**	**4,077,128**	**100.0**	**100.0**	**11,934,093**	**12,534,656**	**100.0**	**100.0**	—	**– 4.8**
TOTAL BIG 3	**5,273,156**	**5,801,306**	**66.0**	**68.8**	**3,306,995**	**3,465,396**	**83.7**	**85.0**	**8,580,151**	**9,266,702**	**71.9**	**73.9**	**– 2.0**	**– 7.4**
TOTAL EUROPE	**388,055**	**412,219**	**4.9**	**4.9**	**9,525**	**8,302**	**0.2**	**0.2**	**397,580**	**420,521**	**3.3**	**3.4**	**0.0**	**– 5.5**
TOTAL ASIA	**2,324,032**	**2,244,003**	**29.1**	**26.5**	**632,330**	**603,430**	**16.0**	**14.8**	**2,956,362**	**2,847,433**	**24.8**	**22.7**	**2.1**	**3.8**
GM	2,864,391	3,003,705	35.9	35.5	1,402,083	1,432,685	35.5	35.1	4,266,474	4,436,390	35.8	35.4	0.4	3.8
Ford	1,679,033	1,909,027	21.0	22.6	1,185,576	1,200,590	30.0	29.4	2,864,609	3,109,617	24.0	24.8	– 0.8	– 7.9
Chrysler	729,732	888,574	9.1	10.5	719,336	832,121	18.2	20.4	1,449,068	1,720,695	12.1	13.7	– 1.6	– 15.8
Honda/Acura	729,366	655,622	9.1	7.8	0	0	0.0	0.0	729,366	655,622	6.1	5.2	0.9	11.2
Nissan/Infiniti	382,770	435,034	4.8	5.1	153,489	142,980	3.9	3.5	536,259	578,014	4.5	4.6	– 0.1	– 7.2
Toyota/Lexus	656,244	559,576	8.2	6.6	236,017	224,856	6.0	5.5	892,261	784,432	7.5	6.3	1.2	13.7
VW/Audi	131,787	129,548	1.7	1.5	5,856	4,448	0.1	0.1	137,643	133,996	1.2	1.1	0.1	2.7

*Estimate

Imports play incentive game

Toyota, Mazda, Mitsubishi pay rebates to buyers, dealers

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Three Japanese automakers have announced new or revised incentive programs.

Toyota Motor Sales U.S.A. Inc.'s new program, which expires Jan. 3, covers 1989, 1990 and 1991 models. It pays dealers $300 to $1,100 on Camry, $200 to $1,000 on Corolla, $600 to $1,200 on base two-wheel-drive and four-wheel-drive trucks and $200 to $800 on other trucks. The payments are based on performance against sales quotas.

Mitsubishi Motor Sales of America Inc. announced dealer rebates on 1990 and 1991 cars and trucks. The rebates vary by regions, and the program ends Dec. 31.

Dealer rebates, based on performance against quotas, range from $350 to $2,000 on 1990 and 1991 Galant, Eclipse and 2wd and 4wd pickups in the Western, Southwest and Southeast regions, and on 1990 and 1991 Galant, Eclipse and Montero in the Northeast and North Central regions.

The program also pays per-unit rebates to dealers of $1,500 on the 1990 Montero and $500 on the 1991 Montero in the Western, Southwest and Southeast regions and $1,000 on the 1990 Mirage and $500 on the 1991 Mirage in the Western region.

It pays per-unit rebates to dealers of $500 on 1990 and 1991 Mirages in the Southwest, Northeast, Southeast and North Central regions. The program also pays $500-per-unit rebates to dealers on 1990 and 1991 2wd and 4wd pickups in the Northeast and North Central regions.

Mazda Motor of America Inc. announced consumer incentives on 1990 cars. They are $750 on 323-SE and Protege SE and LX, $1,000 on MX-6 and $1,500 on 626.

Mazda has raised the per-unit rebate on 1990 trucks from $750 to $1,000 on 2wd unit and from $1,000 to $1,250 on the 4wd unit. It also is offering the SE5 or LE5 trim package at no charge. The MPV has discounts of $886 and $1,246 on option packages. The Mazda incentives expire Jan. 3.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$500-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$300-3,000	12/16
Plymouth	$400-500	12/16
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac	$1,500	12/12
Chevrolet Geo	$500-1,250	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$1,500-2,500	12/12
Pontiac	$500-1,000	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac Brougham	$1,500	12/12
Chevrolet Geo	$500-800	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$500-1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$500-1,500	12/12
Pontiac	$500-750	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai (1990)	$500-1,250	12/3
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$886-1,246 discount on option packages	1/3
Subaru (1990)		
Loyale	$300-1,050	1/3

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Hyundai (1990)	$150-500, quota	12/3
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1990-91)		
Mirage	$500-1,000	12/31
Other cars	$350-2,000, quota	12/31
Trucks	$350-2,000*	12/31
*Some truck rebates are based on quotas. Mitsubishi rebates vary by region.		
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-1,400, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Suzuki (1991)		
Swift	$500-1,000, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Toyota (1989-91)		
Corolla, Camry	$200-1,100 quota	1/3
Trucks	$200-1,200 quota	1/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

EXPAND

FROM PAGE 43

annually, according to a Saturn product plan developed in June.

Saturn originally was planned to have an annual capacity of 500,000 cars. But shortly after the project was announced, its size was halved. Saturn has maintained that its long-term plan is still to reach the 500,000-a-year figure.

"We bought a lot of land here," said spokeswoman Laurie Kay of the 2,400-acre site. "The possibility for expansion is always there."

Saturn will not release official production figures until later this month, by which time the plant is expected to reach a production level of 200 cars a day.

Normal full-capacity production of 20,000 a month will not occur until the beginning of its 1992 model run in the summer of 1991.

Saturn is scheduled to produce 303,000 cars during model-year 1993, increasing to 360,000 cars a year by model-year 1995.

Kay indicated that some additional capacity could be obtained "without a major brick and mortar expansion."

Saturn could produce some of the additional 120,000 cars with more workers or extensive overtime work.

Toyota Motor Manufacturing U.S.A. Inc. recently confirmed that its 200,000-unit-a-year car plant in Georgetown, Ky., would yield 240,000 cars annually by 1992 without a physical expansion.

A General Motors plant in Antwerp, Belgium, increased its capacity by nearly half over the past two years by enlarging its workforce and switching to a three-shift schedule. The plant now operates with 10-hour, four-day-a-week shifts that reduce down time.

Saturn management and the UAW are now considering a plan to institute a similar schedule at Saturn, but Kay said the idea is still under discussion.

The UAW has been hesitant to accept the concept at other GM plants.

Saturn is now adding 1,000 new associates to its current workforce of 3,300 for a second shift that will start next spring. But there are no plans for a third shift, Kay said.

Car stocks rise to 66 days, but trail '89 backlog

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The supply of new cars was higher on Nov. 1 than on Oct. 1, but it was in better shape than at the end of October last year when dealer showrooms and lots were loaded as sales slowed after late-summer clearance efforts.

Combined stocks of U.S.-built and imported cars totaled 1,933,837 units on Nov. 1, a 66-day supply, compared to a 58-day supply Oct. 1 and a 74-day supply last Nov. 1. The domestic automakers had a 66-day supply on hand; the importers, a 73-day supply.

The seven-year average of domestic and import new-car stocks on Nov. 1 is 61 days.

Aside from Toyota, every automaker that builds cars in the United States reported an increase in stocks. Toyota reported a 22-day supply of unsold cars built at its Georgetown, Ky., plant and a 35-day supply of imported cars, for a combined 29-day supply, the lowest among domestic makers.

Subaru reported the highest figures. Its Legacy model, built in Lafayette, Ind., had a 300-day supply, and Subaru's combined unsold stocks were 100 days on Nov. 1. Eagle dealers had a 458-day supply of Summits, but the cars were delivered to retailers late in the month.

General Motors had the highest inventory among Big 3, a 73-day supply, up from 58 days on Oct. 1. Ford Motor Co.'s stocks rose to 70 days from 57, and Chrysler Corp.'s edged up to 71 days from 69.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Nov. 1, 1990	Oct. 1, 1990	Nov. 1, 1989
Car			
Chevrolet	132	107	114
Chrysler Motors	106	83	106
Dodge	76	—	—
Acura	48	45	52
Daihatsu	68	71	65
Honda	34	41	30
Infiniti	40	39	—
Isuzu	272	367	113
Lexus	17	15	30
Mazda	55	47	64
Mitsubishi	72	16	123
Nissan	84	69	99
Subaru	64	55	91
Suzuki	87	72	170
Toyota	35	34	49
JAPAN	**59**	**50**	**69**
Audi	121	84	94
BMW	70	71	60
Mercedes-Benz	38	37	27
Mercury	79	60	22
Porsche	75	65	90
Volkswagen†	124	123	91
GERMANY	**86**	**81**	**68**
Alfa Romeo	167	114	114
Ford	97	74	103
Hyundai	59	62	41
Jaguar	65	33	34
Peugeot	88	86	90
Pontiac	102	37	108
Eagle/Chrysler	58	232	139
Saab	63	55	61
Sterling	59	57	73
Volvo	136	66	57
Yugo	73	85	120
Other Countries	**85**	**62**	**62**
Total Import Cars	**73**	**64**	**68**
Truck			
Daihatsu	45	48	—
Geo Tracker*	92	74	192
Isuzu*	111	114	81
Mazda*	63	60	54
Mitsubishi	137	99	95
Nissan*	74	36	60
Range Rover	66	63	27
Suzuki*	179	134	104
Toyota	29	30	49
Dodge	63	110	100
Total Imp. Trucks	**65**	**51**	**69**
Total Imp. Vehicles	**66**	**61**	**68**

†Includes cars built in Brazil and Mexico
*Includes domestic vehicles

DOMESTIC CARS, DAYS' SUPPLIES

	Nov. 1, 1990	Oct. 1, 1990	Nov. 1, 1989
Summit	458	—	—
Talon	103	83	75
Premier	53	28	132
Total Eagle	**184**	**58**	**105**
Horizon	111	39	69
Laser	117	100	128
Sundance	85	89	59
Reliant	—	—	56
Acclaim	52	62	66
Total Plymouth	**71**	**78**	**89**
LeBaron A	114	100	—
LeBaron J	71	67	99
LeBaron GTS	—	—	130
Fifth Avenue (rwd)	—	—	105
Fifth Avenue (fwd)	65	87	102
Imperial	65	106	—
New Yorker C	82	57	97
Total Chrysler	**78**	**77**	**100**
Omni	117	45	59
Shadow	78	81	50
Monaco	18	15	—
Daytona	96	96	121
Aries	—	—	53
Lancer	—	—	142
Spirit	59	65	73
Dynasty	45	43	49
Total Dodge	**68**	**59**	**86**
CHRYSLER MOTORS	**69**	**67**	**78**
Escort	70	58	105
Mustang	76	84	100
Tempo	59	39	51
Taurus	65	63	51
Thunderbird	85	88	71
Probe	158	86	112
Crown Victoria	52	42	75
Total Ford Div.	**71**	**60**	**75**
Topaz	78	44	86
Sable	53	64	72
Cougar	88	55	97
Grand Marquis	80	66	63
Total Mercury	**72**	**49**	**78**
Continental	62	44	66
Town Car	44	50	47
Mark VII	88	45	81
Total Lincoln	**51**	**48**	**56**
Total L-M Div.	**64**	**49**	**71**
FORD MOTOR CO.	**69**	**56**	**74**
Skyhawk	—	—	65
Somerset/Skylark	62	48	90
Century	61	60	97
Regal	81	66	163
LeSabre	74	55	74
Reatta	98	110	68
Electra/Park Ave.	69	70	105
Riviera	124	81	101
Total Buick	**72**	**60**	**97**
Allante	148	186	103
Seville	74	72	80
DeVille	57	46	74
Brougham	103	118	71
Eldorado	84	65	94
Total Cadillac	**88**	**57**	**76**
Geo Prizm/Nova	76	69	117
Cavalier	64	41	66
Camaro	115	54	124
Celebrity	77	37	88
Corsica/Beretta	81	45	117
Lumina/Monte Carlo	71	60	67
Caprice	124	119	83
Corvette	114	126	109
Total Chevrolet	**73**	**54**	**88**
Calais	64	62	89
Cutlass Ciera	52	37	66
Cutlass Supreme	48	59	140
88	108	67	98
98	95	79	88
Toronado	117	68	89
Total Oldsmobile	**87**	**56**	**96**
Sunbird	40	66	41
Firebird	166	90	136
Grand Am	96	50	72
Pontiac 6000	51	44	67
Grand Prix	77	62	141
Bonneville H	92	76	85
Safari/Parisienne	—	—	48
Total Pontiac	**73**	**61**	**79**
GENERAL MOTORS	**71**	**57**	**88**
HONDA	**38**	**24**	**32**
MAZDA	**89**	**61**	**99**
MITSUBISHI	**109**	**77**	**55**
NISSAN	**49**	**34**	**102**
TOYOTA	**22**	**23**	**35**
SUBARU	**300**	**184**	**—**
DOMESTIC TOTAL	**66**	**56**	**77**
Subcompact	**47**	**42**	**60**
Compact	**74**	**55**	**82**
Intermediate	**69**	**57**	**86**
Standard	**74**	**66**	**78**
Specialty	**115**	**128**	**95**

CURRY

FROM PAGE 1

was the same: no defect.

"I must tell you that it was personally disappointing," Curry said. "Because with all that smoke, there should have been some fire."

In an interview, Curry said that from now on, he will be highly skeptical of defect allegations or investigation petitions filed by the three organizations.

"I would be much less willing to give credence to allegations or petitions filed by the groups," he said. "You still have to look at them, but I am not going through another one of these. The American people don't deserve this."

When told of Curry's remarks, Clarence Ditlow, executive director of the Center for Auto Safety, said he's "happy they don't like us because they aren't doing their job." He accused NHTSA of "protecting the car companies from defects and not consumers."

Ditlow

Curry's comments will mark a widening rift between his agency and the most outspoken and most widely known safety advocates.

When Curry was appointed in March 1989, there was hope for a new harmony between government, industry and the consumer movement on auto safety issues. That would have been a marked contrast to the activist era under President Carter and the anti-regulatory policies of President Reagan.

Ditlow and Joan Claybrook, president of Public Citizen and an NHTSA administrator under Carter, were initially pleased with Curry's nomination. They guardedly praised him and his promises to improve automotive safety, unclog the backlog of defect investigations and issue long-overdue safety standards.

Consumer groups had a chilly relationship with Curry's predecessor, Diane Steed, a longtime public servant well-schooled in Washington bureaucracy. Steed's disdain for the advocates was well known, but she followed a Washington practice of not publicly criticizing followers of Ralph Nader.

But Curry, a former major general in the Army and a newcomer to Washington politics, was eager to listen. He invited the safety activists to NHTSA and "took them seriously" — despite the cynicism and warnings of many longtime NHTSA staff members.

The consumer groups were eager to have Curry embrace their agenda. They have pushed for a stricter side-impact standard on cars and for passenger-car roof-crush and side-impact standards on light-duty trucks.

And Curry has responded. He has proposed new rules for light trucks. And last month, he issued a new passenger-car side-impact standard after more than a decade of debate.

But he now says the advocates have had their day in court. "They were innocent until proven guilty.

"I believed them to be forthright until they proved themselves otherwise," Curry said.

Curry officially reopened the CJ case June 25. But informal probes began in January when new allegations and old documents the groups had obtained first surfaced.

After reviewing a stack of documents that measured 62 feet high, NHTSA concluded that "while the predicted rollover propensity of the CJ is slightly higher than the average for all utility vehicles, the CJ does not stand out from its peers to the extent that it warrants further investigation."

The agency also found no evidence that American Motors or Chrysler, which bought AMC in 1987, had lied to the federal government. Curry closed the case Oct. 11.

Ditlow said he now worries that NHTSA will ignore other sport-utility rollover allegations and investigations, like the pending probe of the Ford Bronco II.

Ben Kelley, president of the Institute for Injury Reduction and former director of public affairs for the Federal Highway Administration, called Curry's criticism of the groups and his latest comments "outrageous."

Kelley said Curry refused to recall the CJ because it would cost Chrysler too much. Kelley said Curry told him so over lunch July 20. Curry denied ever discussing cost with Kelley.

A rollover standard for cars and trucks and stepped-up recalls remain a major priority for the Center for Auto Safety and Public Citizen.

The Institute for Injury Reduction's agenda has included the CJ and retrofitting back seats of cars with shoulder belts.

PRODUCTION

U.S. CAR

	Week Ended Nov. 10, 1990	Week Ended Nov. 3, 1990	Oct. Total	Jan. 1 to Nov. 10, 1990	Jan. 1 to Nov. 11, 1989
Horizon	0	0	0	4,327	29,596
Sundance	2,400	2,356	11,175	79,120	89,820
Acclaim	2,900	2,971	16,053	103,406	112,569
Total Plymouth	**5,300**	**5,327**	**27,228**	**186,853**	**231,985**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,450	1,272	4,867	46,462	85,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	400	508	2,861	33,322	59,838
Fifth Avenue	1,000	1,093	0	31,969	22,216
Imperial	450	448	6,996	17,005	2,561
Total Chrysler	**3,300**	**3,321**	**14,724**	**136,829**	**183,348**
Omni	0	0	0	4,078	31,624
Daytona	750	671	3,195	30,566	66,925
Shadow	2,400	2,447	10,891	86,917	89,263
Dynasty	3,100	2,931	12,759	105,285	115,743
Lancer	0	0	0	0	1,528
Spirit	2,600	2,487	12,900	92,050	96,765
Total Dodge	**8,850**	**8,536**	**39,745**	**318,896**	**401,848**
CHRYSLER MOTORS	**17,450**	**17,184**	**81,697**	**642,578**	**817,173**
Escort	5,807	7,149	36,109	223,089	310,879
Mustang	3,705	3,720	16,831	121,016	171,986
Tempo	0	2,333	10,680	110,928	130,317
Taurus	0	7,066	30,437	293,712	316,353
Thunderbird	0	2,772	11,938	100,755	125,252
Total Ford Div.	**9,512**	**23,040**	**105,995**	**849,500**	**1,054,787**
Topaz	0	759	4,246	41,632	59,238
Cougar	0	1,180	7,545	66,326	107,677
Sable	0	1,998	10,137	90,816	105,784
Total Mercury	**0**	**3,937**	**21,928**	**198,774**	**272,899**
Continental	908	1,179	5,459	51,999	56,988
Mark VII	160	208	971	16,864	18,474
Town Car	2,137	2,773	12,853	130,222	109,074
Total Lincoln	**3,205**	**4,160**	**19,283**	**198,105**	**184,536**
Total L-M Div.	**3,205**	**8,097**	**41,211**	**387,879**	**457,235**
FORD MOTOR CO.	**12,717**	**31,157**	**147,206**	**1,247,379**	**1,512,022**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,500	2,087	10,851	82,833	57,540
Century	0	1,554	8,065	59,298	111,657
Riviera	587	585	2,540	20,011	17,703
Electra/Park Ave.	3,040	2,890	12,924	57,083	70,284
LeSabre (fwd)	3,121	3,702	17,133	142,9[illegible]	135,479
LeSabre (rwd)	0	0	0	4,022	6,798
Reatta	0	0	0	5,277	5,631
Total Buick	**9,248**	**10,818**	**51,513**	**371,488**	**412,085**
Eldorado	494	493	2,379	18,960	26,152
Seville	784	755	3,075	30,636	19,981
Brougham (rwd)	698	1,053	2,872	27,382	47,370
DeVille (fwd)	4,816	2,430	19,573	145,416	161,414
Allante	0	87	407	3,290	2,767
Total Cadillac	**6,792**	**4,818**	**28,386**	**225,684**	**257,684**
Cavalier	9,844	9,714	43,479	310,864	319,039
Camaro	0	2,087	9,519	66,740	89,039
Celebrity	0	0	0	0	70,720
Corsica/Beretta	2,160	6,216	28,450	248,762	320,379
Caprice	2,020	2,770	5,357	186,658	147,838
Corvette	0	560	2,616	20,542	22,077
Total Chevrolet	**14,024**	**21,347**	**89,421**	**833,586**	**969,092**
Calais	1,820	2,373	11,736	91,717	78,509
Cutlass Ciera	0	1,082	5,051	60,744	75,447
Cutlass Supreme	2,230	2,131	9,862	83,936	103,589
Toronado	383	387	1,609	13,870	8,237
88 (fwd)	2,460	2,036	11,191	92,522	126,822
88 (rwd)	0	0	0	1,223	6,724
98	384	404	3,019	38,087	63,523
Total Oldsmobile	**7,277**	**8,413**	**42,468**	**382,099**	**462,851**
Sunbird	4,200	4,109	17,572	144,811	132,075
Grand Am	4,800	5,038	25,489	192,356	204,775
Firebird	0	1,113	5,181	38,956	50,880
Grand Prix	0	3,190	14,545	106,648	111,055
Pontiac 6000	0	914	4,707	47,941	70,022
Bonneville	1,714	1,644	6,854	69,186	82,683
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**10,714**	**16,008**	**74,348**	**599,998**	**654,181**
Total Saturn*	**1,056**	**1,056**	**4,225**	**4,287**	**0**
GENERAL MOTORS	**46,111**	**62,460**	**290,281**	**2,417,043**	**2,755,813**
DIAMOND-STAR	**3,283**	**3,373**	**1[illegible]**	**132,553**	**74,063**
HONDA	**9,710**	**9,147**	**4[illegible]**	**383,359**	**329,794**
Civic	1,800	1,489	7,014	92,396	119,155
Accord	7,910	7,658	35,425	290,963	201,639
MAZDA†	**4,118**	**4,827**	**20,211**	**157,068**	**180,233**
NISSAN	**3,398**	**3,129**	**12,813**	**81,305**	**102,261**
NUMMI	**4,200**	**5,225**	**20,523**	**178,113**	**172,937**
Corolla	2,100	2,612	10,231	89,583	70,746
Geo Prizm/Nova	2,100	2,613	10,292	88,530	102,191
SUBARU-ISUZU	**1,198**	**1,853**	**3,982**	**27,408**	**3,280**
TOYOTA	**4,510**	**4,575**	**20,736**	**182,031**	**127,814**
TOTAL CARS, U.S.	**109,687**	**141,330**	**656,807**	**5,456,837**	**6,086,990**
TOTAL CARS, CANADA	**27,110**	**27,113**	**114,736**	**928,982**	**870,462**
U.S., CANADA CARS	**133,297**	**168,443**	**770,737**	**6,379,739**	**6,937,452**
U.S., CANADA CARS AND TRUCKS	**298,843**	**265,433**	**1,215,536**	**10,567,895**	**11,385,864**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Nov. 10, 1990	Week Ended Nov. 3, 1990	Oct. Total	Jan. 1 to Nov. 10, 1990	Jan. 1 to Nov. 11, 1989
Monaco	618	566	1,617	9,740	0
Premier	622	586	1,009	11,331	30,848
CHRYSLER MOTORS	**1,240**	**1,152**	**2,626**	**21,071**	**30,848**
Tempo	0	2,948	11,653	98,314	111,940
Topaz	0	748	3,518	36,111	52,968
Crown Victoria	2,957	2,705	11,724	105,679	103,631
Grand Marquis	2,803	3,053	13,306	99,564	112,127
FORD MOTOR CO.	**5,760**	**9,454**	**40,201**	**339,668**	**380,666**
Celebrity	0	0	0	20,319	21,632
Cutlass Ciera	1,780	1,814	7,939	68,434	106,630
Lumina	5,385	5,352	24,051	194,583	154,074
Regal	2,615	2,600	10,756	87,540	68,662
GENERAL MOTORS	**9,780**	**9,766**	**42,746**	**370,876**	**350,998**
CAMI	**2,290**	**2,290**	**5,890**	**17,380**	**0**
HONDA	**2,150**	**2,144**	**9,057**	**90,596**	**73,843**
HYUNDAI	**1,880**	**830**	**3,886**	**21,890**	**12,580**
TOYOTA	**1,300**	**1,250**	**6,034**	**52,734**	**14,573**
VOLVO	**180**	**180**	**790**	**6,965**	**7,864**
TOTAL CARS, CANADA	**23,810**	**27,113**	**114,730**	**928,902**	**870,462**

U.S. TRUCK

Caravan	4,300	1,619	6,869	81,807	93,482
Dakota	2,050	1,829	8,306	65,223	81,939
Caravan C/V	150	0	0	4,321	5,854
Ram pickups	1,950	2,214	10,141	93,154	80,695
Total Dodge	**8,450**	**5,662**	**25,316**	**244,505**	**261,970**
Cherokee	3,900	3,804	14,001	137,130	187,462
Comanche	350	394	1,287	8,338	23,778
Grand Wagoneer	100	330	535	6,024	8,752
Wagoneer	250	103	395	3,632	7,015
Total Jeep	**4,600**	**4,631**	**16,218**	**155,124**	**227,007**
Voyager	3,850	1,381	5,880	75,391	87,382
Town & Country	50	30	16	2,158	3,057
Total C-P Div.	**3,900**	**1,411**	**5,896**	**77,549**	**90,439**
CHRYSLER MOTORS	**16,950**	**11,704**	**47,430**	**477,178**	**579,416**
Aerostar	2,945	4,030	19,961	184,044	194,429
Bronco	0	939	4,116	43,469	62,963
Bronco II/Explorer	4,418	6,384	27,272	178,171	103,657
Navajo	308	361	1,519	6,505	0
Econoline	1,982	3,264	9,423	154,756	190,984
Mediums/Heavies	1,150	1,160	4,180	44,729	51,565
Light trucks	3,364	6,278	41,438	395,222	458,914
Ranger	4,754	7,687	30,534	251,363	274,473
Total Ford Div.	**18,921**	**30,103**	**138,443**	**1,258,259**	**1,334,585**
FORD MOTOR CO.	**18,921**	**30,103**	**138,443**	**1,258,259**	**1,334,585**
Astro	2,685	2,672	13,414	114,845	142,363
Blazer	0	0	713	14,316	23,409
Lumina APV	0	1,893	8,700	74,764	12,500
Mediums/Heavies	380	372	1,090	8,505	6,568
P-Model	603	629	967	19,131	25,957
Pickups	0	7,635	42,520	362,619	352,314
S-10	3,841	5,862	23,951	211,353	209,782
S-10 Blazer	1,511	2,839	6,506	72,769	154,556
Sportsvan/Van	1,550	1,545	6,736	54,910	64,118
Suburban	0	0	3,344	57,865	63,828
Total Chevrolet	**10,570**	**23,447**	**107,941**	**991,077**	**1,086,279**
Jimmy	0	0	211	4,348	7,512
Mediums/Heavies	526	534	382	8,579	11,556
P-Model	63	66	100	2,492	3,520
Pickups	0	2,146	13,658	127,107	106,829
S-15/Sonoma	889	1,374	4,962	46,913	50,858
S-15 Jimmy	369	933	2,164	24,113	45,165
Safari	1,008	1,114	4,402	40,325	38,593
Suburban	0	0	1,260	27,872	28,868
Vandura/Rally Vans	319	321	2,160	19,819	26,165
Total GMC	**3,174**	**6,488**	**29,299**	**301,568**	**319,066**
Silhouette	0	623	2,796	27,800	2,315
Bravada	0	172	218	352	0
Total Oldsmobile	**0**	**795**	**3,014**	**28,152**	**2,315**
Pontiac Trans Sport	0	983	4,808	40,834	4,437
GENERAL MOTORS	**13,744**	**31,713**	**145,062**	**1,361,544**	**1,386,024**
NAVISTAR	**1,580**	**1,589**	**6,765**	**84,145**	**67,185**
NISSAN	**3,290**	**3,006**	**11,907**	**123,486**	**105,814**
SUBARU-ISUZU	**1,312**	**964**	**4,077**	**29,954**	**3,280**
AM GENERAL	**450**	**450**	**1,800**	**19,440**	**19,890**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**129,000**	**126,000**
TOTAL TRUCKS, U.S.	**50,217**	**82,589**	**367,484**	**3,463,586**	**3,822,794**

CANADIAN TRUCK

Caravan	2,465	2,525	10,297	107,522	127,003
Caravan C/V	147	156	324	6,144	8,900
Ram Wagon	427	0	1,129	19,579	21,970
Ram Van	1,301	0	6,187	51,710	62,062
Total Dodge	**4,340**	**2,681**	**17,937**	**184,955**	**219,935**
Voyager	1,848	2,116	8,499	86,787	108,921
Total Plymouth	**1,848**	**2,116**	**8,499**	**86,787**	**108,921**
Wrangler	1,500	1,575	6,490	51,937	63,513
Total Jeep	**1,500**	**1,575**	**6,490**	**51,937**	**63,513**
CHRYSLER MOTORS	**7,688**	**6,372**	**32,926**	**323,679**	**392,369**
FORD MTR. (E. trks.)	**2,761**	**2,230**	**12,574**	**119,626**	**141,636**
Light trucks	3,546	3,543	14,851	148,013	141,856
Vans	0	0	4,092	42,832	52,699
Total Chevrolet	**3,546**	**3,543**	**18,943**	**190,845**	**194,555**
Light trucks	1,334	1,206	6,743	55,610	62,759
Vans	0	0	1,074	16,692	23,686
Total GMC	**1,334**	**1,206**	**7,817**	**72,302**	**86,445**
GENERAL MOTORS	**4,880**	**4,749**	**26,760**	**263,147**	**281,000**
CAMI	**1,000**	**1,050**	**4,500**	**10,762**	**0**
NAVISTAR	**0**	**0**	**567**	**7,416**	**9,563**
TOTAL TRKS., CANADA	**16,329**	**14,401**	**77,317**	**724,570**	**825,564**
U.S., CANADA TRKS.	**75,546**	**96,990**	**444,801**	**4,188,156**	**4,448,362**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Idle plants slash U.S. production

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Vehicle production in the United States continues to plunge as 15 Big 3 assembly plants remain idle for a second week. Three additional plants are partially idle.

Twelve of the plants are General Motors facilities, three are Ford Motor Co. points, and three are Chrysler Corp. plants.

U.S. automakers estimated last week's build at 109,687 units, down 22.39 percent from the prior week and 18.43 percent from the year-ago week.

Truckmakers scheduled 59,217 units last week, a decline of 28.30 percent from the previous week and 25.54 percent from 1989.

In October, 656,007 cars were produced, the lowest total for that month since 1970 when 390,016 were assembled. GM was shut down by a strike that year. October production rose 22.31 percent over the previous month, but fell 0.97 percent below the 1989 month.

Truck production in October was 367,484, the highest for that month since 1987 when 369,394 were produced. October truck output was 15.31 percent above the prior month and 16.46 percent above the year-ago month.

As previously reported, the following General Motors plants are scheduled to be idle this week: the Wilmington, Del.; Wentzville, Mo.; Kansas City, Kan.; Oklahoma City; Van Nuys, Calif.; and Willow Run, Mich., car facilities; and the Flint, Mich.; Fort Wayne, Ind.; Pontiac, Mich. (East); and Tarrytown, N.Y., truck plants. At the Detroit-Hamtramck, Mich., plant, the Allante line is scheduled to be idle, and so is the van line at Lordstown, Ohio.

Ford's Wayne, Mich., truck plant and Kentucky Truck in Louisville, Ky., are closed this week, as is the Lorain, Ohio, car line. Chrysler plants idled this week are Sterling Heights, Mich., and St. Louis No. 1 (car) and Warren, Mich., (truck).

Canada cars at 17-year high

Canadian auto producers assembled 114,730 units in October, the highest production for that month since 1973 when 131,193 units were built.

Truckmakers produced 77,317 units in October, the lowest for that month since 1987 when 71,080 units were built.

NOTE

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Cov. 1, Pgs: 3, 6, 16, 20,

21, 38, 40, 42, 43, 46, 47

Automotive News

November 19, 1990

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European import deals may fight new taxes

By Diana T. Kurylko
and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

Angry European import dealers are considering plans to form their own lobbying group to pressure Congress into repealing or modifying new taxes on luxury cars and gas-guzzling cars.

The increased tax load is "a devastating blow," said Ralph J. Gaden, chairman of the dealer council for Mercedes-Benz of North America Inc. and owner of Autohaus Inc. in Dallas. "Some dealers are going to go broke, and so are their salesmen and their mechanics."

As part of Congress' deficit-reduction package, lawmakers have slapped a 10 percent tariff on the price of a car over $30,000. In addition, penalties on cars that get less than 22.5 mpg have been doubled and now range from $1,000 to $7,700. They take affect Jan. 1.

Dealers who sell European cars will be hit the hardest.

"There are urgent discussions going on within the dealer groups and between the dealer groups," said Martin Bennett, chairman of the Jaguar National Dealer Council and owner of Thoroughbred Motorcars (Ferrari-Jaguar-Saab-Lotus) in Nashville, Tenn.

Bennett said chairmen of European import dealer groups have begun informal talks about forming a coalition that could be allied with a group like Auto Dealers and Drivers for Free Trade, a political action committee known as AutoPac.

"We've got to join something that has hitting power, that already knows its way around Congress and has the contacts," Bennett said.

Bennett said he would like to see European import dealers get together among themselves and form a unified lobby before January, then buttonhole legislators as soon

see TAXES, page 44

MR. GM

Stempel's hot for more market gains despite predicting tough times for '91

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors expects continued market share gains in 1991 despite consumer concerns over the Persian Gulf crisis, the economy and higher gasoline prices, Chairman Robert C. Stempel said.

In his first interview since he succeeded Roger B. Smith as chairman Aug. 1, Stempel predicted industry sales of only 14 million cars and trucks in 1991, a drop of 300,000 from his estimate for 1990.

Despite a host of potential problems, the auto industry has enough new products in 1991 to generate the kind of consumer interest that should prevent a big downturn, Stempel said.

GM is in a good position to deal with a downturn, partly because it has worked to manage its vehicle inventories, Stempel said.

"Inventory on cars is the lowest it's been since 1986, so we're in pretty good balance, production vs. sales," he said.

The automaker's market share, which has been rising slowly this year, should continue to go up, Stempel said.

Oil prices, which he said should remain in the mid-$30 per barrel range during most of 1991, will have a wide-ranging impact on the industry and GM regardless of how the crisis with Iraq is resolved, he said.

The effects will be felt "not only . . . in terms of our fuel efficiency, but the oil we use in manufacturing, the oil we use in the plastics and chemical side of our business," Stempel said.

GM has planned its future products with the assumption of even higher oil and gasoline prices, Stempel said although he declined to reveal the planners' assumptions.

"That's why you don't see a panic here as this gasoline price roars upward," he said. "If you'd like a small, fuel-efficient car, 'How many?' is my response. Not, 'Ooh! Give me a year to get there.' We've got 'em. We've got four-cylinder engines. You want fours? (We've got

see STEMPEL, page 44

AUTOMOTIVE NEWS/JOE WILLSEN

"Saturn already has 29 patents approved — 29! Now you name one other automobile that's got half that many new patentable ideas," Stempel said.

Saturn plan: only 560 will be no-option $7,995 cars

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. surprised dealers and customers with a low $7,995 sticker price for its base sedan, but the company expects to sell no more than 560 cars at that price in the 1991 model year.

Saturn plans to build 7,000 base SL sedans in the 1991 model year, and expects 4,690 (67 percent) of those units to be purchased with the $775 dealer-installed air conditioning system, according to an option forecast obtained by *Automotive News*. Another 1,750 SL units (25 percent) are expected to be built with factory-installed air, which also has a $775 sticker.

Saturn ads attract shoppers, Page 10

That leaves only 560 SL units that could sell for the $7,995 sticker price. And some of those are likely to be equipped with other options such as $170 cassette players.

Although the $7,995 base price

see SATURN, page 44

Honda 2-seater

Honda's new 656cc two-seat roadster, pictured here with a removable hard top, debuts in Japan this February. The mid-engined vehicle, which may be called the R-X, is based on Honda's Today minicar. It is not expected to be sold in the United States.

Co-op ads inspire anything but dealer cooperation

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

In a world filled with uncertainties, most car and truck dealers can count on at least three things: death, taxes and cooperative advertising.

Many Big 3 and import dealers find the three equally unpleasant.

In the last couple years, co-op advertising has become the most controversial area of automobile advertising for dealers.

Once a common ground where manufacturers and their dealers joined financial forces to fight the competition, co-op advertising, in some instances, has escalated into civil war.

While manufacturers contend they don't twist dealers' arms to keep them in ad associations, dealers disagree.

Dealers who want to quit the ad groups and stop paying the mandatory co-op fee assessed by the factory say they fear reprisal from the manufacturer in the form of warranty and/or dealership audits

see CO-OP, page 42

Straight talk

New safety standards. The Clean Air Act. Rising gas prices. Top executives talk about meeting these challenges in *Automotive News Insight*, which follows Page 24.

Rental fleets help Chrysler:

Corp.'s campaign to increase sales to rental-car companies
aying off as the company battles to cling to its ranking as
car seller in the United States. Story on Page 6.

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Volvo digs into ad fiasco

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Volvo's "monster truck" ad scandal continued to erupt last week as AB Volvo Chairman Pehr Gyellenhammar ordered an investigation into what he called Volvo's "distasteful and unacceptable behavior."

Meanwhile, Volvo Cars of North America's longtime ad agency, Scali, McCabe, Sloves Inc., resigned the $40 million account.

In a statement from Sweden, Gyellenhammar called the doctored ads "an offense against our company and what we represent and an insult to all Volvo owners." He said Robert F. Dee, an outside member of the board of Volvo North America Corp., would head the investigation.

The Federal Trade Commission also has asked Volvo to substantiate all advertising claims made since Jan. 1, 1989, said Volvo Cars spokesman Robert C. Austin.

Volvo Cars was already conducting its own internal investigation, Austin said that was suspended last week, and all information was to be handed over to Dee.

Gyellenhammar called for the investigation "to clarify how this misconduct has come about and identify those responsible for it." He promised to "make an example" of those responsible.

The print and television ads showed a "monster truck" squashing a line of cars — except for a Volvo 240 wagon. Volvo killed the ads and apologized after the Texas attorney general revealed Volvo's car was specially reinforced and the other cars weakened.

Marvin Sloves, chairman of Scali, McCabe, Sloves, said the agency accepted "ultimate responsibility." But he said no one at the agency authorized the tampering or knew it had occurred.

Both Volvo and the ad agency had representatives on the scene when the ad was shot in Austin, Texas, last June, but not at every moment, Volvo spokesman Austin said.

Nevertheless, the agency was responsible because it hired New York-based Perretti Productions to film the ads, and the agency was responsible for everything that took place on the shooting, said William J. Hoover, Volvo senior vice president of marketing.

After 23 years of doing business together, Volvo was the agency's biggest and oldest account, representing about 15 percent of the agency's billings, Sloves said.

"They were great, rewarding years. We built the brand together. That's what's so devastating about this," he said.

Automotive News Staff Reporter Arlena Sawyers in Detroit contributed to this story.

How Volvo's bogus advertisements were discovered

By Jennifer Lawrence
CRAIN NEWS SERVICE

When Dan White went to the Texas Exposition & Heritage Center in Austin June 12, he hoped to pick up some Volvos for mechanical salvage.

Instead, he ended up blowing the whistle on one of the most respected companies around, one noted for its safe and reliable vehicles — Volvo.

It was just chance that White — car buff, auto mechanic, former welder, University of Texas graduate with a degree in government — started a conversation with a man who had a camera.

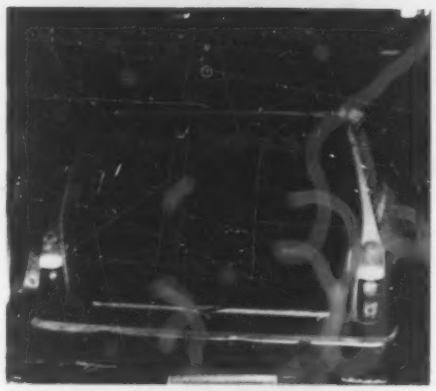
The man, Pat Horne, turned out to be the father of one of White's friends.

The retired Horne, visiting from California, wandered around the center with White for most of the morning.

They were on the south side of the arena when they heard what White called "the unmistakable noise of a saw cutting steel."

White and Horne walked over to the arena's west side where sparks were flying.

"A fellow in a welder's get-up was cutting



Steel reinforcment beams were placed inside a Volvo used in the "Monster Truck" commercial.

B-pillars (roof supports) on some cars with the saw," White recalled in an interview with *Advertising Age*, a sister publication to *Automotive News*. "We saw three cars being cut, and when we broke for lunch at noon, we saw that all the B-pillars on all the cars (competing against Volvo) had been cut."

Horne snapped some photographs of a Ford Maverick and brown Granada, pictures that would eventually be used as exhibits in the Texas attorney general's case against Volvo Cars of North America.

By now, White thought something phony was going on. Nevertheless, he had errands to run and left for most of the afternoon.

Meanwhile, Horne stayed and photographed all that he could.

While on his errands, White ran into an attorney friend at Big Steve's Gym. White told the lawyer what he thought was happening.

White asked the attorney whether he should alert the Federal Trade Commission, but the lawyer said to try the state attorney general's office instead because the FTC "wouldn't do anything."

When White returned to the center, he still wanted a crack at buying the Volvos, and he was ready to talk terms with Jesse Spindler of International Promotions.

Three used Volvo wagons were filmed. Early

see RIGGED, page 11

The EDS satellite network is monitored at the firm's Management Information Center in Plano, Texas.

EDS gambit paying off for GM

Troubles of 1984 buyout purged as revenue, profits surge

By Michelle Krebs
SPECIAL CORRESPONDENT

Everything that could go wrong did in the early days of General Motors' ownership of Electronic Data Systems Corp.

But on the sixth anniversary of the automaker's purchase of the Dallas-based computer services firm, both appear better off for the marriage.

The acquisition of EDS for $2.5 billion has turned out to be a financial prize.

EDS' revenues have grown from $786 million in 1984 to $5.5 billion in 1989, about $1 billion more than analysts had predicted five years ago. Profits increased from $71 million to $435 million.

While the GM business gave EDS an instant hike, EDS has boosted its non-GM business approximately 25 percent each year on a compounded basis during the past five years. EDS expects continued growth in the non-GM business, particularly in the areas of transportation and energy. EDS also expects significant growth overseas.

Nearly all the analysts who follow computer companies have placed GM Class E stock on their "buy" list. The stock pays dividends based on EDS' performance. The analysts point out that EDS is the largest company in the fast-growing business of taking over computer operations for other companies.

EDS wants GM to account for 50 percent of its business in 1990 and 33 percent by 1994. That compares with 55 percent in 1989 and 70 percent in 1985.

By some analysts' estimates, EDS has tripled in value since GM acquired it five years ago.

"Despite all the controversy, EDS has proved to be a financial success for GM," says Maryann Keller, analyst for the New York investment firm of Furman Selz Inc. "It's earnings are growing faster than those of GM, not because of more GM business, but in spite of less GM business. GM got a real prize and a fine company. It will continue to be a contributor to GM."

In addition to contributing to GM's bottom line, EDS has helped GM's internal operations. Because of EDS, GM has:

- Established a worldwide telecommunications network, creating the largest private digital network in the world. EDS implemented a plan that GM's data processing people developed. EDS consolidated GM's 106 independent networks and increased the capacity by 300 percent at a 20 percent cost reduction.
- Consolidated GM's major data processing centers from 35 to 21 worldwide. It also allowed the standardization of computer equipment and systems. By buying in larger volume, GM can purchase equipment at a lower cost.
- Increased substantially the capability of GM's health-care processing system. EDS processes approximately 200,000 health-care claims daily, compared with the 10,000 to 25,000 GM processed before EDS. GM estimates the new system has saved the company about $750 million since 1984.

see EDS, page 18

Reitzle, Mayhew to head gala at World Congress

DETROIT — Wolfgang Reitzle, management board member of BMW AG and head of the Development Division, and Fred C. "Fritz" Mayhew, Ford Motor Co. chief design executive, North American Design, will address the Automotive News World Congress Tuesday Evening Gala Jan. 15.

The World Congress will run from Sunday, Jan. 13 through Wednesday morning, Jan. 16 at the Westin Hotel in Detroit. Attendees will hear from more than 30 leaders of the auto industry.

Tickets to the gala dinner are included with full registration for the World Congress or may be obtained separately.

After graduating from Munich Technical University, Reitzle joined BMW in January 1976 as a production specialist. He was named head of the methods testing department that April, and one

see CONGRESS, page 45

INDEX

Around the world	26-28
Auction dates	45
Classifieds	34-38
Coming events	39
Dealing with dealers	24
Incentive watch	46
Insight	follows page 24
Keith Crain	12
Late news	8
Letters	14
Obituaries	33
Opinion	12
Personnel	39
Production	47
Sales, 10-day	6
Sales, imported cars	40
Sales, truck	16
Truck industry	16

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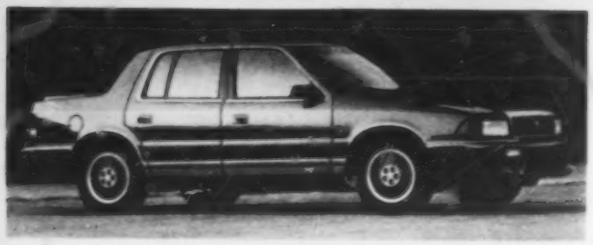
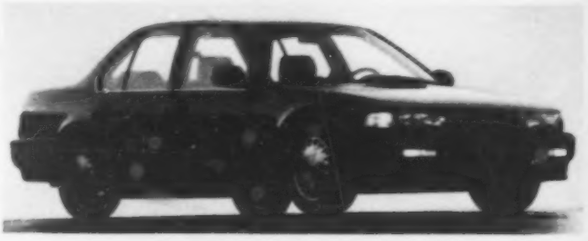


The Oct. 31 score:
Chrysler, 729,732; Honda, 729,366

The big guns:
Chrysler's Plymouth Acclaim, left, with 90,894 sales, or 12.5 percent of Chrysler's total

Honda's Accord, right, the country's No. 1 scorer with 346,953 sales, or 47.6 percent of Honda's total



Rental fleets bring Chrysler back to No. 3

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp.'s campaign to increase sales to rental-car companies may be paying off as the company battles to cling to its ranking as the No. 3 car seller in the United States.

At the end of October, Chrysler led American Honda Motor Co. Inc. by 366 units. The score was Chrysler, 729,732; Honda, 729,366.

Some sales figures for the first 10 days of November have not been reported, so a Nov. 10 comparison cannot be made.

At the end of August, just before rental-car companies replenish their fleets, American Honda held a 25,451-unit lead in car sales over Chrysler. By Oct. 31, when big fleet purchases generally end, Chrysler had regained third place in U.S. car sales by that slim margin of 366.

"We got competitive in the daily-rental first-cycle business," Chrysler Motors Chairman Bennett Bidwell told reporters in September. "So you'll see our car share go up a little bit in September, a little more in October and a little more still in November and December."

Honda is not a big player in the fleet market.

From July 1989 to August 1990, Chrysler acquired three rental-car companies: Dollar Rent A Car Systems Inc. in Los Angeles; Snappy Car Rental in Mayfield Heights, Ohio; and Thrifty Rent-A-Car System Inc. in Tulsa, Okla.

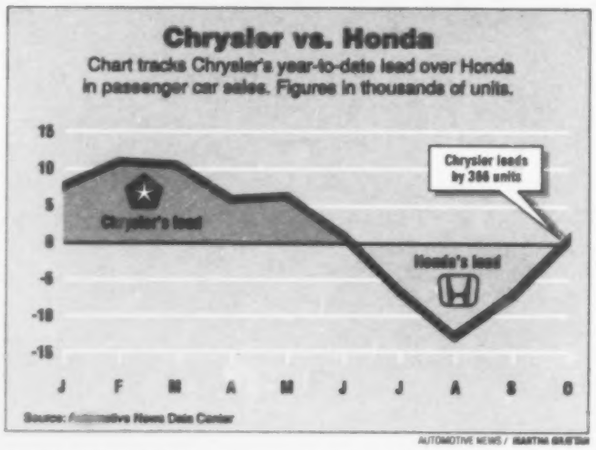
Chrysler signed a multi-year agreement this month with American International Rent-A-Car Corp. in Boston to increase the number of Chrysler cars that American International buys.

American International has 76,000 cars in its worldwide fleet, said spokeswoman Donna Walsh, but she did not know what percentage are Chrysler products.

Walsh acknowledged that an agreement had been signed with Chrysler, but she said the firm's president, Nicholas Yebba, was out of town and could not comment.

Chrysler spokesman Tom Jakobowski said the corporation did not want to comment on the deal.

A manager at an American International branch office said the agreement includes an increase in the purchase of Chrysler cars by the company in return for advertising money from Chrysler. She said the co-op program calls for Chrysler to pay American International about $200 for each car it purchases from Chrysler and, in return, American International will run a tagline in its ads that says it carries Chrysler products.



She said she currently has only General Motors and Ford Motor Co. cars in her fleet.

Jakobowski would not say what percentage of Chrysler's sales in September and October were to fleets, but he said fleet sales "were good."

Spokespersons from Dollar and Snappy did not return calls from *Automotive News*.

Meloyde Blancett-Scott, director of corporate communications for Thrifty, said Chrysler cars represented more than 75 percent of Thrifty's car purchases this fall, compared to less than 60 percent last fall. "Chrysler had a very competitive lease package" this cycle, Blancett-Scott said.

Chrysler and Honda have been in a sales battle all year. During the first 10 months of this year, each company won the monthly sales crown five times.

After Honda amassed a year-to-date lead of more than 25,000 cars at the end of August, Chrysler came back to outsell Honda by 11,207 cars in September and 14,610 cars last month.

For Nov. 1-10, Chrysler sold 18,873 domestic cars and 1,361 imports, and Honda sold 9,609 U.S.-built cars, but Honda declined to provide an import sales total for the period.

Chrysler's year-to-date sales include domestic and imported cars under Dodge, Plymouth, Chrysler and Eagle badges. American Honda's sales include U.S.-built Hondas, imported Hondas and imported Acuras.

October was the first month that Chrysler reported an increase over its year-ago figures.

Auto analyst Lee McMillan says the fleet market was helpful to Chrysler's surge the past two months. McMillan, with Marxman Management & Research in Northbrook, Ill., says Chrysler will continue to pour on the incentives to try to keep its No. 3 ranking.

"Chrysler is very aware of the psychological impact of headlines that would say 'Honda outsells Chrysler,' " McMillan said. "They're very aware what that would mean in regard to consumer perception.

"Chrysler doesn't want that; they don't need that."

If Time Warner sells it, Chrysler advertises in it

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Over the next few years, when you see a Chrysler vehicle prominently displayed in a movie, chances are it's not just show business.

Featuring Chrysler products in future Warner Bros. movies is one part of a carefully orchestrated multimedia, multimillion-dollar deal between Chrysler Corp. and Time Warner Inc. that will use all the media company's properties to market Chrysler products.

John B. Damoose, Chrysler vice president of marketing, announced the innovative marketing effort last week at Chrysler's corporate headquarters. He was joined by Michael Drexler, executive vice president of Bozell Inc., the advertising agency that handles Chrysler's corporate account, and Donald M. Elliman Jr., executive vice president of marketing and group publisher of Time Inc. Magazine Co.

The two-year agreement is to include all Time Warner media outlets including magazines, television programming, cable television, home video, films, books, direct mail and special events. It begins next February.

Damoose calls the strategy the "big bang theory."

"We're focusing on reaching the best prospects in key publications with greater impact and frequency," he said.

The program emphasizes magazines. It includes advertising in *Time*, *Life*, *Fortune*, *People*, *Money*, *Sports Illustrated* and *Entertainment Weekly*, which have a combined readership of 70 million adults.

All of those magazines will feature 11-page advertorial inserts.

The theme of the inserts will be "Rediscover America," marking the approaching 500th anniversary of the discovery of America. It also fits with Chrysler's ongoing appeal to patriotism. The inserts will focus on topics Chrysler believes Americans are concerned about.

Among the likely topics, said Damoose, are education, global competition and the environment. Each insert will include a ballot allowing readers to voice their opinions about the topics. Subscribers will receive personalized ballots. The results of each survey will appear in subsequent ad inserts.

Also, the program includes special issues of *Fortune*, *People* and *Life* in which Chrysler and its divisions will be the sole advertisers. The *Fortune* special issue is scheduled for May 1991, just in time for spring car advertising. It will focus on global competitiveness.

Damoose calls it the "big bang theory."

The *People* issue is slated for fall 1991, focusing on people who made contributions to this country. It will showcase the Dodge Viper sports car and Jeep ZJ sport-utility, both new models for 1992.

The *Life* issue, due in fall 1992, will highlight the contributions of explorers and humanitarians. Advertising would presumably push 1993 Chrysler models.

Chrysler will get 25 to 27 advertising pages in those issues.

Damoose refused to disclose the value of the agreement, but *Advertising Age*, a sister trade publication to *Automotive News*, estimates the media package to be worth $40 million to $50 million.

Damoose said the deal will not conflict with Chrysler's belt-tightening efforts. He said the carmaker will expanding its ad budget more than 10 percent next year, calling advertising a revenue enhancer.

The program will use Time Warner Direct Marketing for dealer programs.

It will also include advertising or promotion on Warner Bros. records, Time-Life books and videos and the Time Warner Cable Group.

Ford, GM rise in first 10 days

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

After strong sales in October, Chrysler Corp. began November with a thud.

Chrysler, down 9.1 percent, was the only domestic automaker to report a decline in car sales in early November. For the industry, car sales rose 7.6 percent over last year's depressed total.

Last year's total was the lowest 10-day period of 1989.

Truck sales were off 6.4 percent from last year. Chrysler's truck sales dipped 33 percent, and Nissan reported a 32.9 percent drop.

Combined sales of cars and trucks were 239,889, a 2.1 percent increase.

Every Chrysler truck division reported a heavy loss, and sales of Chrysler's Town & Country minivan, which is counted as a truck, were down 62.8 percent.

General Motors' car sales rose 10.1 percent. Cavalier was the star at Chevrolet with a 42.7 percent increase.

Ford Motor Co.'s car sales jumped 6.2 percent, truck sales were up 0.7 percent, and the car-truck total climbed 3.9 percent.

Among the transplants, Mazda reported the biggest increase. Deliveries of its new Navajo sport-utility pushed Mazda's overall sales up 111.5 percent.

Honda's sales rose 29.3 percent; Mitsubishi reported a 6.7 percent sales increase, and Toyota's sales rose 7.7 percent.

Nissan's car sales jumped 17.2 percent, trucks fell, resulted in an overall decline of 12.2 percent.

10-DAY SALES
DOMESTIC BUILT

	Nov. 1-10, 1990	% change '90 vs. '89
CARS		
Eagle	1,076	+ 8.6
Chrysler	3,329	– 7.3
Dodge	8,926	– 5.4
Plymouth	5,542	– 17.9
CHRYSLER MTRS.	**18,873**	**– 9.1**
Ford	31,310	+ 7.0
Lincoln	6,469	+ 3.8
Mercury	7,859	+ 2.7
FORD MOTOR	**45,638**	**+ 6.2**
Buick	11,760	+ 11.2
Cadillac	5,929	– 9.6
Chevrolet	27,787	+ 24.1
Oldsmobile	10,980	+ 2.8
Pontiac	12,439	+ 0.8
GENERAL MTRS.	**88,895**	**+ 10.1**
HONDA	**9,609**	**+ 29.3**
MAZDA	**925**	**+ 74.5**
MITSUBISHI	**1,048**	**+ 6.7**
NISSAN	**2,112**	**+ 17.2**
SUBARU	**347**	**—**
TOYOTA	**5,828**	**+ 7.7**
U.S. CAR TOTAL	**153,475**	**+ 7.6**
TRUCKS		
Chrysler	35	– 62.8
Dodge	7,941	– 36.7
Jeep	3,587	– 30.9
Plymouth	2,995	– 23.3
CHRYSLER MTRS.	**14,558**	**– 33.0**
FORD MOTOR	**31,463**	**+ 0.7**
Chevrolet	29,384	+ 1.7
GMC	7,290	– 0.2
Oldsmobile	504	+ 154.5
Pontiac	566	+ 59.9
GENERAL MTRS.	**37,744**	**+ 2.7**
ISUZU	**734**	**—**
MAZDA	**196**	**—**
NISSAN	**1,719**	**– 32.9**
U.S. TRK. TOTAL	**86,414**	**– 6.4**
U.S. CAR-TRUCK TOTAL	**239,889**	**+ 2.1**

There were 9 selling days in the period this year and 9 last year.

TRUCK INDUSTRY

Volvo GM rolls out new line of medium-duty trucks

By Joseph Bohn
TRUCK EDITOR

Volvo GM Heavy Truck Corp. will produce a new line of Volvo FE medium-duty trucks at its Orrville, Ohio, plant beginning Jan. 2.

The new vehicles, which replace the European-made Volvo FE6 and FE7 models, are aimed at the upper end of the market.

The new line consists of two Class 7 low-cabover models, the forward-entry FE42 truck and FE42T tractor.

Their gross vehicle weights range from 30,000 to 37,500 pounds. Gross combined weights for tractors range from 55,000 to 70,000 pounds.

Both truck and tractor models are available with either one-fourth- or 9/32-inch 110,000-pounds-per-square-inch frames similar to those of Class 8 WhiteGMC WG truck and tractor models.

The new FE series has a 59-inch front-axle setback and an 83-inch effective bumper to back of cab measurement.

The vehicles are geared to beverage, milk, oil, paper and refuse operations as well as overnight express delivery.

They are available with Caterpillar 3116 engines rated at 185 or 215 horsepower, or Volvo VE7 engines rated at 215 or 250 horsepower.

The engines can be matched with fully synchronized five-speed Spicer, six-speed Fuller or nine-speed Volvo transmissions or automatic Allison transmissions.

Volvo GM added 56,000 square feet to its 250,000-square-foot Orrville plant to handle assembly of the new series.

By switching to U.S. sourcing for its medium duty trucks, the company followed competitors like Freightliner Corp. and Ford Motor Co., which have found cost and supply advantages in producing their medium duties domestically.

With the production of the FE series, all Volvo GM vehicles marketed in North America will be produced in North America.

Added to the plant, which is on a 59-acre site, was a subassembly area for the two new engines available as options on the vehicles, an extension of the frame line, various warehouse and storage areas for 2,500 additional parts required to assemble the vehicles and 100 additional parking places for vehicles awaiting delivery.

New FE42T replaces European-made Volvo truck.

Swedish-built cab is trimmed at plant in Portsmouth, Va.

Plant Manager Phil Mayes said there are no plans to expand the plant's work force or its two-shift operation.

The Volvo FE features an American-made chassis and a Swedish-made premium cab. The cab interiors will be fitted and trimmed at a Volvo GM plant in Portsmouth, Va., and will be mounted on a WG chassis.

Volvo chose Orrville to assemble the new series because many of its parts are common to the Class 8 WhiteGMC WG that is assembled there, according to Thage Berggren, Volvo GM president and chief executive officer.

Orrville produces trucks on a U-shaped 1,000-foot-long assembly line that has 20 work stations.

To increase efficiency, major components, including frame rails, engines, transmissions, axles, wheels and cabs, are delivered and assembled parallel to the work station at which they are added to the truck.

Volvo GM has two other plants in Orrville, a cab assembly plant for WhiteGMC trucks and a metal stamping plant that produces parts for those cabs. It also assembles trucks in Dublin, Va., and Ogden, Utah.

TRUCK BRIEFS

Truck orders increase

NEW YORK — Net new Class 8 truck orders increased to 9,127 units in September from 8,901 a year earlier, reflecting a modest amount of prebuying to beat anticipated price hikes, according to Rothschild Inc., a financial investment firm.

Cancellation rates on orders increased to 16.5 percent in September from 14.0 percent a year earlier, reflecting manufacturers' efforts to screen out uncertain orders, Rothschild said.

The backlog of orders, totaling 32,564 units, was off 23.60 percent from a year ago, but up slightly from 31,808 in August 1990. Production rates in the industry have fallen below the retail sales levels, pushing order backlogs up.

Mitsubishi Fuso models

BRIDGEPORT, N.J. — Mitsubishi Fuso is offering new specialty versions of its FH100 and FM557 models, engineered by Fontaine Modification-Components Co. of Jeffersontown, Ky.

The FH100 is available as a cabover with dual-steering capability in a 17,196-pound gross vehicle weight. It is geared to refuse hauling and other applications that require a right-side driving position.

The FM557 is available as a Class 7, 132-inch wheelbase cabover, with 55,000-pound gross combined weight. The single-axle tractor is geared to city applications such as freight pickup and delivery and beverage and food delivery.

Mitsubishi is also making Associates Commercial Corp. of Irving, Texas, available as a wholesale and retail financing source to its dealers in addition to Mitsubishi Acceptance Corp. of Irvine, Calif.

Eaton distribution deal

KALAMAZOO, Mich. — Eaton Corp. reached agreement with Voith Turbo GmbH & Co. KG of Crailsheim, Germany, to become the exclusive distributor for Voith Retarders in North America.

The agreement allows Eaton to add another line to its drivetrain components products.

A retarder helps vehicle operators maintain and reduce speed without activating the foundation brakes.

Eaton is making the retarders available to original equipment manufacturers and end users of medium- and heavy-duty trucks in Canada, Mexico and the United States.

Rockwell retarder deal

TROY, Mich. — Rockwell International Corp.'s Automotive Operations struck a deal with Telma Retarder Inc., a subsidiary of Labinal Inc., Hayward, Calif., to market its brake retarders on Rockwell's premium single rear-drive axles.

The retarders are being made available on fire truck axles and will be expanded to school buses, recreational vehicles and other commercial specialty vehicles in the future.

They are available on Rockwell RS-series single-drive rear axles, with gross axle weight ratings of 13,000 to 30,000 pounds and a Telma Focal series electromagnetic retarder through virtually all North American fire truck OE manufacturers.

PACCAR Parts expands

BELLEVUE, Wash. — PACCAR Parts, a division of PACCAR Inc., has begun constructing its new Midwest distribution center in Rockford, Ill.

The new facility, when completed in the summer of 1991, will be one of seven PACCAR Parts locations in North America for its Kenworth and Peterbilt heavy-duty truck dealers.

It will consist of 225,000 square feet of distribution and operating space, plus an 8,000-square-foot office area, situated on a 24-acre site.

OCTOBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
FORD	MO	107,466	1,679		682	1,847	864	112,538	109,945
	YR	1,162,615	22,961		5,348	23,011	11,227	1,225,162	1,250,080
FREIGHTLINER	MO						1,731	1,731	1,536
	YR							0	20,068
CHEVROLET	MO	92,206	3	14	1,280	766		94,269	89,836
	YR	1,077,795	3	222	7,241	6,297		1,091,558	1,141,230
GMC	MO	26,262	1	22	437	1,192		27,914	26,150
	YR	278,974	1	1,931	4,647	12,415		297,968	322,594
KENWORTH	MO					31	1,019	1,050	1,894
	YR					359	12,245	12,604	15,645
MACK	MO				59	80	1,003	1,142	1,777
	YR				969	1,295	12,545	14,809	20,244
MERCEDES-BENZ	MO				45	159		204	154
	YR				459	1,041		1,500	1,735
NAVISTAR	MO		3	9	1,432	3,431	2,995	7,870	8,628
	YR		52	103	10,748	26,676	23,540	61,119	68,696
PETERBILT	MO					19	950	969	1,491
	YR					322	10,080	10,402	14,276
VOLVO GM HEAVY	MO					74	1,159	1,233	1,686
	YR					631	11,725	12,356	14,585
HINO	MO	17		49	52	68		186	103
	YR	263		427	563	806		2,059	1,826
NISSAN DIESEL	MO	63		79	35	34		211	190
	YR	578		785	437	418		2,218	1,970
ISUZU TRUCK	MO	476	45	28	93	124		766	706
	YR	5,468	554	334	1,701	531		8,588	6,423
MITSUBISHI FUSO	MO	153		47	22	43		265	376
	YR	1,533		543	229	445		2,750	2,784
SCANIA	MO						11	11	9
	YR						89	89	101
IVECO TRUCKS	MO	154	55	23	15			247	204
	YR	1,363	453	214	130			2,160	1,938
WESTERN STAR	MO						71	71	106
	YR						816	816	1,206
OTHER TRUCKS	MO	291,480					35	291,515	125,561
	YR	3,181,014			34	1	576	3,181,625	1,362,518
GRAND TOTAL, 1990	MO	518,277	1,786	271	4,152	7,868	9,383	542,192	370,352
	YR	5,709,603	24,024	4,559	32,506	74,248	82,843	5,927,783	4,247,919
1989 YR to DATE		3,980,450	22,104	5,963	34,020	81,712	123,670		

NOTE: Class 1-3 total includes light trucks sold by all makes other than those listed. Class 4-8 reported by Motor Vehicle Manufacturers Association.

Makers debunk 'air-bag-servicing-isn't-safe' myth

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Automakers are making efforts to educate service personnel at dealerships and independent shops on the repair and installation of air bags.

Since Sept. 1, 1989, federal law mandates that all new cars sold in the United States have an automatic crash protection system as standard equipment. Some automakers install automatic safety belts to fulfill the requirement, while others use air bags — which are becoming the favorite of the buying public.

As an example of the rising installation rate, air bags are standard on all cars Chrysler Corp. makes in the United States, while Ford Motor Co. and General Motors each plan to install air bags in more than 1 million 1991 model cars. GM plans to have driver-side bags on all domestically-built cars by 1995, and Ford expects to install both driver- and passenger-side bags on all cars by the mid-1990s.

It is important that technicians and body-shop employees know how air bags work and what precautions to follow when repairing vehicles that are equipped with the system.

It also is important, according to the carmakers, to dispel the myth that air bags are hazardous to work on.

To this end, auto manufacturers have incorporated air bag training for dealership personnel into their new-model training sessions and have issued service manuals to owners and dealers and publications and bulletins aimed at independent shops and rescue professionals. The missives list the procedures to follow on vehicles equipped with air bags.

> "There is absolutely no danger to the technician servicing, replacing or diagnosing the bag. In fact, there is more danger being exposed to the gasoline in the car than to the air bag."
>
> **Brad Thatcher**
> C-P-C Group

The automakers and others involved with air bags are not overly concerned about hazards associated with the system.

"Once the public and the technicians get over that initial fear and get to understand how they (air bags) work, I don't think they will be as concerned as they are right now," said Andrew D. Brandt, advanced service project manager for large cars for the service engineering department of Ford Parts and Service Division.

"People have been concerned about gasoline in cars ever since the introduction of the internal combustion engine," Brandt said. "I can imagine, back in the 1890s, a lot of people were afraid of that too until they understood gasoline and got used to it."

Brandt said Ford first made driver-side air bags available on 5,000 Tempos to fleet buyers in 1985.

"Since then," Brandt said, "Ford has no reports of accidents or injuries in dealerships while replacing or servicing air bags."

Air bags, according to the carmakers, require some training, but no special tools to replace.

"Replacing an air bag essentially involves removing four bolts off the back of the steering wheel, removing the air bag module and installing a new one and attaching the bolts," Brandt said. "No special tools are needed to replace the bag, and a simple voltmeter can be used to test the system."

Components in the module are the wiring shield, igniter assembly, inflator, mounting plate, retainer ring, air bag assembly, module liner and trim cover assembly.

Ray Stone, manager of technical service liaison for Chrysler's Service and Parts Operation, said routine maintenance of air bags is "no problem whatsoever" for technicians.

"Air bags are not hazardous to technicians if they follow directions in the shop manual," Stone said.

According to Stone, a popular misconception involves the small amount of residue deposited on and around the air bag after deployment.

"This residue consists primarily of corn starch and is not toxic and not a cause for concern," Stone said. "Basically, the starch is used as a dry lubricant for the bag as it deploys. Education about the air bag will dispel this misconception."

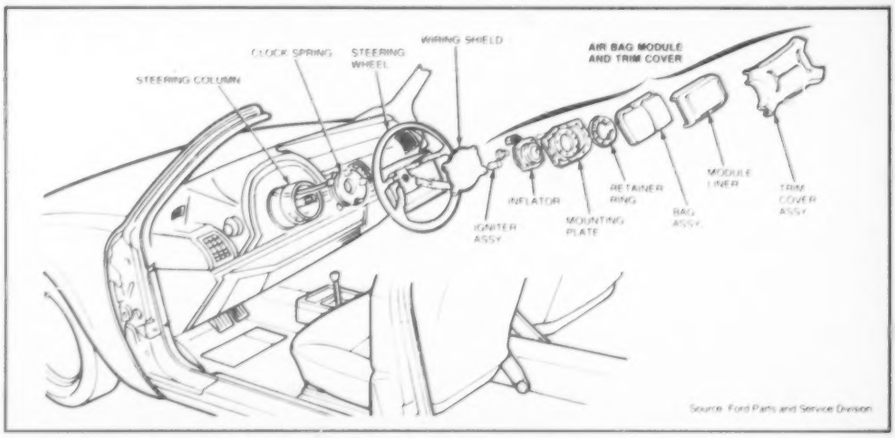
Because the residue also contains a small amount of sodium hydroxide dust, which is said to be a potential irritant to the skin, automakers advise technicians to wear protective gloves and safety glasses when working on deployed air bags.

In their shop manuals and instructions to technicians, the automakers advise that the cardinal rule before working on a car equipped with an air bag is to disable the electrical system which powers the bag. This involves disconnecting the negative battery cable, the fuse and/or the split connector at the base of the steering column.

Bill Blaylock, manager of technical training for Mercedes-Benz of North America Inc., said the automaker, which has been equipping cars with air bags since 1984, has incorporated bag training into its basic training for new technicians and advanced courses for experienced shop personnel.

"One of the features of the training program is a videotape that addresses some of the concerns originally associated with air bags."

see AIR BAGS, page 22



Drawing shows the components in the air-bag module used on Ford Motor Co. vehicles. The module, which is mounted in the center of the steering wheel, should be serviced as a complete assembly.

Shop volume moves up for 3rd straight month

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business recorded by new-car dealerships increased in September for the third consecutive month, according to the *Automotive News* Service Index.

Although September's shop volume was 2.1 percent ahead of the year-ago total, the increase was less than the 5.6 percent gain reported by dealers in August and the 9.3 percent advance in July.

Service and parts business for dealers in January to September 1990 was 6.8 percent above the similar period of 1989.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

September's leading indicator was total labor sales (customer-paid and warranty), which topped last year's volume by 4.7 percent. Close behind was gross profit on all labor, parts and accessories — the most important indicator from the dealers' viewpoint — which was up 4.5 percent.

Shop parts sales, used on both customer-paid and warranty jobs, were up 3.6 percent, while repair orders written and sales of all parts and accessories were down 8.3 percent and 0.6 percent.

Total labor sales led the year-to-date indicators with an increase of 8.1 percent, followed by shop parts sales, up 7.0 percent, and gross profit, up 6.0 percent. Sales of all parts and accessories registered an increase of 5.8 percent, while repair orders written dipped 0.7 percent.

SERVICE INDEX
102.1*

	Sept. '90 vs. Sept. '89	Jan. Sept. '90 vs. Jan. Sept. '89
Gross Profit on All Labor and P&A Sales	+ 4.5%	+ 6.0%
Repair Orders Written	– 8.3%	– 0.7%
Total Labor Sales (Customer & Warranty)	+ 4.7%	+ 8.1%
Shop Parts Sales (Customer & Warranty)	+ 3.6%	+ 7.0%
Sales of All P&A	– 0.6%	+ 5.8%

* Survey by Automotive News shows that dealers' service and parts business in September 1990 was 102.1 percent of business in September 1989. Service business in the first 9 months of 1990 was 106.8 percent of business in the corresponding period in 1989.

Ford Motor milestone

Ford Motor Co. reached a major milestone with the sale of its 10-millionth Extended Service Plan. Barbara McLoughlin of Columbus, Ohio, purchased the contract for a Ford Taurus from Ricart Ford in Columbus. The service plan was first offered by Ford and Lincoln-Mercury dealers in 1976. From left are Rhett Ricart of Ricart Ford; Barry Pate, extended service plan marketing manager for Ford Parts and Service Division; McLoughlin; and Fred Ricart of Ricart Ford.

Ford service plan aimed at big-rig owners

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

A massive effort to improve parts delivery and customer service for Ford heavy-truck operators has been announced by Ford Motor Co.'s Parts and Service Division.

"We have committed the full resources of our division to this effort," said David Cook, the division's heavy-truck operations manager. "We have taken 30 separate actions that have one goal in mind — to provide the type of parts and service support that today's heavy-truck operator expects and deserves."

Cook said the changes range from providing emergency help on the road and improving parts availability to increasing training for dealership technicians.

Ford is offering a new emergency road service, called Linehaul Club, to owners of Aeromax 120 and other over-the-road Ford heavy trucks. Fees for the road service have not been set.

The road service, which will begin in January, will help get the vehicle to a dealership for repair 24 hours a day, 365 days a year.

To get truckers back on the road quickly, the necessary parts for repairs must be available on short notice. To meet that requirement, Ford is shifting thousands of parts from the national depot in Livonia, Mich., to five regional parts depots.

"These depots," Cook said, "in Atlanta, New York, Dallas, San Francisco and Detroit, will each have approximately 15,000 heavy-truck parts that represent 98 percent of our present parts demand.

"We are testing a regional training program for dealer and fleet technicians. We are planning 12 regional training centers with eight full-time professional trainers," he said.

Ford Parts and Service Division is establishing a technical hotline for heavy-truck dealership technicians and is increasing its field force to improve service, Cook said.

CONTENTS

KEN HEINEN

Among the items on the desk of National Highway Traffic Safety Administration Administrator Jerry Curry are models of a Ferrari F40 and Mercedes-Benz 300 SL. Interview on Page 18i.

DEPARTMENTS

News 4i

Al Fleming 24i

FEATURES

GM: Robert Stempel 6i
Busy times for new management team

Ford: Harold Poling 10i
Ready to weather challenges

Chrysler: Robert Lutz 14i
Attention on leaner staffing, new cars

NHTSA: Jerry Curry 18i
Putting agency in tip-top shape

NADA: Ray Green 20i
Consumer rebates must end

Cover photo of General Motors Chairman Robert Stempel by Joe Wilssens

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INSIGHTS

NISSAN FIRST: Nissan Motor Manufacturing (UK) Ltd. will export its British-made Primera sedan and hatchback cars to Japan and Taiwan starting in 1991. It is the first time any Japanese auto company has shipped European products to either country. Nissan will produce about 100,000 cars at its Sunderland plant in northern England next year and plans to export up to 70 percent of the output to 20 continental European markets, as well as Japan and Taiwan. Around 10,000 will go to Japan and Taiwan. Each will get about 5,000.

BRAIN DRAIN: A crisis in American industry is imminent unless business and academicians reduce the fear of learning math and science-based disciplines among the nation's youth, Dr. Robert A. Frosch, vice president of General Motors research laboratories, told presidents of the nation's top technical universities. Speaking Nov. 8 before the Association of Independent Technological Universities in Irvine, Calif., Frosch said, "The United States awards the smallest proportion of science and engineering degrees of all industrialized nations. The National Science Foundation predicts a shortfall of 450,000 engineers and scientists by 2010. Clearly, we have a serious national problem." He called for "hands-on" programs to change the American youth attitude that science and engineering fields are either too mundane or too difficult to pursue. As an example, he cited a program at the GM research labs where engineers and scientists volunteer time with students from local schools in Warren, Mich. Students visit the GM facility and researchers speak to science classes at the school.

METHANOL MARCHES ON: GM is on schedule to deliver 2,200 methanol or flexible-fuel vehicles to California for testing. The first 200 vehicles are expected to be delivered in the latter part of 1991, and 2,000 more delivered in 1992. Is lubrication of methanol vehicles still considered an important issue? It is, according to Joe Colucci, head of the GM research labs fuels and lubricants department. He says, "When you cold-start these vehicles, it takes longer compared to gasoline vehicles. Considerable fuel can get into the crankcase. Methanol is not a good lubricant; it changes the lubricating properties of the oil and forms an emulsion that looks like mayonnaise." There is a major effort to develop lubricants to overcome the problem and provide good engine durability. The cold-starting situation is also being attacked.

TRACKING TRANSPLANTS: Nearly 90,000 people are employed by Japanese automotive-related manufacturing and assembly transplants in the United States, according to the latest study by the Office for the Study of Automotive Transportation, University of Michigan Transportation Research Institute in Ann Arbor, Mich. Included are approximately 47,000 employees in the part and component sector, 17,000 in the materials and capital tools sector and 26,000 in assembly facilities. The survey was conducted during the second quarter of 1990 and released Nov. 1. While the Japanese supplier transplants produce most types of components, the most commonly supplied are chassis electrical, steering and suspension, brakes, wheels and tires.

PERCENT OF JAPANESE TRANSPLANT PART AND COMPONENT ACTIVITY BY SYSTEM GROUP

Chassis Electrical	14.0
Brakes, Wheels, Tires	13.7
Steering, Suspension	12.7
Seats	10.6
Body Structures, Bumpers	9.6
Trim, Molding	9.6
Heating, Venting, Air Conditioning	6.6
Engine	6.1
Interior Panels, Liners, Mats	6.1
Engine Electrical	5.6
Transmission, Transaxle	5.5
Exhaust, Emissions	5.1
Hardware	4.0
Plastic Components	4.0
Ball Bearings	3.5
Filters, Cleaners	2.9
Fuel Delivery Systems	2.5
Other Components	15.1

Note: Calculated by percent of responding companies. Total percentage adds to greater than 100 percent due to multiple responses. Source: OSAT Japanese Automotive Supplier Investment Directory

ON TO PHASE II: Research on the expendable pattern casting process has moved to Phase II funding with about $600,000 from the Energy Department and $600,000 from 32 industry sponsors. Phase II research will involve the Southern Research Institute, University of Alabama — Tuscaloosa; University of Missouri — Rolla; and University of Wisconsin — Madison. Focus points will include literature evaluation revisions, review of defect analysis, determination of thermophysical properties, development of a fluid-flow and solidification model. Phase I findings are available from American Foundrymen's Society, Des Plaines, Ill., which contracted with the Energy Department for the work.

TIES THAT BIND: GM's Delco Electronics Corp., Kokomo, Ind., and Saab-Scania Combitech AB, Jonkoping, Sweden, have formed a joint development company, Mecel AB, for automotive electronics. Mecel, with about 40 employees, previously was a subsidiary of Combitech, which now has a 60 percent interest. For the Saab unit the deal means a potential for new customers inside GM. For GM, it brings a technical development source in Europe. The joint company results from a 50-50 cooperation agreement between GM and Saab, which created an independent car company, Saab Automobile AB. The agreement also provided for technical cooperation between Saab Automobile AB and GM's European technical development centers.

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Country	Trade	July 1989	July 1990	Annualized trade Aug. 1988-July 1989	Annualized trade Aug. 1989-July 1990
Japan	from U.S.	$ 13,048	$ 23,171	$ 349,750	$ 465,54
	to U.S.	1,642,808	1,311,880	20,608,045	19,186,76
Canada	from U.S.	262,370	281,329	6,210,750	6,433,66
	to U.S.	682,370	985,385	12,769,594	13,483,721
West Germany	to U.S.	405,042	503,606	5,828,455	5,523,334
South Korea	to U.S.	88,671	65,377	2,228,915	1,047,083
Sweden	to U.S.	155,233	113,008	1,810,095	1,585,270
Mexico	to U.S.	155,264	208,533	1,411,292	1,210,316
Yugoslavia	to U.S.	10	0	17,903	3,891
United Kingdom	to U.S.	51,343	51,871	941,951	897,384
Italy	to U.S.	30,664	29,933	217,388	274,641
France	to U.S.	797	7,328	117,438	15,595
Brazil	to U.S.	30,518	16,246	275,255	176,200
Others	from U.S.	152,131	138,443	2,186,647	2,645,868
	to U.S.	39,312	86,080	380,107	494,409
Car and truck total	from U.S.	520,497	539,500	10,572,198	11,311,197
	to U.S.	3,896,601	3,994,057	54,401,347	51,809,700
VEHICLE TRADE BALANCE		(3,376,104)	(3,457,557)	(43,829,149)	(40,498,503)
Car total	from U.S.	427,549	442,942	8,747,147	9,545,076
	to U.S.	3,282,032	3,379,246	46,606,440	43,898,613
CAR TRADE BALANCE		(2,854,483)	(2,936,307)	(37,859,293)	(34,353,537)
Truck total	from U.S.	92,948	96,558	1,825,051	1,766,121
	to U.S.	614,569	614,811	7,794,907	7,911,087
TRUCK TRADE BALANCE		(521,621)	(518,253)	(5,969,856)	(6,144,966)
TOTAL U.S. Merchandise trade	from U.S.	29,903,400	32,026,400	350,221,100	380,920,200
	to U.S.	38,984,400	41,356,600	462,566,100	482,286,300
TRADE BALANCE		(9,081,000)	(9,330,200)	(112,345,000)	(101,366,100)

Auto trade deficit climbs 2.4%

WASHINGTON — The U.S automotive trade deficit increased slightly in July, putting an end to six straight months of decreases.

The latest trade statistics from the U.S. Commerce Department show that the trade deficit in automobiles and light trucks increased 2.4 percent compared with July 1989 levels. That followed a 1.1 percent dip in June.

The July automotive trade deficit was $3.46 billion, compared with a $3.38 billion deficit in July 1989. The total value of imports was $4 billion. Exports were valued at $540 million.

Despite the July increase, the U.S. automotive trade deficit has declined 7.6 percent over the previous year.

During that time, the value of car shipments from the United States to Japan rose 33.1 percent compared with year-ago levels. Japanese-made imports fell 6.9 percent. In the same period, Japanese automakers continued to increase production at their U.S. assembly plants.

The value of all new-vehicle imports for July was up 2.5 percent compared with year-ago levels. The value of Canadian imports increased 44.4 percent. Other countries registering increases in the value of shipments were: West Germany, 24.3 percent; Mexico, 34.3 percent; United Kingdom, 1.0 percent; France, 819.4 percent; and countries grouped as "others" by the Commerce Department, 119 percent.

The value of Japanese shipments fell 20.1 percent for the month. Other countries experiencing a decrease in the value of U.S.-bound shipments were South Korea, 26.3 percent; Sweden, 27.2 percent; Italy, 2.4 percent; Brazil, 46.8 percent. Yugoslavia exported no cars to the United States in July.

The overall gain in the value of exports was 3.7 percent in July.

Mexico's small-car prices soar

Addition of catalytic converters responsible for increases

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Mexican automakers have saddled some of their smallest cars with stiff price increases in a year that has seen the widespread addition of catalytic converters.

Yet, despite the price hikes, industry observers expect combined sales of 1991 models made in Mexico for sale in the home market to total 560,000 to 565,000 units, about 10 percent more than in the 1990 model year.

Bottom-of-the-line models from Chrysler, Nissan Mexicana, General Motors, Ford and Volkswagen have absorbed price increases ranging from 8.6 to 25 percent. On larger cars — Ford's Taurus and Chrysler's New Yorker, for example — increases have been held to 8 to 11 percent.

At Nissan Mexicana, the lowest-priced Tsuru 2 equipped with a catalyst costs 14.7 percent more than a comparable 1990 model, according to Seiroku Ochi, commercial director. The price of a Tsuru without a catalyst is 24.5 million pesos ($8,448), up 4.9 percent from last year. The base Tsuru, a popular small car that competes against Volkswagen's Beetle, will be the only 1991 car sold in Mexico without the device.

Among other small cars, the Chrysler Shadow increased 25 percent to 36.6 million pesos ($12,620). GM's Cavalier rose 13 percent, to 40.3 million pesos ($13,896), while the lowest-priced Ford, the Topaz, has gone up by a similar percentage, to 32.5 million pesos ($11,206). The VW Beetle, Mexico's lowest-priced car, increased 8.6 percent.

The law that has put catalysts into widespread use this year does not mandate the devices on all cars as long as an automaker's entire fleet meets a corporate emissions average set by the government.

Nissan Mexicana has said that 25 percent of all the 1991-model-year vehicles it sells in Mexico will not have a catalytic converter. The company also builds the Hikari coupe, a station wagon and Ichivan and pickup trucks in Mexico.

This year, with the lifting of rules banning imports, Nissan Mexicana has added the 300ZX and the Maxima to its line, both equipped with 3.0-liter engines.

"For the moment many Mexicans feel that Nissan is an entry-car manufacturer only. That's not quite true. These (imported) cars will surely improve our image in the Mexican market," Ochi said.

He said Nissan plans to import 3,000 to 5,000 300ZX and Maxima vehicles this model year and import the Pathfinder in the second half of next year.

The non-turbo 300ZX, which will compete with the twin-turbo GM Corvette, will cost about 150 million pesos ($51,700) against the Corvette's 200 million peso ($68,965) price tag, Ochi said. The Maxima will be priced at about 100 million pesos ($34,482).

Nissan expects to sell about 116,000 vehicles in Mexico in the 1991 model year.

Import sales dip 10%; transplants play bigger role

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Japanese, European and Korean nameplates all had fewer sales of imported cars in October than they did in the year-ago period.

The imports ran counter to the trend of the total U.S. car market, which was up 6.6 percent for the month. In some instances, namely with the Japanese, import declines reflected increased reliance on U.S.-built cars.

Total imported sales fell 10.3 percent for the month. European makes were off 7.3 percent. The Japanese fell 9.1 percent, and Korean cars were down 25.2 percent.

Of the 39 divisions selling imported cars, only 10 sold more last month than they did during October 1989. They are Acura, Alfa Romeo, Chevrolet/Geo, Honda, Isuzu, Lexus, Mercedes-Benz, Mercury, Mitsubishi and Pontiac.

Bright spots for the Europeans included the Mercedes 190 series, BMW 7 series, Jaguar XJS, Saab 9000 series and Porsche 944S and 911 Carerra 2.

Of the 13 Asian nameplates, four increased import sales: Acura, Isuzu, Lexus and Mitsubishi.

Acura's gains were attributable to the Integra, which sold 7,448 cars, up 40.7 percent from last October. The Legend, which is being replaced this month, faltered.

Isuzu was up 79.5 percent thanks to its new Impulse and Stylus. But the company had little presence in the passenger car market last year and now has two entries. They sold a combined 1,048 units in October.

Lexus continues its strong success. Last month Lexus sold 5,530 cars, up 61.9 percent from last October, when the franchise was just getting off the ground. Infiniti, with 934 sales of its new G20, had its best month ever as it wound up its first full year of sales. It sold 2,750 units in October.

Mitsubishi gained 1.4 percent on its imported models and 2.1 percent for its domestically built products. Sales of the Mirage and Precis were up, and 197 buyers got their hands on the new 3000GT.

Bright spots in the rest of the pack include a near doubling of imported Civic sales for Honda. And although Honda sold 3,812 fewer imported Accords than during the previous October, it sold 7,304 more Ohio-built ones.

Hyundai sold 1,719 of its new Scoupe models. Excel and Sonata were both down more than 40 percent.

Toyota's import sales declined 19.4 percent in October. But the company serves as one of the best examples of the effect domestic production can have on overall sales performance.

Sales of U.S.- and Canadian-built Camrys and Corollas were up 79.7 percent for the month. And total sales of import and domestic Toyotas increased 11.8 percent.

MARKET SHARES
Domestic, Import cars

	Oct. 1990 Sales	Pct. of Total
Subcompact	172,266	21.88
Compact	230,017	29.22
Intermediate	258,956	32.89
Standard	111,529	14.17
Specialty	14,511	1.84
TOTAL	**787,279**	**100.00**

IMPORTED SALES BY MODEL

	Oct 1990	Oct 1989	10 Mos 1990	10 Mos 1989
ACURA	**11,163**	**10,865**	**120,114**	**121,572**
Integra	7,448	5,294	73,969	66,331
Legend	3,445	5,571	45,610	55,241
NSX	270	0	535	0
ALFA ROMEO	**300**	**151**	**2,917**	**2,647**
Milano	1	51	43	1,005
Spider	108	100	1,711	1,642
164	191	0	1,163	0
ASTON MARTIN*	**5**	**5**	**50**	**50**
AUDI	**1,474**	**2,114**	**18,482**	**17,984**
4000	0	8	1	103
5000	0	37	16	341
80	237	366	3,954	3,830
90	265	309	2,971	3,933
V8 Quattro	129	134	1,546	626
Coupe Quattro	52	56	756	268
100/200	621	1,005	7,756	7,145
100/200 Quattro	170	199	1,482	1,738
BMW	**4,776**	**5,391**	**51,360**	**55,278**
3 series	2,135	2,545	24,508	27,193
5 series	1,566	1,759	17,540	16,568
635 CSi	8	99	236	1,323
7 series	961	886	8,078	8,715
850i	1	0	3	0
M3	52	87	646	868
M5	53	10	343	265
M6	0	5	7	346
CHEVROLET/Geo	**7,795**	**7,258**	**114,179**	**98,811**
Geo Storm/Spectrum	5,328	4,432	70,661	53,687
Geo Metro/Sprint	2,467	2,826	40,007	45,124
CHRYSLER MOTORS	**6,777**	**9,117**	**55,463**	**90,361**
Colt	4,423	6,018	34,247	51,226
Conquest	0	225	896	4,747
Medallion	0	83	475	3,819
Stealth	976	0	976	0
Summit	637	1,292	11,496	17,308
Vista	558	1,086	4,398	11,509
TC	183	413	2,975	1,752
DAIHATSU	**842**	**1,512**	**9,563**	**12,381**
FERRARI*	**80**	**80**	**800**	**800**
FORD Festiva	**3,656**	**5,123**	**47,188**	**61,105**
HONDA	**26,022**	**24,538**	**207,507**	**209,965**
Civic/CRX	10,007	5,029	64,389	52,793
Accord	13,351	17,163	109,278	117,896
Prelude	2,664	2,346	33,840	39,276
HYUNDAI	**10,282**	**14,663**	**113,928**	**160,705**
Excel	6,887	11,543	86,337	136,069
Sonata	1,596	3,120	25,222	24,636
Scoupe	1,719	0	2,369	0
ISUZU	**1,084**	**604**	**4,370**	**15,167**
I-Mark	36	539	1,201	10,805
Impulse	672	65	2,416	4,362
Stylus	376	0	753	0
INFINITI	**2,750**	**0**	**18,099**	**0**
M30	1,288	0	7,382	0
Q45	528	0	9,501	0
G20	934	0	1,216	0
JAGUAR	**1,089**	**1,507**	**15,180**	**15,389**
XJ6	789	1,252	11,298	11,885
XJ-S	300	255	3,882	3,504
LAMBORGHINI*	**13**	**13**	**130**	**130**
LEXUS	**5,530**	**3,416**	**50,944**	**7,970**
ES 250	1,766	1,001	17,075	2,116
LS 400	3,764	2,415	33,869	5,854
LOTUS*	**27**	**27**	**270**	**270**
MASERATI*	**20**	**20**	**200**	**217**
MAZDA	**11,373**	**13,841**	**132,322**	**157,487**
323	1,745	3,127	19,238	56,439
Protege	3,712	2,343	39,414	4,685
626	759	2,863	18,697	46,178
MX-6	36	26	202	2,165
Miata	2,747	3,145	31,353	16,670
929	1,585	1,346	11,570	16,783
RX-7	789	991	8,848	14,567
MERCEDES BENZ	**6,795**	**5,974**	**62,523**	**62,304**
190	1,516	1,096	11,809	12,003
300E 2.6/260E	425	437	2,256	4,292
300	1,847	1,996	19,941	18,602
300 SE	482	375	5,204	5,446
350SDL Turbo	168	0	964	2
350 SD	91	0	175	0
300SEL	356	240	3,121	3,227
420SEL	456	777	5,236	6,054
560SEL	334	457	3,688	4,168
SL Coupe	864	372	7,403	6,552
560SEC	122	144	1,401	1,291
Tourist	134	80	1,325	667
MERCURY/MERKUR	**6,450**	**4,503**	**35,170**	**60,878**
Tracer	4,893	3,577	26,849	53,632
Capri	1,557	0	5,699	0
XR4Ti	0	158	198	3,853
Scorpio	0	768	2,424	3,393
MITSUBISHI	**6,799**	**6,705**	**87,985**	**62,719**
Starion	0	45	18	682
Cordia	0	17	0	382
Tredia	0	0	0	12
Mirage	3,674	3,432	44,915	20,148
Galant	2,367	2,546	35,957	25,908
Sigma	46	149	1,523	1,904
Precis	437	394	4,252	14,320
3000GT	197	0	222	0
Wagon	78	122	1,098	1,660
NISSAN	**22,103**	**29,649**	**273,096**	**344,878**
Sentra	1,362	7,687	45,942	104,942
Pulsar	21	950	3,819	21,235
Stanza	4,470	3,150	69,014	37,472
Maxima	7,988	9,503	83,540	93,754
240SX/200SX	5,772	4,931	48,825	60,552
300ZX	1,900	2,275	18,777	22,876
Hawaii	590	1,153	3,179	4,047
PEUGEOT	**309**	**426**	**3,648**	**5,188**
PONTIAC LeMans	**1,950**	**1,351**	**35,952**	**42,605**
PORSCHE	**505**	**688**	**7,705**	**8,020**
924S/944	2	4	176	112
944	0	65	56	1,143
944S	189	91	2,058	442
944 Turbo	4	52	467	665
911 Carrera 4	256	281	2,912	2,146
911 Turbo	0	32	8	1,006
911 Carrera 2	118	84	1,521	1,808
928S	36	79	507	698
ROLLS/BENTLEY*	**100**	**100**	**1,000**	**1,000**
SAAB	**1,967**	**2,357**	**22,635**	**28,627**
900	312	439	4,021	5,740
900S	392	559	5,337	7,315
900 Turbo	415	684	5,804	7,683
9000S	164	223	1,859	2,380
9000 CD	387	197	2,862	2,635
9000 Turbo	289	243	2,608	2,621
Tourist	8	12	140	253
STERLING	**305**	**510**	**3,443**	**5,054**
SUBARU	**7,135**	**8,747**	**82,497**	**119,921**
Hatchback	0	112	174	2,481
3-Door	0	64	246	7,331
4-Door Sedan	0	238	392	26,975
Legacy	3,864	4,279	47,262	23,520
Loyale	2,046	1,038	20,495	9,716
XT/XT6	34	1,120	1,074	11,600
Station Wagon	0	107	263	19,652
Justy	1,191	1,789	12,525	18,647
SUZUKI	**622**	**688**	**5,815**	**5,306**
TOYOTA	**29,266**	**36,294**	**308,019**	**383,594**
Corolla	8,669	9,210	76,567	100,109
Tercel	4,534	8,530	74,347	82,433
Celica	5,886	5,407	68,250	47,808
Supra	427	781	5,684	12,982
Camry	7,167	9,345	60,266	112,840
Cressida	1,366	2,567	10,667	22,557
MR2	1,217	454	12,238	4,865
VOLKSWAGEN	**10,252**	**10,984**	**113,305**	**111,564**
Cabriolet	441	492	6,879	9,130
Corrado	475	316	4,743	826
Jetta	4,354	4,982	52,559	47,195
Golf/GTI	1,454	1,820	15,128	19,782
Passat	1,965	0	13,509	0
Quantum	1	12	31	920
Scirocco	1	8	13	862
Fox	1,561	3,354	20,452	32,849
VOLVO	**5,196**	**7,697**	**78,802**	**88,504**
240 series	1,527	2,592	28,069	35,614
740 series	2,918	3,476	40,547	39,776
760 series	550	1,061	8,366	10,439
940 series	62	0	62	0
780	124	396	854	1,997
Tourist	15	172	904	678
YUGO	**503**	**868**	**5,605**	**9,193**
IMPORT TOTAL	**195,335**	**217,788**	**2,090,266**	**2,367,644**

*Estimate

Compiled by Karen Detkowski

Sterling taps Range Rover ad agency

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Sterling Motor Cars has hired Grace & Rothschild as its advertising agency. The agency also represents Range Rover of North America Inc.

Both U.S. importers are subsidiaries of the Rover Group in Britain, but Rover maintains separate sales and marketing operations for each, at home and abroad.

Spokesmen for both Range Rover and Sterling denied the persistent rumor that Rover Group is considering merging the two U.S. companies, and they denied that having the same ad agency makes a possible merger any more likely.

"There is no change in the way Sterling Motor Cars and Range Rover do business just because we have the same ad agency," said William E. Baker, Range Rover's vice president of corporate communications.

Roy Grace, chairman of Grace & Rothschild, said his firm's success in establishing the Range Rover marque helped win the Sterling account.

Meanwhile, Sterling officials concede that Sterling's image is weak. The company has poor name recognition, and there is confusion over its connection with Honda Motor Co. Ltd.

The Sterling car was conceived through the a joint effort between Rover and Honda. It is a twin of the original Acura Legend and is powered by a Honda 2.7-liter V-6.

Grace & Rothschild is Sterling's fourth agency in three years. The previous one was New York-based AC&R/DHB & Bess Advertising Inc. Sterling began searching for a new agency last summer.

Megadealer Norman Braman owned 51 percent of the Miami-based Sterling import operation when it was formed in 1987. Rover, which owned 49 percent, bought Braman's share in May 1988. It changed the name to Sterling Motor Cars in April 1989, replacing Austin Rover Cars of North America.

Range Rover, based in Lanham, Md., outsells Sterling with its sport-utility, which starts at $42,400. Prices for Sterling's three models begin at $26,500.

Through October of this year, Sterling sales were 3,443, down 31.9 percent from the same period last year. Range Rover sales were 3,669, down 4.8 percent.

TRACKING THE OPERATIONS OF DEALER AD ASSOCIATIONS

Manufacturer	Number of dealer advertising associations	Percent of dealer body enrolled in dealer ad associations	Range of per-vehicle contributions by dealers	Use of factory ad agency required to receive factory funds?	How program works
BUICK	145	100	1 percent to 2 percent of invoice	No	Buick pays one-third of the media costs of an approved ad while the dealer group pays for two-thirds. Factory support rises to 50 percent when dealer group runs factory produced ads for special promotions.
CADILLAC	64	90	1 percent of invoice up to $300	No	Cadillac pays an average one-third of media costs. Actual factory support is up to Cadillac zone manager.
CHEVROLET	150	100	1 percent of invoice up to $300	No	Dealers collect their own funds and spend the money on media in their markets. Division runs factory produced regional ads separately from dealer association ads.
CHRYSLER-PLYMOUTH	59	99.3	Majority of dealers contribute between 0.5-1 percent of vehicle base invoice price plus up to $100	Yes	Chrysler-Plymouth contributes 10-35 percent of media costs for dealer association ads; dealers contribute two-thirds. The factory may raise support to up to 50 percent for special promotions.
DODGE	56	97.2	Majority of dealers contribute between 0.5-1 percent of vehicle base invoice price plus up to $100	Yes	Dodge contributes 10-35 percent of media costs for dealer association ads; dealers contribute two-thirds. The factory may raise support to up to 50 percent for special promotions.
FORD DIVISION	63	99	$50-$150	No	Ford distributes its market support money among its districts. The districts divide the money among the advertising groups. To receive 100 percent of market support funds, a Ford Dealer Advertising Fund group must spend 80 percent of what it collects on 6 media expenditures. The groups may use the remaining 20 percent on incentives and administrative costs.
HONDA	Acura - 30 Honda - 63	Acura - 65 Honda - 58	Acura- $150-$300 Honda - $50-$200	Acura - No Honda - No	Dealers who want to organize a group tell the importer how much they want to collect and American Honda puts it on the invoice. Honda dealers receive factory support for special programs.
JEEP-EAGLE	30	99.8	1 percent of base invoice plus $50	Yes	Jeep-Eagle pays 40 percent of dealer association media costs. For some special promotions, Jeep-Eagle will pick up the cost of producing the ad.
LINCOLN-MERCURY	29	100	$75-$290	Yes	Marketing funds are determined by the spending of individual associations. Dealers earn a share of the pot based on their spending and requests from the district ad manager and/or the association. For special promotions, L-M may shift factory ad funds to dealer ad associations.
MERCEDES-BENZ	254	98	$100-$300	Yes	Mercedes-Benz contributes $100-$300 per car in a dealer matching program. Matching funds pay for dealer association media costs; dealers can take up to 10 percent of dealer/factory money to fund non-advertising programs.
OLDSMOBILE	156	100	1-2 percent of invoice	No	Oldsmobile allocates its regional ad money among its 4 regional managers who work with dealer groups to coordinate association and regional ads which complement one another. To obtain money from Oldsmobile, association ads must receive legal clearance.
PONTIAC	160-180	95	1 percent of invoice ($40 million-$60 million)	No	Pontiac pays for $1 of dealer ad association media costs out of every $2 the dealer group spends in media.
TOYOTA	23	99	$185-$300	No	Dealers under Toyota Motors' distributor system receive variable contribution rates from the factory ranging from 10-50 percent. Toyota national sales events require dealers to use factory ads.
VOLKSWAGEN	75	92-95	$150-$400	Yes	VW dealers decide if they want a dealer association and how much they want to contribute to the fund. VW contributes 50 percent of media costs.
VOLVO	187 single point co-op dealers;[1] 37 major market groups	98	$100-$200	Yes/No[2]	For every $100 dealers contribute, Volvo matches it, plus $17.65 (to cover agency fees) for a total of $117.65. Major market dealers must use national agency to receive funds from factory; single point co-op dealers do not.

[1] Single point co-op dealers are dealers in an area where there is no organized Volvo dealer advertising group.
[2] Major market dealers must use national agency to receive support funds from factory; single point co-op dealers do not.
Source: Automotive News research

CO-OP

FROM PAGE 1

and withholding popular products.

A Midwestern Ford dealer, who approached a factory representative about getting out of his ad association and taking his ad dollars with him, was told he would have to resign his franchise if he did so. He said he paid almost $100,000 in ad association fees in 1989.

"A lot of dealers are to the point of 'what's the use?' " said the dealer, who did not want to be identified. "I think it's a joke."

Dealers in Ohio were so enraged when Chevrolet and GMC Truck Division started assessing mandatory ad fees two years ago, the Ohio Automobile Dealers Association filed a lawsuit alleging that the two General Motors divisions violated the Ohio Motor Vehicle Franchise Law by requiring dealers to join an ad group.

The lawsuit was certified as a class action on behalf of all Ohio Chevrolet and GMC Truck dealers and is pending in federal court.

Johnny Beck, owner of Johnny Beck's Jeep-Eagle in Ocean Springs, Miss., and chairman of the New Orleans zone Jeep-Eagle Council, is single-handedly challenging Chrysler Corp. In a letter to council members, Beck said: "Mandatory assessments are in violation of state motor vehicle regulations as well as state law."

He vows to get out of the association, paving the way for fellow dealers to do likewise.

At least two manufacturers have abandoned co-op advertising. They are Nissan Motor Corp. in U.S.A., once plagued with inconsistent dealer association advertising, and Suzuki of America Automotive Corp., which grew tired of fighting with its dealers. BMW of North America Inc. disbanded its ad associations and reduced the per-car regional advertising fee paid by dealers.

A high-stakes game

Because manufacturers are reluctant to disclose how much they and their dealers contribute, it is difficult to determine exactly how much is spent on co-op ads.

But the stakes are high and the dollar amounts are staggering. In 1989, dealers spent $3.8 billion on local advertising, a 6 percent decline from 1988, according to the National Automobile Dealers Association. New-car dealerships shelled out an average of $154,000 on local association and independent dealer advertising in 1989. As recently as 1980, dealers spent an average of $42,800 for local ads.

But that total does not include any of the factory co-op money, and it also excludes the major portion of the dealer money spent on co-op ads.

NADA, which gleans ad spending data from dealer financial statements, said the figures do not include most dealer ad association contributions. Most ad association fees are included in the vehicle invoice, and about 75 percent of the dealers calculate the expenditure as a cost of doing business, rather than as advertising.

Manufacturers, faced with increased competition, loss of market share and soaring media costs, say co-op advertising has become a very important slice of the automobile marketing pie. They believe it allows dealer groups to advertise in mediums most individual dealers cannot afford and with a more unified voice.

They see it as a way of increasing their share of voice. Share of voice refers to a company's ad expenditures in relation to all advertisers in its category.

To create a bigger pool of funds and to make sure everyone who benefits from the advertising helps foot the bill, many manufacturers, including GM and Chrysler Corp. made co-op ad fees mandatory.

Mandatory ad fees are assessments added to the invoice of each non-fleet, non-employee vehicle to pay for local advertising. The assessment is usually 1 percent of invoice plus $50 to $100, but it can run as high as 3 percent.

Dealers who are required to pay mandatory ad fees are not required to join an ad association. Fees collected from non-members are used by the manufacturer to pay for regional marketing in the non-members' regions.

GM went to mandatory fees two years ago when it found that its dealers' participation in ad associations was much lower than that of Ford Motor Co. and Chrysler, which had close to 100 percent participation. Chevrolet and GMC Truck instituted the program in the fall of 1988, followed by Oldsmobile and Cadillac a year later. Pontiac and Buick began the program this fall.

Many dealers, especially those in small towns and rural areas, are vehemently opposed to the program. They resent being told how to spend their ad dollars, and they argue that co-op advertising is effective in metropolitan areas, where most large dealerships are located. The small dealers say they receive few, if any, benefits.

"Personally, I don't see any benefit (in dealer co-op ad associations)," said James K. Lust, a Chevrolet-Buick-Oldsmobile dealer in Aberdeen, S.D. He is also NADA's GM industry relations chairman.

Many of the manufacturers, such as Chevrolet, return a portion of the collected fees, usually about 25 percent, to the dealer associations for local advertising.

But NADA President Ray Green said the greatest problem with mandatory advertising associations is that not enough of the money is returned to local markets.

"Dealers don't like it because they know its not working for them," said Green. "It upsets them, and I don't blame them. Major markets represent the majority of sales, but they don't represent the majority of dealers."

Saturn is different

The exception to GM's co-op advertising rule is its new Saturn Corp. Saturn dealers are not members of traditional co-op groups.

Instead, Saturn has established a regional marketing council that consists of one dealer representative from each of its six regions, and representatives from Saturn marketing and Hal Riney & Partners of San Francisco, Saturn's advertising agency.

Unlike other GM franchisees, which are assessed 1 percent of invoice to pay for regional and local dealer association advertising, Saturn dealers pay a flat rate of $150 per vehicle into the regional marketing program. Saturn pays for the creation of ads; the dealer contributions pay media costs.

The councils meet quarterly to determine how the money will be spent. The regional dealer representatives meet with dealers in their areas before attending the council session.

Russ Hand, a dealer in Marina Del Rey, Calif., represents Saturn's Western region, which includes California, Oregon, Washington, Idaho, Nevada and Arizona.

He said the program will allow the purchase of spot television and other media regionally, which is less expensive than buying it city

see CO-OP, page 43

CO-OP

FROM PAGE 42

by city.

Last August, Pontiac and Buick began assessing dealer ad fees. Buick is spending $20 million in factory support funds, and Pontiac is spending $20 million to $30 million in the 1990 calender year, factory sources said. Oldsmobile is funneling about $25 million into co-op advertising, according to an industry source.

Last July, Ford Division, in its quest to catch Chevrolet in car sales, pumped an additional $11 million into its dealer advertising associations fund. Lincoln-Mercury dealer groups received an additional $6 million.

Dealers step up efforts

Some dealer groups, either on their own or because of what some members perceive as pressure from their factories, have stepped up their efforts as well.

For example, last July, when the Cincinnati-area Dodge dealer group voted to double its ad fees, several members were angry and charged that the decision was made by the factory and pushed onto dealers. Starting in January 1991, dealers will pay 1 percent of invoice plus $100, up from the current 0.5 percent plus $50.

On the other hand, in September 1989, Ford Division began allowing its dealers to collect local advertising funds by putting a 1 percent charge on the invoice price of new cars and trucks. Ford dealer groups may choose between paying a per-vehicle amount or 1 percent.

One Ford dealer group taking advantage of the program is the Greater Michigan Ford Dealer Advertising Fund group. In September, it voted to assess its members 1.5 percent of invoice of each vehicle which is to be no less than $150 and no more than $250. The group, which currently pays a flat rate of $120 per vehicle, has not determined when the measure will go into effect.

Craig Weidner, owner of Weidner Motor Sales in Cadillac, Mich., and president of the 118-member association, said the group raised its fees to meet higher media costs and to remain competitive.

"We can react more quickly to the market and be on (television) with an urgent message," he said.

While unique advertising is the main thrust of many dealer ad associations, the manufacturers often want dealers to help them develop a clear, consistent message.

Some makers, including L-M, Mercedes-Benz and Chrysler's divisions, require dealer groups to use factory-appointed advertising agencies if they want to receive co-op payments.

Extra lures

To encourage associations to use more manufacturer-supplied ads and/or programs that tie in to national programs, several manufacturers increase co-op spending or offer special incentives.

While Toyota ad groups are not required to use factory-produced advertising, those that used ads promoting the "Toyota Shopping Time" national campaign at the end of the 1990 model year were given more money from the factory than groups that did not.

Dealer groups that do not have to use factory-appointed agencies to receive the matching funds still must submit the ads to their own legal counsel or to the manufacturer's legal department to make sure the ads are legally accurate.

Some dealers are unhappy with the finished product.

"Dealer's want to kick, bite and scratch in the ads, but they come out somewhat sterile," said a Michigan Ford dealer.

Daniel Burns, NADA industry relations representative for Oldsmobile and owner of Dan Burns Oldsmobile in Delray Beach, Fla., said that after GM's legal department finishes with an ad, it is as exciting as "kissing your sister."

Realizing that co-op advertising is a sensitive area, manufacturers say they try to be flexible.

Volvo Cars of North America, which made $16 million available to assist dealers with local and regional ad programs in 1990, prefers that its dealers use factory ads, but will on occasion accept dealer-developed ads, said Peter Smith, dealer advertising manager.

Mercedes-Benz of North America Inc. dealers who do not like the ads offered by the manufacturer may work with Mercedes to develop ads that satisfy both parties. Mercedes is assisting its dealers with $13 million in 1990.

Buick has added a twist to its program. Like the programs at other GM divisions, 25 percent of the fees collected are returned to dealers for individual advertising. As an incentive, Buick dealers whose monthly advertising expenditures exceed the amount returned are eligible to receive an additional 25 percent of that amount.

Eagle support declines

Jeep-Eagle, in an effort to help ease the transition from American Motors to Chrysler, paid 60 percent of the dealer advertising groups' media costs in 1988 and 1989. In 1990, the factory support dropped to 40 percent. Dealer reaction ranged from anger to acceptance.

The Greater Detroit Jeep-Eagle Dealers Association, in response to the decline, increased its ad fees from 1 percent of invoice to 1.25 percent plus $50 as of Oct. 1.

Joe Ricci, chairman of the Detroit Jeep-Eagle group, said it increased its fees because advertising is crucial to Eagle, which has yet to find its niche in the market.

"Anytime you take a cut on an unknown nameplate such as Eagle, it affects your sales," said Ricci, who owns two Jeep-Eagle stores in metropolitan Detroit.

"If you want to sell a product, you keep the name of the product out there. When we don't advertise, we see a drop in business. But there's only so much the company can do based on budget."

Suzuki, Nissan bail out

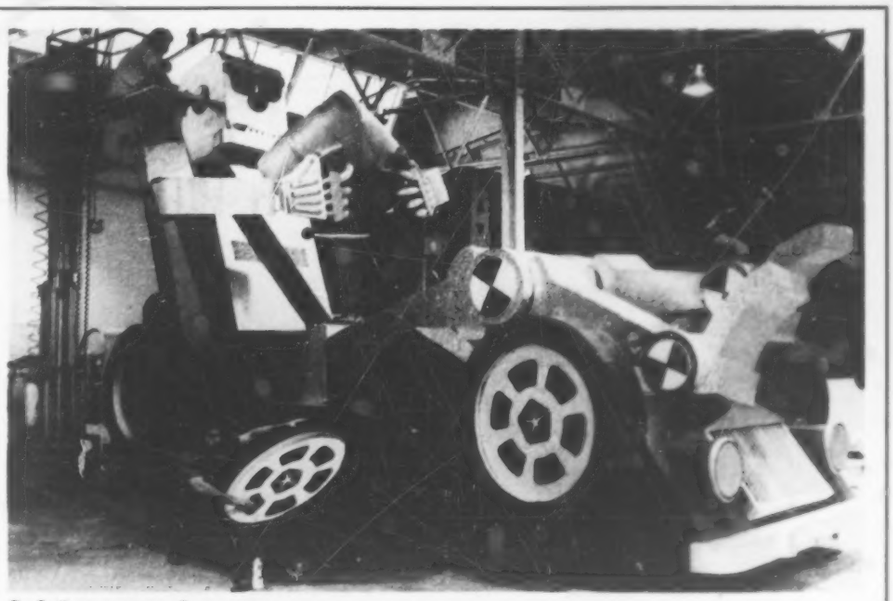
A few import firms have given up on dealer ad associations — at least for now.

Last April, Suzuki stopped assessing its dealers ad association fees and made association participation voluntary. Thomas Meyers, Suzuki national advertising and public relations manager, said the firm did so because most of its ad associations lacked full cooperation and support of dealers.

Of Suzuki's 290 dealers, 40 remain in ad associations, he said.

Nissan disbanded its dealer ad associations and dropped its assessment about two years ago in the "interest of creating a more unified image and to get more bang for our dollar," said John Rinek, Nissan national advertising communication manager. "We had areas where the advertising was good; some areas were not as strong. The image was not consistent."

The associations were replaced by five regional advertising offices that are funded solely by Nissan.



Safety on parade

Workers put the finishing touches on the world's largest air bag featured in the Chrysler Corp. entry for the Michigan Thanksgiving Day Parade in Detroit. Two vacuum cleaners will inflate within seven seconds, a tad slower than the "half a blink of an eye" it takes to inflate a real air bag.

Lutz finds silver lining for trucks

Shorter product cycles will help meet federal rules, he says

By Joseph Bohn
TRUCK EDITOR

Shorter product life cycles may be the key to meeting future federal standards for light trucks, according to Robert A. Lutz, president of Chrysler Motors.

At the annual SAE Truck & Bus Meeting, Lutz said light-truck engineers will face two distinct challenges in the next decade: shorter product life cycles and new regulatory standards. But one could provide the solution to the other.

Lutz

"Shorter product life cycles will enable you to meet the regulatory burden more easily," Lutz said. "If you're changing your trucks more frequently, it'll be that much easier to keep up with whatever new changes come down the pike on safety, fuel economy and emissions."

Lutz said both the customer and competition will force future trucks to follow the passenger-car trend of shorter life cycles.

"It used to be you could get away with changing a truck in this country every 10 or 15 years," Lutz said.

Some models, like the Jeep Grand Wagoneer, have gone more than 20 years without a major change.

The new Ford Econoline and Club Wagon, which are being restyled for 1992, have not had a major change since they were introduced as 1975½ models.

Similarly, the Chevrolet Blazer/GMC Jimmy, also being restyled in 1992, have not had a major change since 1969, a Chevrolet spokeswoman said.

"But that's all changing today," Lutz said. "Part of the reason is the growth of the so-called 'crossover' market — all those baby boomers out there driving minivans, sport-utilities and personal-use pickups."

He said that while those people are beginning to drive trucks, they expect the car-like attributes of regular design freshenings and continual technological updates.

Increased competition will also demand more frequent truck updates.

"The Japanese have taken life cycles for small pickups and other trucks down to five years," Lutz said, "which is almost as low as on cars."

He called that a "moving target we all need to shoot at."

Lutz noted continuing rumors of Japanese companies getting into the full-sized truck market: "In this new era of transplants here in America, I'd say anything is possible."

To meet the new competitive challenges, engineers must become more focused in their education, he said.

"This country already has enough MBAs and lawyers," he said. "What America needs to compete in the world is more people who know how to create and build things."

Lutz said he and Francois Castaing, Chrysler vice president of vehicle engineering, are on a "crusade" to encourage Chrysler engineers who are thinking of pursuing advanced degrees to get a master's or a doctor's degree in a technical field instead of business administration.

Wash. lemon law survives Ford's appeal

By Helen Kahn
SENIOR CORRESPONDENT

Washington state's highest court has unanimously upheld the constitutionality of its lemon law.

Ford Motor Co. challenged the law, claiming it violated the equal protection and due process provisions of the state and U.S. constitutions.

The case involved a court-ordered buyback of a 1985 Ford Thunderbird, purchased by Gary Barrett, with allegedly defective steering.

Ford acknowledged that the defect constituted a serious safety defect but appealed, saying the repurchase requirement was unconstitutional.

While the case was under appeal, Ford was assessed attorney fees and continuing damages of $25 a day beyond a 40-day grace period because it refused to provide free use of a loaner.

An almost identical case is awaiting decision in Florida, where Mercedes-Benz of North America Inc. has challenged the constitutionality of that state's lemon law. The same provisions that have now survived Washington's courts exist in the model lemon law being proposed by the National Conference of State Legislatures.

In its appeal, Ford claimed the law was unfair since the consumer could appeal "without risk."

The court upheld the lemon law's classification of consumers and manufacturers as "rational and justified."

The lemon law itself justified the distinction by noting manufacturers are better able to improve quality and provide service and are more knowledgeable of their legal rights. Consumers, meanwhile, are at risk of injury and must bear the hardship of defective cars.

In short, says the court, "Equal protection does not require that legislative efforts be perfect."

Finally, the court says the restrictions on Ford's right to appeal did not abridge due process, which does not in any case guarantee the right of appeal.

A Ford spokeswoman said the company was disappointed by the decision. She said it was too early to say if Ford would appeal.

Chrysler hikes rebates; Jaguar offers 'owner loyalty' lure

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. last week announced new and enhanced consumer rebates on trucks, effective through Dec. 16, and Jaguar Cars Inc. offered a $5,000 "owner loyalty" incentive on the purchase of all 1990 and most 1991 models.

Rebates of $1,000 now apply to all 1989 and 1990 Chrysler, Plymouth and Dodge minivans, including short-wheelbase models, which were not covered previously. The payback on long-wheelbase minivans formerly was $500.

A $700 rebate is now in effect on 1991 Jeep Cherokee, Laredo, Limited and Briarwood models, and a $500 rebate is in effect on 1991 Cherokee base and Sport models. Also, the rebate has been increased from $300 to $700 on the 1991 Comanche, except the two-wheel-drive short-bed model, which has been boosted from $300 to $500.

The rebate also has been increased from $300 to $700 on the 1991 Dodge Dakota pickup, except the S model, which has been hiked from $300 to $500.

Instead of the rebates, buyers may choose financing of 7.9 percent for 48 months or 10.9 percent for 60 months.

Jaguar is mailing certificates to the original owners of 1988 Jaguar sedans, offering $5,000 toward the purchase from dealer inventory of any leftover 1990 model or any 1991 model except the XJ6.

Deliveries must be made between Nov. 15 and Dec. 31.

Staff Reporter Jim Henry contributed to this report.

Jaguar's Vanden Plas sedan: Owners of 1988 Jaguar sedans can get a $5,000 incentive on 1990 or 1991 models except XJ6.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Town & Country	$1,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$750-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Voyager	$1,000	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$500-3,000	12/16
Plymouth	$400-500	12/16
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991		
General Motors (1990)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac	$1,500	12/12
Chevrolet Geo	$500-1,250	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$1,500-2,500	12/12
Pontiac	$500-1,900	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates		
General Motors (1991)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac Brougham	$1,500	12/12
Chevrolet Geo	$500-800	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$500-1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$500-1,500	12/12
Pontiac	$500-750	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates		
Hyundai (1990)	$500-1,250	12/3
Jaguar (1988-91)	$5,000 for owners of '88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$885-1,248 discount on option packages	1/3
Subaru (1990)		
Loyale	$300-1,050	1/3

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Hyundai (1990)	$150-500, quota	12/3
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1990-91)		
Mirage	$500-1,000	12/31
Other cars	$350-2,000, quota	12/31
Trucks	$350-2,000*	12/31
*Some truck rebates are based on quotas. Mitsubishi rebates vary by region		
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-1,000, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Suzuki (1991)		
Swift	$500-1,000, based on number sold	12/3
Sidekick	$500-1,000, based on number sold	12/3
Toyota (1989-91)		
Corolla, Camry	$200-1,100 quota	1/3
Trucks	$200-1,200 quota	1/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

KOHRS

FROM PAGE 2

using lighter materials to reduce weight and multi-valve engines to cut fuel consumption.

He will have to get his ideas through his boss, Alex Trotman, executive vice president of North American Automotive Operations, and Ford's corporate product planning committee, which includes Trotman, Ford Chairman Harold "Red" Poling, Ford President Philip Benton and the chief of the Automotive Group, Allan Gilmour.

After joining Ford in February 1962, Kohrs spent 15 years in truck engineering, where he worked on winners such as the early Bronco and F-series models. He switched to the car side in the late 1970s, when Ford was, by Kohrs' admission, building "stodgy, boxy" cars.

As executive director of mid-sized programs and, later, of luxury and mid-sized car platforms, he worked on the aerodynamic 1983 Thunderbird/Cougar, the 1984 Mark VII, and the early development stages of the new 1986 Taurus/Sable.

During development of the Taurus/Sable, Kohrs says, "The thing that had the biggest impact on me was: What do the customers really want, and are you brave enough to get out ahead of ... present competition?"

Kohrs has been asking himself the same question these days as both import and domestic competitors have followed Ford into aerodynamic styling.

"I think the aero look has run its course in being different," he says. "When consumers look at our cars they are tending to look alike. They all have smooth lines, they all have rising belts, they all have high decks."

"I think the next wave is how to change the architecture of that car. One way is to move the cab forward, wheels at the corners, which some of the European cars have already done. You've got to really squint to see that that car is really different from the rest of the pack. I think that's the way we will go."

Downsizing and weight

Even as Ford is asking its designers to make its cars look different from competitors', the government is asking manufacturers to add safety equipment, such as airbags and door reinforcements, while increasing fuel economy.

Kohrs says Ford will approach the problem in two ways. One is to maintain the size of the interior passenger space while reducing the exterior — in other words, downsizing current products.

"That's probably the more risky approach because you have to break new ground on style, break new ground on sizing; what is a Taurus today may be a smaller Taurus tomorrow," says Kohrs, who added that being the first manufacturer to downsize is risky.

The second way will be to use lighter materials, such as plastic and aluminum, to reduce weight. Engineering sources say Ford is already planning to use aluminum heads and blocks in the engines for its 1994 Continental and 1993 Mark VIII. A plastic hood is also scheduled to appear on the 1994 Continental. Kohrs says these lighter materials will be more expensive but more efficient.

> To emphasize the importance of weight in meeting fuel economy standards, Kohrs says Ford engineers have been given a one-ounce coin carrying the inscription: "Every ounce counts."

"We'll probably end up doing a little of both" downsizing and increasing the use of lighter materials, Kohrs says.

To emphasize the importance of weight in meeting fuel economy standards, Kohrs says Ford engineers have been given a one-ounce coin carrying the inscription: "Every ounce counts."

Alternative fuels

Kohrs is also looking carefully at developing flexible-fuel vehicles, which can run on both gasoline and on alternative fuels such as methanol.

Ford is proceeding with developing an electric car, while competitor General Motors has tentatively planned to produce its electric Impact car. Kohrs calls the Impact a good blend of a highly stylish vehicle with a specific purpose, but said it has had no bearing on when or if Ford will bring an electric vehicle to market.

Ford has exposed its electrically powered Aerostar experimental van to the public.

He says GM has "gotten a lot of good publicity (with Impact), but they are no farther ahead than we are" in developing an electric vehicle.

"We are quite a ways away" from announcing the production of an electric vehicle, Kohrs says.

Reducing cycle times

Kohrs is also looking for ways for Ford to reduce its cycle time on cars, which has been running from six years on the 1989 Thunderbird to 10 years on the 1990 Lincoln Town Car, while the Japanese have all-new products every three to four years. He says Ford is trying to shorten every segment of the product development process.

"The Japanese started earlier and are masters in understanding process, as opposed to just looking for the results," he says. "And American industry in general has been results-oriented as opposed to looking at the process that you do the job."

"I don't think there is any magic in what the Japanese are doing — we just have to do it equally as well."

Kohrs says he believes Ford and other manufacturers around the world will make moderate styling changes two to four years after introducing a car. But major platform changes will be done only every six to 10 years, depending on the segment.

In the past, Ford has said that its large sedans (such as the Town Car and Grand Marquis) don't need freshening as frequently as the style-sensitive cars like Thunderbird and Cougar. Kohrs adds that less technically complex cars are easier to develop in 36 months than more technically complex cars. He mentioned that the Lexus LS400 took six to eight years to develop, while the new Escort took about four years.

Product in the Poling era

Kohrs disputes reports that the product-oriented days that characterized the reign of former Chairman Donald Petersen, an engineer, are history under Poling, who has a finance background.

"They are two different types of personalities, but I don't think the end result will be much different," says Kohrs, who worked with Petersen at truck operations.

"Don Petersen was very much a product man, but very much of a businessman as well," Kohrs says. "His real interest lay in style and function, and therefore he became far more involved in the engineering side. Red Poling is the epitome of a tremendously good businessman, and I think he would acknowledge that he is not the person who can go over to the design center or the engine design lab and direct what you should be doing."

"In a way, as an engineer that has a lot of positive to it. Because what I get from Red is ... you set the strategy you want, you let me buy into that strategy, and you deliver it."

EXPORTS

FROM PAGE 2

bile Division of Peugeot S.A.

Indeed, many analysts expect exchange rates to have an important effect on the 1990 earnings of the Big Three German exporters, Daimler-Benz AG, Volkswagen AG and BMW AG.

"If this sort of rate prevails next year I don't think they would make a profit in the U.S.," said Peter DuPont, auto analyst at Phillips & Drew in London.

"This is the most difficult problem they face right now."

Still, if the squeeze on major European exporters like Mercedes-Benz, BMW and Volvo is severe, no one really expects a withdrawal by companies with such big stakes in the American market.

"They are just going to have to bite the bullet," said DuPont. "The volume is so significant for them that they can't pull out."

Rather, it is the small specialty makers, like Bitter, and bigger companies looking for a U.S. beachhead, that have generally had to put aside their American hopes.

"I think a Bitter should be sold in the U.S. for about $65,000; at the moment, we would have to price it at $72,000" because of the dollar's tumble, Bitter said.

Indeed, he said, the Type 3 was slated to sell in the mid-$30,000 range when the Isuzu deal was set in 1987.

Bitter, who works out of a small workshop near Dusseldorf, is proceeding with scaled-back plans to produce about 500 Type 3s a year at a site he has not yet picked. He hopes to begin production next September, but is not sure if any of his cars will find their way to the United States.

"The dollar is so low at the moment that under the circumstances of our smaller quantities, maybe we don't need America. It is quite difficult for European cars in the U.S.," he said.

Other companies, big and small, have shelved plans to export to the U.S. market because of the enormous dollar barrier.

AB Volvo's Dutch affiliate, Volvo BV, three years ago called off plans to export its 480 sport hatchback to the United States because of exchange rates — even though the car was conceived for the U.S. market. Company officials say they won't consider reviving the project unless the dollar hits a sustained level of 2.00 against the mark.

Five years ago, the Spanish carmaker Seat S.A. said it expected to be in the U.S. market "by 1989." One year later — despite the readymade U.S. distribution network it enjoys through its parent, Volkswagen — Chairman Juan Antonio Diaz Alvarez said Seat won't even begin to consider U.S. sales for at least three years.

Currency rates have been a major factor in several other broken import dreams. Lincoln-Mercury's Merkur upscale franchise from Ford of Germany withdrew last year and GM's German unit, Adam Opel AG, has tabled its U.S. import plans indefinitely.

Exchange rates also helped spell doom last year for the Maserati-built Chrysler TC luxury convertible — yet another project conceived in the mid-1980s.

Italy's Bertone decided against replacing its X 1/9 two-seater, largely because it couldn't build a car to compete in the X 1/9's affordable roadster niche in the United States. That left Bertone's U.S. network without a product. Similarly, France's MVS last year put aside plans to sell the Venturi roadster in the United States.

Group Lotus, now owned by General Motors, had hoped to reenter the affordable roadster segment that its Elan occupied in the 1960s. But currency rates mean that the new Elan, due in the U.S. this winter, will probably have a price-tag approaching $40,000.

Britain's TVR sold roadsters in the United States until about 1984, and largely made its reputation in America in the 1950s. But though the company showed two new models at the recent Birmingham Show — the 3.9-liter, V-8-powered Griffith two-seat convertible and the Speed Eight 2+2 convertible — there are no plans to return. Company officials cite the bleak currency situation.

Similarly, the Peugeot-powered, Ford Barchetta-like Max roadster by the Dutch firm Max Motors, which is now in pre-series production, is no longer planned for U.S. distribution.

"At this moment it would be difficult to sell in the states unless we manufactured it there," said Eric Spronk, the car's designer and company founder.

Despite the tough selling conditions and pressure on margins, however, Helmer said Peugeot plans to introduce its 605 sedan in the United States in the foreseeable future and that stablemate Automobiles Citroen will launch its XM there — although on a small scale.

PRODUCTION

U.S. CAR

	Week Ended Nov. 17, 1990	Week Ended Nov. 10, 1990	Nov. to Date	Jan. 1 to Nov. 17, 1990	Jan. 1 to Nov. 18, 1989
Horizon	0	0	0	4,327	30,765
Sundance	0	2,350	3,292	79,070	91,819
Acclaim	3,100	3,045	7,333	106,651	115,646
Total Plymouth	**3,100**	**5,395**	**10,625**	**190,048**	**238,230**
LeBaron A	0	0	0	8,071	0
LeBaron J	0	1,475	1,984	46,487	85,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	150	420	773	33,492	71,002
Fifth Avenue	1,050	1,047	2,534	33,066	23,404
Imperial	400	457	1,036	17,412	3,190
Total Chrysler	**1,600**	**3,399**	**6,327**	**130,528**	**186,321**
Omni	0	0	0	4,078	32,840
Daytona	0	761	1,029	30,577	66,925
Shadow	0	2,435	3,414	86,952	91,894
Dynasty	3,000	3,026	7,196	108,211	119,361
Lancer	0	0	0	0	1,528
Spirit	2,350	2,446	5,791	94,246	99,148
Total Dodge	**5,350**	**8,668**	**17,432**	**324,064**	**411,686**
CHRYSLER MOTORS	**10,050**	**17,462**	**34,386**	**652,640**	**836,237**
Escort	5,808	5,807	14,475	228,897	319,314
Mustang	2,726	2,917	7,131	122,954	171,986
Tempo	2,987	0	3,920	113,915	133,587
Taurus	7,275	0	10,109	300,987	324,430
Thunderbird	0	0	1,109	100,755	128,222
Total Ford Div.	**18,796**	**8,724**	**36,744**	**867,508**	**1,077,539**
Topaz	1,002	0	1,306	42,634	60,460
Cougar	0	0	472	66,326	109,807
Sable	1,969	0	2,768	92,785	108,076
Total Mercury	**2,971**	**0**	**4,546**	**201,745**	**278,343**
Continental	1,124	969	2,565	53,184	58,464
Mark VII	198	157	438	17,079	18,957
Town Car	2,670	2,259	6,038	133,014	112,015
Total Lincoln	**3,992**	**3,385**	**9,041**	**203,277**	**189,436**
Total L-M Div.	**6,963**	**3,385**	**13,587**	**405,022**	**467,779**
FORD MOTOR CO.	**25,759**	**12,109**	**50,331**	**1,272,530**	**1,545,318**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,500	2,523	5,858	85,356	59,475
Century	0	0	622	59,298	113,655
Riviera	0	555	789	19,979	18,311
Electra/Park Ave.	0	2,938	4,094	56,981	71,846
LeSabre (rwd)	1,876	3,121	6,478	144,841	138,998
LeSabre (rwd)	0	0	0	4,022	6,981
Reatta	0	0	0	5,277	5,631
Total Buick	**4,376**	**9,137**	**17,840**	**375,754**	**421,810**
Eldorado	0	466	663	18,932	26,833
Seville	0	759	1,061	30,611	20,569
Brougham (rwd)	705	693	1,819	28,082	49,159
DeVille (fwd)	2,030	4,793	7,795	147,423	165,092
Allante	0	0	35	3,290	2,842
Total Cadillac	**2,735**	**6,711**	**11,373**	**228,338**	**264,495**
Cavalier	8,310	9,727	21,923	319,077	325,635
Camaro	0	0	835	66,740	91,031
Celebrity	0	0	0	0	70,720
Corsica/Beretta	2,160	2,165	6,811	250,927	329,339
Caprice	0	2,063	3,171	186,701	150,676
Corvette	325	0	549	20,867	22,634
Total Chevrolet	**10,795**	**13,955**	**33,289**	**844,312**	**990,035**
Calais	1,820	1,817	4,586	93,534	80,203
Cutlass Ciera	0	0	433	60,744	70,446
Cutlass Supreme	2,178	2,221	5,251	86,105	103,550
Toronado	0	370	525	13,857	8,547
88 (fwd)	1,211	2,450	4,475	93,723	130,294
88 (rwd)	0	0	0	1,223	6,996
98	82	401	645	38,186	65,048
Total Oldsmobile	**5,291**	**7,259**	**15,915**	**387,372**	**473,084**
Sunbird	4,200	4,200	10,044	149,011	135,752
Grand Am	4,800	4,837	11,652	197,193	204,775
Firebird	0	0	445	38,956	52,068
Grand Prix	0	0	1,276	106,648	114,830
Pontiac 6000	0	0	366	47,941	71,510
Bonneville	0	1,655	2,313	69,127	84,447
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**9,000**	**10,692**	**26,096**	**608,876**	**666,053**
Total Saturn	**1,331**	**1,331**	**3,984**	**5,893**	**0**
GENERAL MOTORS	**33,528**	**49,085**	**107,597**	**2,450,545**	**2,815,517**
DIAMOND-STAR	**3,283**	**3,286**	**7,896**	**135,819**	**78,272**
HONDA	**9,948**	**9,744**	**22,443**	**302,433**	**329,095**
Civic	1,500	1,759	3,855	93,855	121,132
Accord	7,540	7,985	18,588	296,578	206,963
MAZDA†	**4,111**	**4,293**	**10,035**	**161,344**	**184,719**
NISSAN	**2,800**	**3,234**	**7,376**	**84,631**	**105,055**
NUMMI	**5,000**	**4,407**	**11,497**	**183,329**	**176,640**
Corolla	2,500	2,233	5,778	92,216	72,497
Geo Prizm/Nova	2,500	2,174	5,719	91,104	104,143
SUBARU-ISUZU	**1,250**	**1,286**	**2,957**	**28,754**	**3,822**
TOYOTA	**4,535**	**4,520**	**10,885**	**196,576**	**131,959**
TOTAL CARS, U.S.	**99,446**	**109,396**	**265,374**	**5,557,992**	**6,295,634**
TOTAL CARS, CANADA	**22,330**	**24,187**	**57,420**	**963,061**	**891,560**
U.S., CANADA CARS	**121,776**	**133,582**	**322,794**	**6,521,053**	**7,097,294**
U.S., CANADA CARS AND TRUCKS	**193,538**	**205,184**	**504,966**	**10,811,611**	**11,544,309**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Nov. 17, 1990	Week Ended Nov. 10, 1990	Nov. to Date	Jan. 1 to Nov. 17, 1990	Jan. 1 to Nov. 18, 1989
Monaco	0	622	848	9,744	0
Premier	0	596	830	11,305	30,848
CHRYSLER MOTORS	**0**	**1,218**	**1,679**	**21,049**	**30,848**
Tempo	0	0	1,179	98,314	115,952
Topaz	0	0	299	36,111	51,923
Crown Victoria	2,927	2,919	6,928	108,568	105,850
Grand Marquis	2,793	2,732	6,746	102,286	114,116
FORD MOTOR CO.	**5,720**	**5,651**	**15,153**	**345,279**	**367,841**
Celebrity	0	0	0	20,319	22,765
Cutlass Ciera	1,780	1,781	4,287	70,215	108,823
Lumina	5,385	5,451	12,977	200,034	159,822
Regal	2,615	2,710	6,365	90,250	70,205
GENERAL MOTORS	**9,780**	**9,942**	**23,629**	**380,818**	**361,615**
CAMI	**2,200**	**2,618**	**5,756**	**40,132**	**0**
HONDA	**2,150**	**2,341**	**5,349**	**92,936**	**75,970**
HYUNDAI	**1,000**	**738**	**2,082**	**22,420**	**12,980**
TOYOTA	**1,300**	**1,499**	**3,342**	**54,233**	**15,172**
VOLVO	**100**	**100**	**432**	**7,145**	**7,234**
TOTAL CARS, CANADA	**22,330**	**24,187**	**57,420**	**963,061**	**891,560**

U.S. TRUCK

Caravan	1,800	1,801	4,249	81,108	96,438
Dakota	0	2,012	2,744	65,185	84,313
Caravan C/V	0	0	0	4,171	5,955
Ram pickups	0	1,968	2,854	93,172	82,640
Total Dodge	**1,800**	**5,781**	**9,846**	**243,636**	**269,346**
Cherokee	3,900	3,957	9,379	141,087	191,526
Comanche	300	316	774	8,604	24,092
Grand Wagoneer	0	0	132	5,924	6,777
Wagoneer	100	107	248	3,589	7,162
Total Jeep	**4,300**	**4,380**	**10,532**	**159,204**	**231,057**
Voyager	1,500	1,494	3,546	74,535	90,132
Town & Country	35	46	93	2,189	3,090
Total C-P Div.	**1,535**	**1,540**	**3,639**	**76,724**	**93,222**
CHRYSLER MOTORS	**7,635**	**11,701**	**24,016**	**479,564**	**594,225**
Aerostar	3,853	3,065	8,530	188,017	198,789
Bronco	0	0	376	43,469	64,232
Bronco II/Explorer	6,735	5,405	14,694	185,893	106,490
Navajo	366	317	827	6,880	0
Econoline	1,984	2,018	5,308	156,776	193,028
Mediums/Heavies	0	1,168	1,632	44,747	51,163
Light trucks	7,575	4,413	14,499	403,846	468,114
Ranger	7,963	6,587	17,625	261,159	280,163
Total Ford Div.	**28,476**	**22,973**	**63,490**	**1,290,787**	**1,359,979**
FORD MOTOR CO.	**28,476**	**22,973**	**63,490**	**1,290,787**	**1,359,979**
Astro	2,920	3,031	7,020	118,111	145,250
Blazer	0	0	0	14,316	23,471
Lumina APV	0	0	757	74,764	13,697
Mediums/Heavies	396	408	953	8,929	6,950
P-Model	615	594	1,461	19,737	26,784
Pickups	48	35	3,137	362,702	356,790
S-10	5,714	3,901	11,960	217,127	214,709
S-10 Blazer	2,269	1,620	5,025	75,147	156,326
Sportsvan/Van	0	0	618	53,360	85,904
Suburban	0	0	0	57,865	63,708
Total Chevrolet	**11,962**	**9,589**	**30,930**	**1,002,058**	**1,085,473**
Jimmy	0	0	0	4,348	7,456
Mediums/Heavies	490	498	1,202	9,041	12,061
P-Model	85	78	189	2,592	3,566
Pickups	32	33	923	127,172	109,990
S-1/Sonoma	1,424	866	2,840	48,314	52,726
S-15 Jimmy	1,003	275	1,651	25,022	45,420
Safari	840	789	2,075	40,946	39,914
Suburban	0	0	0	27,872	29,003
Vandura/Rally Vans	0	0	128	19,500	26,855
Total GMC	**3,874**	**2,539**	**9,008**	**304,807**	**326,991**
Silhouette	0	0	249	27,800	2,627
Bravada	240	0	309	592	0
Total Oldsmobile	**240**	**0**	**558**	**28,392**	**2,627**
Pontiac Trans Sport	0	0	393	40,834	4,977
GENERAL MOTORS	**16,076**	**12,128**	**40,889**	**1,376,004**	**1,414,995**
NAVISTAR	**440**	**1,343**	**2,419**	**64,348**	**70,187**
NISSAN	**2,770**	**3,297**	**7,293**	**126,273**	**109,473**
SUBARU-ISUZU	**1,312**	**1,268**	**2,966**	**31,222**	**3,828**
AM GENERAL	**450**	**450**	**1,080**	**19,990**	**20,340**
MISCELLANEOUS	**300**	**3,000**	**4,500**	**129,900**	**129,600**
TOTAL TRUCKS, U.S.	**57,459**	**56,160**	**146,655**	**3,517,814**	**3,702,619**

CANADIAN TRUCK

Caravan	2,102	2,653	5,765	109,812	130,433
Caravan C/V	126	164	352	6,287	9,006
Ram Wagon	380	340	720	19,872	22,560
Ram Van	1,156	1,388	2,544	52,953	63,572
Total Dodge	**3,764**	**4,545**	**9,381**	**188,924**	**225,571**
Voyager	1,577	2,017	4,440	88,533	111,527
Total Plymouth	**1,577**	**2,017**	**4,440**	**88,533**	**111,527**
Wrangler	1,500	1,482	3,612	53,419	64,973
Total Jeep	**1,500**	**1,482**	**3,612**	**53,419**	**64,973**
CHRYSLER MOTORS	**6,841**	**8,044**	**17,434**	**330,876**	**402,071**
FORD MTR. (ll. trks.)	**2,962**	**2,727**	**6,581**	**122,554**	**145,114**
Light trucks	3,360	3,721	8,498	151,548	145,810
Vans	0	6	6	42,838	54,210
Total Chevrolet	**3,360**	**3,727**	**8,504**	**194,386**	**200,020**
Light trucks	890	857	2,229	56,023	63,252
Vans	0	0	0	16,692	24,183
Total GMC	**890**	**857**	**2,229**	**72,715**	**87,435**
GENERAL MOTORS	**4,250**	**4,584**	**10,734**	**267,101**	**287,455**
CAMI	**100**	**0**	**533**	**44,147**	**0**
NAVISTAR	**150**	**86**	**236**	**7,652**	**9,756**
TOTAL TRKS., CANADA	**14,303**	**15,441**	**35,518**	**772,744**	**844,396**
U.S., CANADA TRKS.	**71,762**	**71,601**	**182,172**	**4,290,558**	**4,547,015**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Car output trails 1989 by 10.4%

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Twenty U.S. car and truck assembly plants were completely or partially idle last week, and Big 3 output fell 5.23 percent from the prior week. Fifteen of those plants will resume operations today.

Scheduled output of 99,446 cars last week dropped 9.10 percent below the prior week and 25.72 percent below the year-ago week.

Year-to-date, 5,557,992 cars have been produced, 10.44 percent behind 1989 at this point.

Truckmakers scheduled 57,459 units last week, an increase of 2.31 percent from the prior week but 24.92 below the same week last year.

So far this year, 3,517,814 trucks have been assembled, 4.99 percent below last year.

General Motors has extended downtime at its Fairfax, Kan., Grand Prix facility and the Van Nuys, Calif., Camaro-Firebird assembly plant for two additional weeks. The plants are scheduled to resume output Dec. 3.

The company's Allante line at the Detroit-Hamtramck facility will be idle this week for inventory adjustment.

Also reporting downtime this week are GM's Wentzville, Mo., car plant and the Lordstown, Ohio, van plant. Both are closed for inventory adjustment.

The Lake Orion, Mich., plant closed Wednesday, and Buick City in Flint, Mich., closed Thursday for inventory adjustment. They are to resume today.

All Chrysler Corp. and Ford Motor Co. U.S. assembly plants will operate this week.

Ford scheduled Saturday overtime last week at its Louisville, Ky., truck plant.

In observance of Thanksgiving, all U.S. plants will be closed Thursday and Friday.

Cars, trucks dip in Canada

Canadian automakers scheduled 22,330 units last week, 7.68 percent below the prior week's build and 5.30 percent below the year-ago week.

Year-to-date, 963,061 cars have been assembled, 8.01 percent above production at this point in 1989.

Truckmakers assembled 14,303 units last week, 7.37 percent below the previous week and 26.60 percent below the year-ago week.

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GI exodus rocks dealers

Some say sales off 40% because of Iraq crisis

By Jim Henry and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

Besides keeping Iraqi dictator Saddam Hussein out of Saudi Arabia, Operation Desert Shield is keeping U.S. troops and their families out of U.S. car showrooms.

The absence of hundreds of thousands U.S. troops is hurting dealers from coast to coast — dramatically in cities that have a heavy economic dependence on the military. Dealers near bases reported sales are down as much as 40 percent, and in some cases they are canceling orders, cutting inventory and laying people off.

In addition to the full-time forces overseas, more than 600 reserve units have also been called up for active duty since Iraq's invasion of Kuwait Aug. 2. They come from nearly every one of the 50 states and Puerto Rico.

There are already more than 200,000 U.S. troops in the Persian Gulf area, with another 150,000 reinforcements in the pipeline.

"It's hard to understand how a madman living 10,000 miles away

see GIs, page 41

> "It's hard to understand how a madman living 10,000 miles away can hurt the car business in Clarksville, Tenn."
>
> **Don Jenkins**
> Jenkins & Wynne Ford

LARRY McCORMACK

With fewer customers coming into Yugo Auto Mart, Clarksville, Tenn., salesman Frank Powers uses the telephone to follow up on leads.

The Japanese-American car

U.S. design centers, American engineers make Japan poised for even greater sales

First of two parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Nissan's Gerald Hirshberg in California: "What was it about the Gobi that made people in America smile? You really have to be here to feel it."

First came the Japanese imports. Then came the transplant car factories. Now come the technical centers.

The Big 3 are under siege once again.

And consistent with their long-term view, the Japanese automakers may not see the full results until the next century.

All seven Japanese carmakers with American factories are operating U.S. companies that will vastly improve their ability to design and engineer vehicles for American consumers. And most of these technical centers are undergoing aggressive expansion:

- At least $270 million is being sunk into new U.S. research and design facilities — some of them in the Big 3's home turf in Michigan.
- More than 2,400 designers and engineers will be on the American staffs of the Japanese automakers by the end of 1992.

The numbers are still modest by Detroit standards. Chrysler Corp., for instance, will consolidate several thousand engineers, designers and research and development personnel at its new Auburn Hill Tech Center by 1992.

But Japan's new U.S. technical networks make one thing clear: To pay for their investments in new staffs, new studios and testing operations, the Japanese automakers expect to sell hundreds of thousands or millions of additional vehicles in North America during the 1990s and beyond.

Some of America's hottest vehicles are Japanese imports born in U.S. design studios, including:

- Nissan's 240SX, Maxima and Pathfinder
- Toyota's Celica, Previa minivan and, from a Japanese designer on sabbatical, the Lexus LS400
- Mazda's Miata and MPV minivan

But the full integration of design, engineering and manufacturing in America is more difficult. Because most of the transplant factories here are already straining to fill demand for basic products, the launch of new vehicles by self-sufficient U.S. subsidiaries remains years away for many.

One exception is Honda's Accord station wagon, which will

see R&D, page 42

New side-impact rule: few 1991 cars comply

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Although automakers have only a few days left until the Nov. 30 deadline for filing petitions to challenge the new federal side-impact standard, the government said the dockets are empty.

There were no petitions last week and few apparent compliance concerns, despite an *Automotive News* survey of 36 automakers and car importers that shows the makers of fewer than 6 percent of the cars sold in the United States this year feel confident that their cars meet the side-impact standard announced by the National Highway Traffic Safety Administration Oct. 24.

In October, Barry Felrice, NHTSA associate administrator for rulemaking, said that one-third of the car models now sold in the United States meet the tough new standard that is effective in 1994 for 10 percent of the cars sold and will be phased in entirely for 1997.

Early this month, Felrice declined to provide a list of the models that he believes meet the new standard.

In addition, a symposium paper on effective highway accident countermeasures, presented last June by Ralph Hitchcock, director of NHTSA's office of crashworthiness research, claimed that 12 percent of 1988 models achieved side-impact performance levels better than those in the new standard.

But an *Automotive News* survey found carmakers and importers willing to claim outright that only a few models — accounting for only 2 percent of 1990 calendar-year sales — would pass the standard today. The manufacturers and importers reported that a few others — totaling another 3.5 percent of this year's car sales — are close to compliance.

Seventy percent of the carmakers surveyed said they had not yet tested their vehicles using the

see IMPACT, page 41

USED SATURN

Minn. dealer buys well-traveled sedan

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

First in war, first in lease, first in the hearts of used-car salesmen.

This is the operative vehicle identification number: 1G8ZG5491NZ101083. It belongs to a gray SL1 sedan that became the first Saturn in the universe to be sold at auction — most likely the first used Saturn to hit the market.

The sedan now will be leased, according to the Minnesota used-car dealer who bought it Nov. 20 at the Florida Auto Auction of Orlando.

see SATURN, page 45

Market conversion

Van conversion sales have dropped, and some lesser-known companies are emerging as major players. For a listing of makers' rankings, see *Automotive News Insight*, which follows Page 24.

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s created an alternative. Story on Page 4

Solar cars woo the day

By Brian Woodward
SPECIAL CORRESPONDENT

SYDNEY, Australia — The results of the 1990 World Solar Challenge, which ended near Adelaide in South Australia last week, showed that the inventive talents of universities are more than a match for such corporate giants as Honda Motor Co. and Nissan Motor Co., whose Hoxan Corp. engineering unit claims to be the world's largest manufacturer of solar cells.

Of the first 15 cars across the finish line, nine represented universities. The winning car, the Spirit of Biel from Switzerland's Bienne School of Engineering, covered the 1,900-mile course at an average speed of just under 40.7 mph, despite rain and cloudy days for most of the race.

Honda's entry, Dream, finished second with an average speed of 33.6 mph, while the University of Michigan's Sunrunner came in third, with an average speed of 32.1 mph.

The Hoxan entry finished fourth, with an average speed of 32.3 mph.

In the three years running up to the next Solar Challenge, corporations and colleges alike will be analyzing the race results and trying to improve their cars' performance. Each of the solar cars in this year's race gathered and converted between 1,000 and 1,500 watts of electrical energy from the sun when racing was ideal, although cell technologies varied widely.

The convincing victory by the little known Swiss team will draw particular attention, race observers agree. The 385-pound car generated 1,300 watts of power from laser-grooved solar cells developed at the University of New South Wales, Australia.

The car's wide victory margin — its average speed was 7.1 mph faster than the Honda entry and 8.4 mph faster than Michigan's — in unfavorable weather underscores the efficiency of grooved-cell technology, experts here say.

West Germany's Telefunken AG, which supplied Biel's cells, is one of two licensees for the new technology; the other is British Petroleum PLC. The Telefunken cells were laboratory constructed pre-production prototypes costing about 400,000 Australian dollars (about $307,000).

In contrast, the gallenium arsenide cells that powered the 1987 winner, General Motors' SunRaycer, reportedly cost $1.15 million to build, or about three times as much for a similar level of efficiency in converting sunlight into electricity.

SunRaycer finished with an average speed of 41.6 mph, nearly 1 mph faster than this year's victor, although sunlight conditions in the 1987 race were superior.

Production versions of the Telefunken and BP laser grooved cells will be considerably cheaper than the hand-made cells used on the Biel race car. BP has said production of the laser grooved "green" cells should commence at a new factory in Spain by the end of 1991.

One closely watched entry managed a sixth-place finish this year. It was a car fielded by the small Australian Energy Research Laboratory. The company specializes in developing and manufacturing low cost computers that manage the conversion of solar power input to electric power output.

Eight of the first 10 cars to cross the finish line used AERL's Power Maximizer unit.

Despite the lavish expenditure of scientific talent and money on races like the Solar Challenge, experts agree the future of the solar-powered car is bleak. With cell efficiency already close to the maximum theoretical limit, there is no foreseeable way that a solar powered car will be able to compete on cost or performance grounds with a fuel burning car.

The future of battery electric cars is much more promising. According to experts here, the possibility of using solar technology to recharge batteries while cars are parked in the sun is an especially exciting avenue of research.

As the cost of cells fall and the environmental cost of generating electricity with fossil fuels increases, solar recharging becomes a strong reality.

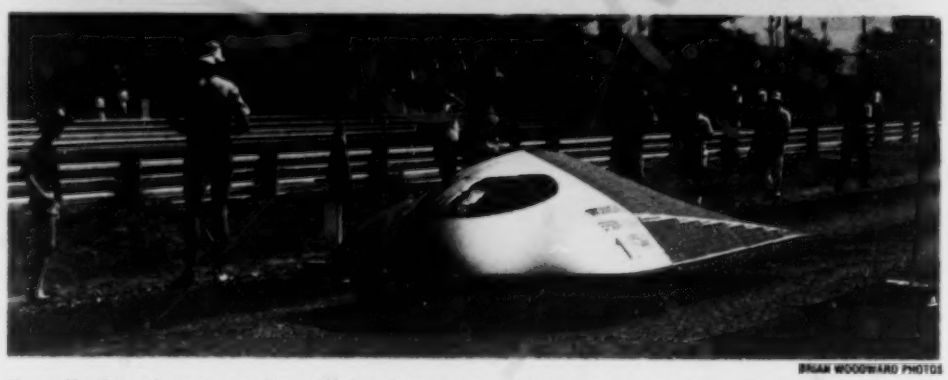
The major problem confronting researchers is that batteries are either heavy and inefficient or environmentally disastrous.

One major development talked about here comes from a joint venture between Isuzu Motors Ltd. and Fuji Electrochemical Co. The capacitor battery developed by the two is so far superior to conventional lead/acid batteries that it promises to revolutionize storage technology, many say.

The new unit holds 30 to 50 times more charge than a conventional lead/acid battery and can produce 20 times the output.

In tests, the prototype capacitor battery took just 30 seconds to recharge, an important consideration for vehicle applications.

Experts say that race enthusiasm aside, solar cars are unlikely to fill roads in Australia, or anywhere.


BRIAN WOODWARD PHOTOS

Young Honda engineers were pleased that their car, Dream, finished second, at an average speed of 33.6 mph.

GM forms minority dealer unit

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has formed a department to develop additional minority dealers, and help existing ones be more profitable.

"Minority dealers have the same problems as any other dealer," said Joseph J. Vasquez, who was appointed general director of minority dealer development.

"It is a very competitive market, grosses are flat and the industry is losing volume," he said.

Vasquez, 63, said his goal is to get existing minority dealers disciplined, motivated and doing what is necessary to become profitable.

Vasquez

That means training about products, customer follow-up and getting them "to make 15 cold calls a day to find five prospects and sell two vehicles."

He said the company also needs to find more minority candidates qualified to fill dealership points, conceding GM's record has been spotty.

"What I would like to achieve before I walk away is to put a process in place that would insure a normal appointment process for minorities as there is for majority individuals," he said.

Vasquez lauded GM's Dealer Development Academy — started in 1972 to train minority candidates to operate retail stores — saying it has graduated some of the most financially successful GM dealers.

Financing minority dealers has never posed a problem. "In the early days it was finding candidates. Then the problem was finding points for them to acquire and matching the individual to the store," he said. "Now the problem is the depressed industry."

GM has 192 minority dealers, about 2 percent of the total GM dealer population. That is down slightly from 202 dealers last year and the company's all-time high of 208 minority dealers. The automaker defines minority dealers as blacks, hispanics, Asians and American indians.

Vasquez declined to pinpoint company minority dealership objectives.

"In some urban areas there are no dealerships at all," said Vasquez. "I'm from Boston and it has not had a GM dealer in the city for a number of years of any color or ethnic background."

Vasquez has supervised GM minority dealer activities for six years. The new department will coordinate with GM vehicle divisions the selection and training of minority candidates, as well as their placement in favorable business locations.

VW approves minivan venture in Europe with Ford

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — A tentative agreement between Ford Motor Co. and Volkswagen AG to jointly produce up to 200,000 minivans a year in Europe after 1994 has been approved by VW directors.

The companies, which have been studying the venture for two years, signed a tentative non-binding agreement last year to proceed with the project. The approval by VW, disclosed without elaboration by Chairman Carl Hahn, puts pressure on Ford directors to either approve the project or pass on it.

The next meeting of the Ford board is Dec. 13, spokesman Bert Serre said. He would not comment on whether the minivan project is on the agenda.

The so-called VX62 project is expected to be based on VW Passat mechanicals with completely separate exterior designs. The joint venture would turn out about 200,000 units annually, beginning in 1993 or 1994, with each company to market half the production.

VW released no other details of the project and said a production site has not been chosen, but a location in Portugal is possible.

Antonio Ernesto Neto da Silva, Portugal's secretary of state for foreign trade, said recently that he expects the two carmakers to produce there. The Setubal industrial area near Lisbon is considered the most likely location, but Ford and VW are known to have investigated sites in Spain also.

Many analysts regard the minivan market as Europe's most important growth segment.

In its latest European light-truck forecast, the research group DRI Europe Ltd. projects sales of 80,000 multipurpose vehicles in 1990, up from 68,765 in 1989. Sales of 300,000 are expected by 1995.

With several new small vans expected to be introduced by about mid-decade, DRI analysts say that the market could double again by 1998, to 600,000 units, and could rise to about 750,000 by the end of the century.

Correction

On the Letters page in the Nov. 12 issue, Alexander R. Kovnat was incorrectly identified as a Porsche-Audi dealer. On the same page, the identification of John T. Morzenti was incomplete. He is a Porsche-Audi dealer in Conshohocken, Pa.

No longer niche products, van conversions have accounted for close to 200,000 sales annually the past few years.

All Dressed Up and Nowhere to Roll

Gearing up for a rocky '91 market, van makers and converters combat cautious dealer floorplans

By: Joseph Bohn

Van converters have been struggling through a difficult period, created partly by retail dealer cautiousness in ordering and stocking conversion units.

But van manufacturers, taking heed of the conversion industry's difficulties, have been looking at ways to help.

As a result, there may be some new — and possibly more potent — programs to help buoy the market in December, when the current round of retail and wholesale incentives end.

Some of General Motors' top converters said they met with GM officials and suggested various ways that the company might help them.

It is uncertain if — or in what way — GM will respond. But its Chevrolet division expressed its strong support for the industry and the importance of converters' economic viability.

Jim Green, Chevrolet assistant RV sales manager, says, "We are committed to the upfitters. We, Chevrolet, will do anything within our power to help them get a good solid footing for the spring market."

Overall, GM has had a greater stake in the conversion market than Ford Motor Co., which has funneled more of its full-sized cargo vans into other commercial markets.

The E-150 cargo van, Ford's most popular conversion model, accounted for only about 22 percent of Econoline production last year.

By contrast, Chevrolet and GMC full-sized van conversion sales accounted for almost an entire van plant's production.

For GM, the slack from such sales cannot easily be taken up by regular passenger vans, because of the strong market that converters have created.

Van conversions are no longer niche products. They have become a full-fledged part of the motor vehicle business, accounting for close to 200,000 sales annually the past few years.

Still, for the average Chevrolet, Ford or Dodge dealer, van conversions are the most expensive vehicles on their lots — the equivalent of luxury cars to floorplans.

Given the uncertain economic environment, dealers have become leery about floorplanning conversions, which they view as a secondary profit source.

To some degree, dealers are more cautious in ordering conversions than the retail strength of the market would seem to dictate.

GMC Truck Division, for example, pointed out that its retail sales of van conversions increased 14 percent in October over last year, an increase far exceeding the rate at which dealers replenished their stocks.

Given such continuing demand, sooner or later dealers will be forced to start restocking what they have sold.

Meanwhile, van conversion sales for the 1990 model year turned out to be pretty much as had been predicted last year at this time.

Industry officials originally forecast a 10 percent sales downturn in the 1990 model year. The final tally shows sales were off 11.81 percent from 1989.

The industry retailed 183,000 van conversions in the 1990 model year, compared to 207,500 in 1989.

Chevrolet retailed 89,000 1990-model conversions, compared to 96,000 in 1989, according to Green.

Actually, Chevrolet sold the same number of full-sized G-vans — 63,000 — in both 1989 and 1990, but its Astro conversions fell from 33,000 in 1989 to 26,000 in 1990.

The decline was due partly to cannibalization by the Lumina APV minivan, but also in large part to the production setup at GM's Lordstown, Ohio, plant, where the compact vans are built.

Lordstown builds a critical mix of passenger and cargo vans. When sales of passenger-model Astros and Safaris slowed and officials trimmed production, the output of commercial Astro/Safari chassis also was trimmed.

GM officials believe that additional cargo versions of Astro would have been sold, particularly in the RV market, if overall production at the plant had been higher.

Astro is being energized this year by powertrain improvements and by increased RV availability of extended-length models. Chevrolet wound up with 48.63 percent of the van conversion market in the 1990 model year, according to an *Automotive News* analysis based on manufacturers' reported sales. That was up from 46.27 percent in 1989.

Ford's share of the van conversion market dropped to 21.31 percent in 1990 from 26.27 percent a year earlier.

Ford retailed 39,000 van conversions, including 38,000 Econolines and 1,000 Aerostars, compared to 54,000 in 1989, according to Jerome Mittman, Ford Division RV sales manager.

Mittman says the fall-off in Ford's conversion sales last year was due mainly to not signing new accounts to its pool system.

Ford currently has 60 authorized converters, compared to 160 for Chevrolet, 75 for Dodge and 40 for GMC Truck.

Mittman says the company didn't sign new accounts because it was in process of implementing a new program for its pool system. That involves closer scrutiny and evaluation of converters' product quality and other operational criteria.

Ford is now signing new companies, and also

has been increasingly directing more of its conversion chassis through its pool system.

"We've been seeing our share of the business picking up in recent months," Mittman says.

Currently, about 60 to 70 percent of Ford's conversion chassis go through its pool. That is expected to increase to 80 to 90 percent by next year and 90 to 100 percent by 1993.

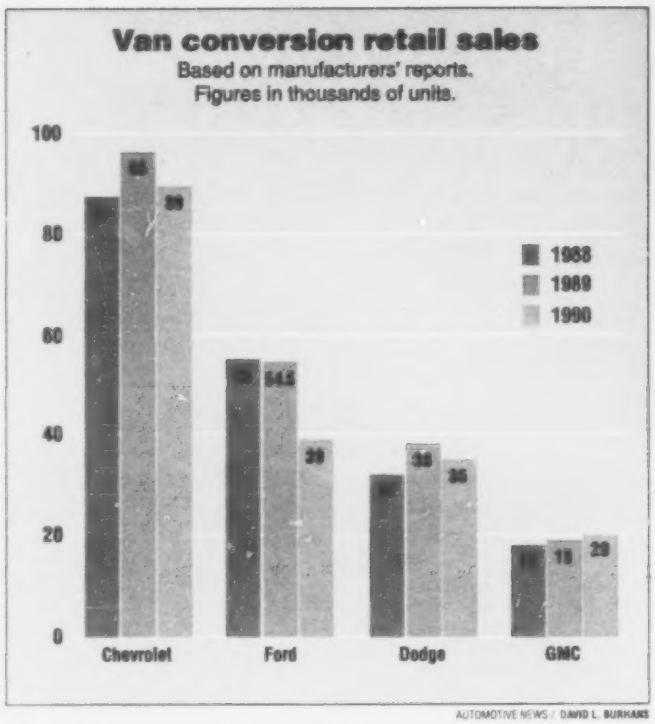
Aerostar conversion sales fell off sharply in 1990. At present, there are very few converters doing anything with the Aerostar. Only one of its top 10 converters handled more than 100 Aerostars last year.

Ford has talked to a number of conversion accounts, and plans to keep Aerostar available with the RV prep package for the 1992 model year. Company officials hope to make it more attractive for converters to work on through product and package changes.

For example, upfitters have commonly complained that it is hard to do a good conversion on an Aerostar and price it competitively with the factory passenger wagon.

Mittman confirmed that the company is re-evaluating the price position of the two models. It is looking at a potentially wider price spread between the RV prep van and Aerostar wagon.

Nothing will be decided until spring. And it will depend on capacity. If Ford has the capacity to produce more Aerostar vans, it will be more amenable to repositioning the RV chassis. But if the retail market for Aerostar wagons rebounds strongly, and the company is running near capacity, it likely will not make the move.



Aerostar, as part of its 1992 changes to meet new federal motor vehicle safety standards, also is getting some interior design alterations that will make it more attractive to converters. The floor-mounted transmission-shift lever will be relocated to the steering column, for example.

Ford also is considering releasing some additional options on RV vans that converters have been asking for — options it currently offers only on the wagons.

Dodge Division, after expanding its pool system to 75 converters, held fairly steady in conversion sales in 1990. It sold 35,000 van conversions, down slightly from 38,000 the year earlier.

Its overall share of the conversion market increased to 19.13 percent from 18.31 percent the previous year.

Dodge officials say they are comfortable with their current number of converters, and are only replacing firms that drop out of their pools.

Dodge has been evaluating and promoting the quality of its converters, much like its competitors. The company used an independent survey company, Original Research Customer Management Services Inc. of Chicago, to evaluate the work of 27 of its converters.

The survey company contacted 1,000 owners of 1989 model Dodge van conversions done by the 27 firms in Dodge's pool, querying them about the quality of workmanship and other impressions about the vehicle and work done on it.

In general, the conversion features, quality of workmanship and quality of conversion components rated very well. The owner retention for Dodge and most conversions also was very high.

But where customers said they would not buy another van conversion, they also said they would not buy another Dodge.

The survey showed the close link between Dodge as a manufacturer and the conversion community, and underscores the importance of having satisfied van conversion buyers.

All converters received results of the survey, which allowed them to compare their own ratings with average converter ratings.

Some converters, who scored above average, plan to use the survey results as marketing tools to dealers.

GMC's conversion sales were the only ones to show an overall increase in 1990. GMC sold 20,000 conversion vans, including 12,400 full-sized G vans and 7,600 compact Safari conversions, in the 1990 model year, up from 19,000 the previous year.

GMC's market share was 10.93 percent in 1990, down slightly from a 9.16 share in 1989.

GMC Truck has been doing more to help its converters, such as providing them exposure in a data book which goes out to its dealers, says Keith Ball, GMC special vehicle sales manager.

GMC, like other manufacturers, considers the current market downturn to be only temporary and is looking for an upturn by spring.

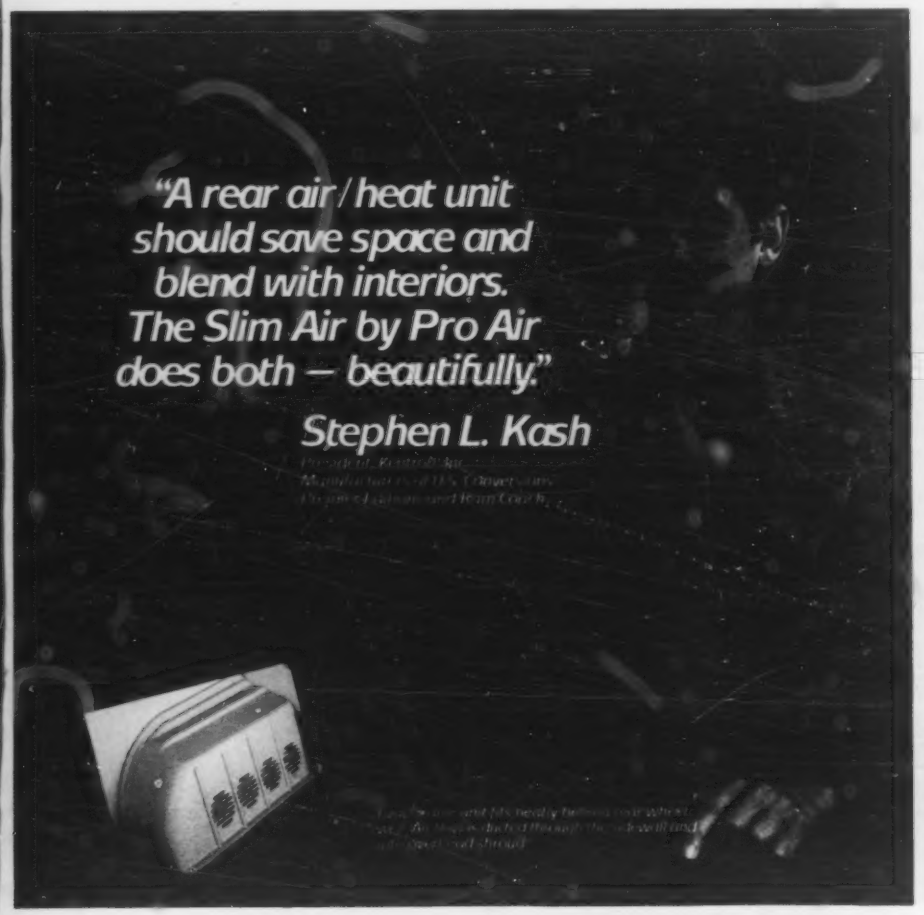
Meanwhile, it has been helping converters through special programs similar to those at Chevrolet. □

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	September 1990	September 1989	% change	9 mos. 1990	9 mos. 1989	% change
Travel trailers	3,500	3,900	– 10.3	44,200	43,800	+ 0.9
Park Trailers	600	500	+ 20.0	5,400	5,600	– 3.6
Travel trailers—fifth wheel	1,900	2,300	– 17.4	22,800	22,600	+ 0.9
Folding camping trailers	1,900	2,600	– 26.9	24,300	25,600	– 5.1
Truck campers	800	800	+ 0.0	8,100	8,200	– 1.2
Towable RV total	**8,700**	**10,100**	**– 13.9**	**104,800**	**105,800**	**– 1.1**
Conventional (type A)	1,800	2,600	– 30.8	24,100	27,700	– 13.0
Van Campers (type B)	400	400	+ 0.0	4,700	4,000	+ 17.5
Chopped vans (all)	1,100	1,400	– 21.4	14,700	17,300	– 15.0
Motor home total	**3,300**	**4,400**	**– 25.0**	**43,800**	**49,000**	**– 11.2**
Van conversions	11,900	14,200	– 16.2	148,400	154,800	– 5.4
TOTAL ALL RVs	**23,900**	**28,700**	**– 16.7**	**294,000**	**309,600**	**– 4.8**

Source: Recreation Vehicle Industry Association

"To some degree, dealers are more cautious in ordering conversions than the retail strength of the market would seem to dictate."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AUCTION DATES

Chrysler Corp.

Nov. 28 — Minneapolis Auto Auction Inc., Maple Grove, Minn.

Nov. 29 — Northway Auto Exchange Inc., Clifton Park, N.Y.; Southern States Vehicle Auction of Atlanta Inc., Newnan, Ga.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Butler Auto Auction, Gibsonia, Pa.; Riverside, Calif.; and Amarillo Auto Auction Inc., Amarillo, Texas.

Dec. 4 — Arena Auto Auction Inc., Bolingbrook, Ill.; Nashville Auto Auction Inc., Nashville, Tenn.; Utah Auto Auction Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio.

Dec. 5 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Denver Auto Auction, Denver; Indianapolis Auto Auction Inc., Indianapolis; Manheim Auto Auction, Manheim, Pa.; and American Auto Auction, Walpole, Mass.

Dec. 6 — Northway Auto Exchange Inc., Clifton Park, N.Y.; Aptco Auto Auction Inc., Taylor, Mich.; Omaha Auto Auction, Omaha, Neb.; Florida Auto Auction of Orlando, Ocoee, Fla.; Golden Gate Auto Auction Inc., Fremont, Calif.; and Ark-La-Tex Auto Auction Inc., Shreveport, La.

Dec. 11 — Columbus Fair Auto Auction Inc., Columbus, Ohio; Dallas Auto Auction Inc., Grand Prairie, Texas; Clanton's Auto Auction Inc., Darlington, S.C.; Fredericksburg Auto Auction Inc., Fredericksburg, Va.; Southern Auto Auction, East Windsor, Conn.; Southwest Auto Auction Inc., Chandler, Ariz.; and Portland Auto Auction, Portland, Ore.

Dec. 12 — Minneapolis Auto Auction Inc., Maple Grove, Minn.

Dec. 13 — Southern States Vehicle Auction of Atlanta Inc., Newnan, Ga.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Butler Auto Auction, Gibsonia, Pa.; Riverside Auto Auction, Riverside, Calif.; and Big Sky Auto Auction Inc., Billings, Mont.

Dec. 14 — St. Louis Auto Auction Inc., Bridgeton, Mo.; and Tri-State Auto Auction Inc., Cicero, N.Y.

Dec. 18 — Arena Auto Auction Inc., Bolingbrook, Ill.; Nashville Auto Auction Inc., Nashville, Tenn.; Utah Auto Auction Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio.

Dec. 19 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Denver Auto Auction, Denver; Indianapolis Auto Auction Inc., Indianapolis; Manheim Auto Auction, Manheim, Pa.; and American Auto Auction, Walpole, Mass.

Ford Motor Co.

Nov. 28 — Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; Omaha Auto Auction Inc., Omaha, Neb.; and Salt Lake Auto Auction, Salt Lake City.

Nov. 29 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; San Antonio Auto Auction, San Antonio; and St. Louis Auto Auction, Bridgeton, Mo.

Dec. 4 — Ohio Auto Auction Inc., Grove City, Ohio; Harrisonburg Auto Auction, Harrisonburg, Va.; Texas Hobby Auto Auction, Houston; Dealers Auto Auction of Oklahoma City, Oklahoma City; Bay Cities Auto Auction Inc., Hayward, Calif.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Dec. 5 — Albuquerque Auto Auction, Albuquerque, N.M.; Aptco Auto Auction, Taylor, Mich.; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Dec. 6 — Denver Auto Auction, Aurora, Colo.; Nashville Auto Auction, Nashville, Tenn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Dec. 10 — West Palm Beach Auto Auction, West Palm Beach, Fla.

Dec. 11 — Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction Inc., Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

Dec. 12 — Northway Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction Inc. (tentative), Omaha, Neb.

Dec. 13 — Auto Auction of Billings, Billings, Mont.; Manheim Auto Auction, Manheim, Pa.; Southwest Auto Auction, Chandler, Ariz.; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and St. Louis Auto Auction, Bridgeton, Mo.

Dec. 18 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Ohio Auto Auction Inc., Grove City, Ohio; Texas Hobby Auto Auction, Houston; Bay Cities Auto Auction Inc., Hayward, Calif.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

General Motors

Nov. 28 — Puget Sound Auto Auction, Auburn, Wash.; Indianapolis Auto Auction Inc., Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

Nov. 29 — Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Los Angeles Dealers Auto Auction, Rosemead, Calif.; Nashville Auto Auction, Nashville, Tenn.; Butler Auto Auction, Gibsonia, Pa.; Ark-La-Tex Auto Auction, Shreveport, La.; Auto Dealers Exchange of Tucson, Tucson, Ariz.; and State Line Auto Auction, Waverly, N.Y.

Dec. 4 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; Dothan Auto Auction, Dothan, Ala.; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 5 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Mid-America Auto Auction, Louisville, Ky.; Auto Dealers Exchange of Memphis, Memphis, Tenn.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; and Brasher's Sacramento Auto Auction, Rio Linde, Calif.

Dec. 6 — Mid Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auto Auction, Columbus, Ohio; Southwest Auto Auction, Chandler, Ariz.; Portland Auto Auction, Portland, Ore.; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah.

Dec. 11 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction Inc., Harrisonburg, Va.; Metro Milwaukee Auto Auction, Caledonia, Wis.; National Auto Dealers Exchange, Bordentown, N.J.; Dealers Auto Auction of Oklahoma City, Oklahoma City; Florida Auto Auction of Orlando, Ocoee, Fla.; and San Antonio Auto Auction, San Antonio.

Dec. 12 — Puget Sound Auto Auction, Auburn, Wash.; Indianapolis Auto Auction Inc., Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; Statesville Auto Auction, Statesville, N.C.

Dec. 13 — Amarillo Auto Auction, Amarillo, Texas; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Los Angeles Dealer Auto Auction, Rosemead, Calif.; Nashville Auto Auction, Nashville, Tenn.; Butler Auto Auction, Evans City, Pa.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; and State Line Auto Auction, Waverly, N.Y.

Dec. 18 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; Dothan Auto Auction, Dothan, Ala.; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; Dealers Auto Auction of Oklahoma City, Oklahoma City; and Florida Auto Auction of Orlando, Ocoee, Fla.

Mazda Motor of America

Nov. 27 — Florida Auto Auction of Orlando, Orlando, Fla.

Dec. 4 — Puget Sound Auto Auction, Auburn, Wash.

Dec. 11 — Texas Hobby Auto Auction, Houston.

Mitsubishi Motor Sales of America

Nov. 29 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.; and Greater Chicago Auto Auction, Chicago.

Dec. 4 — Southwest Auto Auction, Phoenix, Ariz.; and Ohio Auto Auction, Columbus, Ohio.

Dec. 5 — Utah Auto Auction, Salt Lake City, Utah.

Dec. 6 — Dallas Auto Auction, Grand Prairie, Texas; and Baltimore-Washington Auto Auction, Baltimore.

Dec. 11 — Minneapolis Northstar Auto Auction, Minneapolis; Florida Auto Auction, Orlando, Fla.; and Denver Auto Auction, Denver.

Dec. 12 — Southern California Auto Auction, Fontana, Calif.

Dec. 13 — Greensboro Auto Auction, Greensboro, N.C.

Dec. 18 — Puget Sound Auto Auction, Seattle, Wash.; and Newburgh Auto Auction, Newburgh, N.Y.

Nissan Motor Corp. in U.S.A.

Nov. 28 — Dealers Auto Auction, Grand Prairie, Texas; and Fredericksburg Auto Auction, Fredericksburg, Va.

Subaru of America

Nov. 28 — Bay Cities Auto Auction, Hayward, Calif.

Nov. 29 — Indianapolis Auto Auction, Indianapolis.

Dec. 4 — Metro Auto Auction, Lee's Summit, Mo.

Dec. 5 — Utah Auto Auction, West Bountiful, Utah.

Dec. 6 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 11 — Florida Auto Auction, Ocoee, Fla.

Dec. 12 — Southern Auto Auction, East Windsor, Conn.

Toyota Motor Sales U.S.A.

Nov. 28 — Greater Tampa Bay Auto Auction, Tampa, Fla.

Nov. 29 — Denver Auto Auction, Aurora, Colo.; and Baltimore-Washington Auto Exchange, Baltimore.

Volkswagen of America

Dec. 6 — Los Angeles Dealers Auto Auction, Rosemead, Calif.

Dec. 13 — Ohio Auto Auction, Grove City, Ohio.

Dec. 18 — Newburgh Auto Auction, Newburgh, N.Y.

Volvo Cars of North America

Nov. 28 — Riverside Auto Auction, Riverside, Calif.

CANADIAN CAR AND TRUCK SALES

North American Car Sales

	Oct. 1990	Oct. 1989	10 mos., 1990	10 mos., 1989
GM	26,564	26,651	263,364	294,177
Ford	10,533	17,586	129,596	164,295
Chrysler	6,492	9,542	87,189	104,803
Honda	1,661	1,867	29,989	22,036
Toyota	1,319	902	10,850	10,369
Hyundai	572	810	5,776	7,597
Volvo	256	219	2,906	3,182
North American car total	**47,397**	**57,577**	**529,670**	**606,459**

Imported Car Sales

Honda	6,386	6,862	57,833	59,697
Toyota	4,459	4,844	55,881	56,871
Volkswagen	3,341	1,665	30,046	25,387
Nissan	2,242	3,094	20,895	24,989
Mazda*	2,072	2,091	26,505	23,039
Chrysler	1,258	1,332	13,129	18,504
Hyundai	1,169	1,804	13,554	23,793
GM**	793	354	5,569	4,697
Subaru	790	786	6,499	5,485
Ford	736	683	5,750	7,383
Suzuki	596	485	6,638	6,237
BMW	410	356	3,430	3,696
Mercedes-Benz	316	291	3,508	3,486
Volvo	158	306	2,046	2,731
Jaguar	71	109	918	1,340
Lada	35	38	543	557
Peugeot	11	12	97	208
Imported Car Total	**24,843**	**25,112**	**252,841**	**268,100**
TOTAL — ALL CARS	**72,240**	**82,689**	**782,511**	**874,559**

*Mazda declined to furnish a breakoutof North American built and imported car sales.

**GM imported total includes Passport and Saab sales.

North American Truck Sales

GM	11,761	14,161	129,144	143,165
Ford	8,833	11,910	105,438	120,128
Chrysler	5,706	8,040	73,806	87,962
North American Truck Total	**26,300**	**34,111**	**308,388**	**351,255**

Imported Truck Sales (including vans)

Mazda	1,523	1,482	16,462	15,155
Toyota	1,379	1,440	14,864	14,017
Nissan	1,195	1,368	12,322	11,583
Suzuki	647	639	6,317	6,477
GM	447	498	2,288	2,187
Chrysler	132	156	1,393	2,051
Volkswagen	40	48	807	720
Lada	23	14	188	201
Land Rover	19	0	46	0
Imported Truck Total	**5,405**	**5,645**	**54,687**	**52,391**
TOTAL — ALL TRUCKS	**31,705**	**39,756**	**363,075**	**403,646**
TOTAL — CARS, TRUCKS	**103,945**	**122,445**	**1,145,586**	**1,278,205**

Canada's Oct. car sales off 12%; trucks drop 20%

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Total vehicle sales in Canada declined in October for the third month in a row. Cars dropped 12.64 percent, and trucks slipped 20.25 percent below October 1989 totals.

Sales of cars built in Canada and the United States, which are counted as domestic sales, were off 17.68 percent.

Imported car sales were down 269 units, or 1.08 percent below last year. Seven manufacturers increased import sales, including: General Motors, Volkswagen, Suzuki, BMW, Mercedes-Benz, Ford and Subaru.

For 10 months, total car sales in Canada were 12.64 percent below last year.

General Motors and Toyota were the only manufacturers to record increases in combined imported and North American car sales. Canadians bought 283 Lexus units, which are sold through Toyota dealers, helping Toyota inch above last year's total.

GM's total car sales in October increased 1.07 percent. Michael Erdman, vice president of marketing for GM of Canada, said GM was happy with its performance, "especially when we consider the softened state of the Canadian economy."

On the light-truck side, each of the Big 3 reported a loss: GM fell 16.95 percent; Ford Motor Co. was off 25.84 percent; and Chrysler Corp. dropped 29.03 percent. Imported trucks slipped 4.25 percent below the same month last year.

For 10 months, North American trucks were down 12.20 percent, and imported brands were up 4.38 percent.

Total vehicle sales through October were down 15.11 percent, or 18,500 units, below the 1989 total.

2 Olds programs aim at buyer satisfaction

LANSING, Mich. — Oldsmobile has introduced two customer satisfaction programs.

The first is a nationwide toll-free hotline called the Oldsmobile Customer Assistance Network. It began last January as a pilot project in Pittsburgh and has spread to 18 zones nationally.

After exhausting their options with dealers, Oldsmobile owners can dial (800) 442-OLDS and receive assistance from a staff of 60 customer service representatives. Another toll-free number, (800) 242-OLDS, handles product information inquires.

Buyers of 1991 Oldsmobiles are automatically included in the Oldsmobile Edge program, which allows customers to return their cars within 30 days/1,500 miles for credit toward a new Oldsmobile.

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California and styling: Be there or be square

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

In September, the king of luxury carmakers broke down and joined a commoners' club.

Mercedes-Benz AG sent designer Gerhard Steinle to California to open an American styling studio in Irvine. His mission: to find inspiration in the crowded streets of Southern California and translate it into design ideas for future Mercedes-Benz models.

"Mercedes is and always will be a German car," Steinle cautions. "But we must stay in touch with the market around us."

Not to be left behind, Germany's Volkswagen AG will open a studio in Simi Valley, Calif., this month, for largely the same reasons.

Such design centers are nothing new. Since Toyota Motor Co.'s Calty Design Research Inc. set up shop near the beach back in 1973, importers from Volvo to Mazda to Subaru have gotten into the act.

Detroit acknowledges California, too. Ford has an exclusive contract with a private studio there, and Chrysler and GM operate design centers.

As global competition heats up, those centers will play an increasingly vital role. In addition to generating vehicle concepts with an American flavor, the studios serve as monitoring posts, keeping overseas manufacturers up to date on consumer trends and changing tastes on issues from windshield slope to seat fabrics.

Gerhard Steinle: California helps Mercedes stay in touch.

"You can see any car in the world on the streets here," explains Dave Hackett, studio director at Toyota's Calty facility. "That kind of environment is great for a designer." Toyota is spending $17 million to triple the size of the operation and expand its design staff from about 45 to 65.

The urgency for U.S.-influenced design may be greater for the Japanese: the United States is their largest export market. Honda Motor Co. Ltd. sells two cars in the United States for each one sold in Japan.

More than that, the Japanese are now attempting to develop integrated U.S. subsidiaries capable of designing, engineering and producing cars and trucks in America for America. Most of the West Coast salons are still too young for any of their concepts to be in production at the Japanese transplants. But plans call for greater U.S. design influence:

- Honda of America Manufacturing Inc. will soon launch an Accord station wagon that was designed as a joint U.S.-Japanese endeavor.
- Nissan Motor Co.'s next-generation Pathfinder sport-utility — a concept originally drafted at Nissan Design International in San Diego — will probably be built at Nissan's Smyrna, Tenn., plant in the mid-1990s.
- Nissan Design International also participated in the design of a new Stanza replacement that Smyrna will produce in late 1992.
- And Subaru-Isuzu Automotive Inc. in Lafayette, Ind., will eventually add a new Subaru car to its production mix that might be based on a design from Subaru Design Center in Garden Grove, Calif. That four-year-old studio has submitted at least 15 concepts to headquarters in Japan for the project, all of which have been rejected, according to studio head Yuji Uemura.

So far, Japan's U.S. production — largely focused on basic, high-volume products — and its California showmanship are years apart. The concept labs focus on products that are three to five years ahead of the market. Few transplant factories even have capacity to build for new products.

Meanwhile, studio heads in California claim the mixture of laid-back West Coast culture and youthful energy is a flourishing creative environment for designers.

Calty will add a color lab to concentrate on trends in color. A fabric research office at Mazda Reseach and Development of North America Inc. in Irvine, Calif., bears almost no trace of belonging to the automotive industry. Nissan's design unit once adjourned for the afternoon so that its design staff could go see the movie "Batman," believing it to be rich in new trends.

Not everyone is convinced that California is the best place to experience America. James Womack, research director of the International Motor Vehicle Program at the Massachusetts Institute of Technology, calls the California salons "trendy" and says the West Coast is not typical of the country.

"If Honda really wants to seize the heartland, they'll take their designers out of California and put them in Ohio, which is a lot closer to real America," Womack says.

Such a move isn't likely. Studio heads also point out that young automotive designers seem to like living on the West Coast. "To attract young designers, we must be here," Mercedes' Steinle says. "The California lifestyle is very attractive."

R&D

FROM PAGE 1

begin production in the next few weeks in Marysville, Ohio, and which was largely engineered and designed by Honda Motor Co.'s U.S. employees. Though based on the Japanese-designed Accord sedan, the new wagon uses U.S.-designed machinery, U.S.-designed and -engineered body parts and a host of U.S.-engineered components.

Slowly but surely, the Japanese are getting closer to integrating design, engineering and manufacturing in America.

Gobi shelved

Consider the Nissan Gobi, the concept vehicle that crossed a sophisticated pickup with something off the streets of Roger Rabbit's 'Toon Town.

The cheerful little Gobi was the brainchild of Nissan Motor Co.'s San Diego creative team, Nissan Design International. It stole the North American International Auto Show in Detroit last January when it was unveiled.

Nissan officials said the U.S. manufacturing company would build the low-volume vehicle. Its U.S. engineers were already looking into if, when and how. To all appearances, it was a U.S. project using U.S. technical resources to produce a U.S.-designed and -engineered vehicle under a Japanese nameplate.

But by summer, the whole idea had been canned — deemed financially unfeasible.

The Gobi probably would have required Nissan to build a second U.S. assembly plant and strained U.S. engineering resources. Chassis assembly would have consumed capacity at Nissan's plant in Smyrna, Tenn., which is currently juggling a new Sentra, a pickup, and plans for a second sedan and, possibly, the Pathfinder.

The Gobi now sits in an r&d center in Japan. Although it won't be built, Japanese designers are curiously scrutinizing it to learn how their California colleagues tapped the American fancy.

"It's a difficult thing to explain to them," says Gerald Hirshberg, Nissan Design International executive vice president. "What was it about the Gobi that made people in America smile? You really have to be here to feel it."

Apparently, plenty of importers agree with Hirshberg.

Toyota Motor Co. is spending $44 million to expand its Calty Design Research Inc. in Newport Beach, Calif., adding another 20 design engineers.

Isuzu Motors Ltd. occupies a new studio in Cerritos, Calif. Fuji Heavy Industries Ltd. maintains a design center in Garden Grove, Calif., to produce concepts for its Subaru vehicles. Even Mercedes-Benz AG, the king of the European imports, opened shop in September in Irvine, Calif., to send designs back to Germany.

Volvo AB of Sweden operates a California studio in Camarillo, and Volkswagen AG opened one this month in Simi Valley.

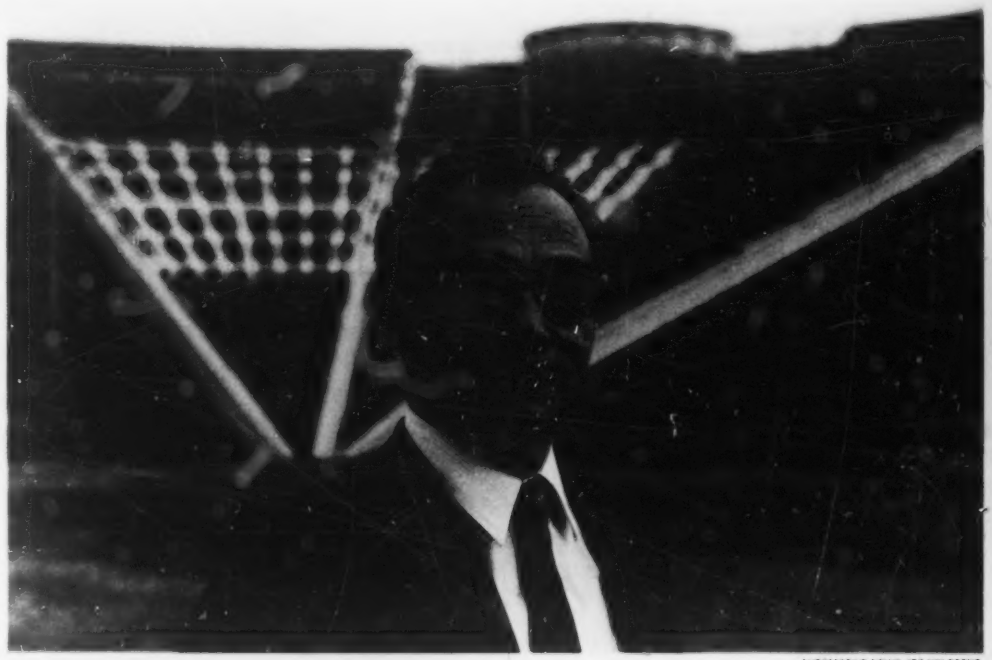
Nissan's Hirshberg, a former rising star in design at General Motors, came to Nissan and to California 11 years ago to find new, creative opportunities. His story is not unusual among the studios up and down the coast.

"It's a wonderful feeling to design a car the way you think it should look, and to have the company take the drawing and build it like you said," Hirshberg explains. "If they wiggle our surface more than three millimeters, I get letters of apology from Japan."

Adds Dave Hackett, a former Ford Motor Co. designer who is now studio director at Toyota's Calty: "In Detroit, you're too close to some vice president's office. It's too easy for the business guys to drop around to see what you're doing. After a while, you know what they think, so you sort of censor yourself."

Ties that bind

Japan's burgeoning U.S. technical centers are proving adept at translating drawings from Japan into machinery and components that meet U.S. specifications.



AUTOMOTIVE NEWS JOE WILSSENS

Takeshi Tanuma, CEO of Nissan Research and Development, at his rising new facility in Michigan: "We need good engineers . . . and 80 percent of all U.S. automotive engineers live in this area."

But marshalling cohesive U.S. car-producing machines could be a slow process. So far, the path from the California studios to the transplant factories still winds its way through the Japanese tech centers.

Nissan Design International's 240SX design, for example, went to Japan for production, while Nissan's Smyrna plant concentrates on producing the Japanese-spawned Sentra.

"It will take at least a decade to bring these operations up to speed," says James Womack, research director for the International Motor Vehicle Program at the Massachusetts Institute of Technology.

"It will take young people who can learn the company's way of doing things from the ground up," Womack said. "And it will take a lot of domestic suppliers who will have to learn new methods of operating. I predict we will only begin to see the real results of these moves in the next century."

Yet the moves continue. Nissan has nearly completed a $50-million r&d center in Farmington Hills, Mich., in the heart of Big 3 country, where it will employ a technical staff of almost 500. A second Nissan office in Ann Arbor, Mich., now conducts engine and powertrain research, an indication of the carmaker's plans to open a U.S. engine plant.

Little by little, Nissan's U.S. operation is gaining experience in vehicle development.

The two-door Sentra that went into production this fall was largely U.S.-engineered from Japanese clay models. A new Stanza slated for model-year 1992 production in Smyrna will have considerably more U.S. involvement.

More expansion

At the same time, Toyota Motor Co. is midway through a technical expansion across the United States that will boost product and component-engineering personnel from 190 now to about 600 in four years.

Toyota just kicked off a $45 million expansion of its Toyota Technical Center in Ann Arbor, Mich. That project follows last year's opening of a Southfield, Mich., center to handle design engineering on body panels and trim.

Toyota also announced this year that it would develop a 12,000-acre vehicle proving ground in Arizona — one of the country's largest.

Honda Motor Co. Ltd. has committed at least $27 million to expanding Honda Research and De-

see R&D, page 43

R&D

FROM PAGE 42

velopment North America in Marysville, Ohio. The project — referred to as the "first phase" — will nearly double the Ohio staff to 300 in the early 1990s. The closely tied Honda Engineering North America in Marysville will be expanded from about 180 technicians to about 300, with more r&d expansions likely to follow.

Expansion of the two Honda engineering subsidiaries will boost its total U.S. r&d staffing over the next two or three years from the current 300 to more than 600.

Isuzu, which owns 49 percent of the Subaru-Isuzu Automotive Inc. transplant in Lafayette, Ind., broke ground in Novi, Mich., this summer on a new branch of its California r&d office, where it eventually plans to employ 150 in component engineering, engine testing and technical support.

Mitsubishi Motors Corp. and Mazda Motor Corp. each maintain two technical offices in Michigan.

Takeshi Tanuma, president of Nissan's r&d operation in Michigan, is bullish on growing technical roots in America.

"We need good engineers in America in order to produce American cars, and 80 percent of all U.S. automotive engineers live in this area," he says.

"Most U.S. suppliers have operations here. How can we establish relationships with these people if we live in Tokyo? How can you imagine the American customer's way of living if you live in Tokyo, in a Japanese house, and drive on Japanese highways?"

Grand strategies

Why bother recreating expensive design and development centers here when existing Japanese organizations already claim nearly 28 percent of the U.S. car market?

An obvious reason is Japan's desire to keep up with an evolving American customer. Subtle market shifts — like the demand for curvier, more "European" styling — keep importers hopping. By establishing North American facilities to watch for such shifts and to speed up product alterations and factory tooling, the Japanese feel they will respond faster to consumer trends.

Self-sufficiency spells competitive advantage. The Big 3 are already working to reduce the time to bring new concepts to market. GM wants to cut its lead time from an average 48 months to 24 months. Honda shaved several months of development time off its current Accord model by calling on r&d and engineering staffs at the Marysville Accord plant.

Another reason is the complex world of U.S.-Japanese trade politics. Congress and U.S. trade officials continue to pressure Japanese automakers to use more American-made components. As the transplants commit themselves to purchasing greater volumes of U.S. parts, they are virtually bound by logistics to open technical centers to make it possible.

In addition, the expense of the technical centers and staff counts as domestic content. Higher domestic content opens import-export doors and can be of advantage in calculating corporate average fuel economy.

All of the centers are taking on a growing list of duties: qualifying suppliers, helping suppliers develop new components, and testing the final products. Travel time is reduced for U.S.-based manufacturing engineers and suppliers, and the level of U.S. componentry in the cars is slowly increasing.

Almost All-American

Honda's upcoming Accord station wagon offer a glimpse into what the expanded North American operations can do. Although based on the Japanese-developed Accord sedan, the new wagon is the closest that any of the transplants has come to creating an American car from design through manufacture.

In December, Honda's Marysville Accord plant will launch the wagon, based on prototypes that were built by Honda Engineering in Marysville. Honda will use machinery and dies that were built on-site. It will rely on specifications from Honda r&d in Marysville, and incorporate designs produced both in Japan and in its studios in Torrance, Calif.

Some of the machinery was developed in Japan. From the front seat forward, the car is largely the work of Honda of Japan. But the rest — including hundreds of unique components developed and supplied by North American firms — is decidedly Honda of America.

The door handles for the new product show why expanded U.S. support is necessary. In Japan, Honda knows little about tooling for handles, which are outsourced. To create handles for the wagon, American engineers had to develop the tooling from scratch, working in the Marysville facility with the prototype.

"We had to be here to do that," says John Adams, a Honda engineering vice president who came to Honda from a computer automation company in Columbus, Ohio. "If we're going to develop one section of our company in North America, we believe it's necessary to develop totally. For our manufacturing to continue to develop and be successful here, you need engineering and r&d support."

The lingering gap

Honda's decision to build the wagon prototype in-house rather than though a U.S. prototype shop, as the Big 3 commonly do, illustrates lingering differences between the transplants and the Big 3.

Initially, Honda officials were concerned that security might be breached by involving an outside shop in the Detroit area. Further, no one outside Honda appeared to understand the company's meticulous method of producing vehicles on short schedules. Honda officials demand to be firmly in command of the project's cost and quality decisions — a posture that Adams and other Honda executives refer to as "the Honda way."

"We have no timetable for when we will be self-sufficient, but we are moving toward that goal," Adams says. "It's not a skills issue, it's capacity. We're working on a manpower problem. We're trying to find people who are willing to come learn the Honda way."

For now, the greatest benefit of the expanding American r&d and design operations may be simple convenience. Considerable development work still takes place in Japan, requiring suppliers and U.S. staffs to shuttle back and forth for prototyping, meetings and production runs.

Suppliers for Nissan's two-door Sentra project still had to take numerous trips to Japan for prototyping, even though the model was largely engineered in Tennessee. Work on Nissan's next U.S. car in 1992 will mean numerous trips only as far as the Detroit suburbs.

Where Japanese automakers have research & design facilities

IMPORT R&D DESIGN CENTERS

Company	Year opened	Current employees	Senior official	Principal function/Major models
Honda R&D North America Inc.				
Torrance, Calif.	1975	125	Kumitaka Sakai, president	Design and develop autos, motorcycles and power equipment
Marysville, Ohio	1985	175	Noboru Hashimoto, senior vice president	Produce and test prototype vehicles; qualify suppliers; develop vehicle components. **'91 Accord wagon.**
Honda Engineering North America				
Marysville, Ohio	1988	180	Ryo Niikawa, president	Design and develop body and drivetrain-production equipment, dies and welding machinery
Isuzu Technical Center of America Inc.				
Cerritos, Calif.	1985	62	Ikira Watanabe, president	Vehicle design studio; vehicle testing; emissions testing
Plymouth, Mich.	1990	18	Susumu Goto, vice president, general manager	Component engineering; engine-testing; emissions testing
Mazda Research and Development of North America Inc.				
Irvine, Calif.	1972	85	Hiroshi Moriyoshi, president	Product planning, design, engineering and testing. **Miata, MPV, MX-6.**
Ann Arbor, Mich.	1988	20	Hiroshi Ozeiki, executive vice president	Emissions testing; engineering research
Flat Rock, Mich.	1988	39	Hiroshi Ozeiki, executive vice president	Air conditioning system engineering; local parts sourcing
Mitsubishi Design Studio				
Cypress, Calif.	1973	88	T. Ohinouwe	Design engineering of vehicles
Mitsubishi Motors of America				
Southfield, Mich.	1984	NA	H. Yoshizawa	Emissions testing; coordination of business affairs between Mitsubishi Motor Corp. and Chrysler Corp.
Nissan Design International				
San Diego	1979	45	Hidehiro Iizuka	Design studio for vehicles and components. **240SX, Gobi concept truck, Maxima, Pathfinder, Pulsar NX.**
Nissan Research & Development				
Plymouth, Mich.	1983	400	Takeshi Tanuma, president	Engineering of parts for U.S.-made vehicles
Ann Arbor, Mich.	1978	NA	Kazumasa Katoh, general manager	Vehicle emissions testing; engine and powertrain research; technical planning
Subaru Technical Center				
Garden Grove, Calif.	1973	65	Walter Biggers	Test vehicles; develop and test components
Subaru Research and Design				
Garden Grove, Calif.	1986	13	Yuji Uemura	Concept design studio, production drawings. **SRD1 concept sports wagon.**
Calty Design Research Inc. (Toyota)				
Newport Beach, Calif.	1973	45	Hiroaki Ohba, executive vice president	Produce vehicle concepts. **Previa, 1991 Celica, Lexus LS400.**
Toyota Technical Center U.S.A. Inc.				
Gardena, Calif.	1977	NA	Kenji Ito	Coordinate vehicle development and testing in North America
Torrance, Calif.	1977	82	NA	Test prototype vehicles for U.S. market
Southfield, Mich.	1989	50	NA	Design engineering for body-panel, trim components; develop new production technology; provide technical support to North American manufacturing plants
Ann Arbor, Mich.	1984	48	NA	Evaluate prototype parts; EPA emissions certification
San Francisco	1989	4	NA	Technical support for NUMMI plant
Lexington, Ky.	1989	6	NA	Technical support for Toyota plant

Three European car manufacturers also have design centers in the United States. They are: Mercedes-Benz Advanced Design of North America Inc. of Irvine, Calif., established 1990, 4 employees, Gerhardt Steinle, president; Volkswagen of America Inc. Design Center of Simi Valley, Calif., established 1990, 10 employees, Michael Tozer, director; and Volvo Monitoring and Concept Center of Camarillo, Calif., established 1986, 10 employees, Sylvia Vogel, general manager.

AUTOMOTIVE NEWS / DAVID L. BURNHAM

OBITUARIES

Charles J. Scanlon

ESSEX, Conn. — Charles J. Scanlon, 75, a retired vice president of General Motors, died Nov. 15. He retired in 1980 as GM vice president and coordinator of pension fund investments. He was a director of General Motors Acceptance Corp. and Motors Insurance Corp. and was president of the Federal Reserve Bank of Chicago before joining GM.

Ernest H. Bellard Jr.

PONTE VEDRA BEACH, Fla. — Ernest H. Bellard Jr., who retired in 1982 as manager of Oldsmobile's Jacksonville, Fla., zone, died Nov. 1. He was 68. He was with Oldsmobile 34 years and served in the Oklahoma City; Atlanta; Buffalo, N.Y.; Detroit; New York and Washington zones before being named to the Jacksonville post in 1965.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Town & Country	$1,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$750-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Voyager	$1,000	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$500-3,000	12/16
Plymouth	$400-500	12/16
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991		
General Motors (1990)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac	$1,500	12/12
Chevrolet Geo	$500-1,250	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$1,500-2,500	12/12
Pontiac	$500-1,000	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac Brougham	$1,500	12/12
Chevrolet Geo	$500-800	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$500-1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$500-1,500	12/12
Pontiac	$500-750	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai (1990)	$500-1,250	12/3
Jaguar (1990-91)	$5,000 for owners of '88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$886-1,246 discount on option packages	1/3
Subaru (1990)		
Loyale	$300-1,050	1/3
Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Hyundai (1990)	$150-500, quota	12/3
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1990-91)		
Mirage	$500-1,000	12/31
Other cars	$350-2,000, quota	12/31
Trucks	$350-2,000*	12/31
*Some truck rebates are based on quotas. Mitsubishi rebates vary by region.		
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-1,000, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Suzuki (1991)		
Swift	$500-1,000, based on number sold	12/3
Sidekick	$500-1,000, based on number sold	12/3
Toyota (1989-91)		
Corolla, Camry	$200-1,100 quota	1/3
Trucks	$200-1,200 quota	1/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None
Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

SPEAKERS

FROM PAGE 3

signer for Isuzu Technical Center of America.

Taylor started his automotive career in 1981 at a design consulting firm that worked for Suzuki Motor Corp. in the United States.

In 1984, he moved to West Germany, where he designed cars for Opel. In 1987, he joined the Isuzu Technical Center.

The other five Monday afternoon speakers are:

- **Clarence Ditlow,** executive director of the Center for Auto Safety since 1976.

Ditlow, a chemical engineer and attorney, directs the consumer group, whose purpose is to improve automobile safety, repair services and highways. He has played a role in initiating recalls, including one for 1.5 million Ford Pintos for exploding gas tanks. He led consumer efforts to get lemon laws passed in 47 states.

He testifies frequently before congressional committees and federal agencies on auto safety, warranties, air pollution, gasoline prices, energy conservation, patents and inventions.

He directed the Public Interest Research Group from 1971 to 1975.

- **Lester P. Lamm,** president of the Highway Users Federation for Safety and Mobility.

Lamm had a 31-year career with the Federal Highway Administration and its forerunner, the U.S. Bureau of Public Roads. He became the Federal Highway Administration's executive director in 1973. In 1982, President Reagan appointed Lamm deputy administrator of that organization.

Lamm was elected the fourth president of the Highway Users Federation in 1986. He also serves as president of the Intelligent Vehicle-Highway Society of America, which was formed earlier this year to support "smart" technology for roads and vehicles into the 21st century.

- **Toyoji "Tom" Yashiki,** executive vice president of Honda of America Manufacturing Inc. and director of Honda Motor Co. Ltd.

Yashiki joined Honda Motor Co. in Japan in 1964. He managed the Sayama plant from 1980 to 1981 and the Wako plant from 1981 to 1983.

He came to Honda of America Manufacturing in 1984 as a member of the Anna, Ohio, engine plant project team and was named plant manager in 1985.

- **Susan M. Cischke,** executive engineer, Proving Ground Operations, Chrysler Corp.

Cischke joined Chrysler in 1976 as a management trainee. From 1978 to 1986, she was a design/development engineer. She became supervisor of instrumentation and interior lighting in 1985 and was named manager of sensors, actuators and ignition systems in 1987. A year later, she was appointed chief engineer of vehicle environmental systems, and in 1989 she was named to her present position.

Cischke is responsible for the testing, evaluating and development of all prototype and production vehicles at Chrysler's proving grounds in Chelsea, Mich., and Arizona and at selected field sites.

- **Professor Garel Rhys,** head of the Economics Section, Cardiff Business School, University of Wales.

Rhys' interest in the auto industry started while he was preparing a thesis on the "Economics of the British Commercial Vehicle Industry," in the early 1960s.

In addition to his post at the university, Rhys is a fellow of the Institute of Transport Administration and the Institute of the Motor Industry, of which he is also a vice president. In addition to lecturing and writing on the automotive industry, he has done radio and television broadcasts on the economics of the industry.

For further World Congress information, write Wendy Barhydt, World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, Mich. 48108-2150, or telephone her at 313-936-1049.

1991 WORLD CONGRESS SPEAKERS

SUNDAY, JAN. 13
EVENING

Robert Lutz, president, Chrysler Motors

Joseph T. Gorman, chairman, president and CEO, TRW Inc.

MONDAY, JAN. 14
MORNING

Hans-Jorg Hungerland, board of management, Volkswagen

William Rosenberg, assistant administrator, EPA

David J. Herman, president and CEO, Saab Automobile AB

John Rock, general manager, GMC Truck Division

MONDAY AFTERNOON

E.F. "Fritz" Kern, senior vice president and general manager, American Isuzu Motors Inc.; **Richard T. McKinnon,** vice president of manufacturing, Subaru-Isuzu Automotive Inc.; **Charles Taylor,** assistant chief designer, Isuzu Technical Center of America

Clarence Ditlow, executive director, Center for Auto Safety

Lester P. Lamm, president, Highway Users Federation for Safety and Mobility

Toyoji "Tom" Yashiki, executive vice president, Honda of America Manufacturing Inc. and director of Honda Motor Co. Ltd.

Susan M. Cischke, executive engineer, Proving Ground Operations, Chrysler Corp.

Professor Garel Rhys, head of Economics Section, Cardiff Business School, University of Wales

MONDAY EVENING

Clark Vitulli, senior vice president and general manager, Mazda Motor of America Inc.

William Hoglund, executive vice president, Automotive Components Group and Power Products and Defense Operations Group, General Motors

TUESDAY, JAN. 15
MORNING

Ernest Lofton, vice president, UAW

Donald Runkle, vice president, advanced engineering staff, General Motors

TUESDAY AFTERNOON

Karl-Heinz Faber, senior vice president of product compliance, service and parts, Mercedes-Benz of North America Inc.

Shirley Young, vice president of consumer market development, General Motors

Walter Huizenga, president, American International Automobile Dealers Association

C. Raymond Rogers, principal, Kepner-Tregoe Inc.

Graham Morris, president, Sterling Motor Cars

Guy Briggs, vice president of manufacturing, Saturn Corp. **Mike Bonnett,** president, UAW Local 1853 at Saturn Corp.

TUESDAY EVENING GALA

Wolfgang Reitzle, management board member, head of Development Division, BMW AG

Fred C. "Fritz" Mayhew, chief design executive, North American Design, Ford Motor Co.

WEDNESDAY, Jan. 16
MORNING

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Mario Maioli, vice president, style coordination, Fiat Auto S.p.A.

Lee Miskowski, vice president and general manager, Ford Parts and Service Division, Ford Motor Co.

J.C. "Jim" Perkins, general manager, Chevrolet

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VOLKSWAGEN

FROM PAGE 3

sales totalled 1,965 in October, compared to 1,360 in September. Although sales are still below the 3,000 per month projected when the car was introduced in March, Hungerland said the guaranteed money-back program helped introduce the Passat to American consumers.

Under Young and Hungerland, VW will open a design center in Los Angeles next month, its first in the United States, so that it can design its cars more to the likes of U.S. consumers.

"In America, design is probably the most appealing" attribute when purchasing a car, Hungerland said, followed by price/value and brand name.

VW has committed $40 million on a new headquarters in Auburn Hills, Mich., which it will occupy next year.

Hungerland and Young had the unpleasant task of reducing the company's work force in the United States to streamline the business. At least 1,000 jobs were cut during their tenure.

"We are meeting the needs of the American consumer and most importantly, we are satisfying the dealers," Hungerland said.

Hungerland, 49, will be responsible for VW and Audi sales worldwide in his new position on the newly created Board of Management in Wolfsburg, Germany.

Other major divisions of the board will be research and development, production, purchasing and finance. The board's function is to focus on future strategy.

SATURN

FROM PAGE 1

Would-be buyers swarmed over the car when it went on the block, and the SL1 brought $1,000 over sticker price, despite its odometer reading of 1,489 miles.

The SL1 was bought for $10,400 by Mark Kuehn, one of the principals of Kuehn Motor Inc. of Rochester, Minn., said auction general manager Joe Greco.

Kuehn Motor operates used-car lots in Rochester, Owatonna, Austin and Spring Valley as well as Kuehn Leasing Co., said Charles E. Kuehn Jr., Mark Kuehn's brother.

"We're anxious to get it in and display it. Then we'll lease it," Charles Kuehn said.

Enlisted in October to help fight Saturn's war against Japanese import cars, the SL1 was among the first cars shipped to the front lines from the plant in Spring Hill, Tenn.

The gray sedan, which has a brief but interesting history, was one of the first Saturns sold in Florida, and probably was the first Saturn in Connecticut and the first Saturn in Minnesota.

The original owner, a friend of Chevrolet dealer John Barberino, bought the car about three weeks ago from Saturn of North Broward in Light House Point, Fla.

Barberino said he enlisted his friend because he doubted that a Saturn dealer would sell a car to a Chevrolet dealer.

The car was driven to Granby, Conn., where Barberino used the Saturn as a traffic booster at his dealership, Stephen Chevrolet.

"We advertised the car in the paper, saying we were not an authorized Saturn dealer, but we wanted to be," Barberino said. "We did it for promotional purposes — there are no Saturn dealers open in Connecticut."

The Saturn drew significant interest at the dealership, but Barberino said he doesn't think he sold any Chevrolets because of it.

"People were interested in the Saturn," he said.

After the promotion ended, Barberino said he had the Saturn trucked to the auction in Orlando, where he estimated 250 potential buyers huddled around the car.

The SL1 carried a base price of $8,595, and its only option was a $760 package that included power windows and door locks — total manufacturer's suggested retail price was $9,355.

"We left the window sticker on it at the auction, so everybody knew what the sticker price was," said Barberino, who also owns a Subaru dealership in Torrington, Conn., and a Chevrolet-Buick store in Winstead, Conn.

Charles Kuehn said he wasn't shocked to pay $1,000 over sticker to acquire the Saturn, adding that he'll probably take a $1,000 write-off for advertising.

Barberino, whose brother is megadealer Stephen J. Barberino Sr., said he still wants to be a Saturn dealer. But Barberino said he was told by Saturn that franchises only will be awarded in metropolitan areas, and Granby is in northern Connecticut, between Hartford, Conn., and Springfield, Mass.

PRODUCTION

U.S. CAR

	Week Ended Nov. 24, 1990	Week Ended Nov. 17, 1990	Nov. to Date	Jan. 1 to Nov. 24, 1990	Jan. 1 to Nov. 25, 1989
Horizon	0	0	0	4,327	31,432
Sundance	1,400	0	4,692	80,470	93,073
Acclaim	1,800	3,141	9,174	108,492	117,200
Total Plymouth	**3,200**	**3,141**	**13,867**	**193,289**	**241,705**
LeBaron A	0	0	0	8,071†	0
LeBaron J	900	0	2,884	47,387	85,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	100	36	759	33,478	71,814
Fifth Avenue	600	1,089	3,173	33,705	24,024
Imperial	200	442	1,278	17,654	3,536
Total Chrysler	**1,800**	**1,567**	**8,094**	**140,295**	**188,099**
Omni	0	0	0	4,078	33,478
Daytona	400	0	1,429	30,977	66,925
Shadow	1,400	0	4,814	88,352	93,399
Dynasty	1,800	3,383	9,381	110,394	121,148
Lancer	0	0	0	0	1,528
Spirit	1,500	2,369	7,310	95,765	100,506
Total Dodge	**5,100**	**5,752**	**22,934**	**329,566**	**416,984**
CHRYSLER MOTORS	**10,100**	**10,460**	**44,896**	**663,150**	**846,788**
Escort	3,504	7,588	19,759	234,181	323,750
Mustang	1,431	2,726	8,562	124,385	173,485
Tempo	1,942	2,979	5,854	115,849	135,320
Taurus	4,773	7,320	14,927	305,805	329,938
Thunderbird	1,661	0	2,770	102,416	130,083
Total Ford Div.	**13,311**	**20,613**	**51,872**	**882,636**	**1,092,576**
Topaz	654	1,010	1,968	43,296	61,313
Cougar	1,240	0	1,712	67,566	111,035
Sable	1,245	1,951	3,995	94,012	108,923
Total Mercury	**3,139**	**2,961**	**7,675**	**204,874**	**281,271**
Continental	707	1,148	3,296	53,915	59,340
Mark VII	125	185	550	17,191	19,246
Town Car	1,664	2,695	7,727	134,703	113,763
Total Lincoln	**2,496**	**4,028**	**11,573**	**205,809**	**192,349**
Total L-M Div.	**5,635**	**6,989**	**19,248**	**410,683**	**473,620**
FORD MOTOR CO.	**18,946**	**27,602**	**71,120**	**1,293,319**	**1,566,196**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	1,500	2,505	7,363	86,861	60,568
Century	1,029	0	1,651	60,327	114,915
Riviera	176	0	965	20,155	18,652
Electra/Park Ave.	0	0	4,094	56,981	71,852
LeSabre (fwd)	1,857	1,843	8,302	146,665	140,662
LeSabre (rwd)	0	0	0	4,022	7,157
Reatta	0	0	0	5,277	5,752
Total Buick	**4,562**	**4,348**	**22,374**	**380,288**	**426,471**
Eldorado	413	0	1,076	19,345	27,113
Seville	627	0	1,688	31,238	21,048
Brougham (rwd)	837	704	2,655	28,918	49,875
DeVille (fwd)	2,852	2,031	10,648	150,276	167,270
Allante	0	0	35	3,290	2,887
Total Cadillac	**4,729**	**2,735**	**16,102**	**233,067**	**268,193**
Cavalier	4,874	8,250	26,737	323,891	329,924
Camaro	0	0	835	66,740	92,338
Celebrity	0	0	0	0	70,720
Corsica/Beretta	3,555	2,137	10,343	254,459	333,979
Caprice	1,251	0	4,429	187,952	152,118
Corvette	288	396	908	21,226	22,970
Total Chevrolet	**9,968**	**10,783**	**43,245**	**854,268**	**1,002,849**
Calais	1,092	1,748	5,606	94,554	81,234
Cutlass Ciera	771	0	1,204	61,515	79,014
Cutlass Supreme	1,338	1,995	6,406	87,260	103,550
Toronado	120	0	645	13,977	8,890
88 (fwd)	1,198	1,211	5,673	94,921	131,027
88 (rwd)	0	0	0	1,223	7,160
98	236	41	840	38,381	65,872
Total Oldsmobile	**4,755**	**4,995**	**26,374**	**391,831**	**476,747**
Sunbird	2,386	4,112	12,342	151,309	137,375
Grand Am	2,880	4,757	14,489	200,030	207,655
Firebird	0	0	445	38,956	52,681
Grand Prix	0	0	1,276	106,648	117,333
Pontiac 6000	615	0	981	48,556	72,452
Bonneville	0	0	2,313	69,127	84,446
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**5,881**	**8,869**	**31,845**	**614,626**	**674,63**
Total Saturn	**798**	**1,331**	**3,882**	**6,891**	
GENERAL MOTORS	**30,693**	**33,061**	**137,823**	**2,488,771**	**2,849,093**
DIAMOND-STAR	**1,980**	**3,252**	**9,887**	**137,888**	**79,825**
HONDA	**5,270**	**9,136**	**27,809**	**367,799**	**332,377**
Civic	750	1,515	4,620	94,620	122,252
Accord	4,520	7,621	23,189	303,179	210,125
MAZDA†	**2,796**	**4,176**	**12,986**	**184,205**	**187,374**
NISSAN	**1,864**	**2,768**	**8,918**	**85,573**	**106,415**
NUMMI	**2,500**	**5,263**	**14,268**	**186,063**	**178,948**
Corolla	1,250	2,637	7,165	93,603	73,601
Geo Prizm/Nova	1,250	2,626	7,095	92,480	105,339
SUBARU-ISUZU	**750**	**1,298**	**3,756**	**29,552**	**4,157**
TOYOTA	**2,721**	**4,575**	**13,846**	**199,337**	**134,408**
TOTAL CARS, U.S.	**77,429**	**101,631**	**344,979**	**5,637,597**	**6,284,573**
TOTAL CARS, CANADA	**24,121**	**22,363**	**81,574**	**987,182**	**912,161**
U.S., CANADA CARS	**101,541**	**123,994**	**426,553**	**6,624,779**	**7,196,734**
U.S., CANADA CARS AND TRUCKS	**163,099**	**200,119**	**675,446**	**10,981,818**	**11,814,327**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Nov. 24, 1990	Week Ended Nov. 17, 1990	Nov. to Date	Jan. 1 to Nov. 24, 1990	Jan. 1 to Nov. 25, 1989
Monaco	0	0	848	9,744	0
Premier	0	0	830	11,305	30,848
CHRYSLER MOTORS	**0**	**0**	**1,679**	**21,049**	**30,848**
Tempo	2,805	0	3,984	101,119	118,380
Topaz	685	0	984	36,796	52,945
Crown Victoria	2,677	2,943	9,621	111,261	107,941
Grand Marquis	2,564	2,813	9,330	104,870	116,477
FORD MOTOR CO.	**8,731**	**5,756**	**23,920**	**354,046**	**395,743**
Celebrity	0	0	0	20,319	23,906
Cutlass Ciera	1,780	1,780	6,067	71,995	111,084
Lumina	5,365	5,492	18,469	205,526	165,487
Regal	2,615	2,461	8,826	92,711	70,121
GENERAL MOTORS	**9,780**	**9,733**	**33,361**	**390,551**	**370,598**
CAMI	**1,320**	**2,200**	**7,076**	**41,452**	**0**
HONDA	**2,150**	**2,176**	**7,525**	**95,115**	**78,065**
HYUNDAI	**1,000**	**812**	**2,894**	**23,240**	**13,280**
TOYOTA	**780**	**1,362**	**4,184**	**55,975**	**15,249**
VOLVO	**360**	**324**	**936**	**7,649**	**7,370**
TOTAL CARS, CANADA	**24,121**	**22,363**	**81,574**	**987,182**	**912,161**

U.S. TRUCK

Caravan	1,000	1,919	5,368	82,227	97,637
Dakota	1,100	0	3,844	66,285	85,366
Caravan C/V	0	0	0	4,171	5,997
Ram pickups	1,200	0	4,054	94,372	83,558
Total Dodge	**3,300**	**1,919**	**13,265**	**247,055**	**272,558**
Cherokee	2,350	3,890	11,719	143,427	194,201
Comanche	200	343	1,017	8,847	24,359
Grand Wagoneer	150	0	282	6,074	8,927
Wagoneer	50	117	315	3,656	7,250
Total Jeep	**2,750**	**4,350**	**13,332**	**162,004**	**234,737**
Voyager	700	1,436	4,182	75,171	91,227
Town & Country	0	46	104	2,200	3,118
Total C-P Div.	**700**	**1,482**	**4,286**	**77,371**	**94,345**
CHRYSLER MOTORS	**6,750**	**7,751**	**30,884**	**486,430**	**601,640**
Aerostar	2,400	3,820	10,897	190,384	201,545
Bronco	560	0	936	44,029	64,853
Bronco II/Explorer	3,493	6,392	17,844	189,043	108,174
Navajo	183	383	1,027	7,080	0
Econoline	2,473	2,025	7,822	159,290	195,519
Mediums/Heavies	694	0	2,326	45,441	51,930
Light trucks	5,669	7,576	20,169	409,516	474,048
Ranger	4,631	7,734	22,027	265,561	283,749
Total Ford Div.	**20,103**	**27,930**	**83,047**	**1,310,344**	**1,377,818**
FORD MOTOR CO.	**20,103**	**27,930**	**83,047**	**1,310,344**	**1,377,818**
Astro	1,665	2,878	8,643	119,734	146,925
Blazer	0	0	0	14,316	23,749
Lumina APV	225	0	982	14,989	14,415
Mediums/Heavies	258	350	1,165	9,141	7,275
P-Model	375	602	1,823	20,099	27,208
Pickups	4,416	47	7,552	367,117	363,505
S-10	3,602	6,035	15,883	221,050	217,432
S-10 Blazer	1,426	2,804	6,968	77,110	158,202
Sportsvan/Van	0	0	618	53,360	* 86,786
Suburban	0	0	0	57,865	64,312
Total Chevrolet	**11,969**	**12,716**	**43,653**	**1,014,781**	**1,099,693**
Jimmy	0	0	0	4,348	7,595
Mediums/Heavies	289	466	1,467	9,306	12,415
P-Model	43	81	228	2,631	3,663
Pickups	1,398	8	2,297	128,546	111,181
S-1/Sonoma	857	1,569	3,842	49,316	54,077
S-15 Jimmy	602	480	1,730	25,101	46,139
Safari	591	903	2,729	41,600	40,861
Suburban	0	0	0	27,872	29,651
Vandura/Rally Vans	0	0	128	19,500	27,465
Total GMC	**3,780**	**3,507**	**12,421**	**308,220**	**333,947**
Silhouette	129	0	378	27,929	2,813
Bravada	0	65	134	417	0
Total Oldsmobile	**129**	**65**	**512**	**28,346**	**2,813**
Pontiac Trans Sport	76	0	471	40,912	5,301
GENERAL MOTORS	**15,956**	**16,288**	**57,057**	**1,392,172**	**1,435,781**
NAVISTAR	**1,008**	**664**	**3,651**	**65,580**	**71,088**
NISSAN	**1,598**	**2,750**	**8,871**	**127,851**	**111,149**
SUBARU-ISUZU	**782**	**1,185**	**3,541**	**31,787**	**4,155**
AM GENERAL	**270**	**450**	**1,350**	**20,190**	**20,610**
MISCELLANEOUS	**1,800**	**3,000**	**9,000**	**134,400**	**131,400**
TOTAL TRUCKS, U.S.	**48,267**	**59,938**	**197,401**	**3,568,734**	**3,753,641**

CANADIAN TRUCK

Caravan	3,378	2,573	9,614	113,661	134,009
Caravan C/V	204	146	576	6,511	9,107
Ram Wagon	0	406	746	19,898	25,254
Ram Van	0	1,150	2,538	52,947	63,008
Total Dodge	**3,582**	**4,275**	**13,474**	**193,017**	**231,378**
Voyager	2,540	1,895	7,298	91,391	114,128
Total Plymouth	**2,540**	**1,895**	**7,298**	**91,391**	**114,128**
Wrangler	0	1,590	3,702	53,509	66,473
Total Jeep	**0**	**1,590**	**3,702**	**53,509**	**66,473**
CHRYSLER MOTORS	**6,122**	**7,760**	**24,475**	**337,917**	**411,979**
FORD MTR. (lt. trks.)	**2,969**	**2,919**	**9,507**	**125,480**	**147,720**
Light trucks	3,360	3,044	11,542	154,592	148,160
Vans	0	0	6	42,838	56,069
Total Chevrolet	**3,360**	**3,044**	**11,548**	**197,430**	**204,229**
Light trucks	890	1,310	3,539	57,333	65,737
Vans	0	0	0	16,692	24,329
Total GMC	**890**	**1,310**	**3,539**	**74,025**	**90,066**
GENERAL MOTORS	**4,250**	**4,354**	**15,088**	**271,455**	**294,295**
CAMI	**600**	**1,000**	**2,033**	**45,647**	**0**
NAVISTAR	**150**	**154**	**390**	**7,886**	**9,958**
TOTAL TRKS., CANADA	**14,091**	**16,187**	**51,463**	**788,385**	**863,952**
U.S., CANADA TRKS.	**62,358**	**76,125**	**248,893**	**4,357,839**	**4,617,593**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Holiday cuts car output to 77,420

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

With a short work week due to the Thanksgiving holiday, last week's scheduled auto output fell 25.82 percent from the prior week's build.

Carmakers scheduled production of 77,420 units during the three-day week; 101,631 were assembled during the previous five-day work week.

Year-to-date 5,637,597 cars have been produced, 10.29 percent behind 1989 at this point.

Truckmakers scheduled 48,267 units last week, down 19.47 percent from the prior week and down 7.09 percent from the year-ago week.

So far this year, 3,568,734 trucks have been assembled, 4.93 percent below last year at this time.

General Motors' Fairfax, Kan., Grand Prix facility and Van Nuys, Calif., Camaro-Firebird assembly plant remain idle for inventory adjustment until Dec. 3.

GM's Allante line at the Detroit-Hamtramck facility resumes output today after one week of inventory adjustment.

Downtime at GM's Wentzville, Mo., car plant and Lordstown, Ohio, van plant has been extended another week. Both plants are scheduled to resume output Dec. 3. They have been down since Nov. 5.

Ford Motor Co. will idle six car assembly plants this week due to a lack of dealer orders. The plants are: Norfolk, Va.; Twin Cities, Minn.; Edison, N.J.; Dearborn, Mich.; Wayne, Mich.; and Lorain, Ohio.

The truck line at Lorain also will be down.

Chrysler Corp. will idle the Toledo, Ohio, plant this week to adjust inventory of Jeep models.

Canadian cars up 7% for week

Canadian automakers scheduled 24,121 units last week, 7.86 percent above the prior week and 19.30 percent above the year-ago week.

Truckmakers assembled 14,091 units last week, 12.95 percent below the previous week and 27.13 percent below the year-ago week.

Chrysler closed its Brampton, Ontario, plant and its Pillette Road facility in Windsor, Ontario, last week for inventory adjustment. The plants will resume operations Dec. 3.

The company's Bramalea, Ontario, plant closed Nov. 12 for inventory adjustment and is scheduled to resume output today.

NOTE

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Saturn delays openings, may compensate dealers for lack of cars

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

A panel of Saturn Corp.'s dealers and company executives will meet Wednesday to consider compensating dealers for a severe shortage of cars.

General Motors' new car company also is delaying the opening of some dealerships because quality problems have slowed production. The company is insisting that the cars meet rigid quality standards.

Some existing dealers have received just a few cars.

"We're concerned about dealer profitability," said Donald Hudler, Saturn vice president of sales, service and marketing. "But I have to point out that dealers are concerned about our profitability as well."

Hudler acknowledged that the Saturn "franchise operations team" will discuss some form of compensation to dealers for the short supply of cars since Saturns went on sale at 29 dealerships on Oct. 25. Saturn now has 53 open dealerships.

Saturn would not disclose how many cars have been shipped. *Automotive News* estimates about 8,000 cars have been built since production began July 31, but not all of them have necessarily been shipped. None of the sporty SC coupes have been shipped for sale. The company says the coupe isn't ready.

Possible compensation is among a "number of things" to be discussed to help Saturn dealers in the early going, Hudler said.

The franchise operations team is a panel of six dealers and six Saturn executives, said Saturn spokesman Mark Tanner. "It's a decision-making and recommending organization," he said. "They get into the nitty-gritty of the dealer business."

Greg Sutliff, owner of Saturn of Harrisburg in Pennsylvania and a member of the franchise operations team, suggested that some compensation might be fair since dealers have made their commitment even

see SATURN, page 45

AUTOMOTIVE NEWS JOE WILSBERG

Early peek at '92 Grand Marquis

Ross Roberts, center, Lincoln-Mercury general manager, shows the 1992 Mercury Grand Marquis to reporters. Story on Page 6.

Europeans eye big month as buyers race luxury tax

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — European importers expect a boost in luxury car sales during the next four weeks from buyers racing to beat a Jan. 1 luxury tax on cars priced above $30,000.

But a December rush could eat into sales in the first quarter of 1991.

After Jan. 1, a 10 percent tax will be assessed on the amount by which the transaction price exceeds $30,000. Overnight, a $42,400 Audi 200 Quattro will cost $43,640, and an $80,600 Porsche 911 Carrera 6 convertible will jump to $85,660.

Some companies, including Porsche Cars North America and Jaguar Cars Inc., are promoting beat-the-tax sales in national ads.

Rolls-Royce Motor Cars Inc. sent letters to all its owners, noting that the new tax and a Jan. 1 doubling of gas-guzzler penalties could hike the price of a Rolls-Royce more than $30,000.

But German heavyweights Mercedes-Benz of North America Inc. and BMW of North America Inc. are leaving the year-end promotions to dealers.

Peter G. Terian, co-owner of Rallye Motors Inc. in Roslyn, N.Y., said he wishes those importers would promote the change.

"The tax is a fact of life, and I don't want anybody coming to me afterwards to say, 'Gee, I wish I'd known about it,' " said Terian, who has BMW, Mercedes-Benz, Rolls-Royce and Lexus franchises. He is advertising the new tax in radio and newspaper ads and sending more than 10,000 letters to customers and prospects.

He said he ordered about one-third more Mercedes cars than usual, plus "several" Rolls-Royces which, with retail prices beginning at $145,800, represent a big investment.

"If we called the shots right, we'll be in good shape. If we didn't,

see LUXURY, page 42

Chrysler dumping 10-day reports

Bidwell: Sales tallies are misleading, take too much staff time

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. last Friday announced that it is breaking with a long-standing industry tradition, and will refuse to report 10-day sales after Jan. 1.

Instead, Chrysler will report monthly sales on the third working day following the end of each month.

Currently, all manufacturers that build vehicles in the United States report sales of U.S.-built models every 10 days.

Imported vehicles sold in the United States are not included in the 10-day count but are tallied monthly.

Chrysler views the 10-day report as a relic of the 1940s War Control Board. Chrysler says it no longer serves a purpose and consumes too much staff time.

The company has hinted for some months that it was considering closing the 10-day reporting pipeline.

"It is silly. It is misleading. It is misreported. It is not understood," Bennett Bidwell, Chrysler Motors chairman, said of the 10-day sales reporting practice last week. "What do you learn on a 10-day basis, which has typically a six or seven-day sales cycle in a 10-day period?

"It is an unproductive and we waste too much time at it," Bidwell said. "We are forever being criticized by the press and everybody else for not taking the long view. How can you take the long view when you start out with a 10-day mentality?"

Bidwell said he has written to General Motors Chairman Robert Stempel and Ford Motor Co. Chairman Harold Poling, apprising them of Chrysler's decision and "welcoming them to consider similar action if they saw fit."

A Ford spokesman said the company was not considering discontinuing 10-day sales reporting.

A GM spokesman said the company currently is "reviewing its sales reporting procedures but no decision has been made concerning any changes in the format."

A GM source said it is doubtful the company will end the 10-day reporting practice. The source said the company considers it likely that the automotive press and analysts would obtain and publish 10-day sales numbers even if they were not officially disclosed.

The industry as a whole began reporting retail sales every 10 days in 1955.

In January 1979, with sales at an all-time low and inventories at an all-time high, the faltering American Motors became the first of the major domestic producers to refuse to issue 10-day sales reports. Chrysler acquired AMC in August 1987.

In its announcement expected today, Chrysler will maintain that monthly reports better serve the industry because the 10-day sales estimates that statisticians use for import companies reduce the accuracy and value of the 10-day information.

In addition, Chrysler expects to reduce by two-thirds the workload of its sales-reporting staff as part of its ongoing $2.5 billion cost-cutting program.

Automotive News staff reporter Liz Pinto contributed to this report.

Nissan revamps field setup to concentrate on dealers

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Saying that it has quit chasing Honda and Toyota, Nissan Motor Corp. in U.S.A. will reorganize its entire sales and service operation to focus more closely on its 1,100 Nissan dealers.

The effort will begin in the three-state Dallas region in January and expand nationally within about two years. It is aimed at building Nissan's image by improving the way it takes care of customers.

Instead of each dealer working with three or more regional staff members, Nissan will assign one field staffer to handle the sales, parts and service needs of about 10 dealers. Over time, employment in the field organization will likely increase and headquarters jobs will decline.

The new program marks the rejection of a volume-oriented strategy that was destined to cripple the company in the long run, according

see NISSAN, page 44

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s for 1991s:

tings for 573 cars, 79 minivans and their major options begin on Page 18. Also re 1991 cars that offer air bags and anti-lock brake systems. See Pages 18-22.

'91-PRICES

HIDDEN IMAGE/MARK B. LEHMANN

Cadillac promises a "major debut" for the Los Angeles and Detroit shows, rumored to be the redesigned 1992 Seville, captured earlier this year in a spy photograph.

SHOW TIME

Detroit, L.A. reach for glitz and iron to win annual duel

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The 1991 New Year promises to open with a slugfest between the Detroit and Los Angeles auto shows.

Some thought the Detroit show stumbled when it pushed its opening day back to the second week of January this year, allowing its west coast counterpart to be the first show of the year. The two shows were held the same week in 1989 and 1990.

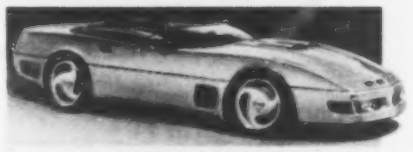
But this year, Detroit plans to deliver a one-two punch: the debut of at least 34 production and concept vehicles, and a Robin Leach-hosted television show that will be syndicated to 200 television stations around the country.

The Los Angeles show will debut about half as many vehicles and, for the second year in a row, create a local television show.

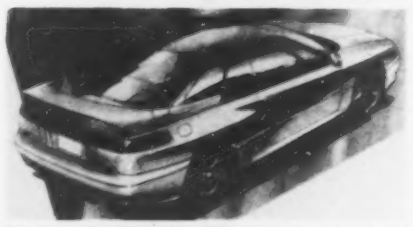
"The more publicity we can get, the more likely manufacturers will debut their production and concept cars in Detroit," said Gordon Stewart, a Detroit area Chevrolet dealer and co-chairman of the 1991 North American International Auto Show in Detroit. The show is sponsored by the Detroit Automobile Dealers Association.

Still, Los Angeles is the car-buying capital of the country, said Joseph Molina, a spokesman for the Los Angeles show. "The Los An-

see SHOWS, page 41



Callaway Cars will introduce its 450-horsepower Twin Turbo Speedster concept car at Los Angeles.



Subaru will roll out the SVX, the replacement for the XT coupe, in Los Angeles and Detroit.

AUTO SHOW DEBUTS

Los Angeles only

1992 Acura Legend Coupe
Callaway Twin Turbo Speedster
1992 Maserati Shamal

Detroit only

1991 Chevrolet production vehicle
Suburban concept vehicle
Monte Carlo concept car
Full-sized Chevrolet concept trucks (2)
Chrysler 300 concept vehicle
Dodge Neon concept vehicle
Jeep Wagoneer 2000 concept vehicle
1992 Ford Crown Victoria
Ford luxury concept car
Full-sized Ford concept truck
Compact Ford concept trucks (2)
1991 Lotus Esprit Race Car Replica
1991 Mercedes-Benz 500E
Mitsubishi HRS-II concept vehicle

Both shows

1992 Buick Roadmaster Sedan
1991 Roadmaster Estate Wagon
1992 Cadillac Seville
1991 Chevrolet Caprice performance car
Chevrolet Tracker concept truck
1991 GMC Syclone
GMC concept trucks (2)
1992 Hyundai Elantra
1991 U.S.-spec Lotus Elan
1992 Mercury Grand Marquis
1992 Mitsubishi Diamante
1992 Nissan NX and Boga concept car
1992 Oldsmobile production vehicle
Range Rover County SE and Hunter
1992 Subaru SVX

Ford's Zig, a compact two-seat concept car styled by the maker's Ghia studio, will make its North American debut in Detroit.

Big 3 pare production again

GM leads as fourth quarter cuts total 409,000 units

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Increasing tensions in the Middle East and a resulting sag in buyer confidence are being blamed for sharply slashed fourth quarter production schedules at the Big 3.

The cutbacks are likely to hurt earnings. Auto analyst Jean Claude Gruet of UBS Securities said the impact of these cutbacks on earnings will be powerful. "There's real trouble in autoland."

Last Thursday, General Motors Chairman Robert C. Stempel announced GM's cuts in a speech in Fort Wayne, Ind. "Beyond an earlier 181,000 unit reduction, we are now planning to reduce our North American production schedules for the fourth quarter of 1990 by 111,000 units," Stempel said.

Last Friday, sources at Ford Motor Co. and Chrysler Corp. also confirmed significant fourth quarter production adjustments. Ford chopped its original forecast by 99,000. And Chrysler trimmed its forecast by 18,000 vehicles.

"Many people have been taking a wait and see attitude toward major purchase decisions," said Stempel. "For the auto industry this has translated into weaker automotive demand that has meant temporary plant shutdowns and layoffs."

In the December issue of *Playboy* magazine, Chrysler Corp. Chairman Lee Iacocca described what the Middle East crisis has done to the car business. "The industry is on its ass, really down," Iacocca said. "Nobody's buying anything and people are worried about their jobs. I'm seeing all kinds of layoffs. Let's hope this doesn't last more than a year."

But auto analyst David Healy with Barclays de Zoete Wedd Research said the cuts were "below the levels of retail sales."

"The vehicles will be coming out of dealer inventory in the fourth quarter," he said. "The second round of cuts were not expected. Sales have been firm. So they don't reflect lower dealer orders. But perhaps the financial types in Detroit might actually be more worried about the effect of the Middle East than the people buying cars."

UPDATED FOURTH QUARTER NORTH AMERICAN PRODUCTION FORECAST

	Updated Nov. 30, 1990	As of Nov. 1, 1990	Change
GM*	1,071,000	1,182,000	–111,000
Ford	767,000	866,000	– 99,000
Chrysler	396,000	414,000	– 18,000
Total Big 3	**2,234,000**	**2,462,000**	**–228,000**

*Includes NUMMI production

A Ford source last Friday said 10 plants would be down the first week in December "to keep buildable dealer orders in line with production."

"Our new forecast is a reconciliation with some unscheduled downtime in November and an expectation of downtime in December," said Ford spokesman Joel Pitkoff.

Stempel expressed confidence in the long-term outlook for GM, but said current market forces and an objective to achieve more level production in 1991 have caused the corporation to further reduce its fourth quarter North American vehicle production.

"The major reduction in our fourth quarter North American vehicle production in 1990 will promote avoidance of inventory overhang and achievement of more level and cost-effective production in 1990," said Stempel. "GM expects its overall fourth quarter financial results to decline significantly relative to our recently released third quarter results."

GM had originally planned to build 1,363,000 vehicles in North America in the fourth quarter. But with a 181,000 cutback in late October and the 111,000 unit reduction last Thursday, a total of 292,000 vehicles have been pared from the original projection.

In early October, some analysts predicted that GM's aggressive schedule would result in production cuts to balance inventory.

Captive finance firms reap gains as some banks drop auto loans

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Easy money is drying up in the Northeast and some other regions as some banks withdraw from making auto loans.

But the Big 3 captive finance companies are picking up the slack. And the percentage of customers financing cars through Ford shows it. In the third quarter, Ford Motor Credit Co. financed 33 percent of all new vehicles sold by Ford Motor Co. dealers in the United States, up from 30 percent for the third quarter in 1989.

Among the banks that left the auto-loan market recently are New York-based Citicorp and Marine Midland Automotive Financial Corp.; Bank of New England, based in Boston; and California's Security Pacific Corp., according to a spokesman from the Consumer Bankers Association.

"There is no widespread credit crunch," says Randy Kniebes, vice president of marketing for Ford Motor Credit.

"But in selected areas of the country, particularly the Northeast and some areas of the Southwest, some banks have pulled out," he said.

In these markets, marginal customers are being squeezed hardest.

Robert Brest, owner of Bob Brest Buick Inc. in Lynn, Mass., says if it weren't for General Motors Acceptance Corp., his sales would drop by half. "Banks are tough," asserts Brest. "They don't want to be in the credit business."

Bankers are reluctant to finance more than the dealer invoice price of cars, whereas two years ago they would finance 10 to 15 percent above invoice, Brest said.

In addition, customers with marginal credit or who owe more on their current vehicles than they are worth are having trouble financing vehicles. Brest says GMAC is trying to negotiate any way possible to put people into cars.

Brest says he sold or leased 150 vehicles in November, with 74 percent financed through GMAC and the rest by local banks.

The percentage of vehicles financed through GMAC is about 25 percent higher than for November 1989. The regional credit crunch shows up in his overall turndown rate for loans: roughly 35 percent, compared with only 15 percent in 1988.

On the other hand, Midwest dealers are awash in credit. Banks in the heartland are competing aggressively with captive finance companies.

"There is no scarcity of credit here," says Ray Green, who owns dealerships in Danville, Springfield, and Jacksonville, Ill.

Green, who is president of the National Automobile Dealers Association, contends the dealers' problem is not a credit squeeze, but lack of showroom traffic.

As president of NADA, he talks to dealers regularly. He says some have complained of

see CREDIT, page 41

Correction

An item in last week's Briefly column on Chrysler Credit Corp.'s offer to postpone December payments for qualified customers reported the company charges a 10 percent fee for that service. The fee is actually 1 percent.

World Congress Monday lineup features execs

Hungerland

Rosenberg

Rock

DETROIT — Hans-Jorg Hungerland, member of Volkswagen AG's Board of Management; William Rosenberg, EPA assistant administrator for air and radiation; and John Rock, general manager of GMC Truck Division, will address the Automotive News World Congress Monday morning Jan. 14.

David J. Herman, president and chief executive officer of Saab Automobile AB, also will speak Monday. He was profiled previously.

The World Congress will run from Sunday, Jan. 13 through Wednesday morning, Jan. 16 at the Westin Hotel in Detroit. Attendees will hear from more than 30 auto industry experts.

Hungerland began his VW career in 1958. He was a management trainee at VW AG and then was assigned to Volkswagen of America Inc., where he worked with service and systems departments.

In 1970, he returned to West Germany as department manager of service planning and systems in VW's Central Service Division. In 1977, he was promoted to manager of the service organization.

He returned to the United States in 1980 as general manager of VWoA's Corporate Service Division, and in 1983 he became director of export sales. He was appointed VWoA president and chief

see SPEAKERS, page 43

Toyota plans second Camry plant

New Kentucky factory will boost capacity to 440,000 cars

By Jack Keebler and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

GEORGETOWN, Ky. — Toyota Motor Corp. surprised some industry observers and disappointed others last week when it announced plans to build a second U.S. plant devoted solely to Camry production.

Toyota will spend $800 million to add a second plant adjacent to its already expanding $1.1-billion car and engine production center in Georgetown, Ky.

The company confirmed months ago that it needed and wanted additional North American plant capacity, revealing that straining factory output in both the United States and Japan is crimping its U.S. sales potential.

> "I have never considered building any vehicles other than the Camry sedan and wagon at Georgetown."
>
> **Kaneyoshi Kusunoki**
> Toyota Motor Manufacturing

Industry speculation pictured Toyota making a daring plunge into full-size pickups or six-passenger family sedans with its proposed new factory. No Japanese automaker has attempted to enter either market.

Toyota officials strongly denied that they considered building anything other than the Camry at Georgetown.

"There is no such plan at this moment," said Kaneyoshi Kusunoki, chairman of the board for Toyota Motor Manufacturing USA Inc., through an interpreter. "I have never considered building any vehicles other than the Camry sedan and wagon at Georgetown."

But Alex M. Warren, senior vice-president of Toyota Motor Manufacturing, said the Camry-only

see TOYOTA, page 42

Subaru to slash jobs, consolidate offices

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Subaru of America Inc. has begun a top-to-bottom overhaul of its operations by planning to cut as much as 10 percent of its work force, by consolidating some regional operations and by negotiating to buy an independent distributor.

The moves are the first significant changes at Subaru since it became a wholly owned subsidiary of Fuji Heavy Industries Inc. three months ago. Subaru had been a publicly-traded, independent importer and distributor before Fuji bought the 50.7 percent of Subaru that it didn't already own.

Tokyo-based Fuji is the maker of Subaru cars, which have been losing popularity in the United States since 1986. Through October, 1990 sales were off 22.74 percent from 1989.

The company has begun telling some employees they will lose their jobs Dec. 28. Spokesman Richard Marshall said no precise figures are available, but Subaru estimates it will discharge no more than 10 percent of its 1,080 employees. The exact number will depend on such things as how many employees are willing to relocate or change jobs. Some positions that are presently unfilled will be eliminated.

Subaru also is reducing its national sales regions from six to five and is relocating some of its regional headquarters offices.

Chris Wackman, vice president of marketing, said Subaru may eliminate some management and regional headquarters staff, but there will be no reduction in the field sales force.

Subaru will close its Southeast regional office in West Palm Beach, Fla., and its Atlantic regional office in Savage, Md. Those offices will be combined into a new regional office that will be be established in the Atlanta area by next May. The company has a parts distribution center near Atlanta.

Subaru also will close its Southwest regional office in San Antonio and will move those operations to a new regional headquarters in Denver. Subaru has a "satellite" sales office in Denver and a parts distribution center in Aurora, Colo. The Southwest region was the only one with the regional office in one city and a satellite office in another. The Denver office will become the regional headquarters.

Meanwhile, Subaru is negotiating to buy Penn Jersey Subaru, the independent distributor for Pennsylvania, southern New Jersey and Delaware.

At one time, Subaru had 13 independent U.S. regional distributors. It has bought all except Penn Jersey Subaru; Subaru of New England in Norwood, Mass.; and Subaru Distributor Corp. in Orangeburg, N.Y. Buying Penn Jersey would make Subaru of America the exclusive distributor in 41 states. Company officials have said they are interested in buying all the independent distributors.

INDEX

Around the world	16
Auction dates	34
Classifieds	35-39
Coming events	22
Dealing with dealers	28
Keith Crain	12
Late news	8
Legal briefs	26
Letters	14
Marketing and media	17
Opinion	12
Personnel	29
Production	45
Sales, car	4

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Forget the economy: Sales hit by earthquake prophesy

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Add earthquakes to the list of reasons why car and truck sales are slow in some parts of the country.

An informal survey of dealers in Missouri, Arkansas and Tennessee shows that a much-publicized prediction that an earthquake could hit the Mississippi Valley region today has had some effect on new-car sales.

"I've never seen anything like this. I've had a lot of customers tell me that they're not going to buy a car until after the earthquake, until after Dec. 3," said Glenn Dodd, dealer principal at Glenn Dodd Honda-Isuzu in Memphis, Tenn.

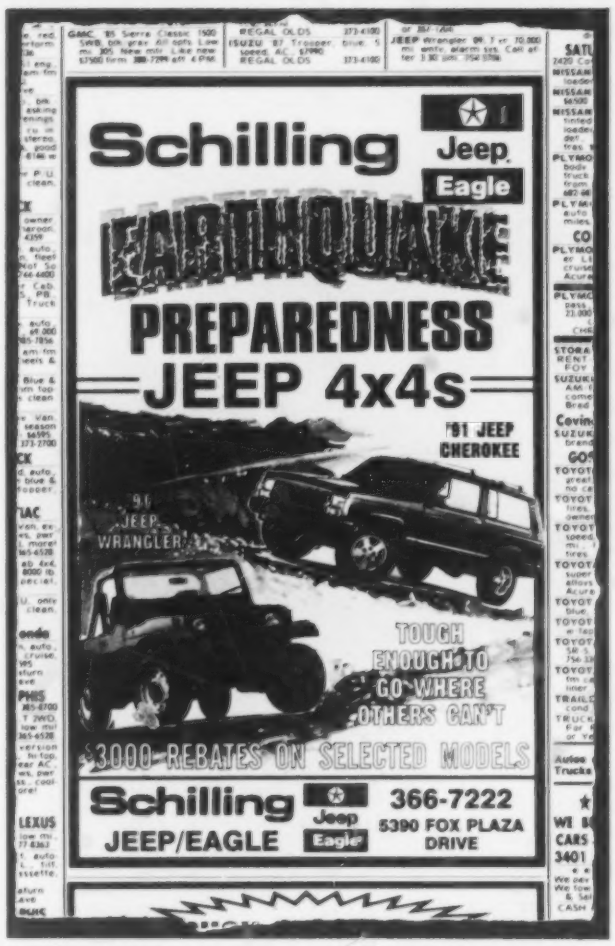
The stir began when New Mexico climatologist Iben Browning said last summer there was a 50-50 chance that the geographic fault, which runs through the area, would cause an earthquake today.

The fissure, known as the New Madrid fault, runs 120 miles from southern Illinois to northeast Arkansas. Seismologists agree that it has the potential to deliver a jolt measuring 7.0 on the Richter scale, about the same as the earthquake that struck San Francisco in October 1989. A quake of that magnitude could cause widespread heavy damage.

But scientists have derided the prediction that it is more likely to hit today than any other time in the next 1,000 years. Nonetheless, a number of Mississippi Valley communities have been shaken.

Like Dodd, other dealers in the area say customers have told them they are staying out of the market until after the marked date. To turn that tide, at least one dealer is using the situation as a promotion.

Schilling Jeep-Eagle in Memphis is advertising Jeeps as "Earthquake Preparedness" vehicles. Randy Mathis, Schilling general sales manager, said the dealership has done some preparation of its own by instructing employees on building safety and outlining evacuation routes. Other dealers say they've taken similar action.



One Memphis dealer has used the earthquake prediction as a promotion — but also has instructed employees on safety and evacuation routes.

Isuzu dealer Dodd said he sold a Rodeo sport-utility to a buyer who "wanted a four-wheel-drive vehicle in case he needs to get out over the rubble." That sale was made without any kind of earthquake promotion.

Other dealerships have responded by giving salespersons the day off if they request it, storing flashlights and water, ignoring the issue altogether or buying earthquake insurance.

Universal Underwriters Insurance Co., one of the nation's largest auto dealer insurers, has seen a fivefold increase in certain areas.

The company has written $100 million worth of earthquake coverage for dealers along the fault since August, according to Dwight Groves, Universal's vice president of underwriting.

In the firm's Memphis office, underwriting manager Bill Sharp reported that because the coverage is relatively inexpensive, many dealers have figured they're better safe than sorry. On average, premiums are less than $1,000 a year.

Summit improves prospects for Mexico free-trade pact

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The prospects for increased auto trade between Mexico and the United States appeared brighter last week following two days of meetings in Mexico between President George Bush and Mexican President Carlos Salinas de Gortari.

The two leaders vowed commitment for a free-trade agreement by 1992.

Although no specifics have been proposed, a U.S.-Mexican accord would likely be similar to the one reached between Canada and the United States in 1988. That pact allows manufacturers from either country to invest and operate freely across borders without paying local tariffs. A precursor to that deal governed automotive trade between the United States and its northern neighbor for 25 years.

Mexican exports increase, Page 26

At the heart of the Mexican issue is U.S. labor's fear that manufacturers will export jobs and capital to take advantage of lower Mexican wages.

Mexican labor rates are often as low as $1 an hour, compared with U.S. auto-industry rates of $13 to $18 an hour.

"If this country's economic development strategy is going to be based on growth through low wages, then free trade with Mexico makes sense," said Steve Beckman, international economist with the UAW in Washington.

"But that's not the way to go about improving our standard of living or fostering economic growth," said Beckman. "At the same time, tying Mexico's economic destiny to that strategy simply assures that standards of living there will remain low."

At the heart of the issue is U.S. labor's fear that manufacturers will export jobs and capital to take advantage of lower Mexican wages.

Beckman said the UAW will urge Congress to resist a Mexican free-trade agreement.

He estimated that U.S. automakers already employ 75,000 Mexicans along the border in "macquiladora" factories. "Those are jobs that would have been filled in the United States," he claimed.

A macquiladora permits U.S. companies to import subcomponents or raw materials into Mexico, to process or assemble them, and to re-export the final product to the United States without paying import duties.

Macquiladora labor rates are usually $1 an hour or less.

Chrysler Corp. spokesman John Guiniven said Chrysler's production in Mexico creates U.S. jobs, rather than eliminating them, since its Mexican-assembled cars contain U.S.-made engines and components.

Guiniven said Chrysler generally supports a free-trade arrangement, but emphasized that it has to be in American manufacturers' best interests.

Guiniven and other observers are concerned that a free-trade pact will allow Mexico to become a bustling export platform into a U.S. car market that has more than enough capacity already.

A number of automakers are already positioning to export more Mexican-made cars into the United States.

Ford's plant in Hermosillo, which opened in 1986, enables the automaker to import about 150,000 Escorts and Mercury Tracers annually to dealers in the United States.

Nissan Motor Co. Ltd. and Volkswagen AG are investing heavily to expand their Mexican auto production. VW has designated Mexico as its North American production center, and Nissan is currently building an "export assembly plant" that is expected to send more than 60,000 cars annually to the United States by mid-decade.

Such increases align with projections from the Mexican government that automobile exports to the United States will increase from more than 200,000 a year currently to about 500,000 a year by 1995.

Until this year, vehicle trade has been one way. But Mexico now allows the import of U.S.-built vehicles.

Honda Motor Co. currently builds motorcycles and service parts for U.S.-marketed cars in Mexico. But Honda officials maintain that the company has no plans to build cars there.

Even without a free-trade pact, Mexico's automotive shipments to the United States are growing.

Last year, Mexico exported some $4.3 billion in automotive goods to the United States, up from $2.38 billion four years earlier.

Mexican parts production now accounts for a 13-percent share of the U.S. automotive sales market, up from 11 percent in 1985.

Just between friends

Iacocca blasts, then buoys Greenwald

By Edward Lapham
MANAGING EDITOR

Iacocca: Loyalty first

Greenwald: Still a friend

Chrysler Corp. Chairman Lee Iacocca and Gerald Greenwald, former Chrysler vice chairman and heir apparent to Iacocca, are still friends.

This despite Iacocca's pronouncements that Greenwald was disloyal for leaving the automaker last June to join the efforts to purchase United Airlines.

In an interview in the December issue of *Playboy* magazine, Iacocca said he faults Greenwald for leaving the company last June. "He grew up with me. He'd been in the business for 32 years, the same two companies as me — Ford and Chrysler," Iacocca said in the interview. "Isn't there anything sacred anymore? Isn't there loyalty to anything?"

At a reception at the National Press Club in Washington last Tuesday, Iacocca told an *Automotive News* reporter that he and Greenwald are still friends. "I had dinner with Gerry last night; we're good friends," Iacocca said. "No problem. That's what I told him."

Greenwald could not be reached for comment.

Greenwald joined Chrysler in 1979 as controller following 22 years with Ford Motor Co. He was named vice chairman in 1981. In 1988, Greenwald joined Iacocca in a two-member office of the chairman, clearly becoming the heir apparent.

Iacocca spent much of the *Playboy* interview defending his comments about Japan. "These guys are aggressive. When you sting them commercially, they fight back. It's a war. If we get too thin-skinned about it, then this country's got a problem. I'm a red-blooded American. I fight back."

Automotive News Staff Reporter Diana Kurylko in Washington contributed to this report.

Mid-Nov. sales rise 14.6%

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Sales of domestic cars and trucks were surprisingly strong in mid-November, increasing 14.6 percent in a jump that analysts attributed to strong fleet sales and generous incentives.

Sales of the Big 3's North American-built vehicles and those from Asian transplants totaled 283,529 for the period. Cars sales rose 17.6 percent over last year to 174,670, and truck sales were up 10.1 percent to 108,859.

David Healy, auto industry analyst for Barclays de Zoete Wedd in New York, said the increase was "sort of puzzling" in light of recession fears, the threat of war in the Middle East and higher gas prices.

"Maybe the consumer is not as spooked as he's supposed to be," Healy said.

Chrysler Corp.'s car sales climbed 10.8 percent and its truck sales were flat, leaving it with an overall 5.4 percent gain and 45,227 sales for the period.

Ford Motor Co. and General Motors both had double-digit increases in car and truck sales. Ford's overall volume was up 15.4 percent to 85,372; GM climbed 14.5 percent to 121,718.

Ronald A. Glantz, auto industry analyst for Dean Witter Securities in San Francisco, said a boost in fleet sales helped the numbers.

"Sales do not spurt up when layoffs are increasing, your neighbor has had a 'For Sale' sign on his lawn for six months, and war is about to break out in the Middle East. It had to have been something fluky," Glantz said.

Sales of domestic Hondas were up 5.2 percent to 11,267.

Nissan's sales climbed 3.0 percent. Sentra sales, which is new for 1991, were up up 45.9 percent to 3,399, but small trucks were down 18.6 percent to 2,709. Toyota's sales rose 53.4 percent to 9,025.

The big gains by Toyota and Nissan in sales of U.S.-built cars are tempered by the fact that their sales of imported cars are down for the year. For 10 months, Nissan's import sales (excluding Infiniti) were down 20.8 percent from 1989, and Toyota's import sales (excluding Lexus) were down 19.7 percent. The transplant makers do not report import sales on a 10-day basis.

10-DAY SALES

DOMESTIC BUILT

	Nov. 11-20, 1990	% change '90 vs. '89
CARS		
Eagle	1,452	+ 74.5
Chrysler	4,340	+ 20.5
Dodge	9,960	+ 15.9
Plymouth	6,610	– 7.7
CHRYSLER MTRS.	**22,362**	**+ 10.8**
Ford	34,269	+ 25.0
Lincoln	6,093	+ 3.8
Mercury	7,362	– 5.6
FORD MOTOR	**47,724**	**+ 16.1**
Buick	14,573	+ 30.4
Cadillac	7,248	+ 11.0
Chevrolet	29,934	+ 17.2
Oldsmobile	12,168	+ 9.8
Pontiac	13,615	+ 13.4
GENERAL MTRS.	**77,538**	**+ 16.9**
HONDA	**11,267**	**+ 5.2**
MAZDA	**1,541**	**+ 57.6**
MITSUBISHI	**1,383**	**+ 39.7**
NISSAN	**3,399**	**+ 45.9**
SUBARU	**431**	**—**
TOYOTA	**9,025**	**+ 53.4**
U.S. CAR TOTAL	**174,670**	**+ 17.6**
TRUCKS		
Chrysler	78	– 31.0
Dodge	11,934	– 3.4
Jeep	5,484	– 11.2
Plymouth	5,369	+ 31.1
CHRYSLER MTRS.	**22,865**	**+ 0.5**
FORD MOTOR	**37,648**	**+ 14.6**
Chevrolet	33,774	+ 7.6
GMC	9,124	+ 14.7
Oldsmobile	595	—
Pontiac	687	—
GENERAL MTRS.	**44,180**	**+ 10.6**
ISUZU	**1,136**	**—**
MAZDA	**321**	**—**
NISSAN	**2,709**	**– 18.6**
U.S. TRK. TOTAL	**108,859**	**+ 10.1**
U.S. CAR-TRUCK TOTAL	**283,529**	**+ 14.6**

There were 8 selling days in the period this year and 8 last year.

Auto execs shun outspoken Calvet

Seeking influence, new group softens anti-Japan attitude

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — European auto executives frustrated with the blocking tactics of Peugeot SA Chairman Jacques Calvet will form a new lobby group without him.

Calvet has been outspoken in his demands to severely limit Japanese presence in Europe for a decade after 1992, when free trade generally begins in Europe. The other executives support a shorter transition period and fear they are losing influence at the European Commission because of Calvet's obstinance.

Calvet had [illegible]eatedly used his veto at the 12-[illegible]ember Committee of European Community Automobile Makers to block policy statements. The other 11 chief executives of European automakers quit the group last week.

The executives feared that the committee's strength as a lobbying group had been undermined by its inability to offer a united front on such issues as Japanese imports and emissions regulations.

Calvet: staunch protectionist

Von Kuenheim: new lobby leader

Calvet, the staunchest protectionist voice in the European auto industry, had frequently used the group's rule requiring unanimous support on policy positions. He seemed to have support from other European makers when, at the Paris auto show, he chastised Britain for encouraging Japanese plants and called for a derade of strict limits on Japanese nameplates. But although Renault SA and Fiat SpA for a time opposed a milder European Commission position, the top executives of other automakers evidently were not convinced.

In recent weeks, they had tried to adopt a qualified 80-percent majority rule. When that failed, they quit the group. An industry source said that the executives had long been working on changing its lobbying structure in Brussels, headquarters of the European Commission. "The industry wants to speak with one voice," he said — although without Calvet, they won't have one.

The new group is expected to come under the auspices of another Brussels auto industry trade association, the CLCA. The CLCA has taken a low key approach concentrating on technical matters of the auto industry and auto trade.

BMW AG Chairman Eberhard von Kuenheim has been charged with forming the new organization, which would include Ford of Europe and General Motors Europe, which had been excluded from the Committee of European Community Automobile Makers.

Peugeot SA also has been invited to join the new group. A Peugeot spokesman said Calvet will not comment on developments.

The new group is understood to support a plan by the European Commission that would establish a five-year transition period for Japanese imports. Calvet had called for a 10-year limit on the Japanese starting in 1993 that would freeze current Japanese market share, would maintain existing tight restrictions on Japanese cars in France, Italy, Spain, Britain and Portugal, and would strictly limit transplant production in Europe.

Mexican exports rise 15.5% in 1st 9 months

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Mexico's five automakers increased exports by 15.5 percent during the first nine months of the year.

Shipments totalled 187,026, compared with 161,950 from January through September 1989, according to the Mexican Automotive Industry Association.

Volkswagen more than doubled its exports.

Increased shipments of Ford's new Mexican-built Escort and Tracers pushed its nine-month export totals up 33.6 percent.

Despite an 11 percent decline in shipments, Chrysler remained Mexico's leading exporter through the first nine months. The company exported 53,845 vehicles, compared with 60,474 in the same period last year. Chrysler's totals included 27,766 two-door LeBaron coupes and 17,724 D-150 pickups.

Ford exported 23,454 Escorts and 29,412 Tracers.

Most of VW's 32,282 exports were Golfs and Jettas for the U.S. market.

A total of 31,529 GM cars left Mexico, all of them Buick Centuries.

Following the trend of recent years, most Mexican shipments continued to head for the United States. Of the 194,631 vehicles exported by the industry in all of last year, 83.7 percent went to the United States.

Chrysler shipped 67,840 vehicles from Mexico in 1989, 61,701 of them to the United States and 5,919 to Canada.

All but 84 of General Motors exports were U.S. bound, while all of Ford's and most of Volkswagen's exports were. Nissan sent most of its Mexican-built exports to the Caribbean and to South and Central America.

MEXICAN EXPORTS

Maker	Jan-Sept 1990	Jan-Sept 1989	Total 1989
Chrysler ..	53,845	60,474	67,840
Ford	52,866	39,580	39,580
VW	32,282	15,851	21,702
GM	31,529	27,766	40,376
Nissan	16,504	18,279	25,133
**Total	187,026	161,950	194,631**

SOURCE: Mexican Automotive Industry Association

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LEGAL BRIEFS

Single sale isn't racketeering

A U.S. district judge has dismissed a racketeering suit against a Pennsylvania truck dealer who was accused of making false statements about the condition of a tractor-trailer.

U.S. District Judge Lowell A. Reed Jr. said Donald Raymond's suit against Borken Truckarama tried to transform a single event into a series of acts allegedly forming a pattern of racketeering.

In March 1989, Raymond discussed buying a four-year-old International Eagle tractor-trailer with a Truckarama spokesman, who allegedly misrepresented the make, model and condition of the vehicle. Raymond made a $2,210 downpayment and entered into a three-year lease with First National Capital Inc.

In his suit, Raymond asserted that numerous mechanical problems made the truck undriveable. He said the truck's odometer had been rolled back and the truck was not a 1985 model but a modified 13-year-old one.

He also claimed his mailed monthly lease payments established mail fraud. In throwing out the mail fraud charge, Judge Reed noted that while Raymond alleged the so-called scheme was suggested or required by the dealer to induce him to buy the truck-trailer, the fact is the "mailings came after the alleged fraudulent transaction occurred and in no way concealed the alleged scheme."

The judge said the happenings cited were all part of a single event, the sale of one truck. He also found a lack of continuity in the conduct. "Taking into consideration the time of delivery and subsequent repairs made to the truck, the entire 'scheme' could not have taken more than several months in 1989," he said.

— Helen Kahn

Attorneys get pay in odometer case

Missouri's federal district court, which late last year settled all class actions involving rolled-back odometers against Chrysler Corp. for $17.8 million, has started writing $3.1 million in checks to 16 law firms involved in the case.

Last April, the court fixed the attorney fees at 17.5 percent of the settlement. It urged the firms to work out the amounts to reflect the relative contribution of the different attorneys.

In 1987 it was disclosed that odometers had been disconnected on 43,000 cars used by Chrysler executives in quality testing programs and later sold as new.

— Helen Kahn

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INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Town & Country	$1,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$750-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,600-3,000	12/16
Plymouth	$1,000-1,300	12/16
Voyager	$1,000	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$500-3,000	12/16
Plymouth	$400-500	12/16
Minivans	$500 for owners of 1984-89 minivans	12/31
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/31
Other Buick*	$250-1,000	12/31
Cadillac	$1,200	1/7
Chevrolet Geo	$300-1,000	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$1,500-2,500	1/7
Pontiac Bonneville, Grand Prix, Grand Am	$750-1,250	1/7
Other Pontiac	$500-1,000	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac Brougham	$1,500	1/7
Chevrolet Geo	$300-500	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$500-1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$500-1,500	1/7
Pontiac Firebird**	$500-1,000	1/7
Other Pontiac	$500-750	1/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates. **Firebird rebate is $1,000 in California only.		
Hyundai (1990)	$500-1,250	12/3
Jaguar (1990-91)	$5,000 for owners of '88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$886-1,246 discount on option packages	1/3
Subaru		
Justy (1990-91)	$500	1/3
Loyale (1991)	$300-1,050	1/3

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Chrysler adds '91 minivan rebate; GM extends payouts

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. is offering buyer rebates for the first time on its redesigned 1991 minivans, and all General Motors car divisions have revised or extended their incentives. In most cases, expiration dates have been extended to Jan. 7 from Dec. 12.

In letters mailed to owners of its 1984-89 minivans, Chrysler is offering a $500 discount on a 1991 model through Dec. 31.

The direct-mail rebate program comes on the heels of Chrysler's decision early in November to offer customers cash paybacks of $1,000 on all 1989 and 1990 Chrysler, Plymouth and Dodge minivans.

The minivans became Chrysler's most popular and profitable vehicles in the late 1980s even though no rebates were offered by the manufacturer.

With sales softening late last year, Chrysler resorted to rebates on minivans for the first time. The six-week payout began Dec. , 1989.

Chrysler also is continuing consumer rebates ranging from $400 to $2,500 on 1989-91 cars and trucks through Dec. 16, and dealer paybacks ranging from $250 to $1,000, based on quota, through the end of the year.

Buyer rebates on some Chevrolet and Geo models have been reduced. Paybacks on 1990-91 Geo Metros have been cut from $500 to $300; 1990 Prizm incentives fall from $1,250 to $1,000; and 1991 Prizm paybacks dip from $800 to $500.

Camaro incentives for 1990 models drop from $1,000 to $750, and rebates for 1990 Astro minivans have been reduced from $600 to $500.

Cadillac cut the customer incentive on 1990 DeVille/Fleetwood, Seville, Eldorado and Brougham from $1,500 to $1,200, while maintaining the $1,500 payback on 1991 Broughams.

Oldsmobile is continuing its program of consumer rebates on all 1990-91 models except the 1991 Custom Cruiser, 98 and Bravada. The rebates, which include a reduction from $1,500 to $1,000 on the 1991 Toronado except in the Eastern region, continue to range from $500 to $2,500.

All Chevrolet, Cadillac and Oldsmobile rebates expire Jan. 7. The former expiration date for all GM payments was Dec. 12.

Pontiac revised incentive amounts and extended the expiration date on some models.

The current rebates, which range from $500 to $1,000, will expire Dec. 12 for 1990-91 LeMans, Sunbird, 6000 and Trans Sport and 1990 Firebird.

Pontiac has revised the rebate amounts and extended the program through Jan. 7 on the following cars: 1990 Bonneville ($1,000, up from $500), 1991 Bonneville ($750, up from $500); and 1990 Grand Prix ($1,250, up from $750). The $750 rebate for 1990-91 Grand Am is unchanged. The 1991 Firebird rebate also expires Jan. 7. The Firebird payment remains at $500, except in California where it has been raised to $1,000.

Buick has extended the current rebates, ranging from $250 to $3,000, through Dec. 31 on its 1990 models and through Jan. 7 on its 1991 models.

The revised GM rebate programs continue to carry the low-interest finance rates offered in the previous programs.

NISSAN

FROM PAGE 1

to Robert J. Thomas, Nissan Division general manager.

Nissan Division still hopes to sell 700,000 vehicles annually in the United States by 1993. But it expects sales in the 1992 model year to be no higher than the 650,000 it recorded in the 1989 model year.

As it awaits such volume-building products as the 1993 Stanza and a 1993 Nissan-Ford minivan, it will get its organization in order.

Meanwhile, Toyota Motor Sales U.S.A., Inc. expects to reach 1.5 million sales a year by the middle of the decade. If it maintains its current growth rate, American Honda Motor Co. Inc. won't be very far behind.

"Frankly, we have been chasing Honda and Toyota in recent years," says Thomas. And the company could continue to push cars out the door with incentives and do "every schlock thing in the world to maintain volume," he says.

But it won't. "We can't spend money to buy customers; we have to spend money to earn them," Thomas says.

In the Dallas program, a smaller group of regional and district officers will make decisions formerly made by staff members in Nissan's 11 regional headquarters. Also, fewer decisions will have to be cleared by national headquarters.

A district operations manager — the person in charge of the sales, parts and service needs of a group of 10 dealers — will have access to all the resources of the region to do whatever he and a dealer decide needs to be done to improve the retail operation. The dealer operations manager could approve the use of a Nissan-subsidized loaner car, for example. Currently, loaners are available only in special cases.

Eventually, the program also will give dealers more say in the model types, options and colors of cars they get from the factory. Dealers also will be given more authority in handling warranty claims. They might decide, for example, that Nissan should cover a repair on a vehicle whose warranty has just expired. Such decisions currently are left to the region.

Ray Brandt, owner of Ray Brandt Nissan in New Orleans, says he likes the idea of a dealer operations manager: "Most problems in today's market need immediate attention. Now we'll have a hands-on quarterback on our team who's calling his own plays."

The Resource Allocation Project, as it is formally called, is the brainchild of Nissan President Thomas Mignanelli and Thomas.

Thomas says Mignanelli has been wrestling with how to decentralize Nissan's operations since joining the company from Ford Motor Co. more than three years ago. The Boston Consulting Group, which Nissan had been working with on another project, helped.

The new program follows a dramatic overhaul of Nissan's product lineup in recent years. But sales of Nissan-badged products were down 10.4 percent through October, and market share slipped from 4.6 percent to 4.3 percent.

While its cars have been redesigned, Nissan's corporate structure has been a stodgy reminder of the past, according to Evan Wride, Nissan director of information services and national team chairman for the project.

Wride says the death of the dinosaurs holds a lesson for Nissan and all businesses. "If you don't change, you die," he says. The internal brochure describing the Dallas project is informally called the "dinosaur brochure."

According to Bill Bivens, national merchandising manager and chairman of the regional team, the move is the next logical step following the creation in January of Nissan North America Inc., an umbrella company overseeing Nissan's entire U.S. operations, and the appointment of Mignanelli as president in June.

"Nissan (in Japan) decided a few years back that local entities needed control over their own destinies," says Bivens. "The first step was giving more independence to operations in each country. Now, we're applying the same philosophy here regarding our regions."

Nissan has told most of the dealers in the Dallas region about the pilot program, and many of them were consulted about it.

The Dallas region covers Texas, Oklahoma and Louisiana.

Bivens and Wride join three other high-level employees who will head five oversight teams based in Nissan's Carson, Calif., headquarters. The other units are marketing, communications and planning.

Those five report to the implementation team that is made up of four vice presidents, including Infiniti Division General Manager Bill Bruce, who chairs the team. The new Nissan program will resemble Infiniti's organization, so Infiniti will not be directly affected by the change.

The other vice-presidents are Nissan Division's Thomas; Jerry Butts, general manager of parts and service; and Shelee Serdaba, who is in charge of finance and information systems.

More important, from Nissan's perspective, are changes outside the home office.

The Dallas region will have 10 district operations managers for its 90 dealers. The ratio of dealers to district operations managers will vary from market to market.

> "Nissan (in Japan) decided a few years back that local entities needed control over their own destinies. The first step was giving more independence to operations in each country. Now, we're applying the same philosophy here regarding our regions."
>
> **Bill Bivens**
> Nissan national merchandising manager and regional team chairman

How Honda and Toyota organize staff in field

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Nissan Division Vice President and General Manager Robert Thomas says Nissan wants to stop chasing Honda and Toyota. Apparently it wants to stop operating like them, too.

The program that Nissan is launching in January moves power to the regions and gives dealers more direct contact with decision-makers in the field.

With it, Nissan will abandon a structure similar to those used by the top two Japanese sales organizations.

Honda has 10 auto sales and service zones nationally. Each zone is headed by a zone manager and an assistant. They report to either the Eastern or Western region. The regions report to American Honda Motor Co. headquarters in Torrance, Calif.

Zone service managers report directly to Torrance headquarters, while the zone parts managers go through the general manager at the region.

District managers in sales, service and parts report to the zone managers.

At Toyota, each of nine regions has a general manager who is the direct link with headquarters. The general manager oversees field operations managers, who hear directly from district managers.

District managers handle sales. Parts and service are handled separately. District parts managers and district service managers report to regional parts and service managers, who then report to an assistant general manager at the regional office.

At both Honda and Toyota, the number of people at almost every level varies depending on how big the market is and what kind of sales it generates.

As many as three field representatives — for sales, parts and service — could be calling on any dealer at any one time.

In the new Nissan scenario, each dealer deals with a single person for sales, parts and service. The aim is to cut steps out of the reporting process and get decisions made faster.

SATURN

FROM PAGE 1

if Saturn hasn't provided many cars.

"If one does what he's supposed to do and the other doesn't, there's an inequity," Sutliff said. "It seems fair that the person who has met his part of the bargain gets some consideration, particularly when he has a genuine loss."

The production setbacks led Saturn to delay the opening of Sutliff's store from Feb. 21 to April 4, even though construction will be completed this week. Sutliff, who owns a Chevrolet dealership across the street, said he will use the Saturn facility to sell Chevrolets, used cars or used trucks.

"It's a prime location in which we have a financial interest," he said. "Saturn has no wish to see us with a facility that we can't use."

If they had it to do over again, Sutliff said he thinks all existing Saturn dealers probably would wait to open. But he said they are happy to benefit from the intense early publicity Saturn has received.

Asked whether he thought there was enough product to justify being open, Sutliff said: "In retrospect, perhaps not. But this is a mammoth undertaking — a lot of things have to happen to make it hum. Two or three years from now, you'll forget this didn't come out right on point."

Al Serra, owner of Saturn North in Clarkston, Mich., said that just the fact that Saturn is thinking about helping its dealers makes him happy.

"In all fairness, I expected that production might be slow at first, and I had to be prepared to take on some extra burden," Serra said. "I didn't think it would be quite this severe."

Serra said his dealership had only six cars to sell in the first 30 days it was open; it sold four and kept two for display.

The dealership is taking orders, he said, but "four cars in 30 days is kind of tough to take."

Compensating Saturn dealers would be appropriate, Serra said, because, "Not only do they not have any product, they don't have any income base."

He said he has to continue paying his salespeople and a service technician even though no income is coming in. The dealership has sold 12 used cars and will run a promotion to help generate service business.

"It's just one drop in an empty bucket. But it's a beginning," Serra said.

Not one SC coupe has been shipped to dealers for sale, Hudler said. Although every dealer should have a coupe for display, the cars cannot be sold because Saturn has retained title.

Hudler said the coupe just isn't ready for the market.

"The SC started life out about a year behind (the sedan), and we've pulled it from a year behind to now just 60 days," Hudler said. "We should be shipping coupes before the year is out."

Saturn has no target date for coupe shipments.

"Not having a date has enabled us to focus on quality," Hudler said.

Production of sedans and coupes has been slowed by continued problems with door seals and excessive vibration of engine mounts in cars with automatic transmissions, Hudler said.

"It's not a problem with automatic transmissions, it's a phenomenon with cars with automatic transmissions," Hudler said. "It (the vibration) is still better than Honda, but we're not happy with it."

Shortages of parts also have caused delays because Saturn is holding suppliers strictly to specifications, he said.

"It's no one thing (causing the production delays) — we're just being tough on ourselves," he said. "You only get one chance to establish your image. The dealers are with us on that."

Saturn of Toledo (Ohio) has received just six cars since it opened Nov. 15, and three of those were sold before the opening, said owner Frank Kistler Jr.

He declined to comment on whether that was enough product to justify being open.

"I think it's a sore issue," he said. "Obviously, compensation would help."

Meanwhile, Saturn of Toledo continues to take orders.

"We've . . . sold five. We've taken 16 to 17 orders," Kistler said.

"We do have a lot of traffic. Our only limitation is availability. There is only one car in the showroom, and we have two outside that we've sold but haven't delivered."

He said the owners of those vehicles agreed to let the dealership keep them for display until a new batch of reinforcements arrives.

PRODUCTION

U.S. CAR

	Week Ended Dec. 1, 1990	Week Ended Nov. 24, 1990	Nov to Date	Jan. 1 to Dec. 1, 1990	Jan. 1 to Dec. 2, 1989
Horizon	0	0	0	4,327	31,608
Sundance	2,400	1,773	7,465	83,243	94,986
Acclaim	3,000	1,758	12,132	111,450	119,893
Total Plymouth	**5,400**	**3,531**	**19,598**	**199,020**	**246,487**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,500	949	4,433	48,936	87,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	300	24	983	33,702	72,019
Fifth Avenue	1,000	603	4,176	34,708	24,586
Imperial	400	272	1,750	18,126	3,919
Total Chrysler	**3,200**	**1,848**	**11,342**	**143,543**	**191,249**
Omni	0	0	0	4,078	33,545
Daytona	700	476	2,205	31,753	58,225
Shadow	2,300	1,101	6,815	90,353	96,044
Dynasty	3,000	2,105	12,686	113,699	122,338
Lancer	0	0	0	0	1,528
Spirit	2,400	1,428	9,638	98,093	102,668
Total Dodge	**8,400**	**5,110**	**31,344**	**337,976**	**425,348**
CHRYSLER MOTORS	**17,000**	**10,489**	**62,285**	**680,539**	**863,084**
Escort	0	3,504	19,759	234,181	326,743
Mustang	0	1,437	8,568	124,391	176,795
Tempo	3,219	1,940	9,871	119,066	137,907
Taurus	8,170	4,758	23,082	313,960	337,878
Thunderbird	1,352	1,633	4,094	103,740	129,937
Total Ford Div.	**12,741**	**13,272**	**64,574**	**895,338**	**1,109,260**
Topaz	1,181	656	3,151	44,479	62,553
Cougar	1,346	1,194	3,012	68,866	110,923
Sable	2,179	1,269	6,198	96,215	111,177
Total Mercury	**4,706**	**3,119**	**12,361**	**209,560**	**284,653**
Continental	1,178	701	4,468	55,087	61,043
Mark VII	210	130	765	17,406	19,816
Town Car	2,772	1,665	10,500	137,476	117,174
Total Lincoln	**4,160**	**2,496**	**15,733**	**209,969**	**198,033**
Total L-M Div.	**8,866**	**5,615**	**28,094**	**419,529**	**482,686**
FORD MOTOR CO.	**21,607**	**18,887**	**92,668**	**1,314,867**	**1,591,946**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	0	1,492	7,355	86,853	62,666
Century	2,098	1,141	3,861	62,537	116,827
Riviera	296	186	1,271	20,461	19,210
Electra/Park Ave	0	0	4,094	56,981	73,973
LeSabre (fwd)	1,816	1,865	10,126	148,489	144,702
LeSabre (rwd)	0	0	0	4,022	7,341
Reatta	78	14	92	5,369	5,951
Total Buick	**4,288**	**4,698**	**25,798**	**384,712**	**437,583**
Eldorado	695	400	1,758	20,027	27,801
Seville	1,055	583	2,699	32,249	21,834
Brougham (rwd)	698	812	3,328	29,591	51,121
DeVille (fwd)	3,180	2,145	13,121	152,749	171,009
Allante	33	0	68	3,323	2,962
Total Cadillac	**5,661**	**3,940**	**20,974**	**237,939**	**274,817**
Cavalier	9,372	4,960	36,186	333,349	336,918
Camaro	0	0	835	66,740	94,216
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	3,711	16,659	260,775	343,312
Caprice	1,815	1,377	6,363	189,893	154,874
Corvette	418	288	1,326	21,644	23,530
Total Chevrolet	**17,765**	**10,336**	**61,378**	**872,401**	**1,023,570**
Calais	0	1,100	5,614	94,562	82,730
Cutlass Ciera	1,455	820	2,708	63,019	81,269
Cutlass Supreme	2,230	1,305	8,603	89,457	103,550
Toronado	202	121	848	14,180	9,027
88 (fwd)	751	1,198	6,424	95,672	133,466
88 (rwd)	0	0	0	1,223	7,290
98	720	128	1,452	38,993	67,298
Total Oldsmobile	**5,358**	**4,672**	**25,649**	**397,106**	**484,630**
Sunbird	4,200	2,372	16,528	155,495	140,394
Grand Am	0	2,863	14,472	200,013	212,327
Firebird	0	0	445	38,956	54,003
Grand Prix	0	0	1,276	106,648	117,261
Pontiac 6000	1,390	639	2,395	49,970	74,070
Bonneville	0	0	2,313	69,127	86,112
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**5,590**	**5,874**	**37,428**	**620,209**	**686,858**
Total Saturn	**1,380**	**798**	**5,182**	**7,991**	**0**
GENERAL MOTORS	**30,962**	**30,318**	**177,410**	**2,520,358**	**2,907,458**
DIAMOND-STAR	**3,284**	**2,019**	**13,210**	**141,131**	**83,583**
HONDA	**8,830**	**5,281**	**36,650**	**406,640**	**339,735**
Civic	1,350	839	6,059	96,059	123,579
Accord	7,480	4,442	30,591	310,581	216,156
MAZDA†	**5,499**	**2,504**	**18,063**	**169,402**	**191,865**
NISSAN	**2,820**	**1,727**	**11,801**	**88,456**	**108,725**
NUMMI	**4,200**	**2,653**	**18,613**	**190,436**	**182,616**
Corolla	2,100	1,322	9,337	95,775	75,266
Geo Prizm/Nova	2,100	1,331	9,276	94,661	107,350
SUBARU-ISUZU	**1,250**	**443**	**4,696**	**38,495**	**4,697**
TOYOTA	**4,535**	**2,581**	**18,841**	**203,732**	**138,510**
TOTAL CARS, U.S.	**108,977**	**76,982**	**453,438**	**5,746,056**	**6,412,219**
TOTAL CARS, CANADA	**27,801**	**25,956**	**111,210**	**1,017,813**	**938,796**
U.S., CANADA CARS	**136,778**	**102,938**	**564,648**	**6,763,869**	**7,351,015**
U.S., CANADA CARS AND TRUCKS	**217,678**	**166,679**	**895,304**	**11,283,271**	**12,073,040**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR

	Week Ended Dec. 1, 1990	Week Ended Nov. 24, 1990	Nov to Date	Jan. 1 to Dec. 1, 1990	Jan. 1 to Dec. 2, 1989
Monaco	640	0	1,488	10,384	0
Premier	635	0	1,465	11,940	30,848
CHRYSLER MOTORS	**1,275**	**0**	**2,954**	**22,324**	**30,848**
Tempo	122	2,797	7,098	104,233	122,003
Topaz	3	693	2,355	38,167	54,491
Crown Victoria	2,306	2,716	12,226	113,866	110,283
Grand Marquis	2,465	2,587	11,818	107,358	120,029
FORD MOTOR CO.	**9,516**	**8,793**	**33,498**	**363,624**	**406,806**
Celebrity	0	0	0	20,319	25,042
Cutlass Ciera	1,780	1,780	7,847	73,775	113,453
Lumina	5,381	5,450	23,915	210,972	172,918
Regal	2,619	2,684	11,514	95,399	71,321
GENERAL MOTORS	**9,780**	**9,914**	**43,275**	**400,465**	**382,734**
CAMI	**2,500**	**2,470**	**10,726**	**45,102**	**0**
HONDA	**2,150**	**2,144**	**9,660**	**97,250**	**80,230**
HYUNDAI	**900**	**987**	**3,781**	**24,127**	**13,580**
TOYOTA	**1,500**	**1,468**	**6,372**	**57,263**	**17,931**
VOLVO	**180**	**180**	**936**	**7,649**	**7,358**
TOTAL CARS, CANADA	**27,801**	**25,956**	**111,210**	**1,017,813**	**938,796**

U.S. TRUCK

Caravan	1,700	1,263	7,331	84,190	100,037
Dakota	1,900	1,156	5,800	68,241	87,724
Caravan C/V	0	0	0	4,171	6,130
Ram pickups	2,000	1,207	6,061	96,379	85,382
Total Dodge	**5,600**	**3,626**	**19,191**	**252,981**	**279,273**
Cherokee	0	2,310	11,679	143,387	194,255
Comanche	0	249	1,066	8,896	24,380
Grand Wagoneer	0	195	327	6,119	8,972
Wagoneer	0	69	334	3,675	7,260
Total Jeep	**0**	**2,823**	**13,406**	**162,077**	**234,867**
Voyager	1,300	745	5,527	76,[illegible]	93,621
Town & Country	0	22	126	2,[illegible]	3,143
Total C-P Div.	**1,300**	**767**	**5,653**	**78,738**	**96,764**
CHRYSLER MOTORS	**6,900**	**7,216**	**38,250**	**493,796**	**610,904**
Aerostar	4,000	2,400	14,897	194,384	205,925
Bronco	932	550	1,858	44,951	66,141
Bronco II/Explorer	5,384	3,306	23,041	194,240	110,998
Navajo	292	194	1,330	7,383	0
Econoline	2,103	2,475	9,927	161,395	199,470
Mediums/Heavies	1,151	698	3,481	46,596	86
Light trucks	5,015	5,650	25,165	414,512	404,735
Ranger	2,472	4,545	24,413	267,947	290,068
Total Ford Div.	**21,349**	**19,818**	**104,111**	**1,331,408**	**1,408,523**
FORD MOTOR CO.	**21,349**	**19,818**	**104,111**	**1,331,408**	**1,408,523**
Astro	2,771	1,490	11,239	122,330	149,850
Blazer	340	0	340	14,656	24,216
Lumina APV	733	310	1,800	75,807	15,612
Mediums/Heavies	396	279	1,582	9,558	7,564
P-Model	0	410	1,858	20,134	27,214
Pickups	7,584	4,324	15,044	374,609	373,242
S-10	5,887	3,823	21,991	227,158	222,527
S-10 Blazer	2,553	1,441	9,554	79,676	161,003
Sportsvan/Van	0	0	618	53,360	88,642
Suburban	1,522	0	1,522	59,387	65,569
Total Chevrolet	**21,786**	**12,077**	**65,547**	**1,836,675**	**1,125,323**
Jimmy	119	0	119	4,467	7,832
Mediums/Heavies	497	253	1,928	9,767	12,611
P-Model	0	13	198	2,601	3,662
Pickups	2,395	1,374	4,668	130,917	113,977
S-15/Sonoma	1,319	894	5,198	50,672	55,816
S-15 Jimmy	951	423	2,502	25,873	47,650
Safari	991	578	3,707	42,578	41,939
Suburban	775	0	775	28,647	30,505
Vandura/Rally Vans	0	0	128	19,500	28,024
Total GMC	**7,047**	**3,535**	**19,223**	**315,822**	**342,016**
Silhouette	288	126	663	28,214	3,123
Bravada	300	10	444	727	0
Total Oldsmobile	**588**	**136**	**1,107**	**28,941**	**3,123**
Pontiac Trans Sport	320	122	835	41,276	5,841
GENERAL MOTORS	**29,741**	**15,870**	**86,712**	**1,421,827**	**1,471,238**
NAVISTAR	**1,500**	**1,000**	**5,151**	**67,000**	**72,589**
NISSAN	**3,142**	**1,648**	**12,063**	**131,043**	**114,155**
SUBARU-ISUZU	**1,312**	**365**	**4,436**	**32,692**	**4,695**
AM GENERAL	**450**	**450**	**1,900**	**20,790**	**21,240**
MISCELLANEOUS	**3,000**	**3,000**	**13,200**	**138,600**	**135,600**
TOTAL TRUCKS, U.S.	**67,354**	**49,375**	**265,903**	**3,637,236**	**3,838,935**

CANADIAN TRUCK

Caravan	3,397	3,471	13,104	117,151	137,510
Caravan C/V	204	219	795	6,730	9,233
Ram Wagon	0	0	746	19,898	24,620
Ram Van	0	0	2,538	52,947	65,772
Total Dodge	**3,601**	**3,690**	**17,183**	**196,726**	**237,135**
Voyager	2,515	2,122	9,395	93,488	116,727
Total Plymouth	**2,515**	**2,122**	**9,395**	**93,488**	**116,727**
Wrangler	0	0	3,702	53,509	66,503
Total Jeep	**0**	**0**	**3,702**	**53,509**	**66,503**
CHRYSLER MOTORS	**6,116**	**5,812**	**30,281**	**343,723**	**420,365**
FORD MTR. (lt. trks.)	**0**	**2,896**	**9,434**	**125,407**	**151,277**
Light trucks	3,359	3,293	14,834	157,884	152,297
Vans	1,307	0	1,313	44,145	57,542
Total Chevrolet	**4,666**	**3,293**	**16,147**	**202,029**	**209,839**
Light trucks	891	1,159	4,699	58,493	66,774
Vans	568	0	568	17,260	24,676
Total GMC	**1,459**	**1,159**	**5,267**	**75,753**	**91,450**
GENERAL MOTORS	**6,125**	**4,452**	**21,415**	**277,782**	**301,289**
CAMI	**1,100**	**1,121**	**3,654**	**47,268**	**0**
NAVISTAR	**165**	**165**	**570**	**7,986**	**10,159**
TOTAL TRKS., CANADA	**13,506**	**14,446**	**65,354**	**802,106**	**883,090**
U.S., CANADA TRKS.	**80,900**	**63,821**	**331,256**	**4,439,402**	**4,722,025**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

10 plants halt output; 8 are Ford

By Karen Dedkowski
AUTOMOTIVE NEWS STATISTICIAN

Big 3 manufacturers will idle 10 plants and 23,150 workers this week as they continue to contend with slow sales.

The 10 plants consist of eight Ford Motor Co. facilities, one General Motors point and one Chrysler Corp. location.

U.S. carmakers scheduled 108,977 units last week, 41.71 percent above the prior three-day week but 15.79 percent below the year-ago week.

So far this year, 5,746,056 cars have been built in the United States, 10.39 percent below 1989.

Targeted truck output of 67,394 last week rose 36.49 percent above the previous holiday week but fell 20.12 percent below the year-ago week.

GM will idle its Arlington, Texas, assembly plant this week for inventory adjustment.

The company's Lansing A & B lines were down last week to adjust inventories and are expected to resume output today.

Output at GM's Wentzville, Mo., car plant and the Lordstown, Ohio, van plant is scheduled to resume today.

Ford extended downtime this week at its Norfolk, Va.; St. Paul, Minn.; Edison, N.J.; Dearborn, Mich.; and Wayne, Mich., assembly plants.

Additional closings scheduled at Ford this week are the Michigan truck facility in Wayne, Mich.; the Kentucky truck facility in Louisville; and the St. Louis truck plant.

The company's Lorain, Ohio, car and truck plants last week cut operations to one shift for four weeks.

All Ford plants will resume normal operations Dec. 10 with the exception of the Lorain plants, which are scheduled to resume two-shift work Jan. 2.

Chrysler will idle the St. Louis car facility this week to adjust inventory.

Car production rises in Canada

Canadian automakers scheduled 27,801 units last week, 7.11 percent above the prior week's build and 15.02 percent above the year-ago week.

Truckmakers assembled 13,506 units last week, 6.51 percent below the previous week and 29.32 percent below last year.

General Motors has scheduled downtime at its Ontario car facilities. The Oshawa No. 1 plant will close for two weeks starting Dec. 10. Oshawa No. 2 will be idle the week of Dec. 17.

NOTE

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Automotive News

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Chrysler may shape brands by making Eagle its import franchise

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. by the 1995 model year may sell all but a handful of the Japanese vehicles it imports from Mitsubishi Motors Corp. through its Eagle franchise.

Currently, Chrysler-Plymouth, Dodge and Jeep-Eagle dealers sell cars built in Japan by Chrysler's partner, Mitsubishi Motors Corp.

Jeep keeps ZJ, loses minivan, Page 53

But as Chrysler seeks stronger brand identity for its three dealer networks, the company is considering turning Eagle into its import franchise, according to those familiar with the discussions.

If adopted, the creation of Eagle as an import franchise would culminate several years of bickering over product allocation among Chrysler's three franchises. The bickering began when Chrysler created Jeep-Eagle following its acquisition of American Motors in 1987.

The move would be similar to General Motors move of selling Japanese imports and the Prizm, built in a joint venture with Toyota in Fremont, Calif., through the Geo sub-franchise at Chevrolet dealers. GM created Geo in 1988 after trying to sell imports as Chevrolets.

Preliminary discussions call for Eagle to sell a range of Mitsubishi-built products, including a minivan code-named CL in the 1994 model year and a stretched version of the van, code-named CLX, in the 1995

see EAGLE, page 53

JUAQUINE MATTHEWS

American by design

Tom Matano, pictured in Mazda's California design studio with a just-finished model of a concept car that would shorten itself for city driving, helps provide an American perspective to Japanese carmaking. The Japanese have heightened the competition for U.S. engineers and designers. Stories on Pages 3 and 51.

Smaller engines loom large in Ford's plans for the '90s

V-8s on diet, V-6s for power

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. will tackle the energy conscious 1990s by replacing its current powerplants with lower displacement engines and converting some of its rear-wheel-drive models to front-wheel drive.

Ford's Engine Division cycle plan, approved on Aug. 15 and obtained by *Automotive News*, shows that Ford will try to balance energy conservation with consumer demand for more power and speed for the rest of the decade.

Ford spokesman David Caplan said the company does not comment on future product plans. He added that there are constant changes to product cycle plans and changes have been made to the cycle plan since Aug. 15. He declined to elaborate on what changes have been made since that time.

A high-level Ford source confirmed the company has held numerous meetings to discuss potential product cycle changes that might be required to accommodate new government emissions and fuel economy regulations.

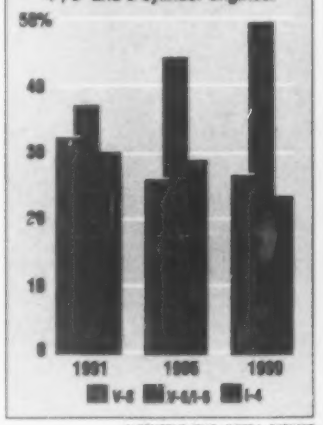
Ford currently plans to offer a Yamaha-designed, 3.0-liter, V-6, 30-valve, Super High Output engine for its 1997 Thunderbird. Presumably, the engine will replace the 3.8-liter supercharged V-6, which won't be produced after the 1996 model year. Thunderbird, which has always been rwd, will become a fwd car in the 1997 model year.

Ford will offer consumers the choice between a 3.0-liter V-6 and its tried and true push-rod 5.0-liter V-8 in the next generation Mustang, code-named SN95, in the 1994 model year. The present Mustang offers the choice between a 2.3-liter I-4 and the 5.0-liter V-8.

see FORD, page 52

Ford engine mix

Chart shows Ford's projections for percent of its vehicles using 4-, 6- and 8-cylinder engines.



AUTOMOTIVE NEWS / DAVID L. BURHANS

Ford switches to dealer rebates

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Acknowledging that consumer incentives no longer move a stubburn sales market, Ford Motor Co. will launch a major dealer incentive program across nearly all of its car and truck lines.

The program runs from Dec. 12 to Feb. 28 and does away with all consumer rebates except for customer cash on the company's four least expensive vehicles and 1991 Mercury Grand Marquis.

Importers tweak incentives, Page 56

Ford and Lincoln-Mercury dealers do not have to contribute financially to the incentive program nor order a certain number of cars to receive the rebates, which range up to $700 on Ford and $750 on Mercury models.

The move is a major marketing shift for Ford, which has been entrenched in the customer cash rebate and cut-rate financing game with the rest of the domestic auto industry since 1985.

Two other car divisions have tried to get off of the customer rebate merry-go-round in the past. Oldsmobile announced in November 1989 that it would only offer dealer rebates on its cars but then backed down on that strategy when sales worsened. Volkswagen United States announced in the fall of 1989 that it would lower prices and offer no consumer rebates, although it has dealer incentives. Sales rose.

General Motors offers consumer incentives but very few dealer incentives, while Chrysler offers both.

Thomas Wagner, Ford Division

see RE[illegible]ES, page 57

> "The Ford Motor Co. has wasted a whole lot of money on customer cash."
>
> **Ross Roberts**
> Lincoln-Mercury

The car business . . .

. . . and its prospects, from the European and Japanese points of view. Shoichiro Toyoda (right), CEO of Toyota, and the top bosses at Honda, Suzuki, Seat and General Motors Europe discuss their hopes and concerns on Pages 18-28.

VERSEAS
OCUS

Chrysler balks at recalling balky automatic transaxle

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp.'s "Ultradrive" four-speed automatic transaxle snafu has come back to haunt the company, as one special interest group called for a 500,000-unit recall last week.

Chrysler denied the extent of the problem, but an *Automotive News* survey of service managers at major Chrysler Corp. dealerships and fleet managers from major fleet customers showed that hundreds of thousands of vehicles with the Ultradrive transaxle, code-named A604, could be affected.

Chrysler installed the A604 in a total of more than one million units in the 1989 and 1990 model years.

A variety of difficulties, rang-

see ULTRADRIVE, page 55

NEWSPAPER

WALLY REICHERT

John Rutkowski, left, and Dan Turk of Saturn of Schaumburg, in Schaumburg, Ill., are selling used cars until more Saturns arrive.

Saturn postpones call on dealer aid

Dealers to secure more cars before cash could arrive

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. is expected to decide this week whether it will make financial amends with its first dealers for a shortage of cars caused by production glitches.

Real relief — more cars — apparently will arrive before any monetary aid.

Saturn officials and dealers who visited the plant in Spring Hill, Tenn., last week were confident that most of the early production problems were history.

Saturn's "franchise operations team" — a committee of six dealers and six company officials — held its regular monthly meeting last Wednesday, Dec. 5 to discuss a variety of plans to help dealers who have had to keep paying bills for more than a month even though they were given few cars to sell.

In some cases, dealers were given only six Saturns in the first 30 days they were open.

Compensation ideas reportedly under consideration included:

- Monthly payments to each open dealer to help cover overhead costs.
- Delay or temporary elimination of payments dealers make to the manufacturer for cooperative advertising and other expenses.
- Payment of $1,000 per car per month based on the dealership's planning potential.
- Saturn's temporary payment of dealers' monthly mortgage expenses.

Saturn dealers said the committee made no official decision or recommendation and that the matter now was in Saturn's hands.

"It's still being discussed and considered (by Saturn)," said John B.T. Campbell III, owner of Saturn of Santa Ana, Calif., and a member of the franchise operations team. "They (Saturn officials) are going to run it up and down their flagpole now."

Guy D. Briggs, Saturn's manufacturing vice president, blamed delays on late changes in the new car's design and fit problems with its plastic doors. Briggs said plant workers are stopping the line to make adjustments, rather than allowing the cars to pass.

"What's coming out at the end is correct," Briggs stated. "We can't say whether we're 60 days behind schedule or 90 days behind schedule. We'd like to be making more cars, but I'm pleased."

The company had earlier forecast producing as many as 16,000 vehicles by the end of December. It confirmed last week that only 2,162 cars had been produced through the end of November.

Dealers who attended the Wednesday meeting said the stepped-up production, combined with stoppages to assure quality, yields 97 cars per day at the plant.

"My guess is that if they can get these cars shipped out on a daily basis, that it (problems dealers are having) will go away," said John Zimbrick, owner of Saturn of Madison, Wis., and a member of the franchise operations team.

In addition to boosting production, Saturn also has delayed the next wave of dealership openings from February to April, to bolster supplies at open dealerships.

Zimbrick's was one of the locations that was delayed.

"I was supposed to open in February; now it's April 15. But I changed architects and got delayed anyway, so this is beneficial for both of us not to rush things," he said.

Automotive News Staff Reporter Lindsay Chappell contributed to this report.

Makers gun diesels as sales climb

By Joseph Bohn
TRUCK EDITOR

Light-duty diesel-engine trucks are churning up a lot of sales and increasing competition among domestic manufacturers.

Chrysler Corp. is negotiating a multi-year contract with Cummins Engine Co. of Columbus, Ind., to ensure long-term supply of its 5.9-liter turbodiesel, said Troy Simonson, Chrysler truck product planning manager.

The engine now accounts for half of all Dodge full-sized pickup truck sales. Dodge sold 30,000 turbodiesel pickups in the 1990 model year and projects 44,000 sales in 1991.

In January, the 5.9 liter will be intercooled to meet the new emissions standards and become available with a four-speed automatic overdrive transmission.

The new automatic will boost the trucks' current top speed of 80 mph and improve their fuel economy and performance.

Next fall, Chrysler will expand availability of the 5.9 liter to its extended-cab full-sized pickups, including the D- and W-250 and 350 series. It is now available only in conventional cab models.

Last month, Chrysler also increased the gross combined weight rating of its five-speed manual-transmission-equipped Cummins pickups with the 4.10 axle ratio by 1,000 pounds to 17,000 pounds and upped their tow rating to 11,900 pounds.

Ford sold 90,400 7.3-liter diesel-equipped trucks in the 1990 model year, according to Woody Haines, Ford Truck Operations spokesman.

The diesel continues to account for about 12 percent of its combined F-series and Econoline sales.

Ford has no plans to use Cummins' engine for its light trucks.

Bob Hommel, manager of powertrain programs engineering for Ford Truck Operations, called Navistar "one of our best suppliers" and praised the quality levels of the 7.3-liter engine it supplies Ford as "outstanding."

Still, the 7.3 liter won't be updated in January for the new emissions standards. Instead, Ford will use a provision of the EPA's emissions regulation, which allows companies to draw on "banked credits" for exceeding previous standards to meet the new ones.

The Navistar engine won't be certified to the new standard until January 1992, Hommel said.

Ford and Navistar also plan to bank diesel emission credits during 1992 and 1993 and to use them to meet tougher 1994 standards, Hommel said.

He felt the current 7.3 liter could have met the 1991 standards — but not with the kind of margin Ford officials wanted.

The company also wanted to tie certification to some horsepower and performance improvements it was making in the engine for 1992.

Ford, unlike GM, will continue to offer its 7.3 liter only in models with over 8,500 pounds gvw.

Hommel said whenever fuel costs jump "we wish we had (the diesel) in lighter-duty models," but he doesn't think the sales potential justifies it yet.

GM takes a contrary view and will sell diesels in all weight classes this fall in an all-out marketing drive. GM will introduce improved 6.5- liter turbo and non-turbocharged versions of its current 6.2-liter diesel, according to Ralph Treadway, director of light-duty vehicles for the Truck & Bus Group's Engineering Operations.

The diesels will be offered in under- and over-8,500 pound gvw pickups, vans and sport-utilities.

Chevrolet sales figures were unavailable, but GMC Truck sold 8,223 light-truck diesels in the 1990 model year. Its 1991 sales are up over a year ago, according to Spokeswoman Tracy Williams.

GM modified its 6.2 liter engine at the onset of the 1991 model year to meet the new standard, according to Steve Gaut, a spokesman for GM Engine Division.

Nov. brings no surge in luxury sales

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Luxury car makers are expecting a year-end increase in sales because of a Jan. 1 tax, but November yielded mixed results.

Dealers and importers said business picked up at month's end, and they expect a December rush as the deadline nears and more buyers become aware of the new tax.

BMW and Mercedes-Benz had healthy increases, even though overall car sales in the United States dropped 1.54 percent. Dealers said the luxury tax helped bring some undecided buyers off the fence.

But Jaguar Cars Inc. and Porsche Cars North America Inc. both saw a decline of about 20 percent in November sales.

Ironically, the two companies called attention to the tax in their national advertising, while BMW of North America Inc. and Mercedes-Benz of North America Inc. left beat-the-tax advertising up to their dealers.

"To me, the tax is a negative thing and I don't like advertising negatives," said John Jaffe, co-owner of BMW of Fairfax (Va.).

Nevertheless, Jaffe said he's running a print ad that says, "$00,000 Luxury Tax," reminding people that the days of zero luxury tax are running out.

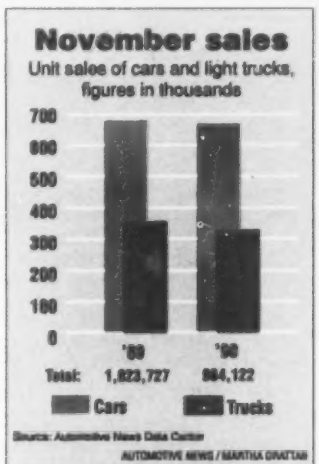
BMW sold 5,370 cars for the month, 5.5 percent above November 1989. For the BMW 7 series — whose 735i will absorb a $2,090 price hike once the government tacks on a 10 percent tax on the amount over $30,000 — sales rose 18.1 percent to 1,153 units. For the year to date, BMW's sales were down 6.0 percent to 56,784.

The luxury tax probably helped close some of those November sales, but dealers reported that BMW through Nov. 30 also had a dealer "support program" worth up to $5,000 per car on leftover 1990 7-series models.

Mercedes-Benz saw November sales rise 6.3 percent to 6,634.

Compared with the year-ago month, sales of the SL coupe/roadster more than doubled to 881, but the SL is a new model that could be expected to outsell one that was being discontinued. Also, a Mercedes spokesman said many of the SLs sold in November had been ordered far in advance and could not have been influenced by the luxury tax, which was passed in late October.

Sales of the Cadillac Allante fell 61 percent in November to 97 units. At $55,250, it is one of the few domestic models substantially over $30,000.



Deliveries drop

Combined sales of new cars and trucks totaled 984,122 units in November, a 3.87 percent dip from last November. **Story on Page 54.**

Ford seeks 1% price rollback from suppliers

By Al Fleming
INDUSTRY EDITOR

Ford Motor Co. is asking suppliers for a 1 percent price reduction starting Jan. 1 on components, material, machinery and equipment.

One reason is market incentives, which now cost an average $1,400 on each car sold, according to Clinton D. Lauer, vice president of purchasing and supply.

At a supplier conference in Dearborn, Mich., last week, Lauer said Ford's "variable marketing incentives" add up to 11 percent of company revenues compared to 6 percent at the start of the decade.

"Some U.S. suppliers don't seem as concerned about their cost base as I think they should be," Lauer said. "I'd suggest that they benchmark their productivity and cost against world-class competitors to see where they really stand."

Vendors said they would be less chagrined by Ford's action if the automaker passed along the supplier price reduction to consumers in the form of retail price cuts, which might boost vehicle sales.

Meanwhile, Ford has commissioned an independent research firm to conduct an in-depth survey of 1,200 to 1,500 of its suppliers to determine their feelings about dealing with Ford. Ford expects to see the results early in 1991.

Correction

A table in the Nov. 5 issue listing Canadian model year production by province contained incorrect totals for Ontario and Quebec car output. The correct totals are: Ontario, 870,752, and Quebec, 135,404.

Japanese, Big 3 will compete next for design talent

Second of two parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Al Palma, 26, went to work last year for Toyota Motor Co. as a vehicle designer.

A recent graduate of the Art Center College of Design in Pasadena, Calif., Palma mulled over the career question that more and more young automotive professionals will face in coming decades: whether to go to work for a Big 3 American automaker in Detroit, or whether to work for the Japanese.

"I talked to General Motors," says Palma who ended up doing a four-month GM internship before going to Toyota's California vehicle design studio. "I didn't think about whether I would end up with a domestic company or a Japanese company. To me it was all design."

Half of the graduates of the nation's two leading automotive design schools — the Art Center and the Center for Creative Studies in Detroit — now opt for jobs with the Japanese, according to program directors at the schools. A decade ago, the Big 3 had their pick of design and engineering graduates across the country.

> "I didn't think whether I would end up with a domestic company or a Japanese company. To me it was all design."
> **Al Palma**
> Toyota vehicle designer

Not only are the Japanese battering away at the Big 3's market positions — now, faced with the construction of large new Japanese technical centers in Michigan, Ohio and California, the Big 3 have to compete for the engineers, designers and computer science technicians who represent their future.

In the short run, the big American companies continue to attract and keep their share of good engineers and designers from the top

see TECHNICIANS, page 51

Vitulli and Runkle slated to address World Congress

DETROIT — Clark J. Vitulli, senior vice president and chief operating officer of Mazda Motor of America Inc., and Donald L. Runkle, General Motors vice president, advanced engineering staff, will address next month's Automotive News World Congress.

Vitulli

Runkle

The 15th Automotive News World Congress, staged in conjunction with the North American International Auto Show, will be held Sunday, Jan. 13 through Wednesday morning, Jan. 16 at the Westin Hotel in Detroit. Attendees will hear from more than 30 leaders of the auto industry.

Vitulli will join William Hoglund, GM executive vice president, Automotive Components Group and Power Products and Defense Operations Group, in speaking Monday evening, Jan. 14. Runkle will join Ernest Lofton, UAW vice president, in addressing the Tuesday morning session. Hoglund and Lofton have been profiled previously.

Prior to joining Mazda, Vitulli spent 21 years at Chrysler Corp. He joined Chrysler in 1969 as a district sales manager. After holding several zone and regional management positions, he was appointed general marketing manager of Chrysler Division in 1987, a position he held until leaving for Mazda in November 1989.

At Mazda, Vitulli is responsible for overseeing sales, service, parts, logistics, public relations, information systems, human resources, product planning and marketing.

Runkle has been vice president of GM's advanced engineering staff since June 1988. He is responsible for advanced product engineering, advanced manufacturing engineering and artificial intelligence.

Runkle joined GM in 1968 as an analytical engineer at Chevrolet. While with Chevrolet, he was director of passenger car planning

see SPEAKERS, page 11

INDEX

Auction dates	40
Classifieds	46-50
Coming events	30
Dealing with dealers	36
Incentive watch	56
Inventories	55
Keith Crain	12
Late news	8
Obituaries	45
Opinion	14
Personnel	34
Production	57
Sales, car	54
Sales, imported car	55
Sales, truck	54

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The Range Rover: it's a car, it's a truck, and it's a multi-purpose vehicle according to various government agencies' definitions of four-door sport-utilities.

Range Rover identity crisis may end in luxury tax loophole

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Range Rover of North America Inc. is hoping there's a loophole in the new luxury tax big enough to drive one of its sport-utilities through.

The company might avoid the new tax if the Internal Revenue Service classifies the Range Rover as a truck. Ironically, the company lobbied successfully two years ago to have four-door sport-utilities classified as passenger cars by the Treasury Department so it could escape a 25 percent tariff on imported trucks.

After Dec. 31, the government is imposing a 10 percent tax on the amount of a car transaction that exceeds $30,000. The luxury tax would add about $1,300 to the price of a Range Rover, which lists for $42,975.

Range Rover spokesman William E. Baker said the company assumes it will be included in the new tax. "But we just don't know."

That's because the Internal Revenue Service hasn't yet defined what is a car and what is a truck for the purpose of applying the luxury tax.

Also, the gross vehicle weight of the Range Rover almost exactly coincides with a 6,000-pound cutoff on trucks that could determine whether it is taxable.

According to a preliminary notice from the IRS, the new luxury tax applies to trucks and vans — but only if they have a "maximum loaded weight of 6,000 pounds or less." The maximum loaded weight, or gvw, is the weight of the vehicle plus passengers and a maximum cargo load.

Range Rover's gross vehicle weight is 5,997 pounds. If the IRS decides that a Range Rover is a truck, the company could fatten the vehicle by three pounds and avoid the tax.

On the other hand, it appears certain that the Range Rover will be taxed if it is classified as a passenger car. The IRS said the tax applies to passenger vehicles having an "unloaded weight of 6,000 pounds or less." The Range Rover's unloaded weight, or curb weight, is 4,401 pounds. Curb weight is the weight of the vehicle with a full tank of gas and other required fluids but no passengers or cargo.

In early 1989, the U.S. Customs Service threatened to reclassify some multipurpose vehicles, including Range Rover, as imported trucks subject to a 25 percent duty. At that time, Range Rover insisted its sport-utility was primarily designed to carry passengers, so it shouldn't be classified as a truck.

The Treasury Department ruled that four-door sport-utilities, such as Range Rover, would be classified as passenger cars, while two-doors would be subject to the 25 percent tariff.

Other government definitions aren't much help in predicting how the IRS will define the Range Rover.

The EPA defines the Range Rover as a light truck for the purpose of determining Range Rover's corporate average fuel economy.

And the Department of Transportation defines the Range Rover as a multi-purpose vehicle in determining that Range Rover is not obliged to meet passenger-car safety requirements.

Edward Madden, an IRS attorney working on the tax regulations, said it is possible for different federal agencies to define the same vehicle in different ways for different purposes.

He said last week the IRS was trying to finish the rules for filing and collecting the new luxury tax before Jan. 1. Further details will probably be published after Jan. 1, he said.

Worldly Land Rover hits hot sales roll

By Richard Feast
SPECIAL CORRESPONDENT

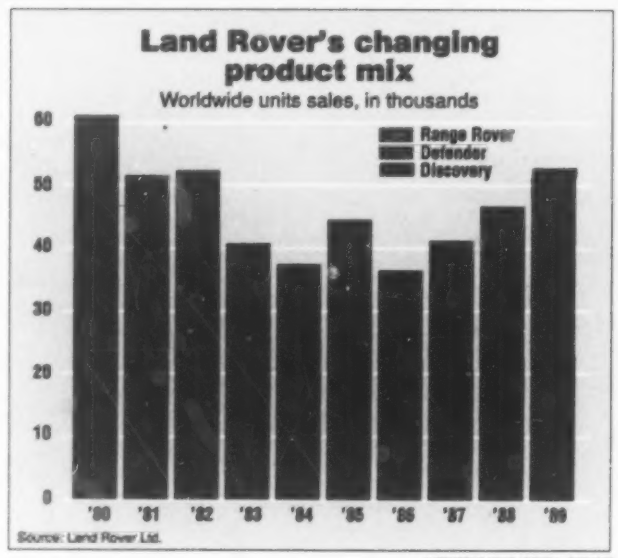
SOLIHULL, England — It's easy to overlook Land Rover Ltd. on the world automotive stage, especially in North America, where the company sells only a small slice of its annual production.

But Land Rover, a subsidiary of British Aerospace PLC's Rover Group unit, is on a roll that many of the world's bigger companies might envy.

The company will sell 68,000 of its rugged four-wheel-drive vehicles this year, up a stunning 30 percent over 1989 and a company record. Three out of every four produced will be exported to buyers willing to wait months for delivery.

And while Land Rover's volume has remained relatively flat over the past decade, its mix of sales has moved steadily upscale, from basic military versions of the Defender (formerly the Land Rover) to the high-margin, semi-luxurious Range Rover.

How far? In 1980, 85 percent of the company's sales were from the utilitarian Defender; last year, that figure had fallen to 44 percent.



AUTOMOTIVE NEWS / DAVID L. BURHANS

Christopher J.S. Woodwark, Land Rover's commercial director and a member of the Rover Group board, spells out the company's aim: "To be the world's best four-by-four by far."

Despite such claims, Woodwark rejects some analysts' criticisms that the company is so sure of its products that it does not pay any attention to the competition. "We're in no way

see ROVER, page 38

Car, truck sales off 3.87% in Nov.

Incentives buoy U.S-built cars; GM, Japanese makers fare best

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Plummeting sales in the final 10 days wiped out earlier gains and left November vehicle sales below the sluggish year-ago month, although one category — U.S.-built cars — did eke out a slight gain with the help of incentives.

Truck and imported car sales faltered and combined sales of cars and trucks totaled 984,122 units in November, a 3.87 percent drop from November 1989. Last year's figures were down 11.84 percent from 1988.

In addition to higher gasoline prices and fear of war breaking out in the Middle East, automotive forecaster Susan Jacobs cites other economic news which may be undermining sales.

"Real estate markets are eroding substantially," said Jacobs, president of Jacobs Automotive in Little Falls, N.J. A former forecaster for General Motors and BMW of North America Inc., she believes the economic uncertainty will also "make the luxury car market less recession proof" than usual.

Automakers delivered 660,986 cars in November, down 1.54 percent from the year-ago month. Sales of U.S.-built cars were up 2.01 percent as every domestic carmaker except Ford Motor Co. and Chrysler Corp. reported increases.

Ford's luxury Lincoln nameplate, which has been reporting sales increases for most of the year, sold 1,161 fewer cars last month. Sales of the Lincoln Mark VII were down 46.50 percent.

Imported car sales fell 9.88 percent. Truck sales of 323,136 were off 9.06 percent.

General Motors and Japanese carmakers fared the best last month.

GM sold 218,519 cars in November, 1,172 more units than last year, and its car market share rose to 33 percent from 32.4 percent. GM's Saturn Corp. sold 641 cars. Sales of the redesigned Buick Regal were up 107.57 percent to 8,444 units.

The Japanese, led by American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc., saw their market share rise nine-tenths of a percentage point to 30.3 percent for the month.

American Honda, including its Acura division, sold 76,036 cars in November, trailing Ford and Chevrolet which sold 89,582 and 85,136 cars respectively.

The last 10 days of the month were especially bleak for U.S. carmakers. Only Honda and Mazda reported sales increases the final 10 days as total car sales of 152,332 fell 15.31 percent from the comparable period a year ago.

Year-to-date, combined car and truck sales total 12,918,198, down 4.64 percent from last year.

GM, Ford and Chrysler are trailing last year's figures; all of the transplant automakers are up in sales.

GM, Honda and Toyota are up in market share for the year, while Ford, Chrysler and Nissan are down.

With sales of 1,275,129, Chevrolet was the best selling car nameplate through the end of November, leading Ford by 39,061 units.

Ford led Chevrolet by 232,574 units in combined car and truck sales. Through Nov. 30, Ford had sold 2,716,133 vehicles.

Olds starts shipping new station wagons

The new Oldsmobile Custom Cruiser Wagon should be arriving in dealer showrooms now after company officials gave the go-ahead for shipments last week.

The 18-foot-long wagon had been held up because of "minor quality glitches" and temporary plant shutdowns.

Officials allowed the wagons to be shipped after they were convinced that quality problems were corrected, a spokeswoman said.

However, officials did not release the Cutlass Supreme Convertible as expected.

LIGHT-DUTY TRUCK SALES, NOVEMBER & YTD

	Nov. 1990	Nov. 1989	11 Mos. 1990	11 Mos. 1989
Vans	7,750	10,590	134,837	156,201
Aerostar	12,783	10,369	167,487	174,361
Club Wagon	1,428	1,975	19,208	23,688
Ranger	20,490	25,530	262,887	262,765
Bronco	2,452	5,283	44,475	57,677
Bronco II Explorer	19,053	8,721	162,151	101,101
Pickups	32,717	39,687	491,204	526,952
Ford	**96,673**	**102,155**	**1,282,249**	**1,302,745**
Vans	6,434	6,950	94,260	109,913
Sportsvan	459	849	7,855	9,459
Geo Tracker	2,799	1,441	32,021	9,952
Astro	8,222	9,071	113,142	135,995
Lumina APV	3,628	3,119	59,921	4,927
S-10	15,397	16,336	197,715	215,488
S-10 Blazer	10,879	14,218	136,769	166,793
Blazer	842	1,916	15,066	20,904
Suburban	3,410	4,842	51,274	60,338
Pickups	33,058	34,622	451,713	487,632
Chevrolet	**85,128**	**93,364**	**1,159,736**	**1,221,401**
Pontiac Trans Sport	**1,796**	**1,104**	**27,992**	**1,963**
Olds Silhouette	**1,636**	**886**	**23,948**	**1,196**
Vans	2,879	4,193	50,982	63,911
Ram Wagon	913	1,545	19,774	22,417
Voyager	13,146	13,142	157,962	167,265
Caravan	16,057	16,420	178,814	186,102
Caravan C/V	461	706	10,058	12,555
Town & Country	186	288	2,593	1,567
Ram 50	739	2,000	11,084	27,491
Raider	0	769	1,092	8,985
Ramcharger	501	1,246	9,886	17,906
Dakota	5,091	7,234	69,930	83,225
Pickups	5,235	8,759	82,609	82,644
Chrysler	**45,208**	**56,302**	**594,811**	**674,068**
Vans	2,202	2,559	33,641	38,165
Safari	2,445	2,061	31,823	29,790
S-15 Sonoma	3,514	3,762	42,659	48,172
S-15 Jimmy	2,509	3,586	33,961	40,688
Jimmy	268	599	4,388	6,120
Suburban	1,523	2,025	22,097	21,511
Pickups	10,004	9,675	129,497	138,907
P Model	131	228	2,415	3,470
W-4	93	107	1,183	1,258
GMC	**22,689**	**24,602**	**301,664**	**328,081**
Wrangler	3,127	3,526	47,199	47,935
Wagoneer	403	547	3,429	6,086
Cherokee	9,985	11,927	116,068	145,054
Grand Wagoneer	348	854	5,830	9,939
Comanche	607	1,766	11,677	23,843
Jeep	**14,470**	**18,620**	**184,203**	**232,857**
Daihatsu	**194**	**0**	**4,161**	**0**
Pickup*	4,529	4,018	43,189	42,426
Amigo	544	628	9,317	5,780
Trooper	2,335	5,002	39,429	44,798
Rodeo	1,294	0	4,464	0
Isuzu	**8,702**	**8,169**	**96,399**	**81,649**
Pickup	4,521	5,248	73,400	73,837
MPV	3,890	3,285	39,376	33,901
Navajo	829	0	2,351	0
Mazda	**9,240**	**8,533**	**115,127**	**107,738**
Pickup	1,688	1,463	23,169	21,856
Montero	2,206	1,907	13,358	11,699
Van	29	28	721	878
Mitsubishi	**3,923**	**3,398**	**37,248**	**34,433**
Pickup*	7,268	12,817	125,400	123,104
Pathfinder	3,047	1,274	29,641	15,242
Axxess	501	1,361	7,461	8,547
Van	2	34		3,379
Hawaii	0	147	1,[illegible]	1,534
Nissan	**10,818**	**12,302**	**164,3[illegible]**	**155,282**
Range Rover	**388**	**169**	**4,057**	**2,983**
Samuari	374	522	5,307	18,509
Sidekick*	739	601	7,754	4,612
Suzuki	**1,113**	**1,123**	**13,061**	**23,121**
Pickups	12,803	14,389	168,110	192,123
Previa	3,634	370	38,312	4,332
4 Runner	3,647	6,113	44,686	39,717
Land Cruiser	654	368	5,415	4,747
Van	0	113	232	5,290
Toyota	**20,738**	**21,353**	**256,755**	**246,209**
Volkswagen	**420**	**336**	**6,276**	**4,784**
Industry Total	**323,136**	**352,416**	**4,271,986**	**4,418,518**

*Includes domestic vehicles †Includes imported Tracker

Sales charts compiled by Karen Detkowski

DOMESTIC CAR SALES, NOVEMBER & YTD

	Nov. 21, to Nov. 30, 1990	Same Period* 1989	Nov. 1990	Same Month, 1989	Jan. 1 to Nov. 30, 1990	Same Period, 1989
Summit	169	0	436	0	825	0
Talon	884	597	2,422	1,574	27,688	6,413
Premier	325	397	1,048	1,243	18,157	39,309
Total Eagle	**1,378**	**994**	**3,906**	**2,817**	**44,142**	**43,899**
Horizon	39	612	111	1,959	11,843	38,006
Laser	854	758	2,263	2,136	38,434	18,563
Sundance	2,467	2,179	6,080	6,246	60,054	80,201
Reliant	0	389	0	1,155	2,371	31,845
Acclaim	3,140	3,032	10,198	9,383	101,092	85,364
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**6,500**	**6,970**	**18,652**	**20,879**	**213,794**	**256,156**
LeBaron A	492	0	1,474	0	28,634	787
LeBaron J	878	1,381	3,131	4,126	54,626	78,794
LeBaron GTS	0	61	0	166	1,544	4,428
Fifth Avenue (rwd)	0	65	0	205	740	11,220
Fifth Avenue (fwd)	1,089	1,207	3,541	3,217	35,035	8,673
Imperial	333	244	1,299	777	11,789	777
New Yorker C	497	986	1,513	2,646	37,917	71,176
New Yorker E	0	0	0	0	0	237
Total Chrysler	**3,289**	**3,944**	**10,[illegible]**	**11,138**	**170,285**	**176,092**
Omni	32	627	119	1,857	11,697	38,697
Shadow	2,613	2,402	6,595	7,223	67,634	77,146
Monaco	484	0	990	0	11,801	0
Daytona	622	1,102	1,947	2,786	32,853	61,225
Aries	0	319	0	977	1,915	30,751
Lancer	0	47	0	142	1,081	3,029
Spirit	2,290	2,854	7,646	7,645	83,249	70,009
Diplomat	0	0	0	0	0	2,551
Dynasty	3,224	3,393	10,854	8,141	97,485	101,456
Dodge 600	0	0	0	0	0	808
Total Dodge	**9,265**	**10,744**	**28,151**	**28,771**	**307,715**	**385,672**
CHRYSLER MOTORS	**20,432**	**22,652**	**61,667**	**63,605**	**735,936**	**861,818**
Escort	5,294	6,888	21,977	18,536	269,695	315,393
Mustang	2,035	2,910	11,055	9,043	117,826	154,288
Tempo	2,529	4,946	10,454	14,658	201,156	212,654
Taurus	5,786	8,783	21,967	23,731	289,949	323,611
Thunderbird	1,745	2,513	8,627	7,315	99,947	115,121
Probe	927	3,302	3,338	8,832	99,755	126,157
Crown Victoria	2,741	2,055	9,220	5,795	107,612	100,939
Total Ford Div.	**21,059**	**31,397**	**86,638**	**87,910**	**1,185,940**	**1,348,163**
Topaz	825	1,842	3,084	4,927	66,385	80,031
Sable	1,710	2,298	6,613	6,802	90,633	104,043
Cougar	1,291	2,042	4,426	5,607	71,089	94,978
Grand Marquis	1,604	2,441	6,528	6,739	82,388	104,616
Total Mercury	**5,430**	**8,623**	**20,651**	**24,075**	**324,291**	**383,668**
Continental	1,982	1,451	5,929	5,097	57,341	52,052
Town Car	2,200	4,123	10,291	11,626	134,048	109,768
Mark VII	233	462	757	1,415	19,321	23,516
Total Lincoln	**4,415**	**6,036**	**16,977**	**18,138**	**210,710**	**185,336**
Total L-M Div.	**9,845**	**14,929**	**37,628**	**42,213**	**535,001**	**569,004**
FORD MOTOR CO.	**30,904**	**46,056**	**124,266**	**130,123**	**1,720,941**	**1,917,167**
Skyhawk	0	119	0	357	827	16,228
Somerset/Skylark	1,834	2,040	5,162	4,619	85,830	58,996
Century	3,326	4,571	8,512	9,859	104,798	123,632
Regal	3,157	1,496	8,444	4,068	82,835	71,818
LeSabre	3,724	4,633	10,073	11,309	143,367	137,160
Reatta	126	178	448	642	6,188	7,624
Electra/Park Ave.	2,313	2,164	7,346	5,268	56,974	72,969
Riviera	398	691	1,226	1,519	18,895	17,820
Total Buick	**14,878**	**15,892**	**41,211**	**37,641**	**499,714**	**506,247**
Cimarron	0	0	0	0	0	240
Allante	97	90	259	248	3,107	3,130
Seville	538	836	1,491	2,114	30,438	20,707
DeVille	4,486	5,541	13,657	13,230	151,649	159,886
Brougham	885	1,934	2,630	4,685	30,915	35,890
Eldorado	546	808	1,692	2,022	21,023	28,324
Total Cadillac	**6,552**	**9,209**	**19,729**	**22,299**	**237,132**	**248,177**
Geo Metro	2,583	0	8,652	0	43,546	0
Geo Prizm/Nova	2,042	2,973	6,790	7,838	100,128	78,421
Cavalier	6,535	6,576	23,349	18,770	273,571	273,489
Camaro	944	1,386	3,809	4,313	74,828	92,098
Celebrity	83	827	298	2,465	28,119	139,695
Corsica/Beretta	3,265	5,321	14,192	15,110	264,153	311,202
Lumina/Monte Carlo	3,862	5,022	13,912	15,447	204,245	95,307
Caprice	1,711	2,488	6,607	7,393	145,608	141,882
Corvette	435	658	1,572	1,785	20,797	22,297
Total Chevrolet	**21,460**	**25,251**	**79,181**	**73,121**	**1,154,995**	**1,154,391**
Firenza	0	0	0	0	0	12
Calais	1,904	2,261	6,702	6,524	93,641	89,515
Cutlass Ciera	2,077	3,227	7,554	8,500	126,110	183,421
Cutlass Supreme	2,175	2,548	8,177	6,752	102,844	91,582
88	1,608	3,392	5,801	8,203	93,232	130,460
98	882	1,623	2,975	4,173	44,215	62,248
Toronado	286	624	871	1,280	13,392	9,005
Total Oldsmobile	**8,932**	**13,675**	**32,080**	**35,432**	**473,434**	**566,243**
Fiero	0	0	0	0	0	1,961
Sunbird	3,580	2,052	9,660	6,358	113,051	94,047
Firebird	678	840	1,836	2,388	37,130	52,978
Grand Am	4,893	4,861	13,276	12,829	191,184	188,926
Pontiac 6000	541	1,192	2,323	3,596	45,269	63,613
Grand Prix	1,513	3,240	6,392	7,971	109,254	106,582
Bonneville H	1,324	2,156	4,896	5,561	63,681	82,573
Safari/Parisienne	0	17	0	76	0	3,823
Total Pontiac	**12,329**	**14,358**	**38,383**	**38,779**	**559,569**	**594,503**
Total Saturn	**641**	**0**	**641**	**0**	**641**	**0**
GENERAL MOTORS	**64,792**	**78,385**	**211,225**	**207,272**	**2,925,485**	**3,069,561**
Civic	7,881	6,609	15,067	15,623	179,137	161,775
Accord	11,648	9,017	25,338	18,148	263,013	196,081
HONDA	**19,529**	**15,626**	**40,405**	**33,771**	**442,150**	**357,856**
MX-6	641	0	1,576	0	26,913	0
626	1,223	0	2,754	0	41,014	0
MAZDA	**1,864**	**1,608**	**4,330**	**3,116**	**71,038**	**37,871**
MITSUBISHI	**1,323**	**1,333**	**3,754**	**3,305**	**46,073**	**28,635**
NISSAN	**3,817**	**4,626**	**9,328**	**8,757**	**100,903**	**98,913**
Corolla	3,391	2,917	10,163	7,526	125,118	73,114
Camry	847	6,660	13,128	13,532	195,454	115,956
TOYOTA	**8,238**	**9,577**	**23,291**	**21,058**	**320,572**	**189,070**
SUBARU	**1,433**	**0**	**2,211**	**0**	**12,356**	**0**
DOMESTIC TOTAL	**152,332**	**179,863**	**480,477**	**471,007**	**6,375,454**	**6,560,891**
IMPORT TOTAL			**180,509**	**200,304**	**2,270,758**	**2,567,948**
INDUSTRY TOTAL			**660,986**	**671,311**	**8,646,212**	**9,128,839**

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Nov 1990	Nov 1989	Percent Share
Alfa Romeo	258	102	0.0
Aston Martin*	5	5	0.0
Am. Honda	76,036	65,672	11.5
BMW	5,424	5,140	0.8
Buick	41,211	37,641	6.2
Cadillac	19,729	22,299	3.0
Chevrolet	85,136	82,077	12.9
Chrysler	11,124	11,887	1.7
Daihatsu	503	1,522	0.1
Dodge	31,080	31,381	4.7
Eagle	4,397	3,881	0.7
Ferrari*	80	80	0.0
Ford	89,582	92,030	13.6
Hyundai	10,487	12,008	1.6
Isuzu	805	522	0.1
Jaguar	1,344	1,699	0.2
Lamborghini*	13	13	0.0
Lincoln	16,977	18,138	2.6
Lotus*	27	27	0.0
Maserati*	20	20	0.0
Mazda	15,599	16,807	2.4
Mercedes	6,694	6,297	1.0
Mercury	26,086	27,902	3.9
Mitsubishi	9,035	9,644	1.4
Nissan Motor	33,391	39,086	5.1
Oldsmobile	32,080	35,432	4.9
Peugeot	295	433	0.0
Plymouth	20,259	23,405	3.1
Pontiac	39,722	39,896	6.0
Porsche	634	797	0.1
Rolls/Bentley*	100	100	0.0
Saab	1,615	1,505	0.2
Saturn	641	0	0.1
Sterling	265	492	0.0
Subaru	7,907	8,544	1.2
Suzuki	431	397	0.1
Toyota Motor	56,388	55,253	8.5
Volvo	5,132	8,218	0.8
VWoA	9,970	10,202	1.5
Yugo	504	755	0.1
TOTAL	**660,986**	**671,311**	**100.0**
GM	**218,519**	**217,347**	**33.0**
FORD	**132,645**	**138,078**	**20.1**
CHRYSLER	**66,860**	**70,554**	**10.1**
JAPANESE	**200,095**	**197,447**	**30.3**
EUROPEAN	**32,380**	**35,885**	**4.9**
KOREAN	**10,487**	**12,008**	**1.6**

*Estimate. Big 3 totals include their captive imports.

ULTRADRIVE

FROM PAGE 1

ing from complete failure to minor electronics problems, have continued to plague the transaxle — although the rate of failure reported by the service and fleet managers steadily have declined during the past two years.

Warranty costs already have hit $250 million, according to sources close to the problem. Additional costs resulting from lost business and customer dissatisfaction are likely.

Last week, Clarence Ditlow, executive director of the Center for Auto Safety, asked Chrysler Chairman Lee Iacocca to recall 500,000 cars and minivans equipped with the A604 transaxle.

"Ultradrive's dismal showing in its first two years on the road earns it the dubious distinction of the world's most defective transmission," wrote Ditlow in a letter to Iacocca.

Chrysler said Ditlow's statements regarding the quality, reliability and safety of the Ultradrive transaxle are "grossly exaggerated" and "totally irresponsible."

But service managers at top-selling Chrysler and Dodge stores and fleet managers for corporations polled by *Automotive News* have estimated very early failure rates as high as 25 percent.

"Most of our problems were a hard fail (100 percent failure)," said a technician who works on the vehicle fleet for a major corporation. "And originally, Chrysler was holding us up on the repair costs. To me, it seemed that of the first batch of these transmissions, most of them had some kind of problem."

A service manager at a Florida dealership put the range of Ultradrive repair costs between $300 for "swapping an electronic module" to $1,000 for "an eight-hour overhaul."

Chrysler has refused to reveal the actual number of failures where transmissions were repaired but not replaced, but admits to replacing transaxles in 19,000 vehicles.

The affected vehicles are those that paired the company's V-6 engines with the four-speed automatic transaxles. These include the Plymouth Grand Voyager, Dodge Grand Caravan, Plymouth Voyager LE, Dodge Caravan LE, Chrysler New Yorker and Dodge Dynasty.

Although Chrysler's Plymouth Acclaim and Dodge Spirit also feature the Ultradrive, they received later upgraded versions of the transaxle — which are said to be less trouble-prone.

"The news is not that we've had trouble with this transmission," said Tony Cervone, a Chrysler spokesman. "It's that Clarence Ditlow says we're having problems. We've owned up to the problems on that transmission. I mean this thing has been under a microscope."

The real rub seems to be in determining the magnitude of the problem. Chris Theodore, executive engineer for powertrain engineering, said last week that Chrysler had completely replaced 19,000 of the roughly one million transmissions installed as of September this year. And, according to Theodore, the replacement rate was roughly 3.8 percent in 1989 models and 0.8 percent in 1990 models.

Chrysler insists it's already in the process of smoothing the ruffled feathers of inconvenienced Ultradrive customers with free repairs — a $100 deductible has been unofficially waived — and loaner vehicles. And that seems to be born out by conversations with service people.

"No, they're not giving customers a hard time about repairs," said a service manager from a Maryland dealership. "We're giving them loaner cars and taking care of them. All the guy had to do was squawk a bit."

Chrysler's Theodore said after February, the transmissions came with a modified "dual-vented seal ring." And that fix was largely responsible for the sharp fall-off in problems. Earlier transmissions could be made reliable with a "kit" of parts that included a front-pump seal, a new reaction shaft and "miscellaneous" seals.

IMPORTED CAR SALES, NOVEMBER & YTD

	Nov 1990	Nov 1989	11 Mos. 1990	11 Mos. 1989
Acura	8,307	10,632	128,421	132,204
Alfa Romeo	258	102	3,175	2,749
Aston Martin*	5	5	55	55
Audi	1,279	1,409	19,757	19,393
BMW	5,424	5,140	56,784	60,418
Chevrolet/Geo	5,955	8,956	120,134	107,767
Chrysler	166	749	4,037	7,248
Daihatsu	503	1,522	10,066	13,903
Dodge	2,929	2,610	24,062	34,991
Eagle	491	1,064	12,462	22,191
Ferrari*	80	80	880	880
Ford	2,944	4,120	50,128	65,225
Honda	27,324	21,269	234,831	231,234
Hyundai	10,437	12,008	124,415	172,713
Infiniti	2,778	0	20,877	0
Isuzu	805	522	5,175	15,689
Jaguar	1,344	1,699	16,524	17,088
Lamborghini*	13	13	143	143
Lexus	5,847	3,787	56,791	11,757
Lotus*	27	27	297	297
Maserati*	20	20	220	237
Mazda	11,269	13,691	143,591	171,178
Mercedes-Benz	6,694	6,297	69,217	68,601
Mercury	5,435	3,827	40,605	64,705
Mitsubishi	5,281	6,339	93,266	69,058
Nissan	21,285	30,329	294,381	375,207
Peugeot	295	433	3,943	5,621
Plymouth	1,607	2,526	20,095	32,880
Pontiac	1,339	1,119	37,291	43,724
Porsche	634	797	8,339	8,817
Rolls/Bentley*	100	100	1,100	1,100
Saab	1,615	1,505	24,250	30,132
Sterling	265	492	3,708	5,546
Subaru	5,696	8,544	88,193	128,465
Suzuki	431	397	6,246	5,703
Toyota	27,250	30,408	335,269	414,002
Volkswagen	8,691	8,793	121,987	120,357
Volvo	5,132	8,218	83,934	96,722
Yugo	504	755	6,109	9,948
TOTAL	**180,509**	**200,304**	**2,270,758**	**2,567,948**

*Estimate

DOMESTIC Market Shares

	November Sales	Pct. of Total
Subcompact	78,660	16.37
Compact	140,181	29.18
Intermediate	174,493	36.32
Standard	84,864	17.66
Specialty	2,279	0.47
TOTAL	480,477	100.00

U.S. CAR AND LIGHT-TRUCK SALES, 11 MONTHS — 1990 vs. 1989 (ranked by car and light-truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)
Ford	1,236,068	1,413,388	14.3	15.5	1,282,249	1,302,745	30.0	29.5	2,518,317	2,716,133	19.5	20.0	-0.6	-7.3
Chevrolet	1,275,129	1,262,158	14.7	13.8	1,159,736	1,221,401	27.1	27.6	2,434,865	2,483,559	18.8	18.3	0.5	-2.0
Toyota	655,841	603,072	7.6	6.6	256,755	246,209	6.0	5.6	912,596	849,281	7.1	6.3	0.8	7.5
Dodge	331,777	420,663	3.8	4.6	434,256	505,236	10.2	11.4	766,033	925,899	5.9	6.8	-0.9	-17.3
Honda	676,981	589,090	7.8	6.5	—	—	—	—	676,981	589,090	5.2	4.3	0.9	14.9
Pontiac	596,860	638,227	6.9	7.0	27,992	1,963	0.7	0.0	624,852	640,190	4.8	4.7	0.1	-2.4
Nissan	395,284	474,120	4.6	5.2	164,307	155,282	3.8	3.5	559,591	629,402	4.3	4.6	-0.3	-11.1
Buick	499,714	506,247	5.8	5.5	—	—	—	—	499,714	506,247	3.9	3.7	0.1	-1.3
Oldsmobile	473,434	566,243	5.5	6.2	23,940	1,196	0.6	0.0	497,374	567,439	3.9	4.2	-0.3	-12.3
Plymouth	233,889	289,035	2.7	3.2	157,962	167,265	3.7	3.8	391,851	456,300	3.0	3.4	-0.3	-14.1
Mercury	364,896	448,373	4.2	4.9	—	—	—	—	364,896	448,373	2.8	3.3	-0.5	-18.6
Mazda	214,629	209,049	2.5	2.3	115,127	107,738	2.7	2.4	329,756	316,787	2.6	2.3	0.2	4.1
GMC	—	—	0.0	0.0	301,664	328,081	7.1	7.4	301,664	328,081	2.3	2.4	-0.1	-8.1
Cadillac	237,132	248,177	2.7	2.7	—	—	—	—	327,132	248,177	1.8	1.8	0.0	-4.5
Lincoln	210,710	185,336	2.4	2.0	—	—	—	—	210,710	185,336	1.6	1.4	0.3	13.7
Jeep	—	—	0.0	0.0	184,203	232,857	4.3	5.3	184,203	232,857	1.4	1.7	-0.3	-20.9
Chrysler	174,322	183,340	2.0	2.0	2,593	1,567	0.1	0.0	176,915	184,907	1.4	1.4	0.0	-4.3
Mitsubishi	139,339	97,693	1.6	1.1	37,248	34,433	0.9	0.8	176,587	132,126	1.4	1.0	0.4	33.7
Acura	128,421	132,204	1.5	1.4	—	—	—	—	128,421	132,204	1.0	1.0	0.0	-2.9
Volkswagon	121,987	120,357	1.4	1.3	6,276	4,784	0.1	0.1	128,263	125,141	1.0	0.9	0.1	2.5
Hyundai	124,415	172,713	1.4	1.9	—	—	—	—	124,415	172,713	1.0	1.3	-0.3	-28.0
Isuzu	5,175	15,689	0.1	0.2	96,399	81,649	2.3	1.8	101,574	97,338	0.8	0.7	0.1	4.4
Subaru	100,549	128,465	1.2	1.4	—	—	—	—	100,543	128,465	0.8	0.9	-0.2	-21.7
Volvo	83,934	96,722	1.0	1.1	—	—	—	—	83,934	96,722	0.6	0.7	-0.1	-13.2
Mercedes-Benz	69,217	68,601	0.8	0.8	—	—	—	—	69,217	68,601	0.5	0.5	0.0	0.9
Lexus	56,791	11,757	0.7	0.1	—	—	—	—	56,791	11,757	0.4	0.1	0.4	0.0
BMW	56,784	60,418	0.7	0.7	—	—	—	—	56,784	60,418	0.4	0.4	0.0	-6.0
Eagle	56,604	66,090	0.7	0.7	—	—	—	—	56,604	66,090	0.4	0.5	0.0	-14.4
Saab	24,250	30,132	0.3	0.3	—	—	—	—	24,250	30,132	0.2	0.2	0.0	-19.5
Infiniti	20,877	0	0.2	0.0	—	—	—	—	20,877	0	0.2	0.0	0.2	0.0
Audi	19,757	19,393	0.2	0.2	—	—	—	—	19,757	19,393	0.2	0.1	0.0	1.9
Suzuki	6,246	5,703	0.1	0.1	13,061	23,121	0.3	0.5	19,307	28,824	0.1	0.2	-0.1	-33.0
Jaguar	16,524	17,088	0.2	0.2	—	—	—	—	16,524	17,088	0.1	0.1	0.0	-3.3
Daihatsu	10,066	13,903	0.1	0.2	4,161	0	0.1	0.0	14,227	13,903	0.1	0.1	0.0	2.3
Porsche	8,339	8,817	0.1	0.1	—	—	—	—	8,339	8,817	0.1	0.1	0.0	-5.4
Yugo	6,109	9,948	0.1	0.1	—	—	—	—	6,109	9,948	0.0	0.1	0.0	-38.6
Range Rover	—	—	0.0	0.0	4,057	2,983	0.1	0.1	4,057	2,983	0.0	0.0	0.0	36.0
Peugeot	3,943	5,621	0.0	0.1	—	—	—	—	3,943	5,621	0.0	0.0	0.0	-29.9
Sterling	3,708	5,546	0.0	0.1	—	—	—	—	3,708	5,546	0.0	0.0	0.0	-33.1
Alfa Romeo	3,175	2,749	0.0	0.0	—	—	—	—	3,175	2,749	0.0	0.0	0.0	15.5
Rolls/Bentley*	1,100	1,100	0.0	0.0	—	—	—	—	1,100	1,100	0.0	0.0	0.0	0.0
Ferrari*	880	880	0.0	0.0	—	—	—	—	880	880	0.0	0.0	0.0	0.0
Saturn	641	0	0.0	0.0	—	—	—	—	641	0	0.0	0.0	0.0	—
Lotus*	297	297	0.0	0.0	—	—	—	—	297	297	0.0	0.0	0.0	0.0
Maserati	220	237	0.0	0.0	—	—	—	—	220	237	0.0	0.0	0.0	-7.2
Lamborghini*	143	143	0.0	0.0	—	—	—	—	143	143	0.0	0.0	0.0	0.0
Aston Martin*	55	55	0.0	0.0	—	—	—	—	55	55	0.0	0.0	0.0	0.0
TOTAL	**8,646,212**	**9,128,839**	**100.0**	**100.0**	**4,271,986**	**4,418,510**	**100.0**	**100.0**	**12,918,198**	**13,547,349**	**100.0**	**100.0**	—	**-4.6**
TOTAL BIG 3	**5,691,176**	**6,227,277**	**65.8**	**68.2**	**3,574,595**	**3,762,311**	**83.7**	**85.1**	**9,265,771**	**9,989,588**	**71.7**	**73.7**	**-2.0**	**-7.2**
TOTAL EUROPE	**420,422**	**448,104**	**4.9**	**4.9**	**10,333**	**7,767**	**0.2**	**0.2**	**407,146**	**425,739**	**3.2**	**3.1**	**0.0**	**-4.4**
TOTAL JAPAN	**2,410,199**	**2,280,745**	**27.9**	**25.0**	**687,058**	**648,432**	**16.1**	**14.7**	**3,097,257**	**2,929,177**	**24.0**	**21.6**	**2.4**	**5.7**
GM	3,082,910	3,221,052	35.7	35.3	1,513,332	1,552,641	35.4	35.1	4,596,242	4,773,693	35.6	35.2	0.3	-3.7
Ford	1,811,674	2,047,097	21.0	22.4	1,282,249	1,302,745	30.0	29.5	3,093,923	3,349,842	24.0	24.7	-0.8	-7.6
Chrysler	796,592	959,128	9.2	10.5	779,014	906,925	18.2	20.5	1,575,606	1,866,053	12.2	13.8	-1.6	-15.6
Honda/Acura	805,402	721,294	9.3	7.9	0	0	0.0	0.0	805,402	721,294	6.2	5.3	0.9	11.7
Nissan/Infiniti	416,161	474,120	4.8	5.2	164,307	155,282	3.8	3.5	580,468	629,402	4.5	4.6	-0.2	-7.8
Toyota/Lexus	712,632	614,829	8.2	6.7	256,755	246,209	6.0	5.6	969,387	861,038	7.5	6.4	1.1	12.6
VW/Audi	141,744	139,750	1.6	1.5	6,276	4,784	0.1	0.1	148,020	144,534	1.1	1.1	0.1	2.4

*Estimate

GM group executive to retire Jan. 1

DETROIT — W. Blair Thompson, vice president and group executive in charge of General Motors' Automotive Components Group, is retiring Jan. 1, GM Chairman Robert C. Stempel announced.

Thompson, 62, guided the far-flung components group through a major reorganization and helped individual divisions focus their efforts, Stempel said.

Thompson, who was named to head the former Mechanical Components Group in 1984 and then the newly created Automotive Components Group in 1987, will not be replaced. His operations will report directly to GM Executive Vice President William E. Hoglund, GM said.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Town & Country	$1,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$750-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Voyager	$1,000	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$500-3,000	12/16
Plymouth	$400-500	12/16
Minivans	$500 for owners of 1984-89 minivans	12/31
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/31
Other Buick*	$250-1,000	12/31
Cadillac	$1,200	1/7
Chevrolet Geo	$300-1,000	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$1,500-2,500	1/7
Pontiac Bonneville, Grand Prix, Grand Am	$750-1,250	1/7
Other Pontiac	$500-1,000	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac Brougham	$1,500	1/7
Chevrolet Geo	$300-500	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$500-1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$500-1,500	1/7
Pontiac Firebird**	$500-1,000	1/7
Other Pontiac	$500-750	1/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates. **Firebird rebate is $1,000 in California only.		
Hyundai		
Excel (1990-91)	$500-1,500	1/3
Sonata (1990-91)	$1,500-2,000	1/3
Scoupe (1991)	$500	1/3
Jaguar (1990-91)	$5,000 for owners of 88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$886-1,246 discount on option packages	1/3
Subaru		
Justy (1990-91)	$500	1/3
Loyale (1991)	$300-1,050	1/3
Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

Importers tweak rebates

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Two auto importers announced new or adjusted incentive programs last week.

American Suzuki Motor Corp.'s dealer program pays cashbacks ranging from $400 to $1,500, depending on model, on 1990-91 Swift and Sidekick models. The program gives the dealer the option of keeping the cash or passing it along to the customer.

The per-unit payments, which expire Feb. 4, are: 1990 Swift GT, $700; Swift GA/GL three- and four-door models with manual transmission, GLX five door, and GA/GL/GS with automatic transmission, $400; 1991 Swift GT, $500; Swift GA/GS three- and four-door models (all transmissions), $400; 1990 Sidekick JS/JX/JLX soft top, $1,000; and 1991 Sidekick JS/JL/JX two-door, $500.

Dealer incentives for vehicles produced at Suzuki's Canadian Automotive Manufacturing Inc. plant are: 1990 Sidekick JX/JLX soft top, $1,000; Sidekick JX hardtop, $1,500; and 1991 Sidekick JS/JL/JX soft top, $500.

Hyundai Motor of America's incentive program on 1990 and 1991 cars was adjusted to include higher payments on some models. The program, which ends Jan. 3, offers payments ranging from $500 to $2,000. The 1990 Excel L carries a rebate of $1,000; the GL/GS/GLS, $1,500; 1991 L model, $500; and GL/GS/GLS, $750.

Also, all 1990 Sonata models offer $2,000 rebates and all 1991 models carry $1,500 payments. The rebate on all 1991 Scoupes is $500.

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1990-91)		
Mirage	$500-1,000	12/31
Other cars	$350-2,000, quota	12/31
Trucks	$350-2,000*	12/31
*Some truck rebates are based on quotas. Mitsubishi rebates vary by region.		
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla, Camry	$200-1,100 quota	1/3
Trucks	$200-1,200 quota	1/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None
Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

EUROPEANS

FROM PAGE 4

and industry executives agree that increased parts purchases in the United States is a far more likely proposition. Despite the importance of the U.S. market to their financial health, most European producers spend only a pittance there on components.

Despite selling nearly a third of its passenger-car output on the U.S. market, for example, the United States last year accounted for only about 1 percent of Volvo's total automotive-parts purchases — 137 million kronor (about $24 million). In contrast, the company spent a third of its 14 billion kronor (about $2.5 billion) parts budget in Germany and 8 percent in Japan.

Currently, less than 2 percent of Saab Automobile's component purchases are in dollars, compared with 46 percent in Swedish kronor and 33 percent in marks. But a new contract with U.S. seat supplier Lear Seating will raise that level to 11 percent within about two years, Saab says. Other deals under study could bring the dollar sourcing to 17 percent in the same time frame.

Porsche's Bohn, who also hinted recently that the company is eyeing U.S. assembly, also wants to buy more components in dollars.

But, "I don't think the world is ready for a Porsche from anywhere else but Germany," said Brian Bowler, president of Porsche Cars North America. "However, we would very much like to bring in more dollar content."

Bowler added that U.S. models might conceivably be fitted with add-on components, such as electronics, once shipped from Germany. But he said the trade-off for such "Americanization" would be added inventory costs.

A Mercedes-Benz spokesman said the automaker also is considering spending more on U.S.-made parts. Local assembly of the some 75,000 cars the company sells in the United States each year remains a "long-view" study, he said.

Mercedes-Benz purchased 11 percent of its components outside Germany in 1989, up from less than 9 percent in 1985, the company says. Still, U.S. purchases, not including the company's Freightliner subsidiary, have risen to only 215 million marks (about $144 million) last year from 110 million marks (about $74 million at today's exchange rates) in 1982.

DOMESTIC CARS, DAYS' SUPPLIES

	Dec. 1, 1990	Nov. 1, 1990	Dec. 1, 1989
Summit	165	458	—
Talon	107	103	81
Premier	71	53	210
Total Eagle	**104**	**104**	**138**
Horizon	135	111	104
Laser	157	117	148
Sundance	93	85	58
Reliant	—	—	70
Acclaim	68	52	75
Total Plymouth	**87**	**71**	**80**
LeBaron A	170	114	—
LeBaron J	111	71	154
LeBaron GTS	—	—	250
Fifth Avenue (rwd)	—	—	104
Fifth Avenue (fwd)	89	65	107
Imperial	86	65	92
New Yorker C	116	82	125
Total Chrysler	**110**	**76**	**130**
Omni	139	117	116
Shadow	88	78	46
Monaco	42	18	—
Daytona	156	96	152
Aries	—	—	68
Lancer	—	—	205
Spirit	82	59	82
Dynasty	45	45	59
Total Dodge	**73**	**60**	**76**
CHRYSLER MOTORS	**86**	**69**	**89**
Escort	93	70	146
Mustang	68	76	92
Tempo	99	59	91
Taurus	73	65	64
Thunderbird	77	85	98
Probe	208	158	132
Crown Victoria	60	52	106
Total Ford Div.	**85**	**71**	**101**
Topaz	117	78	112
Sable	73	53	92
Cougar	93	88	109
Grand Marquis	101	80	83
Total Mercury	**93**	**72**	**95**
Continental	37	62	61
Town Car	49	44	33
Mark VII	102	88	83
Total Lincoln	**47**	**51**	**45**
Total L-M Div.	**72**	**64**	**75**
FORD MOTOR CO.	**81**	**69**	**92**
Skyhawk	—	—	74
Somerset/Skylark	93	62	101
Century	65	61	94
Regal	85	81	160
LeSabre	87	74	70
Reatta	84	98	83
Electra/Park Ave.	66	69	101
Riviera	131	124	85
Total Buick	**80**	**72**	**95**
Allante	125	148	102
Seville	107	74	61
DeVille	63	57	76
Brougham	50	103	50
Eldorado	78	84	86
Total Cadillac	**66**	**68**	**70**
Geo Prizm/Nova	82	76	132
Cavalier	75	64	91
Camaro	116	115	146
Celebrity	76	77	109
Corsica/Beretta	100	81	138
Lumina/Monte Carlo	97	71	94
Caprice	174	124	76
Corvette	87	114	85
Total Chevrolet	**86**	**73**	**108**
Calais	80	64	87
Cutlass Ciera	75	52	83
Cutlass Supreme	72	48	156
88	126	108	104
98	71	95	90
Toronado	109	117	63
Total Oldsmobile	**85**	**67**	**103**
Sunbird	68	40	93
Firebird	185	166	155
Grand Am	88	96	86
Pontiac 6000	97	51	99
Grand Prix	101	77	120
Bonneville H	97	92	96
Safari/Parisienne	—	—	55
Total Pontiac	**92**	**73**	**101**
Total Saturn	**59**	**—**	**—**
GENERAL MOTORS	**84**	**71**	**99**
HONDA	**30**	**38**	**30**
MAZDA	**98**	**89**	**114**
MITSUBISHI	**117**	**109**	**67**
NISSAN	**57**	**49**	**96**
TOYOTA	**32**	**22**	**37**
SUBARU	**169**	**300**	**—**
DOMESTIC TOTAL	**77**	**66**	**88**
Subcompact	**51**	**47**	**62**
Compact	**94**	**74**	**78**
Intermediate	**80**	**69**	**99**
Standard	**83**	**74**	**78**
Specialty	**91**	**115**	**86**

Car inventory rises in Nov. to 76-day supply

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The number of unsold new cars continued to mount in November, even as production was being cut back.

Most automakers also had suffered inventory increases in October. There were 2,005,207 unsold domestic and imported cars on Dec. 1, a 76-day supply, up sharply from a 66-day supply on Nov. 1.

The seven-year average of domestic and import stocks on Dec. 1 is 65 days.

Only three manufacturers that build in the United States were able to reduce their stockpiles — Honda, Mazda and Subaru.

The Big 3 and transplant carmakers had a 77-day supply of unsold cars on hand on Dec. 1, compared with a 66-day supply on Nov. 1.

Among the Big 3 carmakers, only Ford Motor Co.'s Lincoln nameplate and the Cadillac division of General Motors were able to reduce their inventories in November.

The Ford Probe, with a 208-day supply, had the largest stockpile among U.S.-built cars.

Inventories rose for all the Big 3 automakers. Mitsubishi Motor Sales of America Inc. had the highest days supply, rising from 85 at the end of October to 112 days. Subaru reported a 99-day supply.

Import inventories remained stable in November, with a combined 74-day supply on Dec. 1.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Dec. 1, 1990	Nov. 1, 1990	Dec. 1, 1989
Car			
Chevrolet	168	132	122
Chrysler Motors	126	106	119
Dodge	70	76	—
Acura	63	48	61
Daihatsu	60	68	45
Honda	27	34	29
Infiniti	46	40	—
Isuzu	430	272	35
Lexus	13	17	27
Mazda	52	55	64
Mitsubishi	109	72	149
Nissan	92	84	86
Subaru	72	64	108
Suzuki	150	87	359
Toyota	41	35	46
JAPAN	**63**	**59**	**74**
Audi	183	121	143
BMW	81	70	73
Mercedes-Benz	40	38	35
Mercury	105	79	8
Porsche	77	75	87
Volkswagen†	152	124	116
GERMANY	**102**	**86**	**81**
Alfa Romeo	184	167	177
Ford	112	97	122
Hyundai	78	59	56
Jaguar	60	65	31
Peugeot	84	88	90
Pontiac	112	102	100
Eagle/Chrysler	186	58	116
Saab	79	63	76
Sterling	62	59	73
Volvo	134	136	53
Yugo	59	73	119
Other Countries	**96**	**85**	**89**
Total Import Cars	**74**	**73**	**74**
Truck			
Daihatsu	39	45	18
Geo Tracker*	90	92	185
Isuzu	129	111	83
Mazda*	67	63	64
Mitsubishi	48	137	77
Nissan*	70	74	39
Range Rover	73	66	37
Suzuki*	165	179	228
Toyota	35	29	44
Dodge	54	63	108
Total Imp. Trucks	**67**	**65**	**68**
Total Imp. Vehicles	**72**	**66**	**73**
†Includes cars built in Brazil and Mexico. *Includes Statistic vehicles.			

REBATES

FROM PAGE 1

general manager, and Ross Roberts, Lincoln-Mercury general manager, said the new dealer incentive program puts the marketing of cars and trucks back into the hands of Ford and Lincoln-Mercury dealers.

"Business has been tough . . . incentives have turned buying a car and truck into a fire sale event and we simply don't see any results from doing rebates," said Wagner, who added that Ford wants to make dealer incentives a permanent marketing change.

"The dealers have complained

Wagner

Roberts

that we have taken their marketing ability away from them," Wagner said.

Ford Division car sales are down 12.55 percent for the first 11 months of 1990. For the same period, Mercury sales are off 18.62 percent and Lincoln sales have increased 13.69 percent.

Ford and L-M dealers have urged the company to give them responsibility for marketing rebates. After positive results from test market programs using dealer-only incentives this summer and fall, Ford decided to make the shift.

However, the new program is not expected to reduce Ford's overall incentive costs, which have been running at about a $4 billion annual rate this year and cutting heavily into corporate profits.

Roberts said incentives will be "at the same level of expenditure" as before the program began.

"The Ford Motor Co. has wasted a whole lot of money on customer cash and we feel that that money could be better utilized going back into advertising and marketing programs that are much more effective," said Roberts.

Ford and Lincoln-Mercury also plan to make major changes to their advertising by eliminating the "fire sale" advertising of rebates and low financing in national spots. Instead more product specific ads and brand oriented ads will be used.

"There are so many of us screaming rebate (in automotive advertising) that the image isn't where it should be," said Roberts.

Ford and L-M's national advertising will promote product and image while dealer association advertising will promote national and dealer option packages.

Option packages and rebates will not be mentioned in national advertising, according to Ford officials. Mercury dealers will advertise double bonus discount option packages on Topaz, Cougar and Sable.

Each dealer advertising group will design its own marketing promotion around the new dealer incentive program. Additional advertising funds will be given to those dealer associations but the dealers will determine how the money will be spent.

The rebate program has sliding values based on volume. Most Ford dealers can earn up to $700 for each 1991 car and truck unit, while select small dealers receive a $545 per unit payment with no volume requirement.

For Mercury cars, most dealers can earn up to $750 per unit on 1991 Topaz, Sable and Cougar. Select small L-M dealers receive $545 per unit payment with no volume requirement.

There are no dealer rebates on 1991 Lincoln cars, except for owners of 1985-87 Cadillacs who want to trade in their $4,000 Cadillac owner retention certificate on a Lincoln.

Dealers can give the rebate amount to the customer or keep some of it for himself. Dealers will get 75 percent of their anticipated rebate money in three installments, on Dec. 25, Jan. 25 and Feb. 25.

In most of the country, the dealer incentive program does not cover Ford Escort, Festiva, Mercury Tracer and Ford Ranger models, which will have customer cash. Ford Motor Co. feels that buyers of those four vehicles are more income sensitive and need a customer rebate for a downpayment.

Sales person incentives — such as "spin and win" games — will be used occasionally as they are needed, according to Ford.

On eligible 1990 models, Ford Division and L-M will continue cash payments until Dec. 31, but will reduce dealer cash rebates on most 1990 models after Jan. 1, 1991.

Dealers selling to residents of California, Oregon, Washington, Alaska, Hawaii and select counties in Idaho can use only dealer cash.

PRODUCTION

U.S. CAR

	Week Ended Dec. 8, 1990	Week Ended Dec. 1, 1990	Nov. Total	Jan. 1 to Dec. 8, 1990	Jan. 1 to Dec. 9, 1989
Horizon	0	0	0	4,327	31,608
Sundance	2,300	2,172	7,253	85,315	96,929
Acclaim	2,900	3,121	12,193	114,471	122,056
Total Plymouth	**5,200**	**5,293**	**19,446**	**204,113**	**250,593**
LeBaron A	0	0	0	8,071	0
LeBaron J	0	1,522	4,536	48,958	90,888
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	200	460	1,101	34,062	73,134
Fifth Avenue	800	1,075	429	35,583	25,472
Imperial	300	459	1,815	18,485	4,568
Total Chrysler	**1,300**	**3,516**	**7,881**	**145,158**	**197,008**
Omni	0	0	0	4,078	33,545
Daytona	0	769	2,255	31,822	70,616
Shadow	2,400	2,619	7,120	93,072	98,611
Dynasty	2,400	3,005	12,704	116,104	126,588
Lancer	0	0	0	0	1,526
Spirit	2,400	2,372	9,621	100,465	105,419
Total Dodge	**7,200**	**8,765**	**31,700**	**345,541**	**436,307**
CHRYSLER MOTORS	**13,700**	**17,574**	**50,827**	**694,813**	**883,908**
Escort	0	0	18,015	234,181	329,784
Mustang	0	0	8,577	124,391	176,796
Tempo	3,068	3,135	9,241	122,050	140,745
Taurus	6,283	8,173	23,273	320,246	345,196
Thunderbird	1,338	1,320	3,897	105,046	129,937
Total Ford Div.	**10,689**	**12,628**	**63,003**	**905,914**	**1,122,458**
Topaz	1,325	1,155	3,027	45,778	63,979
Cougar	1,345	1,291	2,885	70,156	110,923
Sable	2,108	2,203	6,244	98,347	112,979
Total Mercury	**4,778**	**4,649**	**12,156**	**214,281**	**287,881**
Continental	1,164	1,168	4,457	56,241	62,148
Mark VII	200	219	774	17,615	20,352
Town Car	2,722	2,773	10,502	140,199	120,433
Total Lincoln	**4,086**	**4,160**	**15,733**	**214,055**	**202,933**
Total L-M Div.	**8,864**	**8,809**	**27,889**	**428,336**	**490,814**
FORD MOTOR CO.	**19,553**	**21,437**	**90,892**	**1,334,250**	**1,613,272**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,500	0	7,393	89,353	64,592
Century	1,495	1,765	3,158	63,699	118,941
Riviera	296	281	1,262	20,742	21,544
Electra/Park Ave.	2,826	0	4,127	59,807	76,104
LeSabre (fwd)	1,817	1,823	10,039	150,313	148,647
LeSabre (rwd)	0	0	36	4,022	7,609
Reatta	97	78	108	5,466	6,153
Total Buick	**9,831**	**3,947**	**26,123**	**393,402**	**458,583**
Eldorado	695	675	1,743	20,702	28,257
Seville	1,055	1,057	2,712	33,306	22,620
Brougham (rwd)	0	744	3,352	29,637	52,428
DeVille (fwd)	3,573	3,300	12,269	156,442	174,972
Allante	47	33	69	3,370	3,037
Total Cadillac	**5,370**	**5,809**	**20,145**	**243,457**	**281,314**
Cavalier	9,945	9,908	36,581	343,830	343,092
Camaro	1,963	0	851	68,703	96,451
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	6,154	16,651	266,929	350,620
Caprice	1,465	2,252	6,407	191,795	157,592
Corvette	480	455	1,363	22,161	24,090
Total Chevrolet	**20,013**	**18,788**	**61,853**	**893,418**	**1,042,565**
Calais	1,820	0	5,514	96,382	84,438
Cutlass Ciera	1,968	1,809	2,792	65,341	83,470
Cutlass Supreme	2,223	2,209	8,586	91,659	107,588
Toronado	202	197	845	14,377	9,388
88 (fwd)	1,590	753	6,390	97,264	136,081
88 (rwd)	0	0	843	1,223	7,424
98	1,119	600	1,170	39,992	68,784
Total Oldsmobile	**8,922**	**5,568**	**26,140**	**406,238**	**497,173**
Sunbird	4,040	4,118	16,494	159,453	144,290
Grand Am	0	0	14,400	200,013	217,252
Firebird	878	0	455	39,834	54,719
Grand Prix	3,200	0	1,307	109,848	117,261
Pontiac 6000	1,480	1,475	2,248	51,535	75,886
Bonneville	1,535	0	2,326	70,662	87,778
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**11,133**	**5,593**	**37,230**	**631,345**	**699,887**
Total Saturn	**540**	**540**	**2,162**	**2,162**	**0**
GENERAL MOTORS	**55,009**	**48,226**	**173,653**	**2,575,631**	**2,971,442**
DIAMOND-STAR	**3,240**	**3,360**	**13,275**	**144,447**	**87,215**
HONDA	**8,950**	**8,998**	**36,880**	**415,756**	**347,650**
Civic	1,500	1,482	6,219	97,691	125,722
Accord	7,450	7,516	30,661	318,067	221,928
MAZDA†	**4,496**	**4,111**	**15,074**	**172,528**	**196,358**
NISSAN	**3,398**	**3,121**	**11,950**	**92,155**	**111,155**
NUMMI	**5,000**	**4,413**	**19,301**	**192,649**	**185,493**
Corolla	2,500	2,240	9,714	98,415	76,617
Geo Prizm/Nova	2,500	2,173	9,587	97,234	108,876
SUBARU-ISUZU	**1,250**	**1,421**	**4,998**	**31,916**	**5,237**
TOYOTA	**4,540**	**4,555**	**18,170**	**298,292**	**142,782**
TOTAL CARS, U.S.	**119,136**	**106,216**	**443,122**	**5,865,431**	**6,544,452**
TOTAL CARS, CANADA	**26,962**	**27,253**	**100,039**	**1,044,227**	**962,754**
U.S., CANADA CARS	**146,098**	**136,469**	**552,161**	**6,909,658**	**7,507,206**
U.S., CANADA CARS AND TRUCKS	**223,975**	**217,091**	**800,587**	**11,425,829**	**12,348,478**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR

	Week Ended Dec. 8, 1990	Week Ended Dec. 1, 1990	Nov. Total	Jan. 1 to Dec. 8, 1990	Jan. 1 to Dec. 9, 1989
Monaco	400	575	1,476	10,719	0
Premier	875	628	1,515	12,808	30,848
CHRYSLER MOTORS	**1,275**	**1,203**	**2,991**	**23,527**	**30,848**
Tempo	2,981	3,003	6,712	107,095	124,932
Topaz	1,254	1,326	2,253	39,384	55,755
Crown Victoria	2,442	2,502	12,136	116,244	112,713
Grand Marquis	2,400	2,436	11,728	109,729	123,548
FORD MOTOR CO.	**9,077**	**9,267**	**32,829**	**372,452**	**416,948**
Celebrity	0	0	0	20,319	25,541
Cutlass Ciera	1,780	1,780	7,833	75,555	116,516
Lumina	5,125	5,378	23,890	216,094	179,966
Regal	2,875	2,790	11,743	98,445	71,984
GENERAL MOTORS	**9,780**	**9,948**	**43,466**	**410,413**	**394,007**
CAMI	**2,400**	**2,300**	**9,900**	**47,362**	**0**
HONDA	**1,750**	**2,183**	**9,087**	**99,442**	**81,391**
HYUNDAI	**800**	**735**	**3,112**	**24,762**	**13,800**
TOYOTA	**1,300**	**1,347**	**6,286**	**58,410**	**17,942**
VOLVO	**100**	**100**	**756**	**7,829**	**7,738**
TOTAL CARS, CANADA	**26,962**	**27,253**	**100,039**	**1,044,227**	**962,754**

U.S. TRUCK

Caravan	1,800	2,550	7,754	86,840	102,703
Dakota	1,700	1,984	5,916	70,025	89,982
Caravan C/V	0	0	0	4,171	6,253
Ram pickups	1,700	2,022	6,050	98,101	87,224
Total Dodge	**5,200**	**6,556**	**19,720**	**259,137**	**286,162**
Cherokee	3,400	0	11,719	146,787	198,555
Comanche	300	0	1,062	9,196	24,730
Grand Wagoneer	0	0	325	6,119	9,272
Wagoneer	100	0	335	3,775	7,310
Total Jeep	**3,800**	**0**	**13,441**	**165,877**	**239,867**
Voyager	1,200	1,840	5,793	78,256	96,080
Town & Country	50	66	190	2,338	3,178
Total C-P Div.	**1,250**	**1,906**	**5,983**	**80,594**	**99,258**
CHRYSLER MOTORS	**10,250**	**8,462**	**39,144**	**505,608**	**625,287**
Aerostar	0	8,683	14,568	194,067	209,745
Bronco	0	909	1,827	44,928	67,513
Bronco II/Explorer	5,714	4,449	22,648	199,019	113,410
Navajo	328	268	1,340	7,687	0
Econoline	2,102	2,085	10,073	163,479	203,455
Mediums/Heavies	0	1,113	3,446	46,558	54,493
Light trucks	3,115	4,995	25,161	417,607	496,187
Ranger	2,587	2,173	24,362	270,235	296,946
Total Ford Div.	**13,846**	**19,675**	**103,425**	**1,343,580**	**1,439,749**
FORD MOTOR CO.	**13,846**	**19,675**	**103,425**	**1,343,580**	**1,439,749**
Astro	2,475	2,714	11,176	124,748	152,966
Blazer	357	325	325	14,998	24,818
Lumina APV	803	1,155	1,854	77,032	17,362
Mediums/Heavies	358	551	924	10,071	8,068
P-Model	202	0	1,862	20,336	28,010
Pickups	7,006	7,279	18,699	381,310	381,174
S-10	6,590	6,648	22,765	234,509	229,468
S-10 Blazer	2,144	2,454	6,281	81,721	164,719
Sportsvan/Van	270	0	576	53,630	90,439
Suburban	1,261	1,571	1,571	60,697	67,536
Total Chevrolet	**21,455**	**22,697**	**66,033**	**1,059,052**	**1,154,444**
Jimmy	106	123	123	4,577	7,920
Mediums/Heavies	360	394	356	10,024	13,127
P-Model	40	0	196	2,641	3,746
Pickups	2,833	2,727	7,408	134,082	117,306
S-15/Sonoma	1,448	1,069	4,890	51,870	55,613
S-15 Jimmy	563	662	1,259	26,147	48,265
Safari	1,285	1,086	3,799	43,958	42,688
Suburban	1,071	619	619	29,562	30,596
Vandura/Rally Vans	170	0	123	19,670	28,701
Total GMC	**7,876**	**6,680**	**18,773**	**322,531**	**347,962**
Silhouette	322	338	676	26,586	3,503
Bravada	335	250	400	1,012	347,962
Total Oldsmobile	**657**	**588**	**1,076**	**26,598**	**3,503**
Pontiac Trans Sport	388	620	900	41,964	6,501
GENERAL MOTORS	**30,387**	**30,585**	**86,782**	**1,453,058**	**1,507,337**
NAVISTAR*	**1,250**	**1,500**	**5,151**	**68,330**	**74,899**
NISSAN	**3,200**	**3,046**	**11,863**	**134,207**	**117,387**
SUBARU-ISUZU	**1,300**	**796**	**3,981**	**33,476**	**5,235**
AM GENERAL	**450**	**450**	**1,800**	**21,240**	**21,600**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**141,600**	**138,600**
TOTAL TRUCKS, U.S.	**63,743**	**67,514**	**254,146**	**3,701,099**	**3,929,364**

CANADIAN TRUCK

Caravan	3,342	3,065	12,248	120,161	140,972
Caravan C/V	228	258	816	7,012	9,422
Ram Wagon	0	0	746	19,898	25,121
Ram Van	0	0	2,538	52,947	67,405
Total Dodge	**3,570**	**3,323**	**16,348**	**200,018**	**242,920**
Voyager	2,574	2,573	9,003	96,120	119,376
Total Plymouth	**2,574**	**2,573**	**9,003**	**96,120**	**119,376**
Wrangler	1,500	0	3,684	55,009	68,003
Total Jeep	**1,500**	**0**	**3,684**	**55,009**	**68,003**
CHRYSLER MOTORS	**7,644**	**5,896**	**29,035**	**351,147**	**430,299**
FORD MTR. (N. trks.)	**0**	**0**	**9,569**	**125,467**	**154,517**
Light trucks	3,275	3,349	14,827	161,149	156,308
Vans	695	1,181	1,188	44,714	59,077
Total Chevrolet	**3,970**	**4,530**	**16,015**	**205,863**	**215,385**
Light trucks	975	1,009	4,795	59,586	68,253
Vans	280	497	496	17,469	25,115
Total GMC	**1,255**	**1,506**	**5,291**	**77,055**	**93,368**
GENERAL MOTORS	**5,225**	**6,036**	**21,306**	**282,918**	**308,753**
CAMI	**1,100**	**963**	**4,394**	**48,231**	**0**
NAVISTAR*	**165**	**183**	**7,986**	**8,189**	**18,359**
TOTAL TRKS., CANADA	**14,134**	**13,078**	**72,290**	**815,872**	**963,929**
U.S., CANADA TRKS.	**77,877**	**80,592**	**326,346**	**4,516,971**	**4,833,232**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Trucks off; cars down 18% in Nov.

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. auto production in November was 443,122 units, 32.45 percent below October and 18.04 below November 1989. This is the lowest figure for November since 1981 when 418,948 units were assembled.

Truckmakers built 264,146 units, 28.12 percent below the prior month and 18.82 percent below the year-ago. It was the lowest November production for trucks since 1986.

Last week, U.S. automakers estimated production was 119,136 units, 9.08 percent above the prior week and 8.09 percent below the same week a year ago.

Year-to-date, 5,865,431 cars have been assembled, 10.38 percent below the year-ago pace.

U.S. truckmaker's estimated output last week was 63,743 units, 5.59 percent below the prior week and 30.0 percent below the same week in 1989.

Year-to-date, 3,701,099 trucks have been assembled, 5.81 percent below the prior year.

General Motors scheduled 10 plants to be down this week: truck plants in Baltimore; Flint, Mich. (No. 1 and 2); Ft. Wayne, Ind.; Pontiac, Mich. (East); and Tarrytown, N.Y., and car plants in Bowling Green, Ky.; Oklahoma City; Wilmington, Del.; and Arlington, Texas. Eight of the assembly plants will remain idle until Jan. 2.

Ford's Chicago car assembly was forced to shut down last week due to a shortage of materials caused by a strike at the Assembly Plant Material Services, Inc., warehouse, a wholly owned subsidiary of Ford that supplies bumpers, panels and other components.

Chrysler plans to idle the Toledo, Ohio, Jeep facility today in order to adjust inventory levels. Production is expected to resume the week of Dec. 17.

Car build up in Canada

Canadian auto production in November was 109,039 units, 5.0 percent below the prior month and 2.93 percent above the year-ago month. It was the best November since 1984.

Truckmakers assembled 72,200 units in November, 6.62 percent below the prior month and 9.08 below November 1989.

Last week, 26,962 cars were scheduled, 1.07 percent below the prior week and 8.97 below the year-ago week.

Estimated truck production last week was 14,134, 8.07 above the prior week and 31.42 below the year-ago week.

NOTE

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Automotive News

December 17, 1990

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HOSTILE?

Chrysler board digs in as raider gets 9% stake

Corporate raider and billionaire financier Kirk Kerkorian has sent shivers throughout Chrysler Corp. by acquiring more than 9 percent of Chrysler's outstanding common stock.

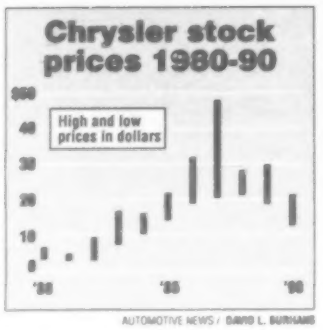
Trading was halted for half an hour Friday on the New York Stock Exchange after Chrysler notified the exchange of Kerkorian's stock purchases and the Chrysler board's response of strengthening Chrysler's "poison pill" defense against an unwanted raider.

When trading in Chrysler stock was halted, it was selling for $11.875 a share, down 37½ cents from Thursday's close. The stock hit $48 a share in 1987.

This story was reported by Automotive News *Staff Reporters Joseph Bohn, Kristine Stiven Breese, Phil Frame, Jim Henry, Kathy Jackson, Arlena Sawyers and Charles M. Thomas, who wrote it.*

In an emergency telephone board meeting Friday, the Chrysler board voted to begin an anti-takeover defense if Kerkorian purchases more than 10 percent of Chrysler's stock.

Until Friday, Chrysler defenses would have kicked in when an unwelcome suitor acquired 20 percent. The "poison pill" defense would dilute the unwelcome investor's holdings.



AUTOMOTIVE NEWS / DAVID L. BURNHAM

Chrysler officials don't know what Kerkorian has in mind, said Steve Harris, Chrysler's director of public relations. In the past, Kerkorian has tried to acquire airlines and movie companies.

Harris said Kerkorian met with Chrysler Chairman Lee Iacocca and Vice Chairman Steve Miller on Dec. 7. Kerkorian told them he supported management and was a passive investor. But when they asked him to sign a "standstill"

see CHRYSLER, page 36

Ford of Europe falters, clouds parent's future

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

BRENTWOOD, England — What's wrong at Ford of Europe? Long noted for aggressive marketing, zippy products and one of the most cost-efficient manufacturing bases in the world, the carmaker — Europe's fourth-biggest — is stumbling badly these days.

Sales are down across the board, while the sales mix has skewed toward the low-margin end. Profit is expected to be off 50 percent this year. Market share is down in Britain, Ford's "home" market, where it has long enjoyed the kind of dominance that Fiat might post in Italy. And its first major product launch in several years was greeted with a collective raspberry by the automotive press.

Perhaps worst of all, Jaguar Ltd., which Ford acquired last January for $2.5 billion, has thus far proven to be about as digestible as a fishbone.

"This is going to be a disappointing year for Ford of Europe for a variety of reasons," Chairman L. Lindsey Halstead, with perhaps unintended understatement, conceded in a recent interview.

To be sure, Ford's setbacks come against the backdrop of rapidly contracting car sales in Europe. Sales are expected to be off 3 to 4 percent this year, a seemingly modest decline that is slanted by continuing strong sales in Germany and by solid first-half sales. The

see FORD, Page 33

Show stopper

Dodge Neon is one of three concept vehicles Chrysler Motors will unveil at the Detroit auto show. Virtually every part on the vehicle consists of, or can be recycled into, reusable components. Story on Page 3.

Toyota is poised for its second million-unit year

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — When Toyota Motor Sales U.S.A. Inc. sells its millionth vehicle of 1990 around Christmastime, it will rank ahead of any other foreign brand.

But the No. 1 Japanese automaker will be only two-thirds of the way toward its 1995 goal of 1.5 million.

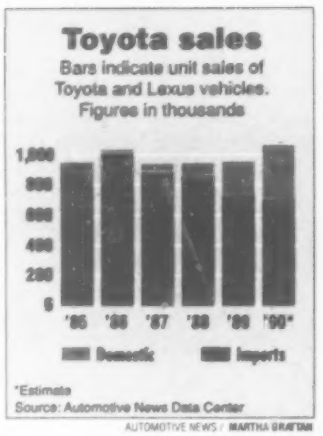
Toyota tells 10-day import sales, Page 4

This will be Toyota's second million-vehicle year in the United States. When it reached that total in 1986, the market was a record 16.0 million cars and light trucks, two million more than this year.

This year, U.S.-produced Toyotas make up one-third of the company's total sales.

Through last Monday, Toyota had sold 985,474 Lexus and Toyota vehicles, including 325,200 Corollas and Camrys built in North America. In 1986, when the company sold 1,025,345 units, just 7,281 were made in North America.

"Our next goal is to sell 1.5 million vehicles and to build half of them here," said George Borst, Toyota vice president for marketing and product planning. The company recently announced plans to build a second Camry plant in Georgetown, Ky.



AUTOMOTIVE NEWS / MARTHA BRAYTAN

Toyota Motor Sales held 7.5 percent of the U.S. car and truck market through November, compared to 6.4 percent in 1986.

Through November, Toyota Motor Sales was in fifth place in U.S. car sales and was fourth in combined car and truck sales. Through November, Chrysler Corp. had sold 1,575,606 cars and trucks in the United States.

GM picks up cellular phone market call with dealer plan

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors is piecing together a national cellular telephone program that will make it easy for its dealers to snatch $260 profit per unit away from the aftermarket.

By the end of the 1991 model year, GM plans to have agreements with cellular network providers across the country so that all of its vehicle dealers can offer customers telephones and instant access to service, said Mike Williams, manager of audio systems marketing for Delco Electronics Corp.

The program has been tested in Philadelphia and Indianapolis since November, and more than 60 percent of the GM dealers within the cellular service regions for the two areas signed up, Williams said. He would not disclose the actual number of dealers participating.

In the Indianapolis area, dealers were told they would pull a 30 percent profit on the option's $700 price, which includes the phone and installation, said John Guion, sales manager at Bob Meyers Buick in Anderson, Ind.

Guion said the customer is automatically signed up for GTE Mobilnet cellular service. The buyer can keep the service for 30 days and opt for another carrier, or buy a one-year contract with GTE for a lower rate, he added.

In this program, dealers do not get a sales commission from the service provider, as aftermarket installers often do so they can lower the price of the phone, Guion said. He said he has not sold any phones in the two weeks he's participated in the program.

"We think we're extremely competitive and that this program is going to be extremely attractive to the GM dealer body," Williams said. "Our initial experience tells us we're on the right path."

Delco will make an announcement in January that Atlanta, Detroit, Minneapolis and San Diego

see PHONE, page 39

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With VW link, the door to U.S. opens for Skoda

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — The long-time ambition of Skoda, the Czechoslovakian carmaker, to someday dent the U.S. market took a giant step forward last week when it agreed to become an operating unit of Germany's Volkswagen Group.

VW, which bested France's Renault S.A. in a months-long competition for Skoda's hand, said in Prague that it will retain the Skoda nameplate in Western countries and pursue new export markets "outside Europe."

Although Skoda is barred from the U.S. and Canadian markets by environmental and safety standards, it sells about a quarter of its output of just under 200,000 cars a year in Western Europe.

Skodas were sold in the United States from 1957 to 1962, but the numbers were not impressive. About 3,000 were sold during that period. The Skoda factory was not involved; the cars were imported and distributed by independent operators.

Skoda's long-standing ambition, even under the country's previous Communist government, has been to find a Western partner that would provide it with a clean-burning engine for its cars and an American sales network.

Volkswagen officials said in Prague that the company will develop new Skoda models and eventually install a VW engine in the Skoda Favorit. The German carmaker also plans to upgrade Skoda's Mlada Boleslava plant and add capacity to boost Skoda's export potential.

Meanwhile, Skoda said it will move forward with its own plans to introduce its Favorit subcompact in Canada, which is viewed as a test market for the United States. By the time Skoda might be ready to tackle the U.S. market — in about three years — it presumably would do so with VW powertrains, technical assistance and possibly distribution.

Skoda has long been present in Canada, but has yet to offer the two-year-old Favorit there. About 50 Canadian dealers, including some five exclusives, were selling the old rear-engine Skoda model when Canada adopted U.S. emissions standards in the mid-1980s, shutting out further imports.

Some 30 Skoda franchise-holders remain in Canada offering parts and service.

Skoda officials said the new subcompact could be offered there as early as next summer. Seven Favorits already have undergone certification testing in Canada, and five have passed, Skoda said. It expects the remaining two to be certified this month.

Following certification, Skoda will decide in the first quarter of 1991 whether to introduce the car. Skocar, Skoda's Canadian distribution arm, estimates a first-year sales potential of 1,000 to 2,000 units, while Motokov, the Czechoslovakian government agency that handles Skoda's exports, believes sales could eventually reach 5,000 annually.

Under terms of the agreement signed with the Prague government, Volkswagen will buy 25 to 30 percent of Skoda and will increase its holding to 70 percent by 1995.

see SKODA, page 36

Four-door Viper? What a concept

Wearing Chrysler 300 badge, production may hinge on reaction

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp.'s three 1991 concept vehicles being unveiled in January will include a Viper-based four-door sedan that could become an image vehicle for the Chrysler brand.

Reviving the Chrysler 300 nameplate, the 8-liter V-10 powered sedan will be shown on the auto show circuit in 1991 and, if successful, could become a limited production vehicle.

Thomas Gale, Chrysler vice president of product design, said the "blood and thunder" rear-wheel-drive car is built on a 126-inch wheelbase and carries a four-speed automatic transmission.

In assigning development of the sedan, Chrysler Motors President Robert Lutz mandated that the car have future production possibilities. The Dodge Viper concept vehicle received such enthusiastic press reaction on the 1989 auto show circuit that Chrysler added it to its production lineup.

Chrysler will unveil the sedan and two other concept cars at the North American International Auto Show in Detroit. The other vehicles include the Dodge Neon subcompact, which is powered by a new two-stroke Chrysler engine, and the Jeep Wagoneer 2000, a multi-purpose concept vehicle that could preview the next-generation Grand Wagoneer.

- **Chrysler 300:** The vehicle uses a security and starting system similar to that of a fighter jet. To start the vehicle, the driver inserts an identification card into a slot in the center console and that opens a door to the ignition button. Pushing the switch starts the car.
- **Dodge Neon:** At the other end of the vehicle spectrum is the Dodge Neon, which was designed as a "people's car," Gale said.

The Neon concept car addresses a host of environmental issues. Nearly every component consists of, or can be recycled into, reusable components, Chrysler said. The exterior is made of sheet metal but was designed to reduce scrappage.

Interior panels are coded to identify the type of plastic used.

The most significant aspect is the use of a new two-stroke engine developed by Chrysler that produces over 100 horsepower from a 1.1-liter engine.

- **Jeep Wagoneer 2000:** A V-8-powered, all-wheel-drive, aerodynamically styled multi-purpose vehicle.

The vehicle has an entertainment center that includes a television, video cassette recorder and compact disc player.

The V-10 powered, Viper-based 300 concept car has rear-hinged back doors like the 1961 to 1969 Lincoln Continental.

AUTOMOTIVE NEWS JOE WILKENS

Despite today's competitive, legislative and environmental challenges, Chrysler Motors Chairman Bennett Bidwell says he would still work in the auto industry if he had to choose a career again.

BIDWELL BOWS OUT

Chrysler exec leaves legacy as booster, harsh critic of U.S. auto industry

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Motors Chairman Bennett Bidwell has been a wry, sardonic and caustic commentator on the automotive business for 37 years.

He has been alternately the domestic auto industry's most severe critic and its staunchest defender. He has lambasted the press as "congenital sickos" while developing a strong rapport with reporters. He has been labeled a "Japan basher" by raising the specter of a Japanese-dominated America whose citizens stood idly by as their nation lapsed into mediocrity.

He has written some of the industry's most provocative and oft-quoted speeches, and Bidwell is legendary for his ability to seize the moment with a quip.

In short, Ben Bidwell has not been a faceless auto executive during his tenure in the Motor City.

As he retires at year-end from a business he would still enter today, Bidwell said he has no plans to write a book. But he does see the domestic auto industry on the verge of some fundamental changes.

Bidwell, who railed against Detroit's insularity when he ended a 27-year career at Ford Motor Co. to become president of Hertz Corp. in 1981, said he leaves the domestic auto industry as one of its "most ardent defenders."

And he said one of the domestic industry's biggest gambles — General Motors' launch of Saturn Corp. — is becoming a symbol of America's quest for economic and industrial rebirth.

"I thought Saturn was an act of folly," Bidwell said. "I'm not so sure now — even whether they make money or don't make money. What has become more important is what Saturn stands for. The view that there is a chance here for America to prove itself."

Asked to assess GM and Ford,

see BIDWELL, page 16

The changes of 24 years show in Ford company photo of Bidwell taken in 1966 when he was national parts and service marketing manager.

INDEX

Around the world	23
Auction dates	26
Classifieds	24-26
Dealing with dealers	22
Incentive watch	38
Keith Crain	14
Late news	8
Legal briefs	32
Letters	14
Opinion	12
Personnel	32
Production	39
Service management	18

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European, Detroit perspectives represented at World Congress

DETROIT — Two executives from Europe and two from Detroit will address the closing session of next month's Automotive News World Congress. Speakers are:

- M.A. "Raz" Razaq, who is regional director of Eastern Europe export markets for General Motors Europe.
- Mario Maioli, who is vice president of style coordination at Fiat Auto S.p.A.
- Lee R. Miskowski, general manager of Ford Motor Co.'s Parts and Service Division.
- J.C. Perkins, Chevrolet general manager.

The 15th Automotive World Congress, staged in conjunction

see CONGRESS, page 38

Razaq

Maioli

Perkins

Miskowski

Ford sales are hot, Honda's are not in early December

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Suffering a sales drop in both its Civic and Accord domestic models, American Honda Motor Co. Inc. was the only U.S. carmaker to report a decline in new-car deliveries in the first 10 days of December.

A total of 220,040 cars and trucks were sold in the early December period, up 22.1 percent from a dismal 10-day period in 1989. Each had eight selling days.

If December sales follow last year's pattern, about 13,910,828 vehicles will be sold in the United States this year, a 4.39 percent decline from the 14,549,958 cars and trucks sold last year, based *Automotive News* Data Center figures.

For December's first 10 days, 136,072 new cars were sold, up 27.4 percent over 1989; truck sales climbed 14.3 percent to 83,968.

Last year's comparable period was weak. Tom Webb, chief economist for the National Automobile Dealers Association, warns that the upbeat early December period may be a fluke.

"True demand, absent the artificial prop of fleet deals, remains weak," Webb says. He says he expects a modest rebound within six months.

Honda's sales dipped 31.6 percent for the period; its report includes only U.S.-built cars.

Spokesman Mike Spencer blames the weak sales on a November dealer promotion for Civics. Dealers were promised additional incentive money for selling a set number of Civics before Nov. 30. "That probably stole some sales from early December," he says.

Ohio-produced Civic sales were down by 1,215 units; Accord sales were down 552 units.

Ford Motor Co. led the Big 3 in increases. Ford's car sales were up 30.8 percent and its truck sales soared 32.6 percent for a combined sales hike of 31.7 percent. Every car in its Ford division reported higher sales except the Probe, which dropped 49.04 percent.

Led by the Pontiac division with a 45.7 percent increase, GM got higher sales from every division. GM's car sales rose 28.5 percent; truck sales were up 11.6 percent.

Chrysler Corp. continued to see weakening performance from its important truck lines. Truck sales were down 13.2 percent. Chrysler's car sales rose 25.4 percent, and it reported an overall increase of 4.7 percent for early December.

10-DAY SALES
DOMESTIC BUILT CARS

	Dec. 1-10, 1990	% change '90 vs. '89
Eagle	910	+ 62.2
Chrysler	3,127	+ 17.2
Dodge	8,792	+ 34.1
Plymouth	5,103	+ 13.1
CHRYSLER MTRS.	**17,932**	**+ 25.4**
Ford	27,413	+ 32.7
Lincoln	6,040	+ 43.1
Mercury	6,719	+ 15.5
FORD MOTOR	**40,172**	**+ 30.8**
Buick	8,961	+ 12.7
Cadillac	4,579	+ 22.5
Chevrolet	28,919	+ 31.1
Oldsmobile	8,549	+ 14.1
Pontiac	14,220	+ 45.7
Saturn	299	-
GENERAL MTRS.	**65,527**	**+ 28.5**
HONDA	**3,821**	**- 31.6**
MAZDA	**984**	**+ 185.8**
MITSUBISHI	**875**	**+ 35.0**
NISSAN	**1,648**	**+ 80.5**
SUBARU	**487**	**—**
TOYOTA	**4,628**	**+ 47.4**
U.S. CAR TOTAL	**136,072**	**+ 27.4**
TRUCKS		
Chrysler	91	+ 106.8
Dodge	7,650	- 16.6
Jeep	3,267	- 17.6
Plymouth	3,306	+ 0.3
CHRYSLER MTRS.	**14,314**	**- 13.2**
FORD MOTOR	**33,850**	**+ 32.6**
Chevrolet	26,277	+ 10.2
GMC	6,602	+ 13.5
Oldsmobile	426	+ 77.5
Pontiac	567	+ 26.0
GENERAL MTRS.	**33,872**	**+ 11.6**
ISUZU	**378**	**—**
MAZDA	**292**	**—**
NISSAN	**1,368**	**+ 23.2**
U.S. TRK. TOTAL	**83,968**	**+ 14.3**
U.S. CAR-TRUCK TOTAL	**220,040**	**+ 22.1**

There were 8 selling days in the period this year and 8 last year.

10-day sales bandwagon picks up Toyota's imports

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Toyota Motor Sales U.S.A. Inc. has broken pattern and has become the first Japanese automaker to report import sales on a 10-day, rather than monthly, basis.

Typically, importers only release 10-day sales of vehicles that are made in the United States. The Big 3 have reported total sales, including imports.

That practice raised the ire of Chrysler Corp. and was one of the reasons Chrysler announced that it would release sales reports only on a monthly basis, beginning Jan. 1.

General Motors and Ford Motor Co. officials last week said they would continue to release 10-day figures and encouraged Japanese makers to do the same.

On Dec. 13, Robert McCurry, executive vice president for Toyota, said his company was ready to step up to the challenge.

"In this increasingly global industry, it makes sense for automakers to adopt key local practices wherever they do business," McCurry said. "For that reason, Toyota has decided to report all sales, locally produced and imported, on a 10-day basis."

American Honda Motor Co. says it will decide whether to release import sales in about two weeks.

But Nissan North America Inc. says it applauds Chrysler Corp. for ending 10-day sales reports. Although Nissan plans to continue to release sales of its vehicles made in the United States on a 10-day basis, company spokesman Don Spetner believes Nissan should cease reporting even sales of its U.S.-built vehicles.

"The transplant sales are not indicative of anything," he said. Nissan only produces Sentras and light trucks in the United States.

"It's not Nissan overall," Spetner said. "When you see Nissan up 48 percent or whatever, it's not indicative of anything."

Chrysler spokesman Tom Jakobowski said Chrysler has no plans to release 10-day sales now that Toyota has joined the bandwagon. He said the primary reason Chrysler decided to end 10-day reports is the time factor.

Study links race, car price

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Blacks and women pay more for a new car after negotiating with dealers, according to an American Bar Foundation study of Chicago-area new-car dealerships.

Test results showed that dealership salespersons quote final offers to black men and women that are two to three times the markup quoted to white males, according to Ian Ayres, who conducted the study.

Ayres, assistant professor at Northwestern University School of Law and research fellow at the American Bar Foundation, said the results "suggest" that blacks and women are considered "suckers" by car sales personnel.

"Although blacks and women as groups are poorer than white males, the dealers may be making inferences about differences in their knowledge about the car market and their willingness to bargain," said Ayres in an article prepared for the February issue of the *Harvard Law Review*.

The test studied car selling tactics. Testers acting as buyers displayed middle-class characteristics and were trained to negotiate for the best final offer.

According to Ayres, testers got the worst deals from salespersons of their own race and gender.

Allan Wilbur, National Automobile Dealers Association executive director for public affairs, had not seen the actual study.

"I think we need to know more about the study — and it's just one study in one area," Wilbur said.

"If there is any practice going on like this, clearly it would be indefensible, but to tar the whole industry at this point in time is premature."

Testers made more than 500 trips to Chicago-area dealers. In the test, final offers by dealership sales personnel averaged $362 above dealer cost for a white male, $504 for a white female, $783 for a black male, and $1,237 for a black female.

Crown Victoria unveiled

Ford Division took the wraps off its 1992 Crown Victoria last week. Ford will officially introduce the car at the North American International Auto Show next month in Detroit. The new Crown Victoria is slightly longer and taller than its boxy predecessor and is powered by Ford's new 4.6-liter, modular V-8 engine. Ford hopes to position the new full-sized model as a step up from its popular Taurus. The car goes on sale March 21.

Honda expects 80 percent conquests for new wagon

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

MARYSVILLE, Ohio — American Honda Motor Co. expects 80 percent of the buyers of its new Accord wagon to be conquests — owners of vehicles other than an Accord. The wagons are being shipped to dealers this week.

The 1991 wagon, introduced to the press here last week, is part of a long-term expansion of U.S. output of the nation's best-selling car.

The company will export about 10,000 of the U.S.-made wagons next year — 5,000 of them to European dealers. It will be the first export to Europe from a Japanese assembly plant in the United States.

The wagon also is the first Japanese car body to be chiefly designed and engineered as well as manufactured in the United States. Honda officials expect the car to garner U.S. sales of 30,000 to 35,000 units in its first year.

Thomas Elliott, executive vice president of the carmaker's U.S. sales arm, American Honda Motor Co. Inc., predicted that 80 percent of the wagon's sales will come from individuals who own a vehicle other than an Accord.

The wagons come with a manual transmission and are equipped with a 2.2-liter, 16-valve engine, with 125 horsepower on the LX and 140 on the EX.

Export plans call for dealer bodies in Germany and the United Kingdom to receive about 2,000 wagons each in 1991. Another 1,000 will be divided among dealers in France, Belgium, Holland and Switzerland.

Honda also plans to increase exports of its Ohio-made Accord coupe, sedan and Civic from about 18,000 this year to 30,000 next year. The Ohio cars are exported to Japan, Taiwan, Korea and Israel.

The increased exports will place additional strain on the company's flat-out production schedule at its Ohio factories. The Marysville plant is already operating on overtime to meet projected 1990 U.S. Accord sales of 410,000 to 420,000 units. Elliott expects Accord sales of between 420,000 and 430,000 in the United States next year "even though there will be somewhat of a downward trend in the industry, especially in the first quarter."

In light of the 40,000 to 45,000 new wagon sales next year in the United States and Europe, the projection indicates that Honda foresees a drop in Accord sedan and coupe sales from this year.

About 100,000 Accords have been imported from Japan this year, and that number will be reduced in 1991, Elliott said.

A company source said Honda also will build Accords at its East Liberty, Ohio, factory starting in 1992, when it is scheduled to produce 150,000 Civics annually.

ACCORD VS. TAURUS WAGON

	Accord LX	Taurus GL
Length	186 in.	191.9 in.
Width	67.9	70.8
Wheelbase	107.1	106.0
Max. passenger capacity	5	8
Base engine	4-cyl.	6-cyl.
Base horsepower	125	140
Base sticker price with automatic transmission	$18,050	$14,784

Two versions of the Accord wagon are offered: LX, with a base price of $17,300, and EX, $19,050.

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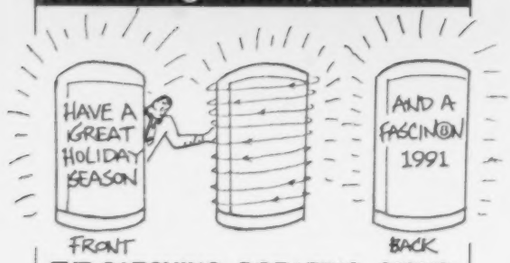

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Sales slump vexes two transplants

Diamond-Star, Flat Rock await new products; others at full tilt

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NORMAL, Ill. — A tough sporty car market is hampering two Japanese transplant factories when some of their peers are working overtime.

The slump has knocked Diamond-Star Motors Corp. off of its growth schedule.

The 2-year-old plant is operating at 70 percent of capacity instead of the 100-percent level it expected by now, according to Lino J. Piedra, chairman of the 50-50 joint venture between Chrysler Corp. and Mitsubishi Motors Corp.

Through the first week of December, Diamond-Star produced 144,447 cars in calendar year 1990, or about 95,500 fewer than its full 240,000 units of annual capacity.

"We would have liked to be at 100 percent by now, but because of the market, we are at 70 percent," Piedra said."

Most of the production at the Normal, Ill., factory is devoted to the two-door Mitsubishi Eclipse/Plymouth Laser/Eagle Talon models. Piedra said that while the vehicles are performing well in their class, sales in the entire sporty car segment are decreasing.

He predicted the segment will continue to decline next year.

At Mazda Motor Manufacturing (USA) Corp. in Flat Rock, Mich., production is down by nearly 24,000 units so far this calendar year because of diminished sales of the Mazda MX-6 and Ford Probe.

Flat Rock's production of more than 40,000 four-door Mazda 626 units this calendar year prevented an even deeper cut in total factory output. It has been operating at about 75 percent of capacity.

Probe sales through Nov. 30 totaled 99,755, a decline of more than 26,000 units from the same 11-month period last year. MX-6 sales were just under 27,000 for the period, a decline of about 10,000 units. The next generations of the Probe, MX-6 and 626 will debut in the 1992 model year.

By contrast, Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn., is currently working "full overtime" to produce Sentras and pickup trucks, according to Jerry Benefield, president and chief executive officer. The plant will work two Saturdays this month and has been operating an additional hour per shift for the past month, Benefield said.

The plant built 11,950 cars in November, an increase of 2,596 over November 1989. Truck production so far this calendar year is running almost 17,000 units ahead of the same period last year.

Both shifts at the Toyota Motor Manufacturing U.S.A. Inc. Camry plant in Georgetown, Ky., have been working an additional 30 minutes to an hour of overtime daily most of this year. At New United Motor Manufacturing Inc., a joint venture between Toyota and General Motors in Fremont, Calif., each shift is working an extra half hour daily and some Saturdays.

Honda of America Manufacturing Inc. has operated several Saturday shifts over the past three months in Marysville, Ohio. The company also traditionally works many Saturday shifts through April of each year.

Subaru—Isuzu Automotive Inc., in Lafayette, Ind., is also working Saturdays.

Piedra said that an agreement announced in October between Chrysler and Mitsubishi to develop a third vehicle at Diamond-Star would bring the joint venture up to 100 percent of capacity.

During the next two to three years, Diamond-Star will add a new hatchback to its mix, as well as replace its current two-door and four-door models. It launched the four-door Mitsubishi Mirage/Eagle Summit in July.

The plant is building about 2,500 Mirage/Summit models a month. That level will remain the same through most of 1991.

"With three platforms, we think the chances of running at 100 percent are much greater," Piedra said. "By having that range of models, we are maximizing the probability of fully loading the plant in any climate. When you're primarily targeted to one segment, you're more at the mercy of the market."

Piedra said Diamond-Star will add workers when the third platform is added. The plant now employs 2,900, a number he said was adequate for full capacity, but not enough to launch a third vehicle.

U.S. TRANSPLANT PRODUCTION
Includes cars built for Big 3 partners

Plant	1990 production*	Annual straight-time capacity
Honda of America (Marysville)	379,870	360,000
Honda of America (East Liberty)	53,620**	75,000
Nissan Motor Manufacturing	226,362	240,000
New United Motor Manufacturing	195,649	220,000
Mazda Motor Manufacturing	172,520	240,000
Toyota Motor Manufacturing	208,292	200,000
Diamond-Star Motors	144,447	240,000
Subaru-Isuzu Automotive	65,392**	120,000

*Through Dec. 8
**Hasn't reached full production rate; listed East Liberty capacity is for single shift

Detroit show adds 2 days for suppliers

DETROIT — The North American Auto Show, one of the largest single-room car and light truck displays in the world, has added its first industry trade days.

The program will give automotive suppliers a chance to make major announcements or introduce new products.

Trade days at the Cobo conference and exhibition center on are Jan. 10, from noon to 11 p.m. and Jan. 11, 9 a.m to 2 p.m. The show, sponsored by the Detroit Auto Dealers Association, is open to the public Jan. 12-20.

The industry trade days program will also provide a pre-show opportunity for suppliers to see the auto show when it isn't full of consumers. Attendance at the 1990 show was 658,372.

Although new to the Detroit show, industry preview days are a common practice at some European auto shows.

Tickets for the industry preview sessions can be purchased for $30 at the door or in advance by contacting Julie Hunyadi at the Detroit Auto Dealers Association at (313) 643-0250.

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SERVICE MANAGEMENT

AUTOMOTIVE NEWS JOE WILSSENS

Counterfeit parts confiscated

Hal Helterhoff, left, special agent in charge of FBI operations in Michigan, and William E. Hoglund, General Motors executive vice president, examine some of the $50 million worth of counterfeit auto parts and accessories confiscated as the result of 40 raids of manufacturing plants in 15 states. Stored in an idled GM plant, the parts, considered inferior in quality to genuine parts and a safety risk, will be destroyed to assure they won't get into the marketplace. Security from Ford Motor Co., Chrysler Corp. and GM worked closely with the FBI and U.S. Attorney's office in the undercover operation, code-named Operation Partsman.

Oct. index tops Sept. rise

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

The growth of new-car dealers' service and parts business in October topped the increase achieved in September by 7.7 percentage points, according to the *Automotive News* Service Index.

October's service and parts business amounted to 109.8 percent of the volume recorded in the year-ago month. The September increase in business over the same month of 1989 was 2.1 percent.

October marked the fourth consecutive month to show an increase over the year-earlier service-parts volume, and was the biggest recorded gain since February when shop business topped the year-ago volume by 13.6 percentage points.

October also marked the first month since July that all five indicators in the Service Index were increases.

October's leading indicator was total labor sales (customer-paid and warranty), which showed an increase of 13.0 percent over the year-ago volume, followed by shop parts sales (both customer-paid and warranty), up 11.8 percent.

Figures used in the Service Index are compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
109.8*

	Oct. '90 vs. Oct. '89	Jan.-Oct. '90 vs. Jan.-Oct. '89
Gross Profit on All Labor and P&A Sales	+ 10.1%	+ 6.5%
Repair Orders Written	+ 4.8%	– 0.1%
Total Labor Sales (Customer & Warranty)	+ 13.0%	+ 8.6%
Shop Parts Sales (Customer & Warranty)	+ 11.8%	+ 7.6%
Sales of All P&A	+ 6.1%	+ 5.8%

* Survey by Automotive News shows that dealers' service and parts business in October 1990 was 109.8 percent of business in October 1989. Service business in the first 10 months of 1990 was 107.1 percent of business in the corresponding period in 1989.

Makers touch up warranties

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

New-vehicle warranty coverage for the 1991 model year is essentially the same as last year, although 16 makers made minor changes.

Cadillac, Ford Motor Co. and Saab Cars USA Inc. have notable enhancements of deductibles.

Cadillac warranties no longer require deductibles for repairs after the one-year/12,000-mile coverage expires. All other GM divisions will continue to charge owners a $100 deductible after the one-year/12,000-mile coverage expires.

Ford Motor announced reductions or eliminations in repair deductibles per visit for its 1991 models, but shortened its powertrain warranty from six years/60,000 miles to four/50,000.

The company reduced the deductible on all 1991 Ford and Mercury cars and light trucks from $100 to $50. Owners pay the fee after the basic one-year/12,000-mile warranty expires.

And to match Cadillac, all 1991 Lincoln Town Cars, Continentals and Mark VIIs carry an expanded bumper-to-bumper, basic warranty of four years/50,000 miles with no deductible.

The elimination of deductibles by Cadillac and Lincoln brings those makers in line with other luxury car producers that have not charged warranty fees for years.

The Big 3 are the only companies, with the exception of Saab and Yugo of America Inc., still charging warranty deductibles.

- Saab more than doubled its new-car warranty to six years/80,000 miles for its 1991 9000 and 900. The new warranty includes bumper-to-bumper coverage for three years/40,000 miles, and major-systems coverage for the duration of the six-year/80,000-mile warranty. Certain engine, transmission, steering, air conditioning and electronic components are subject to a $150 deductible under the major-system coverage provisions.
- Yugo charges owners a $25-per-visit deductible. The basic warranty coverage includes all scheduled maintenance.
- Saturn Corp. is offering an Owner's Protection Package that includes a no deductible, bumper-to-bumper, three-year/36,000-mile basic warranty and 24-hour roadside assistance.
- Chrysler Corp. has increased the powertrain coverage on its captive imports from three years/50,000 miles to five/60,000.

Several importers also announced added warranty protection for 1991 models.

- American Isuzu Motors Inc.'s basic and air conditioning coverage remain at 36 months, but mileage has been extended from 36,000 to 50,000 miles.
- Mitsubishi Motor Sales of America Inc. raised powertrain coverage for its 1991 models, except for Precis, from three years/50,000 miles to five years/60,000 miles. Its basic warranty coverage continues at three years/36,000 miles.
- Nissan Motor Corp. upped powertrain protection from three years/36,000 miles to five years/60,000 miles.
- Subaru of America Inc. increased powertrain coverage from three years/36,000 miles to five years/unlimited mileage. Subaru also changed rust coverage from six years/60,000 miles to five years/unlimited mileage.
- American Suzuki Motor Corp. increased its basic warranty coverage and powertrain coverage from two years/24,000 miles to three years/36,000 miles.

Boosting rust protection were:

- Hyundai Motor America from three years/unlimited mileage to five years/100,000 miles.
- Audi of America Inc. from six years/unlimited mileage to 10 years/unlimited mileage.
- Jaguar Cars Inc. from six years/60,000 miles to six years/unlimited mileage.

Other changes included:

- Range Rover of North America changed its basic coverage from three years/36,000 miles to three years/42,000 miles.
- Volvo North America Corp. increased basic coverage from one year/unlimited mileage to three years/50,000 miles. Volvo also changed powertrain coverage from three years/unlimited mileage to three years/50,000 miles.
- BMW of North America Inc. boosted its basic and powertrain coverage from three years/36,000 miles to four years/50,000 miles.

WARRANTY COVERAGE ON 1991 MODELS

	Basic coverage	Extra drivetrain/ major component	Corrosion coverage	Towing for warranty-covered breakdown	Deductible
Domestic Ford*	1/12,000	4/50,000	6/100,000	Yes	$50§
Mercury*	1/12,000	4/50,000	6/100,000	Yes	$50§
Lincoln	4/50,000	4/50,000	6/100,000	Yes	No
Buick	3/50,000	3/50,000	6/100,000	Yes	$100•
Chevrolet*	3/50,000	3/50,000	6/100,000	Yes	$100•
Oldsmobile	3/50,000	3/50,000	6/100,000	Yes	$100•
Pontiac*	3/50,000	3/50,000	6/100,000	Yes	$100•
Cadillac	4/50,000	4/50,000	6/100,000	Yes	No
Cadillac Allante	1/12,000	7/100,000	7/100,000	Yes	No
Saturn	3/36,000	3/36,000	6/100,000	Yes	No
Chrysler	1/12,000	7/70,000	7/100,000	Yes	$100‡
Chrysler New Yorker Fifth Avenue/ Imperial/Maserati	5/50,000	7/70,000	7/100,000	Yes	$100‡
Chrysler captive imports	3/36,000	5/60,000	5/unlimited	Yes	No
Summit	3/36,000	7/70,000	7/100,000	Yes	$100‡
Japan Acura	3/36,000	3/36,000	3/unlimited	Yes	No
Daihatsu	3/36,000	3/36,000	3/unlimited	Yes	No
Honda	3/36,000	3/36,000	5/unlimited	Yes	No
Infiniti	4/60,000	4/60,000	7/unlimited	Yes	No
Isuzu	3/50,000	5/60,000	6/100,000	Yes	No
Lexus	4/50,000	6/70,000	6/unlimited	Yes	No
Mazda	3/50,000	3/50,000	5/unlimited	Yes	No
Mitsubishi	3/36,000	5/60,000	7/100,000	Yes	No
Mitsubishi Precis	3/36,000	3/36,000	3/36,000	Yes	No
Mitsubishi Montero/ Mighty Max	3/36,000	5/60,000	5/unlimited	Yes	No
Nissan	3/36,000	5/60,000	5/unlimited	Yes	No
Subaru	3/36,000	5/60,000	5/unlimited	Yes	No
Suzuki	3/36,000	3/36,000	3/unlimited	Yes	No
Toyota	3/36,000	5/60,000	5/unlimited	Yes	No
Korea Hyundai	3/36,000	3/36,000	5/100,000	Yes	No
France Peugeot	3/36,000	5/50,000	3/36,000	Yes	No
Germany Audi†	3/50,000	3/50,000	10/unlimited	Yes	No
BMW	4/50,000	4/50,000	6/unlimited	Yes	No
Mercedes-Benz	4/50,000	4/50,000	4/50,000	Yes	No
Porsche	2/unlimited	2/unlimited	10/unlimited	Yes	No
Volkswagen	2/24,000	5/50,000	6/unlimited	Yes	No
Great Britain					
Aston Martin	2/24,000	No	No	No	No
Jaguar	3/36,000	3/36,000	6/unlimited	Yes	No
Lotus	2/unlimited	2/unlimited	8/unlimited	No	No
Range Rover	3/42,000	3/36,000	6/unlimited	Yes	No
Rolls-Royce	3/unlimited	3/unlimited	3/unlimited	Yes	No
Sterling	3/36,000	3/36,000	6/unlimited	Yes	No
Italy Alfa Romeo†	3/36,000	3/36,000	6/60,000	Yes	No
Ferrari	2/unlimited	No	No	No	No
Maserati	2/24,000	2/24,000	2/24,000	Yes	No
Sweden, Saab	3/40,000	6/80,000	6/unlimited	Yes	$150**
Volvo	3/50,000	3/50,000	8/unlimited	Yes	No
Yugoslavia Yugo†	1/12,000	4/40,000	3/unlimited	Yes	$25

*Includes captive imports
†Basic coverage includes scheduled maintenance
§For warranty repairs on drivetrain after 1/12,000 coverage expires
•For any warranty repairs after 1/12,000 coverage expires
‡For repairs under extended powertrain warranty
**For warranty repairs after 3/40,000 coverage expires

SERVICE BRIEFS

ABS training available

McHENRY, Ill. — An aftermarket training program on anti-lock brake systems is being offered by Raybestos/Brake Parts Inc.

Bob Kaulig, marketing vice president for Raybestos, said a four-part series explains the basis of ABS and teaches the technician, step-by-step, how to repair and diagnose Bosch, Teves and Kelsey-Hayes systems.

Raybestos also offers a three-hour class to give technicians hands-on experience with anti-lock brake systems.

SPX signs with Opel

MUSKEGON, Mich. — SPX Corp. has signed an agreement with Adam Opel AG of Russelsheim, Germany, that makes SPX the administrator of the Opel Dealer Equipment Program under the Euroline name.

SPX will sell approved service equipment to Opel dealers in Europe, including east Germany.

Parts association moves

BETHESDA, Md. — The Automotive Parts and Accessories Association has moved its international office from Lanham, Md., to Bethesda. The new address is 4600 East-West Highway, Bethesda, Md. 20814. The group's new phone number is (301) 654-6664.

The move improves access to government, according to Lawrence C. Hecker, senior vice president of finance and administration.

CANADIAN CAR AND TRUCK SALES

North American Car Sales

	Nov. 1990	Nov. 1989	11 mos., 1990	11 mos., 1989
GM	20,376	26,112	283,740	320,289
Ford	8,649	12,253	138,245	176,548
Chrysler	5,398	8,858	92,587	113,661
Honda	1,680	1,853	31,669	23,889
Toyota	1,277	731	12,127	11,100
Hyundai	474	802	6,250	8,399
Volvo	196	293	3,102	3,475
North American car total	**38,050**	**50,902**	**618,622**	**657,361**

Imported Car Sales

Honda	5,441	4,975	63,274	55,769
Toyota	4,093	5,163	59,974	62,034
Volkswagen	3,042	2,291	33,088	27,678
Nissan	2,348	1,773	23,243	26,762
Mazda	1,635	1,762	28,140	24,801
Hyundai	1,136	1,683	14,690	25,476
Chrysler	1,128	1,433	14,257	19,937
Ford	804	584	6,554	7,967
Subaru	651	372	7,150	5,857
GM	527	291	6,096	4,988
Suzuki	455	691	7,093	6,928
Mercedes-Benz	325	300	3,833	3,786
Volvo	313	293	2,359	3,024
BMW	312	385	3,742	4,081
Jaguar	49	141	967	1,481
Lada	40	67	583	624
Peugeot	11	14	109	217
Imported car total	**22,310**	**22,218**	**275,152**	**281,410**
TOTAL - ALL CARS	**60,360**	**73,120**	**893,774**	**938,771**

*Mazda declined to furnish a breakoutof North American built and imported car sales

**GM imported total includes Passport and Saab sales

North American Truck Sales

GM	9,229	14,161	138,373	157,326
Ford	7,520	10,715	112,988	130,843
Chrysler	5,689	7,741	79,495	95,703
North American truck total	**22,438**	**32,617**	**330,856**	**383,872**

Imported Truck Sales (including vans)

Mazda	1,378	1,565	17,840	16,720
Toyota	1,308	1,490	16,172	15,507
Nissan	1,046	955	13,368	12,538
GM	506	716	2,794	2,903
Suzuki	488	880	6,805	7,357
Chrysler	75	168	1,468	2,219
Lada	48	18	236	219
Volkswagen	35	20	842	740
Land Rover	9	0	55	0
Imported truck total	**4,893**	**5,812**	**59,580**	**58,203**
TOTAL - ALL TRUCKS	**27,331**	**38,429**	**390,436**	**442,075**
TOTAL - CARS, TRUCKS	**87,691**	**111,549**	**1,284,210**	**1,380,846**

Canadian sales dip in Nov.

Canadian total vehicle sales declined in November for the fourth month in a row. Total car and truck sales were 21.39 percent below Novevmber 1989, pulling the year-to-date decline to 7.0 percent.

Car sales fell 17.45 percent below November 1989, and truck sales were off 28.88 percent.

Each of the Big 3 reported steep drops in sales of North American-built cars and trucks. They blamed a weak economy, rising unemployment, higher fuel prices, and the prospect for a new tax.

Vehicle prices should drop an average 3.5 percent after Jan. 1, when a new goods and services tax is expected to take effect.

— **Anne E. Wright and Alex Law**

LEGAL BRIEFS

Alabama judge reprimands GM

Court upholds jury award, says maker put profits before lives

By Helen Kahn
SENIOR CORRESPONDENT

Saying that General Motors put profits before lives, an Alabama Circuit Court judge has denied GM's moves to overturn a $15 million jury award against the automaker.

The judge also warned that unless GM changes its conduct, other injuries and deaths may occur.

At issue is a "programmable read-only memory" chip (PROM) that allegedly caused a three-day-old 1988 Chevrolet Silverado 2500 to stall unexpectedly in a busy intersection. On Aug. 12, 1987, the vehicle was hit by a Mack logging truck, killing a 7-year-old boy and injuring his grandfather, the driver of the vehicle.

The boy's mother, Helen Lewis Johnston, and the grandfather, S. Ford Lewis, claimed the truck stalled unexpectedly because of the computer chip, which had been the subject of several dealer service bulletins.

GM said the chip had been improved for the 1988 model year. It also said the former problems concerned driveability, not stalling.

In his ruling, Alabama Circuit Judge Claud D. Neilson noted that GM knew of problems with the computer chip before marketing the vehicles. GM then "covered up" the hazards by issuing a "silent recall" — telling dealers to install a new PROM if the customer complained, the judge wrote.

"Simply put, General Motors made a business judgment to risk damage to property and persons from the defect in the vehicle rather than to expend the substantial sum necessary to recall and replace the defective PROMs," he wrote.

"This is not a case where death occurred as a result of mere inadvertence nor even where wanton conduct occurred on a single occasion. Here General Motors placed hundreds of thousands of its customers' lives at risk in order to save money and increase its profits.

> "Simply put, General Motors made a business judgment to risk damage to property and persons from the defect in the vehicle rather than to expend the substantial sum necessary to recall and replace the defective PROMs."
>
> **Judge Claud D. Neilson**

In this court's opinion, its wrongdoing was both intentional and totally intolerable."

The court noted that GM sold about 600,000 of the vehicles and that replacement PROMS cost about $70 per vehicle. As a result, GM saved about $42 million by not having a recall or notifying owners.

So even after paying the verdict, said the court, GM "will still save approximately $27 million by not recalling this defective PROM."

GM had moved for a new trial on several grounds: It questioned the jury selection; it said the evidence was insufficient for a jury; it cited what it called the improper conduct of plaintiffs' attorney Jere Beasley, who during the trial broke the fan shroud that GM says was part of the evidence; and it said the Alabama Wrongful Death Statute, under which the $15 million was awarded, is unconstitutional.

Neilson denied each motion. Noting that " 'defective' means unreasonably dangerous," he added that there is "little doubt that a new vehicle with less than 300 miles that stalls in the middle of a busy intersection does not meet the reasonable expectations of an ordinary consumer." He added that similar vehicles with the same engine and computer system had similar problems and that mechanics and GM's corporate office "would recommend replacing the PROM whenever a stall in this type of vehicle occurred."

GM has until mid-January to decide whether it will appeal to Alabama's Supreme Court.

Wife, not makers, cause of sudden acceleration

A New Jersey jury has cleared Volkswagen of America Inc. and Audi AG of blame in the crash of a 1985 Audi 5000S station wagon.

Anthony Verna sued both companies and his wife, Sueanne Verna, who was driving the wagon. The car struck Anthony Verna and pushed him through a restaurant window. He sued his wife so he could get restitution for his medical bills.

The jury found that Sueanne Verna's negligence caused the accident and awarded $150,000 to the husband.

During the trial, William Rosenbluth, plaintiff's expert, said there was a manufacturing defect because the gas pedal and brake pedal were too close together. As a result, Sueanne Verna was confused and pressed the accelerator instead of the brake.

Audi testified that the car was manufactured under a rigid quality control program. Dennis Guenther, Audi's accident reconstruction expert, said the narrowing of the gap between pedals could have been caused by the crash itself.

An Audi engineer, Herbert Weinert, agreed. To refute Rosenbluth's contention that the narrower gap between pedals caused driver confusion, Audi called John Tomerlin, qualified by the Bergen county court as an expert in unintended acceleration, who said there was no correlation between the size of the gap and driver error.

— **Helen Kahn**

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PERSONNEL

AWDA — Robert H. Raff, president of Parts Warehouse Inc. in Little Rock, Ark., has been named chairman of the Automotive Warehouse Distributors Association.

Other officers are **Arthur E. Lottes III,** president of A.E. Lottes Co. in St. Louis, and **Timothy A. Lee,** president of Certified Automotive Warehouse Inc. in Chicago, vice chairmen; and **Beryle M. Blanchard** of Motor Supply Warehouse Co. in Belle Plaine, Iowa, secretary.

Martin Fromm, president emeritus of the association, has been named AWDA's "Automotive Man of the Year" for 1990. The association recognized him as "the man who pioneered the growth of automotive warehouse distribution." Fromm has been a leader in the association since 1946 and currently is vice chairman of the board of trustees of the AWDA University Foundation.

C&C COMPETITION — Doug Fehan has been promoted from group manager to vice president of C&C Competition, a unit of C&C Inc. in Brighton, Mich.

CHEVROLET — J.C. Perkins, general manager of Chevrolet, has been named chairman of the special gift campaign for the Boys and Girls Clubs of Southeastern Michigan.

The campaign calls on corporate leaders to solicit their peers, employees, companies and foundations on behalf of the clubs. This year's goal is $400,000. Last year's campaign raised $323,000.

CINCINNATI MILACRON — Harold J. Faig has been appointed vice president of injection molding machinery. He was vice president of the Plastics Machinery Division.

GM OF CANADA — William E. Tate has been appointed vice president and general director of personnel for General Motors of Canada Ltd. in Oshawa, Ontario. He succeeds **Frederick R. Curd Jr.** who, in November, was named group director of personnel for GM's Buick-Oldsmobile-Cadillac Group.

Before moving to Canada, Tate was director of industrial relations for the Chevrolet-Pontiac-Canada Group.

GM — ENGINE DIVISION — Maryellen Smith has been appointed controller for the 3300/3800 product team. She replaces **Bud Murphy,** who has retired.

Smith was with Oldsmobile as a car-line planner on the large and luxury product team.

MERCEDES-BENZ — Five managers have been appointed in the new Western business region of Mercedes-Benz of North America Inc. The region comprises California, Oregon, Washington, Nevada, Alaska and Hawaii.

Mark Derengowski is regional sales manager. He was business management manager in San Francisco.

Robert Deck is regional parts and service manager. He has been with the company since 1973.

Raymond McCoy is marketing manager. He was Houston zone manager.

Karl Goertzen is manager of the vehicle preparation centers in Carson and South San Francisco, Calif. **Carl Partyka** continues as manager of the vehicle preparation center in Carson, reporting to Goertzen. Goertzen was manager of the South San Francisco center.

ZAPIECKI & PARTNERS — Anthony Thiros has been named a senior account executive, responsible for automotive aftermarket accounts for the Toledo, Ohio, advertising and public relations agency. He was advertising and merchandising manager for Champion Spark Plug Co.

ZEON CHEMICALS — Rob Dalton has been appointed vice president and general manager of global marketing. He was product manager of polyether elastomers.

Everett Scheer Jr. has been named vice president of sales. He was director of marketing and specialty elastomers.

Marie Berner has been appointed manager of logistics. Berner was manager of domestic and international customer service and logistics.

The company produces specialty synthetic rubber used in automotive hoses, belts, gaskets and adhesives.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Town & Country	$1,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$750-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Voyager	$1,000	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$500-3,000	12/16
Plymouth	$400-500	12/16
Minivans	$500 for owners of 1984-89 minivans	12/31
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	1/31
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less		
General Motors (1990)		
Buick Reatta*	$3,000	12/31
Other Buick*	$250-1,000	12/31
Cadillac	$1,200	1/7
Chevrolet Geo	$300-1,000	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$1,500-2,500	1/7
Pontiac Bonneville, Grand Prix, Grand Am	$750-1,250	1/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates		
General Motors (1991)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac Brougham	$1,500	1/7
Chevrolet Geo	$300-500	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$500-1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$500-1,500	1/7
Pontiac Firebird**	$500-1,000	1/7
Other Pontiac	$500-750	1/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates. **Firebird rebate is $1,000 in California only		
Hyundai		
Excel (1990-91)	$500-1,500	1/3
Sonata (1990-91)	$1,500-2,000	1/3
Scoupe (1991)	$500	1/3
Jaguar (1990-91)	$5,000 for owners of '88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$886-1,246 discount on option packages	1/3
Subaru		
Justy (1990-91)	$500	1/3
Loyale (1991)	$300-1,050	1/3

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford Probe GT	$1,500	12/31
Thunderbird	$1,400	12/31
Taurus SHO	$3,000	12/31
Other Taurus	$1,300	12/31
Other cars	$1,000	12/31
Ford Bronco	$2,000	12/31
Other trucks	$1,100-1,300	12/31
On Jan. 1, 1991, rebates will be reduced by $200 on all above models except Probe GT, Taurus SHO, Crown Victoria and Bronco. The reduced rebates will continue until Feb. 28, 1991		
Mercury Topaz	$1,000	12/31
Sable	$1,300	12/31
Cougar	$1,400	12/31
Grand Marquis	$1,500	12/31
All Lincoln	$2,000	1/31
Topaz, Sable and Cougar rebates will be reduced by $200 for Jan. 1, 1991, to Feb. 28, 1991		
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-$700, based on sales	2/28
Ford trucks	$100-$700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-$700, based on sales	2/28
Audi (1990)		
100 Series	$3,000	12/31
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1990-91)		
Mirage	$500-1,000	12/31
Other cars	$350-2,000, quota	12/31
Trucks	$350-2,000*	12/31
*Some truck rebates are based on quotas. Mitsubishi rebates vary by region		
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on sales	12/31
Maxima	$200-700, based on sales	12/31
240SX	$1,000-2,000, based on sales	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on sales	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla, Camry	$200-1,100 quota	1/3
Trucks	$200-1,200 quota	1/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None

Ford revamps rebate program

Cash goes directly to dealers on most 1990-91 cars, trucks

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has switched from consumer cash payments to direct rebates to dealers on most of its 1990 and 1991 cars and trucks.

The program, which runs through Feb. 28, does away with all consumer rebates except for customer cash paybacks ranging from $500 to $2,000 on 1990 and 1991 Ford Festiva and Ranger; 1991 Ford Escort, Mercury Tracer and Grand Marquis; and 1990 Lincoln models.

Under the new rebate program for Ford Division dealers, sales of all 1991 Probe, Mustang, Tempo, Taurus, Thunderbird, Bronco, Econoline Van (except E30 RV cutaway, E33 RV stripped chassis and Econoline with conversion package), Club Wagon, Aerostar and F-series pickup models pay the dealer nothing for the first two units, $100 each for the third and fourth, $200 for the fifth and sixth, $400 for the seventh through ninth and $700 for the 10th unit and above.

Ford extended through Dec. 31 the existing dealer rebate program on 1990 models and selected 1991 vehicles; the program was to end Dec. 12. Dealerships will continue to be paid a flat per-unit incentive on each eligible model.

Rebates on 1990 models are $1,000 on Mustang, Probe (except GT), Tempo and Crown Victoria; $1,300 on Taurus; $1,500 on Probe GT; $1,400 on Thunderbird; $3,000 on Taurus SHO; $1,100 on F-series pickups; $1,300 on Econoline, Club Wagon and Aerostar; and $2,000 on Bronco. Dealer payments on 1991 models are $1,000 on Taurus SHO and Crown Victoria.

Effective Jan. 1 through Feb. 28, dealer rebates will be reduced $200 on the 1990 Mustang, Probe (except GT), Tempo, Taurus, Thunderbird, Econoline, Club Wagon, Aerostar and F-series pickup trucks.

Consumer rebates on 1991 models are $500 on Escort and Festiva and $1,000 on Ranger pickups. Payments on 1990 models are $700 on Festiva and $1,500 on Ranger.

In lieu of rebates, dealers may offer consumers finance rates of 7.9 percent on contracts up to 48 months.

Because a one-time cash payment of $750 was made to dealers for all 1990 Escorts in inventory as of Dec. 12, the company said those vehicles will be excluded from all future incentives.

Lincoln-Mercury Division's dealer rebate program for 1991 Topaz, Sable and Cougar models also is based on the number sold. Dealers will receive $100 per eligible unit for the fourth sale, $230 for the fifth and sixth, $500 for the seventh through ninth and $750 for the 10th and above.

L-M's program covering 1990 models also has been extended through Dec. 31. Rebates to dealers are $1,000 on Topaz, $1,300 on Sable, $1,400 on Cougar and $1,500 on Grand Marquis. For Jan. 1 to Feb. 28, the rebates will be reduced $200 on all models except Grand Marquis.

L-M extended the dealer and consumer cash payments on all 1990 Lincoln models. The dealer per-unit cash rebate for the Town Car, Continental and Mark VII has been increased to $2,000 from $1,500, while consumers will continue to receive a $1,500 rebate under programs that run through Jan. 31.

Until Dec. 31, L-M will honor the $4,000 rebate certificates that Cadillac sent to owners of 1985-87 Cadillacs. The certificates can be used on purchases of 1990 and 1991 Lincolns, and they are in lieu of other Lincoln rebates.

Customer rebates on 1991 Tracer and Grand Marquis models are $500 and $1,000 until Feb. 28. A finance rate of 7.9 percent on loans up to 48 months is an alternative.

CONGRESS

FROM PAGE 3

with the North American International Auto Show, will be held Sunday, Jan. 13, through Wednesday morning, Jan. 16, at the Westin Hotel in Detroit.

Attendees will hear from more than 30 leaders of the automotive industry.

Razaq joined General Motors in 1967 and progressed through sales management positions in Germany, Greece and Saudi Arabia.

In 1980, he moved to GM Espana as director of sales and marketing, and in 1984 moved to Germany.

He remained there until 1987, when he was appointed chairman and managing director of General Motors Egypt in Cairo. He was named to his current job last June.

Maioli has been in the design field throughout his business career and has held such titles as architect, product engineer and automotive designer.

In 1977, Maioli joined the Fiat style coordination team that designed the Lancia and Autobianchi marques. Maioli's team received car of the year awards in 1979 for the Lancia Delta and in 1983 for the Fiat Uno.

In 1986, the team won an architects' award for the design of the Y-10 Tipo.

Miskowski joined Ford in 1975 as a financial analyst trainee at Lincoln-Mercury Division.

He held several positions with Lincoln-Mercury's finance and marketing staffs and with Ford Parts and Service before he was appointed vice president of the parts organization for Ford of Europe in 1977.

In 1980, he was named executive director of marketing for the Car and Truck Group. Three years later, Miskowski was appointed development manager for Ford's Parts and Service Division.

Miskowski became the division's general sales and marketing manager in 1988 and was appointed general manager in 1989.

Perkins joined Chevrolet in 1960, working in sales and marketing at Chevrolet zone and central offices.

He served as a zone manager and regional manager at Chevrolet and, in 1977, was appointed director of marketing policy and dealer relations for GM.

He returned to Chevrolet in 1979 as manager of the Atlantic Coast region and was appointed truck sales manager in 1980 and assistant general sales manager for field operations in 1981.

Perkins moved to Buick as general sales manager in 1982. In 1984, he joined Toyota Motor Sales U.S.A. Inc., and in 1989 he returned to Chevrolet in his current position.

For further information on the World Congress, write Wendy Barhydt, World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150 or telephone 313-936-1049.

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- ☐ $75 for Tuesday Evening Gala only, per person. Tables for 10 available. (Gala included in full registration.)
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Digital phones eliminate static

Present-day cellular car phones are analog — transmitting conversations with continuous electrical signals that differ in wave length and amplitude.

With digital phones, the electrical signal is broken into segments, or bits, and converted to computer code before transmission. On the receiving end, the noncontinuous digital signal is decoded so the caller's voice can be heard. It's the same principle for compact disc technology.

Digital phones would eliminate static because the signal is reproduced in the receiver exactly as sent by the transmitter. That's why CDs offer clearer sound than records or tapes.

Because digital signals can be compressed, the technology also can be used to vastly increase the capacity of cellular phone switching stations — eliminating accessibility problems. That's why CDs are smaller than records.

And, because digital switching is more precise, digital phones also eliminate signal losses that sometimes occur when a car moves from one cell to another.

— Phil Frame

PHONE

FROM PAGE 1

will be the next four cities to get the program, according to GM Vice Chairman Robert Schultz.

Initially, GM dealers will sell base-level or deluxe-version Delco-brand phones made by Motorola Inc.

Hughes Network Systems Inc., a unit of Hughes Aircraft Co., will supply the next two generations of phones. Hughes Aircraft and Delco Electronics are owned by GM Hughes Electronics Corp., which is a subsidiary of General Motors.

Hughes also is piecing together the nationwide network of cellular service providers that will cooperate in the GM program. In this regard, GM trails Big 3 rivals Ford and Chrysler.

Ford, which recently reintroduced the cellular phone option on Lincoln Town Car, Continental and Mark VII, already has agreements nationwide with service providers, said Donald Russell, audio systems and communications business planning manager for Ford Electronics Division. Ford dropped a cellular phone option in 1984 on the Lincoln Mark IV because so few areas had service coverage.

Chrysler also has nationwide agreements with cellular service providers so it can sell the Visor-phone, which it introduced at the 1990 North American International Auto Show in Detroit.

GM currently offers cellular phones as factory options with only two cars: Oldsmobile Trofeo and Cadillac Allante. The Trofeo is the only GM car to be wired on the assembly line for a cellular phone.

The new Delco-Hughes program will give all GM dealers the opportunity to get into the cellular phone business with a minimum of headaches, Williams said.

Delco will provide training on selling and installing phones, and on signing customers for cellular service, Williams said.

This should be additional business for most GM dealers because of the roughly 1.5 million cellular phones sold each year, only about 2 percent are sold by new-car dealers, said Pradeep Kaul, executive vice president of Hughes Network Systems.

"I think cellular phone sales should (evolve) the same way as the AM-FM radio," Kaul said. "We think eventually people will come to accept that a phone is just a part of the car — the cellular link will be the umbilical cord for the automobile."

While GM is jumping into the nationwide phone business later than its two cross-town rivals, it is banking on the technical expertise of Hughes to establish a beachhead in the next generation of phones using digital communications.

Before digital phones can be used, cellular switching stations need to be converted with digital equipment. That change has been anticipated and will begin later this year in New York, Chicago and Los Angeles, but it will take several years before all of the country is converted, Kaul said.

Hughes plans to introduce its second-generation phone, a hybrid that can be used on digital or analog circuits, later in 1991. Neither Kaul nor Williams would say when a third-generation, all-digital phone would be available.

PRODUCTION

U.S. CAR

	Week Ended Dec. 15, 1990	Week Ended Dec. 8, 1990	Dec. Est.	Jan. 1 to Dec. 15, 1990	Jan. 1 to Dec. 16, 1989
Horizon	0	0	0	4,327	31,608
Sundance	2,300	2,351	4,651	87,666	98,851
Acclaim	2,900	2,754	5,654	117,225	124,489
Total Plymouth	**5,200**	**5,105**	**10,305**	**209,218**	**254,948**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,500	0	1,500	50,458	93,635
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	300	290	590	34,452	73,907
Fifth Avenue	1,000	848	1,848	36,631	26,145
Imperial	400	353	753	18,938	5,153
Total Chrysler	**3,200**	**1,491**	**4,091**	**148,550**	**201,786**
Omni	0	0	0	4,078	33,545
Daytona	700	0	700	32,522	72,431
Shadow	2,400	2,439	4,839	95,511	101,289
Dynasty	3,000	2,447	5,447	119,151	130,387
Lancer	0	0	0	0	1,528
Spirit	2,400	2,736	5,136	103,201	107,849
Total Dodge	**8,500**	**7,622**	**16,122**	**354,463**	**447,829**
CHRYSLER MOTORS	**16,900**	**14,218**	**31,118**	**712,231**	**983,763**
Escort	5,735	0	5,735	239,916	332,848
Mustang	3,594	0	3,594	127,985	180,385
Tempo	3,468	2,728	6,196	125,178	143,880
Taurus	6,053	3,787	9,840	323,803	353,532
Thunderbird	1,226	1,312	2,538	106,246	133,677
Total Ford Div.	**20,076**	**7,827**	**27,903**	**923,128**	**1,144,322**
Topaz	932	1,367	2,299	46,752	65,244
Cougar	1,549	1,359	2,908	71,719	112,709
Sable	2,331	1,460	3,791	100,030	115,001
Total Mercury	**4,812**	**4,186**	**8,998**	**218,501**	**292,954**
Continental	1,178	1,196	2,374	57,451	63,411
Mark VII	210	191	401	17,816	20,963
Town Car	2,772	2,773	5,545	143,022	124,223
Total Lincoln	**4,160**	**4,160**	**8,320**	**218,299**	**208,617**
Total L-M Div.	**8,972**	**8,346**	**17,318**	**436,790**	**501,571**
FORD MOTOR CO.	**29,048**	**16,173**	**45,221**	**1,359,918**	**1,645,893**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,500	2,430	4,930	91,783	66,460
Century	0	1,567	1,567	63,771	121,014
Riviera	296	286	582	21,028	22,097
Electra/Park Ave.	2,826	2,819	5,645	62,626	78,236
LeSabre (fwd)	4,108	1,817	5,925	154,421	152,752
LeSabre (rwd)	0	0	0	4,022	7,879
Reatta	121	97	218	5,587	6,428
Total Buick	**9,851**	**9,016**	**18,867**	**403,238**	**461,779**
Eldorado	695	661	1,356	21,363	26,738
Seville	1,055	981	2,036	34,287	23,463
Brougham (rwd)	0	0	0	29,637	53,664
DeVille (fwd)	3,680	3,143	6,823	159,692	178,459
Allante	64	47	111	3,434	3,112
Total Cadillac	**5,494**	**4,832**	**10,326**	**248,413**	**287,436**
Cavalier	9,529	9,134	18,663	352,548	349,391
Camaro	2,073	1,898	3,971	70,711	98,916
Celebrity	0	0	0	0	70,720
Corsica/Beretta	2,160	6,126	8,286	269,055	359,522
Caprice	1,538	1,659	3,197	193,527	180,245
Corvette	0	413	413	22,094	24,650
Total Chevrolet	**15,300**	**19,230**	**34,530**	**907,935**	**1,083,444**
Calais	1,820	1,785	3,605	98,167	86,013
Cutlass Ciera	0	1,967	1,967	65,340	85,378
Cutlass Supreme	2,223	2,220	4,443	93,879	111,595
Toronado	202	192	394	14,569	9,849
88 (fwd)	1,866	1,582	3,448	99,122	138,540
88 (rwd)	0	0	0	1,223	7,533
98	1,520	1,013	2,533	41,406	70,099
Total Oldsmobile	**7,631**	**8,759**	**16,390**	**413,706**	**509,007**
Sunbird	4,043	4,070	8,113	163,526	148,068
Grand Am	4,800	0	4,800	204,813	221,824
Firebird	795	790	1,585	40,541	55,660
Grand Prix	3,185	3,112	6,297	112,945	121,151
Pontiac 6000	0	1,467	1,467	51,522	77,345
Bonneville	1,535	1,522	3,057	72,184	99,437
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**14,358**	**10,961**	**25,319**	**645,531**	**716,196**
Total Saturn	**540**	**540**	**1,080**	**2,782**	**0**
GENERAL MOTORS	**53,174**	**53,338**	**106,512**	**2,827,134**	**3,037,862**
DIAMOND-STAR	**3,239**	**3,393**	**6,632**	**147,839**	**90,883**
HONDA	**9,038**	**8,919**	**17,949**	**424,757**	**366,329**
Civic	1,500	1,487	2,987	99,178	127,644
Accord	7,530	7,432	14,962	325,579	227,685
MAZDA†	**4,495**	**4,733**	**9,228**	**177,252**	**208,796**
NISSAN	**2,888**	**3,427**	**6,317**	**95,074**	**113,565**
NUMMI	**4,200**	**5,272**	**9,472**	**209,121**	**188,991**
Corolla	2,100	2,648	4,748	100,663	78,318
Geo Prizm/Nova	2,100	2,624	4,724	99,458	110,673
SUBARU-ISUZU	**1,250**	**1,473**	**2,723**	**33,389**	**5,777**
TOYOTA	**4,540**	**4,568**	**9,108**	**212,880**	**146,948**
TOTAL CARS, U.S.	**128,766**	**115,514**	**244,280**	**5,990,575**	**6,980,585**
TOTAL CARS, CANADA	**16,753**	**26,657**	**43,410**	**1,066,675**	**969,979**
U.S., CANADA CARS	**145,519**	**142,171**	**287,690**	**7,051,250**	**7,679,564**
U.S., CANADA CARS AND TRUCKS	**226,917**	**223,044**	**449,961**	**11,052,615**	**12,015,850**

CANADIAN CAR

	Week Ended Dec. 15, 1990	Week Ended Dec. 8, 1990	Dec. Est.	Jan. 1 to Dec. 15, 1990	Jan. 1 to Dec. 16, 1989
Monaco	400	340	740	11,059	549
Premier	875	782	1,657	13,580	31,506
CHRYSLER MOTORS	**1,275**	**1,122**	**2,397**	**24,649**	**32,055**
Tempo	0	2,884	2,884	106,998	127,959
Topaz	0	1,210	1,210	39,340	57,043
Crown Victoria	2,253	2,487	4,740	118,542	115,272
Grand Marquis	2,395	2,416	4,811	112,140	126,285
FORD MOTOR CO.	**4,648**	**8,997**	**13,645**	**377,020**	**426,559**
Celebrity	0	0	0	20,319	26,042
Cutlass Ciera	0	1,781	1,781	75,556	119,489
Lumina	1,125	5,043	6,168	217,137	187,560
Regal	2,675	2,865	5,740	101,310	73,107
GENERAL MOTORS	**4,000**	**9,689**	**13,689**	**414,322**	**406,198**
CAMI*	**2,400**	**2,390**	**4,790**	**40,782**	**0**
HONDA	**2,150**	**2,150**	**4,300**	**101,001**	**84,286**
HYUNDAI*	**800**	**780**	**1,580**	**25,992**	**14,180**
TOYOTA	**1,300**	**1,330**	**2,630**	**58,740**	**18,903**
VOLVO	**180**	**180**	**360**	**8,000**	**7,918**
TOTAL CARS, CANADA	**16,753**	**26,657**	**43,410**	**1,066,675**	**969,979**

U.S. TRUCK

Caravan	2,000	2,694	4,694	89,734	104,775
Dakota	1,900	2,000	3,900	72,225	92,209
Caravan C/V	0	2	2	4,173	6,297
Ram pickups	1,900	1,935	3,835	100,236	89,037
Total Dodge	**5,800**	**6,631**	**12,431**	**266,368**	**292,318**
Cherokee	0	3,804	3,804	147,191	202,806
Comanche	0	334	334	9,230	25,060
Grand Wagoneer	0	0	0	6,119	9,597
Wagoneer	0	110	110	3,785	7,495
Total Jeep	**0**	**4,248**	**4,248**	**166,325**	**244,958**
Voyager	1,100	1,917	3,017	90,073	97,996
Town & Country	50	80	130	2,418	3,218
Total C-P Div.	**1,150**	**1,997**	**3,147**	**92,491**	**101,214**
CHRYSLER MOTORS	**6,950**	**12,876**	**19,826**	**515,184**	**638,490**
Aerostar	3,975	0	3,975	198,042	213,745
Bronco	967	0	967	45,895	68,930
Bronco II/Explorer	6,710	5,369	12,079	205,384	115,899
Navajo	419	370	789	8,148	0
Econoline	1,897	2,090	3,987	166,364	203,432
Mediums/Heavies	1,041	0	1,041	47,599	55,802
Light trucks	9,090	3,115	12,205	426,697	507,395
Ranger	8,409	2,562	10,971	278,619	300,564
Total Ford Div.	**32,508**	**13,506**	**46,014**	**1,375,748**	**1,463,767**
FORD MOTOR CO.	**32,508**	**13,506**	**46,014**	**1,375,748**	**1,463,767**
Astro	0	2,889	2,889	125,162	156,533
Blazer	0	355	355	14,986	25,386
Lumina APV	0	1,219	1,219	77,448	19,676
Mediums/Heavies	394	234	628	10,341	6,882
P-Model	325	175	500	20,634	28,741
Pickups	71	6,827	6,898	381,202	388,386
S-10	6,437	6,821	13,258	241,177	234,783
S-10 Blazer	2,036	2,263	4,299	83,876	148,234
Sportsvan/Van	654	385	1,039	54,388	92,564
Suburban	0	1,073	1,073	60,509	69,038
Total Chevrolet	**9,917**	**22,241**	**32,158**	**1,069,744**	**1,181,337**
Jimmy	0	107	107	4,578	8,075
Mediums/Heavies	524	482	1,006	10,670	13,682
P-Model	115	70	185	2,786	3,852
Pickups	33	3,104	3,137	134,386	120,475
S-15/Sonoma	1,589	1,228	2,817	53,239	57,093
S-15 Jimmy	633	439	1,072	26,656	49,163
Safari	0	889	889	43,562	43,984
Suburban	0	1,260	1,260	29,751	31,216
Vandura/Rally Vans	218	91	309	19,809	29,036
Total GMC	**3,112**	**7,670**	**10,782**	**325,437**	**356,576**
Silhouette	0	330	330	28,594	3,885
Bravada	400	350	750	1,427	0
Total Oldsmobile	**400**	**680**	**1,080**	**30,021**	**3,885**
Pontiac Trans Sport	0	673	673	42,249	7,162
GENERAL MOTORS	**13,429**	**31,284**	**44,993**	**1,467,304**	**1,543,837**
NAVISTAR	**1,680**	**1,596**	**3,276**	**70,358**	**75,601**
NISSAN	**2,770**	**3,225**	**5,995**	**136,942**	**120,370**
SUBARU-ISUZU	**1,783**	**1,287**	**2,990**	**35,186**	**5,775**
AM GENERAL	**450**	**450**	**900**	**21,600**	**22,140**
MISCELLANEOUS	**3,000**	**3,000**	**6,000**	**144,000**	**141,600**
TOTAL TRUCKS, U.S.	**62,486**	**67,294**	**129,694**	**3,767,050**	**4,011,548**

CANADIAN TRUCK

Caravan	3,306	3,341	6,647	123,466	144,877
Caravan C/V	186	208	394	7,178	9,620
Ram Wagon	475	0	475	20,373	25,606
Ram Van	1,445	0	1,445	54,392	68,963
Total Dodge	**5,412**	**3,549**	**8,961**	**205,409**	**249,066**
Voyager	2,652	2,573	5,225	98,771	121,499
Total Plymouth	**2,652**	**2,573**	**5,225**	**98,771**	**121,499**
Wrangler	1,500	1,462	2,962	56,471	69,533
Total Jeep	**1,500**	**1,462**	**2,962**	**56,471**	**69,533**
CHRYSLER MOTORS	**9,564**	**7,584**	**17,148**	**360,651**	**440,098**
FORD MTR. (B. Wks.)	**2,954**	**0**	**2,954**	**129,361**	**157,612**
Light trucks	3,275	3,025	6,300	164,174	160,210
Vans	695	666	1,361	45,380	60,582
Total Chevrolet	**3,970**	**3,691**	**7,661**	**209,554**	**220,792**
Light trucks	975	966	1,941	60,552	69,715
Vans	280	246	526	17,715	25,553
Total GMC	**1,255**	**1,212**	**2,467**	**78,267**	**95,268**
GENERAL MOTORS	**5,225**	**4,903**	**10,128**	**287,821**	**316,060**
CAMI*	**1,000**	**1,010**	**2,010**	**40,141**	**0**
NAVISTAR	**165**	**172**	**337**	**6,341**	**10,562**
TOTAL TRKS., CANADA	**18,906**	**13,669**	**32,577**	**834,315**	**924,530**
U.S., CANADA TRKS.	**81,390**	**80,873**	**162,271**	**4,601,365**	**4,936,080**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

28 plants close early for holidays

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Christmas vacation begins one week early for 28 Big 3 assembly plants. General Motors closes 13 car and seven truck facilities today; Ford closes five truck plants and one car-truck facility; and Chrysler closes two truck plants.

All the closings are the result of slow sales.

Estimated U.S. auto production last week was 128,766. It was 11.47 percent over the prior week and 9.58 percent below the year-ago week.

Last week, U.S. truckmakers' estimated output was 62,490, down 7.01 percent from the prior week and down 24.19 percent from the same week in 1989.

The 13 GM car assembly plants scheduled to shut down today are:

Flint, Mich.; Lansing, Mich. (B); Lansing, Mich. (Reatta Craft Centre); Linden, N.J.; Wentzville, Mo.; Wilmington, Del.; Arlington, Texas; Bowling Green, Ky.; Doraville, Ga.; Kansas City, Kansas; Lakewood, Ga.; Oklahoma City; and Van Nuys, Calif.

GM's truck plants affected are: Tarrytown, N.Y.; Baltimore; Detroit; Fort Wayne, Ind; Moraine, Ohio; Pontiac, Mich. (East); and Shreveport, La.

Ford is scheduled to idle the following truck plants: Edison, N.J.; Wayne, Mich.; Norfolk, Va.; St. Louis; and St. Paul, Minn.

In addition, both the car and truck lines at the Kansas City, Mo., facility are scheduled to be down.

Ford reduced both the car and truck lines at the Lorain, Ohio, facility to a single shift.

Ford's Chicago assembly plant is scheduled to resume production today. It was down two weeks because of a supplier strike.

Chrysler's Sterling Heights, Mich., and Warren, Mich., truck facilities are scheduled to be down this week.

Canada cars take a tumble

With Ford Motor Co.'s Tempo and Topaz lines down, Canadian auto production was estimated at 16,753 units last week, 37.15 percent below the prior week and 35.92 percent below the same week in 1989.

Truckmakers estimated last week's output at 18,908 units, 38.33 percent above the previous week.

The return to production of Ford light trucks and the Dodge Ram Van and Ram Wagon accounted for the increase.

NOTE

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Automotive News

December 24, 1990

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Mazda bets the farm on expansion with low-profit cars

After years of being Japan's tag-along, bring-up-the-rear carmaker to big shot rivals Toyota, Nissan and Honda, No. 4 Mazda Motor Corp. is making what some consider to be a risky break for the big time.

Analysts say the company, which has embarked on an ambitious new-model program, may be tilting its product mix too much toward the low end to generate the profits needed to pay for its expansion.

Long known for a limited product line centered on the popular but aging 323/Protege-series subcompact, Mazda in the past two years has rolled out a stunning array of new vehicles that seem little mindful of the company's traditional place in the order of things.

The new lineup, which includes the smash-hit MX-5 Miata; the MPV recreational vehicle/minivan; and the micro-mini Carol and Scrum, 600-cc vehicles based on Suzuki mechanicals, has been backed by an upgrade of the mainstay 323, giving it more power and more plush.

Then, too, there are the all-new Navajo sport-utility built by equity partner Ford Motor Co., which owns 24.5 percent of Mazda, and the equally new, rotary-powered Cosmo, a luxury sports car confined so far to the Japanese market.

And in the wings for 1991-92, officials say without tipping their hands, are four to six more products — including a probable U.S.-bound premium car to compete in the Lexus/Infiniti segment.

To provide the new product range, Mazda is building a high-tech plant near Hiroshima that will be capable of turning out nine different models simultaneously. The facility, with a planned capacity of 160,000 cars a year, is scheduled to open early in 1992. The compa[illegible] also is overhauling its main, 30-year-o[illegible]lant in Hiroshima.

And with the goal of increasing its home market share to 10 percent from 7.8 percent currently — a move that would pressure Honda for the No. 3 spot — Mazda is setting up two new sales networks, or channels, in Japan. In addition, it is known to be considering a separate distribution network for

see MAZDA, page 29

Maserati unveils mid-engined Chubasco

Maserati S.p.A. unveiled the Chubasco, its first mid-engined model since the Bora and Merak in the late 1970s, at the company's annual meeting in Modena on Dec. 14. The car, styled by Marcello Gandini and built in only four months, is powered by a twin-turbo, 3.2-liter V-8 turning out 430 horsepower at 6,500 rpm. Analysts speculate the car was trotted out in hopes that it would generate enough demand to force Fiat Group, which owns 49 percent of Maserati, to lift its ban against Maserati producing mid-engined models.

GM components group slashes ads, quarterly spending

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

The nine divisions of General Motors' Automotive Components Group were ordered to cancel or postpone all advertising, promotion, training and other expenses in 1991's first quarter and make sharp cuts in other discretionary costs.

GM Executive Vice President William Hoglund, who is in charge of the $30-billion-a-year components group, has ordered the divisions to:

- Eliminate all "consumer influence" expenses, including planned promotional activities and advertising.
- Reduce expenses for participation in the annual SAE International Conference & Exposition in Detroit Feb. 25 to March 1. The SAE show has been group's biggest showcase for the world's other automakers and suppliers, with whom the group derives about 15 percent of its revenue.
- Eliminate overtime except when needed to meet production schedules.
- Travel only when a letter, fax or phone call won't do, and eliminate off-site meetings.
- Postpone or eliminate employee training programs.

William Hoglund says the earnings forecast for Automotive Components Group is unacceptable.

All other expenses also must be reviewed, and any spending that cannot be eliminated should be postponed at least until April, according to a memo to the division general managers by John P. Vacketta, the group director of finance.

GM's marketing divisions have given no evidence that they are contemplating similar cuts.

The memo was the result of a Nov. 26 conference call during which Hoglund told Vacketta that the group's earnings forecast was unacceptable. Vacketta took the call from Hoglund because

see CUTS, page 26

Oldsmobile: Hot cars are new stars

Former Pontiac chief adds dash of 'excitement' to goose sales

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

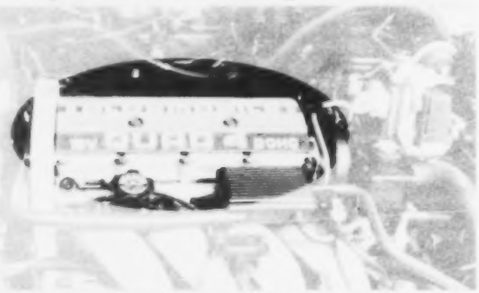
PHOENIX — Oldsmobile General Manager J. Michael Losh is ready to take what he learned about the marketing value of performance cars when he was Pontiac general manager and use it to sell Oldsmobiles.

Oldsmobile, which has suffered in sales as its image has grown increasingly nebulous, is preparing to emphasize powerful engines — something the division was noted for in the 1960s and early 1970s.

"We know that one of the foundations you build on is powertrain performance," said Michael A. Grimaldi, Oldsmobile's general marketing manager. "But these cars will not be like those of the 1960s. Their execution will be understated and upscale like a Lexus or an Infiniti."

In the spring, Oldsmobile will build 200 Cutlass Calais Quad 442 coupes with a 190-horsepower version of the Quad 4 — the most powerful version of that multivalve engine — and market them as just one of several performance models to come that will add sparkle to the division's image.

Base price on the hot 1991 Calais model will be $14,500 without air conditioning and $15,200 with air conditioning.



For performance emphasis, Oldsmobile name adorns Quad 4 cam cover.

"We're not out to replace Pontiac," said Oldsmobile spokesman Gus Buenz. "But 'responsive' is one of the Oldsmobile traits. So when better powertrains are available, we'll have them. As far as discussing those future vehicles, we'd really be getting into 1992 product plans, which we won't do."

One analyst says the direction makes sense.

"Given General Motors' original market image assignments, this doesn't make sense," says Jesse Snyder, director of product analysis for AutoPacific Group Inc. of Santa Ana, Calif. "But in light of where Olds is headed now it does make sense."

Snyder said that following the reorganization of the GM divisions in 1984, additional image fine-tuning was done in the fall of 1986. That fine-tuning had Buick abandon its attack on the "Euro-road" cars and return to its more conservative, traditional position relative to the other divisions. The direction for Oldsmobile that came out of the North American marketing strategy was to become the more "expressive" of the two premium-car divisions.

The result has been a painfully slow progression toward greater expressiveness. Divisional sales

see OLDS, page 26

Ford plans 6.5 percent hike in car, truck output by '99

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. expects its car and truck production for the North American market to increase 6.5 percent from 1991 to 1999, growing from 4.6 million units in 1991 to 4.9 million in the 1999 model year.

Ford projects car and truck output for North America will decline from 1991 to 1992. It will rise the next three years, top the 1991 total in 1996 and continue to increase through the end of the century, according to a Ford Engine Division product plan approved Aug. 15 and obtained by *Automotive News*.

The product plan is based on plant model years, which typically run from July to July. The plan includes all car and truck production designated for the U.S. and Canadian markets and for export. Cars made in other countries and sold in the United States and Canada are included.

Ford will not comment on future product plants. Ford spokesman

see FORD, page 27

[illegible]me for the holidays:

[illegible]t's where the staff of Automotive News will be this week and [illegible]d. Offices are closed today, Dec. 25, Dec. 31 and [illegible]1. We wish you a joyous holiday and a happy new year.

Seasons Greetings

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Pill could poison stockholders

Chrysler Corp.'s "poison pill" defense against investor Kirk Kerkorian could be a bitter pill to swallow for shareholders as well as any hostile investor.

The poison pill would go into effect if any investor accumulates 10 percent of its stock and Chrysler's board of directors perceives that investor to have hostile intentions — that is, if the investor isn't supported by management and the board.

The Chrysler board lowered the trigger from 20 percent to 10 percent on Dec. 14. The plan would allow existing shareholders, other than the hostile investor, to buy Chrysler stock at half price.

The intent is to reduce the hostile investor's share. But at least four shareholders' lawsuits have been filed against Chrysler since Chrysler's board strengthened its poison pill defense.

Auto analyst Maryann Keller of Furman Selz Inc. believes Chrysler might find it difficult to set this takeover defense in motion.

"If a hostile investor owning 10 percent of a company makes a tender offer to shareholders of $18 a share when the current value of a share was $14, and if Chrysler activated this poison pill defense, it might have a tough time because some people would want to sell to make a profit," she said.

Steve Harris, director of public relations for Chrysler, says this poison pill procedure has been upheld by courts in Delaware, where Chrysler is incorporated.

"The poison pill is aimed at encouraging an individual to go directly to the board of directors to let them know what their intentions might be," Harris said.

— Liz Pinto

THE ASSOCIATED PRESS

Kirk Kerkorian might not be the only one hurt by a poison pill.

Chrysler customers calm

Car trade-ins count; not stock trader

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Potential car buyers are showing no concern about who is in the driver seat at Chrysler Corp., dealers report.

But dealers are worried about sales if the stock buying by financier Kirk Kerkorian should turn hostile.

"People will be concerned if an actual takeover of Chrysler does start," says Mike Shepard, owner of Santa Ana Chrysler-Plymouth in California. "And if consumers are uncertain, their strategy is not to do anything. And in this case, the strategy will be to not buy Chrysler products.

"If he (Kerkorian) takes over on the basis that the parts are worth more than the whole, which is probably true, and if he started immediately dismantling the company, selling off Jeep and the financial operations, it could have a significant impact on me as a dealer."

Dealers say that although Kerkorian's recent purchases of 9.8 percent of Chrysler's stock may be big news to the business and automotive sectors, the normal buyer isn't flustered.

"The average person isn't in tune to Wall Street," says Bill Devreline, general manager of Precision Chrysler-Plymouth-Dodge in Winter Haven, Fla. "They're more interested in car warranties and how much they'll get on a trade-in than on what goes on internally at a car company."

Edwin Zumwalt, a partner of Zumwalt-Magrini Chrysler-Plymouth in Santa Rosa, Calif., says he doesn't believe consumers "care one way or the other if (Lee) Iacocca or Kerkorian owns the company."

Some dealers are sitting back and watching the show.

"It's something I have no control over, so I'm not concerned," says Herb Yardley, owner of Massey-Yardley Chrysler-Plymouth in Plantation, Fla.

Larry Roesch, owner of Elmhurst Chrysler-Plymouth in Illinois is holding off judgment until a definite outcome becomes clear.

"If anyone wants to buy the company and run it profitably, I won't worry — it would be a good deal for dealers and customers," Roesch says.

But based on what they know today, dealers generally view Kerkorian as just a shrewd investor, not a hostile raider out to pillage Chrysler.

"Chrysler has been underestimated in the marketplace and in the stock market for a long time," says Dick Huvaere, owner of Dick Huvaere Richmond Chrysler-Plymouth-Dodge in Richmond, Mich. "I think Kerkorian has made an investment to take advantage of the situation when everyone else wakes up."

But some dealers, although saying they are not worried, believe there is a buyer for Chrysler lurking in the background and feel Kerkorian will make a killing when the buyout finally comes.

Allen Cubbage, owner of Allen Cubbage Chrysler-Plymouth-Dodge in Stanley, Va., says: "I think he already has a deal to sell the stock because he knows who the buyer of Chrysler will be. I think he knows that after the first quarter next year the automobile industry is going to come out of doom and gloom and it will be a win for him."

Says Devreline: "I think it's inevitable Chrysler will have a partner sometime, somewhere, with somebody. It takes lots of money to run a company these days, and individual companies can't do it on their own."

Environmental groups to seek boost in CAFE

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Sixteen environmental groups last week vowed to renew efforts to raise federal fuel economy standards.

The groups vowed to make energy conservation and fuel economy their primary lobbying focus in the next session of Congress, which begins in January.

They urged the Bush administration to push for a higher corporate average fuel economy standard in the new national energy policy that is scheduled to be announced in January. They also declared support for CAFE bills likely to be introduced next month in Congress.

Hours after the environmentalists' press conference, Transportation Secretary Samuel K. Skinner announced that the National Academy of Sciences will study the extent to which fuel economy can be improved "while still meeting environmental and safety needs." The first phase of the study will be completed by June 30.

Michael McCloskey, chairman of the Sierra Club, called for a CAFE of 45 mpg by 2000. The current standard is 27.5 mpg for cars and 20.2 mpg for light trucks.

Sen. Tim Wirth, D-Colo., an avid environmentalist whose Jeep is fueled with compressed natural gas, said Sen. Richard Bryan will reintroduce the CAFE bill that was defeated last fall.

Bryan, a Nevada Democrat, wants CAFE standards to increase 20 percent by 1995 and another 20 percent by 2001.

McCloskey accused the Bush administration of joining the auto industry to defeat what he called Bryan's "moderate legislation to increase auto fuel efficiency."

"It seems the whole process has been designed to ensure safe profit margins for Exxon and General Motors, not a safe energy future for the American people," McCloskey said.

Skinner's study will estimate practical increases in fuel economy during the next decade and assess technologies automakers can use.

Skinner said the study will consider the new mandates imposed by the Clean Air Act, which affects cars beginning with the 1994 model year.

Jerry R. Curry, administrator of the National Highway Traffic Safety Administration, said the study also will examine safety implications, such as whether further downsizing would increase automotive fatalities.

Separately, Public Citizen, a Ralph Nader organization, wrote President Bush on behalf of 100 national and community-based citizen groups. Public Citizen did not directly advocate a higher CAFE but called for a general improvement in energy efficiency, covering automobiles as well as appliances, electric motors and other energy users.

CAFE since 1974
Chart tracks sales-weighted corporate average fuel economy for domestic and imported car fleets. Figures in miles per gallon.
Imports
Domestics
30
25
20
15
10
5
'74 '75 '76 '77 '78 '79 '80 '81 '82 '83 '84 '85 '86 '87 '88 '89
Imports
22.2 23.2 25.4 27.7 27.3 26.1 29.6 31.5 31.1 32.2 31.8 31.5 31.7 31.1 31.2 30.6
Domestic
13.2 14.8 16.6 17.2 18.7 19.3 22.6 24.2 25.0 24.6 25.6 26.3 26.6 27.0 27.3 27.1
Source: U.S. Department of Transportation

AUTOMOTIVE NEWS / DAVID L. BURHANS

2 more importers tell 10-day sales

By Anne E. Wright and William R. Diem
AUTOMOTIVE NEWS STAFF

Volkswagen of America Inc. and Subaru of America Inc. have joined Toyota Motor Sales U.S.A. Inc. in releasing 10-day sales reports of imported cars, but the benefits of more accurate industry figures will be fleeting if Chrysler Corp. holds to its decision to withdraw from reporting all 10-day sales figures beginning in January.

VWoA reported selling 280 Audis, 1,128 VW cars and 37 VW trucks during the first 10 days of December. Subaru reported selling 1,225 cars.

Earlier, Toyota and the Big 3 reported their imported and domestic sales for Dec. 1-10, and *Automotive News* has estimated sales of other importers. All told, 90 percent of U.S. sales were reported on a 10-day basis.

10-day import sales, Page 6

But December's first 10-day sales period may be the most thoroughly analyzed one for quite a while. The Christmas holidays delay reporting on Dec. 11-20 sales until Jan. 3, and they are made moot a day later by year-end sales reports. And Chrysler threatens to stop reporting its 12.2 percent share of the U.S. market next month.

Chrysler's Nov. 30 attack on 10-day reporting apparently prompted the importers.

Outgoing Chrysler Motors Chairman Bennett Bidwell said the 10-day reports give the public an unfair view because they ignore the effect of imports on a company's sales record.

"The 10-day report is a sensitive economic indicator," said analyst David Healy of Barclays de Zoete Wedd, after Chrysler's announcement. "But I think Chrysler has a legitimate gripe."

On Dec. 13, Toyota released its import figures without fanfare. Last week, when *Automotive News* asked, VWoA and Subaru released theirs.

Nissan and Honda, the No. 2 and No. 3 Japanese importers, have so far refused to share 10-day figures. Like most importers, they do announce sales monthly.

'Clean' gas no cure-all

Pollution team studies alternate fuels next

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Reformulated gasoline may not be the answer to meeting the strict pollution requirements of the new Clean Air Act.

So say the preliminary results of an auto-oil study of the potentially cleaner gasolines.

The $16 million project will continue for another three years at an additional cost of $25 million. In the next phase, the Big 3 and 14 oil companies will also look at alternative fuels — ethanol, methanol and compressed natural gas.

The industries studied the effects of 29 reformulated fuel variations on 53 cars and light trucks.

The results, though promising, are inconsistent, said Joseph Colucci, head of GM's fuels and lubricants department. He noted that "we never said" reformulated fuels were going to be a cure-all.

The study's most promising results came from adding oxygenates

see GASOLINE, page 27

Correction

Anti-lock brakes are standard on 1991 Corvettes and driver-side air bags are standard on Volkswagen Cabriolets. A Dec. 3 list said they were "not available."

AUTOMOTIVE NEWS JOE WILSDENS

About 400 firms pitched their wares and services to delegates at the NADA convention last February. So far, 412 exhibitors have signed up for the 1991 gathering in Atlanta.

Early registrations for NADA convention down 20% from '89

By Charles Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Pre-registration for February's National Automobile Dealers Association 74th Annual Convention & Exposition at the Georgia World Congress Center in Atlanta is off 20 percent from this point last year.

NADA officials say this is the first time since 1982 that the convention has been held in Atlanta. They say the location and the slowdown in the economy could be reasons why pre-registration is slow.

Registrants include dealers, managers, spouses and people from related industries.

But because the convention is on the East Coast, there could be a larger than usual number of walk-ins, according to an NADA spokesman who asked not to be named.

After years of growth, the trade show at the convention also may have reached the saturation point.

So far, 412 exhibitors have signed up to display their wares and services, and NADA has sold more than 200,000 square feet of space. Although the space is a few thousand feet shy of the association's expectations, the number of exhibitors is up from 1990's 400.

In past years, NADA has sold out its exhibition space, creating a waiting list of exhibitors.

"That's not as significant as it might have been. This is only the second year that we've sold more than 200,000 square feet of space," the spokesman said. "We are pleased with what we are doing. It's still a big show. Maybe 220,000 square feet of space is the saturation point."

Some firms that purchased huge amounts of space in past years have gone out of business, and others have decided not to rent space this year because of economic conditions.

Most notable of the missing are some large extended service contract companies that have folded or are in liquidation. Some van converters folded in the past year, too.

There was also a consolidation in the computer industry in 1990. Those kinds of companies buy big blocks of space, and it is hard to find exhibitors to replace them.

Two car importers, Volkswagen of America and Toyota Motor Sales U.S.A. Inc., also decided not to rent space, though they will sponsor parties and events for dealers at the convention.

"This is not unusual," the spokesman said. "We plan for the car companies, and sometimes they are in and sometimes they aren't, depending on what they have to show dealers."

Still, there will be more companies displaying products at the convention than last year.

More than 80 percent of the dealers attending the exhibition either plan to buy products or do purchase them at the trade show, according to NADA surveys.

Chrysler, feds lock horns over car siezed in drug raid

By Colleen McDonald
SPECIAL CORRESPONDENT

DETROIT — Chrysler Corp. and the federal government, which both measure their annual budgets in billions of dollars, are locked in a court battle over $11,994.98.

Chrysler Credit Corp., which rejected the Department of Justice's proposal to return to the company a 1989 Eagle Premier that had been seized in a 1989 drug arrest, filed suit against the government in U.S. District Court in Detroit.

Chrysler seeks reimbursement for what it says is the actual cost of the car — $18,994.98, plus interest.

The controversy revolves around the Premier bought by Pam Butler of Detroit, who financed it through Chrysler Credit. She had possession of the car for about a week.

Last May, the Department of Justice informed Chrysler Credit that the Drug Enforcement Administration would return the car after Chrysler Credit paid $500 in storage fees. Chrysler Credit rejected the offer, saying it wanted the agency to pay it $18,994.98.

A strange twist occurred on Oct. 26 when the U.S. Marshall's office in Detroit sold the car through Midwest Autopart Auction for about $7,000. That money was given to Chrysler.

Now, Chrysler Credit wants the remainder of the actual cost of the car. "Chrysler Credit is seeking recovery of the money lost because of the principle of keeping an item that didn't belong to them, and the storage charges that were wrongly charged to us," said Michael Shields, Chrysler Credit's attorney.

Assistant U.S. Attorney David J. Portelli was unavailable for comment.

INDEX

Around the world	9
Auction dates	22
Classifieds	23-26
Dealing with dealers	15
Incentive watch	28
Keith Crain	12
Late news	8
Letters	13
Marketing and media	11
Obituaries	11
Opinion	12
Production	29
Sales, imported cars	10
Sales, trucks	14
Truck industry	14

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MERCEDES: *Sales chief calls U.S. luxury cars primary victims of Japanese entries*

By Peter Brown
EDITOR

DETROIT — Japanese luxury cars have succeeded — but not at the expense of Mercedes-Benz of North America Inc., says Mercedes' new sales chief.

In fact, says Michael J. Jackson, the former Maryland Mercedes dealer who became senior vice president for marketing and sales at Mercedes' North American marketing unit in July, Lexus and Infiniti cars are closer to American luxury cars than to German.

But Jackson acknowledged that long life cycles — such as the 11-year cycle for the current Mercedes S class, which will be replaced next year — "are unacceptable today." He reiterated Mercedes-Benz AG's plan to introduce a new car every year.

As competition intensifies in the 1990s, Mercedes will offer more products and shorter product cycles. Kenneth Moriarty, Mercedes' manager for marketing planning, said cycles would be cut to six to eight years.

But Jackson said those expanded product offerings still won't return Mercedes to the sales level of 1986, when a booming market, a strong dollar and the impending U.S. tax reform pushed Mercedes' U.S. sales to 99,314.

"We are not looking to return to sales levels of the mid-'80s," he said.

Jackson and other Mercedes

see MERCEDES, page 27

World Congress speakers have variety of experience

Some of the top automotive executives from around the world will address the Tuesday afternoon session of next month's Automotive News World Congress.

Tuesday afternoon speakers are:

- Karl-Heinz Faber, who is senior vice president of product compliance, service and parts at Mercedes-Benz of North America Inc.
- Shirley Young, who is vice president of General Motors' consumer market development.
- Walter Huizenga, president of the American International Automobile Dealers Association.
- C. Raymond Rogers, principal of Kepner-Tregoe Inc.

Faber

Young

Huizenga

Rogers

- Graham Morris, Sterling Motor Cars president.
- Guy Briggs, Saturn Corp. vice president of manufacturing.
- Michael Bennett, president of UAW Local 1853 at Saturn Corp.

The 15th Automotive News World Congress, staged in conjunction with the North American International Auto Show, will be held Sunday, Jan. 13, through Wednesday morning, Jan. 16, at the Westin Hotel in Detroit.

Attendees will hear from more than 30 leaders of the automotive industry.

Faber joined Mercedes-Benz of North America's parent company, Daimler-Benz of Stuttgart, Germany, in 1956 as an export service engineer.

see CONGRESS, page 28

Auto dealers join furs, gems, yachts in fighting luxury tax

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The creation of a multi-industry coalition to fight the federal luxury tax has displaced efforts by European import car dealers to form their own lobbying group.

European dealers had been trying to fight the issue with the support of Auto Dealers and Drivers for Free Trade, a political action committee known as AutoPac.

But now, auto dealer and manufacturer groups have joined forces with the fur, yacht and jewelry industries in the hope of overturning the levy when Congress begins work on a 1991 tax bill.

"We need to be united," said J. Robert Ladd, a Lebanon, Pa., Jaguar dealer who represented the Jaguar National Dealer Council at an organizational meeting.

One dealer said about 80 participants met in Washington Dec. 14. They have been asked to contribute to the lobbying effort, which has a proposed $500,000 budget. Another meeting is slated for Jan. 15.

Auto representatives include the American International Automobile Dealers Association, the National Automobile Dealers Association, the Big 3, the American International Automobile Manufacturers Association and AutoPac.

European imports will bear the brunt of the 10 percent tax that will be applied to the amount of the purchase price over $30,000. The tax, which takes effect Jan. 1, also affects jewelry and furs costing more than $5,000 and yachts above $100,000.

The group will try to dispel the notion that high-priced cars are a luxury, and it plans a study to confirm what dealers suspect: Expensive cars aren't purchased by just the well-to-do, said Robert M. McElwaine, a consultant hired by Mercedes-Benz dealers to organize the group.

"Airline pilots, engineers and technically minded people put themselves in hock to buy these cars," said McElwaine, a former president of AIADA. "It isn't just rich people."

Lobbying will be coordinated by a Washington law firm, Patton, Boggs and Blow, which AIADA used in 1989 to fight a 25-percent import tax on sport-utilities.

Firm commitments haven't been made by all European makers, but McElwaine said the support of Mercedes, BMW, Jaguar, Porsche and Ferrari appears enthusiastic.

Jaguar dealer Ladd said last week that Jaguar dealers and Jaguar Cars Inc. "were in philosophical agreement" with the coalition, but neither the company nor the council had formally signed on.

Some dealers have questioned the decision to join forces with other industries. They have argued that items like furs and jewelry are clearly more of a luxury than an expensive automobile.

"I don't think a senator is going to be sympathetic to fur coats," said Roy W. Sommerhalter Sr., owner of Park Avenue BMW in Maywood, N.J. "He might be sympathetic to safety and to thousands of mechanics being unemployed."

But John Jaffe, owner of BMW of Fairfax (Va.) and chairman of BMW's National Dealer Council, favors banding together. "There's safety in numbers," he said.

The auto industry's position on the issue isn't uniform. During budget negotiations, the Europeans had proposed lowering the threshold to $20,000 or $25,000. They argued that a lower per-unit tax covering a broader segment would raise the same amount of money.

McElwaine and Lori Gribbin, AIADA vice president for government relations, say they'd oppose any efforts to lower the threshold.

"That would be harmful to a large percentage of our membership," said Gribbin, whose organization has many dealers who sell Japanese makes.

Automotive News Staff Reporter Jim Henry in New York contributed to this report.

> "Airline pilots, engineers and technically minded people put themselves in hock to buy these cars. It isn't just rich people."
>
> **Robert M. McElwaine**
> former AIADA president

Automotive News compiles 10-day sales for imports

With this table for the Dec. 1-10 period, *Automotive News* begins regular coverage of imported-vehicle sales on a 10-day basis.

Actual retail sales are reported for each 10-day period by General Motors, Chrysler Corp., Ford Motor Co., Toyota Motor Sales U.S.A. Inc., Subaru of America Inc. and Volkswagen of America Inc. Sales for the remaining imports are estimated by *Automotive News* based on calculation and sources.

For the convenience of readers, our sales report for imported cars and light trucks will clearly differentiate sales reported by automakers and *Automotive News* estimates.

10-DAY SALES

IMPORTED CARS

	Dec. 1-10, 1990	% change '90 vs. '89
Eagle	197	– 5.7
Chrysler	24	– 81.0
Dodge	790	+ 79.1
Plymouth	392	– 13.5
Chrysler	**1,403**	**+ 14.2**
Ford	835	– 15.4
Mercury	1,412	+107.7
Ford	**2,247**	**+ 34.8**
Chevrolet/Geo	1,415	– 32.3
Pontiac	1,062	+268.2
General Motors	**2,477**	**+ 4.7**
Subaru	**1,225**	**– 36.6**
Lexus	1,666	+235.9
Toyota	5,919	– 5.1
Toyota	**7,585**	**+ 12.7**
Audi	280	+102.9
Volkswagen	1,128	– 18.0
Volkswagen	**1,408**	**– 7.0**
Total Reported	**16,345**	**+ 8.1**
Alfa Romeo	**38**	**—**
Aston Martin	**1**	**—**
BMW	**1,187**	**—**
Daihatsu	**90**	**—**
Ferrari	**22**	**—**
Acura	2,311	—
Honda	2,833	—
Honda	**5,144**	**—**
Hyundai	**2,153**	**—**
Isuzu	**178**	**—**
Jaguar	**515**	**—**
Lamborghini	**1**	**—**
Lotus	**3**	**—**
Maserati	**2**	**—**
Mazda	**1,823**	**—**
Mercedes-Benz	**2,134**	**—**
Mitsubishi	**1,384**	**—**
Infiniti	163	—
Nissan	3,438	—
Nissan	**3,601**	**—**
Peugeot	**94**	**—**
Porsche	**197**	**—**
Rolls/Bentley	**12**	**—**
Saab	**329**	**—**
Sterling	**68**	**—**
Suzuki	**60**	**—**
Volvo	**1,450**	**—**
Yugo	**109**	**—**
Total Estimated	**20,327**	**—**
TOTAL CARS	**36,732**	**—**

IMPORTED TRUCKS

Chrysler	**242**	**– 52.9**
General Motors	**1,061**	**+ 12.2**
Toyota	**3,874**	**+ 40.2**
Volkswagen	**37**	**– 21.3**
Total Reported	**5,214**	**+ 22.1**
Daihatsu	**60**	**—**
Isuzu	**1,790**	**—**
Mazda	**1,852**	**—**
Mitsubishi	**1,174**	**—**
Nissan	**762**	**—**
Range Rover	**260**	**—**
Suzuki	**168**	**—**
Total Estimated	**6,066**	**—**
TOTAL TRUCKS	**11,280**	**—**
TOTAL CARS & TRUCKS	**48,012**	**—**

Nissan had anticipated sales of about 700 Passats a month, but said actual demand was averaging fewer than 100 a month. The mid-sized, front-wheel-drive Passat has become the third best-selling car in Germany since its launch in 1988.

Nissan cans plan to build VW's Passat in Japan

By Maryann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Nissan Motor Co. said it dropped plans to produce the Volkswagen Passat in Japan because sales were much lower than expected.

Nissan, which had anticipated sales of about 700 Passats a month, said actual demand was averaging fewer than 100 a month. But Nissan said that it would continue to import units to meet that demand.

Launched in 1988, the mid-sized, front-wheel-drive Passat has become the third best-selling car in Germany. It comes in sedan and station wagon versions.

A market survey indicated the demand in the Japanese market for an import model the size of the Passat was much lower than expected, according to a Nissan spokesman. There are no plans at this time to replace the Passat with another model.

The decision to cancel production has led to speculation that Volkswagen will now concentrate on its relationship with Toyota Motor Corp. at the expense of Nissan.

Volkswagen and Toyota have a joint venture production agreement in Europe.

Nissan said, though, that the move will not affect its relationship with Volkswagen and that the two companies will continue to cooperate.

Import scam stings buyers for $4 million

THE ASSOCIATED PRESS

SEATTLE — Three people have been arrested in Switzerland in a scheme that federal authorities say persuaded some 20 people to hand over $4 million in down payments for expensive European cars most never received.

Individuals matching the description of Alejandro Ortiz, Felicita Morales Ortiz and Carlos Ortiz were arrested in the Lugano region on charges of conspiracy, wire fraud and money laundering, said U.S. Attorney Mike McKay.

It is believed Alejandro and Felicita Ortiz are married and Carlos Ortiz is their son, the U.S. attorney said in a statement.

The Ortizes falsely claimed to have close contacts at Mercedes-Benz and Ferrari factories in Germany and Italy that helped them get cars at discounted prices, said McKay, citing a complaint filed in U.S. District Court in Tacoma.

A few of the cars were delivered, but the Ortizes had no connections to European auto factories, McKay said. Investigation revealed the cars had been purchased from lots in Beverly Hills, Calif., at full price, and then sold for a reduced price to create an illusion of factory contacts.

About 20 customers from the Seattle-Tacoma area contributed $4 million for the purchase of 14 Ferrari and 70 Mercedes-Benz automobiles. Area dealers price a Ferrari at $190,000 with a delivery time of up to six years. Top-of-the-line Mercedes, such as the Mercedes SL, sell for about $90,000 and may take two years to deliver.

The Ortizes were tracked through Spain, France, Brazil and Argentina before they were arrested in Switzerland. Extradition proceedings have begun.

Alejandro Ortiz also was charged with fraud for persuading an unidentified individual to provide $1 million, allegedly for the purchase of Daimler-Benz AG stock.

Federal charges and arrest warrants previously were filed in Reno, Nev., charging the Ortizes with defrauding an unidentified Reno businessman of $12 million, McKay said. Details on that case were not immediately available.

Mack sees more red ink in 3rd quarter

ALLENTOWN, Pa. — Mack Trucks Inc. lost $46.8 million on sales of $358.8 million in its third fiscal quarter ended Sept. 30, according to documents that Renault Vehicules Industriels filed with the Securities and Exchange Commission.

During the period, Mack was faced with an industry-wide recession and uncertainty about the $407 million takeover by RVI that was concluded Oct. 5.

Because Mack is now a subsidiary of RVI and not a public company, it did not release an earnings statement and had no comment. The company was required to provide the information to the Securities and Exchange Commission because its stock was still traded publicly during the quarter.

Mack's third-quarter loss was about half as severe as its loss in the year-earlier quarter. In the third quarter of 1989, the company lost a record $87.5 million on sales of $367 million.

Mack lost $144 million during the first nine months of 1990, compared to a loss of $105.9 million during the same period of 1989.

Sales in the first nine months dropped to $1.2 billion, compared to $1.4 billion a year earlier.

— The Associated Press

AROUND THE WORLD

European sales continue to fall despite surge in Germany

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — European new-car sales fell for the fourth consecutive month in November despite a 27 percent surge in the strong German market.

Registrations in 17 Western European countries totaled 995,400 in November, down 1.9 percent from the year-ago month, according to industry estimates compiled by *Automotive News*.

For 11 months, sales were 12,478,700, off 1.1 percent.

Despite the dip, European new-car sales should still top 13 million for 1990, making it the second best year ever. Sales last year reached a record 13.4 million.

Germany's Volkswagen Group will finish as Europe's sales leader for the sixth consecutive year. Volkswagen — which includes the VW, Audi and Seat brands — captured 15.3 percent of the entire European market through November. Italy's Fiat S.p.A., including the Fiat, Alfa Romeo and Lancia brands, was next, at 14.1 percent.

Germany, buoyed by continuing strong demand from the former East Germany, has been the locomotive for all of Europe for most of this year. In November, German registrations accounted for 27 percent of all European new-car sales, according to estimates. During the same month in 1989, West Germany accounted for 21 percent.

For 11 months, German sales were 8.8 percent above last year, at 2.85 million cars. That pace points to a record of well over 3 million for the year. The current record is 2.91 million in 1987.

"It will remain the strongest market probably through most if not all of the '91 calendar year," said General Motors Europe President Robert Eaton, who cited the effect of used-car demand from the former East Germany on German new-car sales.

Sales in each of the four other major markets declined in November. The United Kingdom fell 18 percent, to 117,500 units; France slipped 8 percent, to 193,500; Italy was off 2 percent; to 168,700; and Spain tumbled 23 percent, to 68,200.

Sanjay Dabysing, who follows the industry for DRI Europe in London, said he was surprised by the sharp downturn in France, but he said the big drops in Britain and Spain were consistent with deteriorating economic conditions in the two countries.

DRI forecast last fall that British and Spanish sales would stabilize next year after declining well over 10 percent in 1990. But that outlook is being reassessed.

"My feeling now is that those markets will be down 3 to 4 percent next year," said Dabysing.

The Japanese share of the Western European market was 11.7 percent for the year through November, up from 11 percent in 1989. Japanese sales totaled 1,455,200 cars through November, a 5 percent increase over 1989.

In Germany, the Japanese market share receded in November after topping 18 percent in July, August and September. In November, the Japanese held 13.8 percent of the German market, although the 11-month penetration of 15.7 percent surpassed Japan's 14.8 percent for the same period last year.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	11 Months 1990	Pct. change vs. 1989
Germany	2,851,500	+ 8.8
Italy	2,192,000	– 0.6
France	2,147,900	+ 1.8
United Kingdom	1,946,100	–12.1
Spain	916,000	–11.5
Netherlands	491,400	+ 1.0
Belgium-Luxembourg	485,400	+ 6.7
Switzerland	309,900	– 3.1
Austria	280,500	+ 6.2
Sweden	215,700	–23.4
Portugal	188,100	+ 5.1
Finland	135,800	–20.8
Greece	101,900	+31.5
Ireland	80,200	+ 8.4
Denmark	77,800	+ 5.0
Norway	58,700	+15.1
Total	12,478,700	– 1.1

EUROPEAN SALES

Manufacturer	11 Months 1990	1990 share*	11 Months 1989	Volume change (%) '90 vs. '89
Volkswagen	1,914,900	15.3	1,879,700	+ 1.9
Fiat Auto**	1,757,100	14.1	1,849,300	– 5.0
Peugeot S.A.***	1,614,200	12.9	1,603,700	+ 0.7
Ford****	1,450,900	11.6	1,495,700	– 3.1
General Motors†	1,443,300	11.6	1,394,500	+ 3.5
Renault	1,220,400	9.8	1,300,200	– 6.1
Mercedes-Benz	406,200	3.3	401,000	+ 1.3
Rover	366,100	3.0	391,700	– 6.0
Nissan	361,400	2.9	380,500	– 5.0
BMW	339,900	2.7	358,200	– 5.1
Toyota	335,600	2.7	327,200	+ 2.6
Mazda	262,100	2.1	217,000	+20.8
Volvo	221,100	1.8	249,200	–11.3
Mitsubishi	164,600	1.3	156,300	+ 5.3
Honda	149,500	1.2	128,800	+16.0
Others	489,400	3.8	490,400	– 4.3
Total	12,478,700	100.0	12,623,400	– 1.1

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
***Peugeot, Citroen, Talbot
****Includes Jaguar
† Not including Saab

Car sales zoom in Korea

SEOUL, South Korea — Passenger car sales, defying all predictions of a downturn, continued at a record pace in November, according to the Korean Automobile Manufacturers Association.

The industry group said 139,000 units were sold in November, up 34 percent from the 103,440 units delivered in October. It estimated November's local sales at 94,000 units, up 39 percent from the 67,796 units sold in October, while exports were put at 45,000 units, the strongest monthly performance this year.

Through Nov. 30, sales totaled about 1,158,500 units, an industry record, the groupsaid.

Analysts said the sales surge was being fueled by incentives and January hike in the new-car tax.

— Oles Gadacz

Battle heats up in Korea's hot-selling van market

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — Three years after the government stripped it of its legal monopoly over van production, Kia Motors Corp. is locked in a bruising struggle with Hyundai Motor Co. to maintain control of Korea's fastest-growing auto segment.

Kia, Korea's second biggest carmaker and an affiliate of Ford Motor Co. and Mazda Motor Corp., launched the van segment in 1983 after a government industrial-rationalization program barred it from car production.

Between 1983 and last year, the segment exploded 270 percent, from 19,000 units to nearly 70,000. Van sales are expected to surge another 22 percent this year, to about 85,000 units.

Since 1987, however, Kia has been forced to share the segment's runaway growth with archrival Hyundai, Korea's biggest vehicle maker. From an effective share of 100 percent, Kia has watched its penetration fall to a still commanding 60 percent after Hyundai was given official clearance to enter the segment that year.

Daewoo Motor, 50-percent owned by General Motors, has sold a barely measurable 1,000 Vanette vans since 1988 and is expected to drop out next year.

Entering the segment with the Grace, a product based on the Mitsubishi L300, Hyundai grabbed a stunning 27 percent share of the market its first year out. It has not slacked off since, racking up a 31 percent share in 1988 on sales of 18,500 units and a 43 percent share last year on sales of 30,000 units.

This year, Kia managed to reverse the tide by offering a front-end facelift for its van, the Mazda-based Besta, and two new models. One new variant, the EGI, offers a 2.0-liter multi-port fuel-injected-gasoline engine in place of the standard 2.2-liter diesel. The other is a 4×4 edition that Hyundai has yet to reply to.

> "The major reason for Kia's small recovery this year is its expansion of capacity."
>
> **Chang Choong-Lynn**
> Daewoo Economic Research Institute

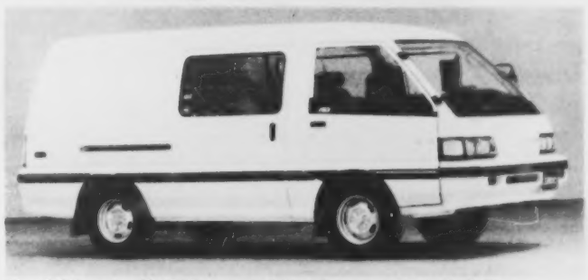
Classified as buses in South Korea, both company's vehicles are comparable to minivans in the United States.

Kia, betting heavily on the segment, has upped van capacity at its main Sohari plant, to 110,000 units a year from 65,000.

As a result, analysts expect Hyundai's share for the year to be off a couple of points from 1989.

"The major reason for Kia's small recovery this year is its expansion of capacity," says Chang Choong-Lynn, who follows the industry for the Daewoo Economic Research Institute. "Greater economies of scale have cut production costs and given them savings to plough back into sales promotion."

Despite obvious styling differences, the Kia and Hyundai vehicles are as alike as peas in a pod. Priced from 7.8 million to 10.4 million won (about $10,900 to $14,550) depending on the seating, interior trim level and other options, the Besta offers a 2.2-liter diesel and the Grace a 2.5-liter diesel as standard. Each offers only a four-speed manual transmission.



Hyundai Grace grabbed 27 percent of Korea's van market in its first year.

New front-end design for Besta has helped Kia recoup some sales.

Both are of comparable outer and interior dimensions. But while shoppers give high marks to Hyundai for the Grace's styling, the Besta enjoys a slight marketing edge because of Kia's reputation for the quality of its diesel engines.

Waiting in the wings are new models that promise to shake up the segment once again. Daewoo Shipbuilding, a counterpart to Daewoo Motor, and Asia Motor Co., a Kia affiliate, are both working to bring new, smaller vans to market sometime in 1991. Each would seat six and be powered by 800-cc engines.

"Van sales, especially for nine-seaters, could be hurt by these new models," Chang warns. "They'll sell for about half the price of regular-size vans."

Meanwhile, Kia reportedly is interested in cloning Mazda's highly successful MPV for both the domestic and export markets. It is not clear whether Mazda is interested in licensing the MPV.

BRIEFS

Daihatsu, Piaggio link for truck production

TOKYO — Daihatsu Motor Co. said it agreed to set up a joint venture with Italy's Piaggio S.p.A. to produce light trucks and vans at a new plant in Pisa, Italy.

Daihatsu will hold a 49-percent stake in the venture and Piaggio 51 percent, a company official said.

The new plant, to cost about $59 million, will have a planned capacity of about 35,000 trucks and vans a year and should come on stream by the end of 1992, the official said. He said the vehicles would be marketed in Italy and other European nations under both the Daihatsu and Piaggio brands.

— The Associated Press

Ford taps Cosworth for Scorpio engines

LONDON — Ford of Europe said it had contracted with Cosworth Engineering Ltd. to supply about 5,000 four-cam, 24-valve V-6 engines a year for the Scorpio.

Ford said it would use the Cosworth engine, which develops 195 horsepower, on the Scorpio range until its own all-new series of V-6s goes into production in the mid-1990s.

Cosworth said distributorless ignition and advanced fuel injection enables the engine to exceed California emission standards.

Cosworth also is working on a house-designed 16-valve cylinder head for Ford's 125 hp 4-cylinder engine. These compact engines will be designed for front wheel drive models, including CDW27, the Sierra replacement.

— Daniel Ward

Import sales rise for 4 Japanese and 4 European makes

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Eight import makes — four Japanese and four European — sold more imported cars in the United States last month than in November 1989. Sales of captive imports by Mercury (Tracer-Capri) and Pontiac (LeMans) also were up.

European brands Saab, BMW, Alfa Romeo and Mercedes-Benz topped last year's totals. Among the Japanese, Honda, Lexus, Isuzu and Suzuki also sold more imported cars than in 1989.

Import sales in November declined 9.88 percent from the year-ago period, from 200,304 to 180,509. That compares with a 1.54 percent drop for domestic and import car sales combined.

For the first 11 months of this year, import sales were off 11.57 percent from the corresponding 1989 period.

Alfa Romeo's totals were helped by the all-new 164 sedan. Through Nov. 30, Alfa sold 1,338 of them, including 175 in November.

BMW is down about 6 percent for the year, but in November almost every model was up. The company's sales rose 5.53 percent. Five Mercedes-Benz models showed sales increases, leading that make to a 6.30 percent gain. The German heavyweights may have been helped by buyers trying to beat a new tax on cars priced above $30,000, which takes effect Jan. 1.

Naturally aspirated versions of Saab's 900 and 9000 series were up, while the turbo versions of each lagged behind.

Honda sold more imported cars than anyone else last month. In November, Honda sold 27,324 imported Civics, Accords and Preludes, a gain of 28.46 percent over last year. In addition, Honda sold 40,405 U.S.-built Civics and Accords.

The new Stylus gave Isuzu a boost, and the Impulse is now outselling last year's I-Mark. Isuzu's car sales totaled 805 in November, up 54.21 percent over last year.

Sales of the Lexus LS400 and ES250 were up sharply. The LS400 was up 45.47 percent, and the ES250 rose 77.69 percent. Infiniti reached 20,000 sales for the year after selling 2,778 cars last month.

Suzuki's only car, the Swift, gained 8.56 percent in November and gave the company 6,246 sales for the year.

Production problems and delivery lags have plagued a number of imports.

Acura introduced its new Legend sedan in November, but according to a few dealers around the country, the cars did not arrive until December and supply is not keeping up with demand. The hot NSX is still in short supply. Acura sold 296 NSX models last month.

Production snags in Germany have kept BMW from getting its new 850i coupes to dealers. Through November, the company had sold only five.

Transmission glitches and inadequate production capacity has hurt Mitsubishi and its new 3000GT sports car. The VR-4 model, which Mitsubishi is pushing as an image leader, has been especially hard to come by.

Dodge, which is emphasizing the entry-level version of the Stealth, has sold about 60 percent more of the sports cars since their introduction than Mitsubishi, which makes them for Dodge. Last month, Mitsubishi sold 648 3000GTs; Dodge sold 1,182 Stealths.

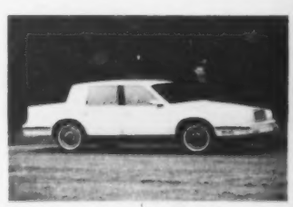
MARKET SHARES
Domestic, Import cars

	Nov. 1990 Sales	Pct. of Total
Subcompact	155,954	23.59
Compact	187,968	28.44
Intermediate	210,472	31.84
Standard	92,635	14.01
Specialty	13,957	2.11
TOTAL	**660,986**	**100.00**

IMPORTED SALES BY MODEL

	Nov 1990	Nov 1989	11 Mos. 1990	11 Mos. 1989
ACURA	**8,307**	**10,632**	**128,421**	**132,204**
Integra	5,122	5,677	79,091	72,008
Legend	2,889	4,955	48,499	60,196
NSX	296	0	831	0
ALFA ROMEO	**258**	**102**	**3,175**	**2,749**
Milano	2	28	45	1,033
Spider	81	74	1,792	1,716
164	175	0	1,338	0
ASTON MARTIN*	**5**	**5**	**55**	**55**
AUDI	**1,279**	**1,409**	**19,757**	**19,393**
4000	0	0	1	103
5000	0	9	12	350
80	218	262	4,172	4,092
90	199	233	3,170	4,166
V8 Quattro	164	141	1,710	767
Coupe Quattro	44	78	800	346
100/200	475	542	8,231	7,687
100/200 Quattro	179	144	1,661	1,882
BMW	**5,424**	**5,140**	**56,784**	**60,418**
3 series	2,075	2,062	26,583	29,255
5 series	2,084	1,951	19,624	18,519
635 CSi	7	100	243	1,423
7 series	1,153	976	9,231	9,691
850i	2	0	5	0
M3	55	47	701	915
M5	48	3	391	268
M6	0	1	7	347
CHEVROLET/Geo	**5,955**	**8,956**	**120,134**	**107,767**
Geo Storm/Spectrum	4,397	5,187	75,058	58,874
Geo Metro/Sprint	1,558	3,769	41,565	48,893
CHRYSLER MOTORS	**5,193**	**6,949**	**60,656**	**97,310**
Colt	2,843	4,288	37,095	55,514
Conquest	0	165	896	4,912
Medallion	0	44	475	3,863
Stealth	1,182	0	2,158	0
Summit	491	1,020	11,987	18,328
Vista	506	848	4,904	12,357
TC	166	584	3,141	2,336
DAIHATSU	**503**	**1,522**	**10,066**	**13,903**
FERRARI*	**80**	**80**	**880**	**880**
FORD Festiva	**2,944**	**4,120**	**50,128**	**65,225**
HONDA	**27,324**	**21,269**	**234,831**	**231,234**
Civic/CRX	11,518	4,610	75,907	57,403
Accord	13,901	14,455	123,179	132,351
Prelude	1,905	2,204	35,745	41,480
HYUNDAI	**10,487**	**12,008**	**124,415**	**172,713**
Excel	6,828	9,040	93,165	145,109
Sonata	1,526	2,968	26,748	27,604
Scoupe	2,133	0	4,502	0
ISUZU	**805**	**522**	**5,175**	**15,689**
I-Mark	46	469	1,247	11,274
Impulse	482	53	2,898	4,415
Stylus	277	0	1,030	0
INFINITI	**2,778**	**0**	**20,877**	**0**
M30	420	0	7,802	0
Q45	1,103	0	10,604	0
G20	1,255	0	2,471	0
JAGUAR	**1,344**	**1,899**	**16,524**	**17,088**
XJ6	1,018	1,241	12,316	13,126
XJ-S	326	458	4,208	3,962
LAMBORGHINI*	**13**	**13**	**143**	**143**
LEXUS	**5,847**	**3,787**	**56,791**	**11,757**
ES 250	1,864	1,049	18,939	3,165
LS 400	3,983	2,738	37,852	8,592
LOTUS*	**27**	**27**	**297**	**297**
MASERATI*	**20**	**20**	**220**	**237**
MAZDA	**11,269**	**13,691**	**143,591**	**171,178**
323	2,107	2,484	21,345	58,923
Protege	4,411	2,422	43,8[illegible]	7,107
626	764	3,313	[illegible]	49,491
MX-6	10	24	[illegible]	2,189
Miata	2,381	3,087	33,734	19,757
929	1,111	1,420	15,681	18,203
RX-7	485	941	9,333	15,508
MERCEDES BENZ	**6,694**	**6,297**	**69,217**	**68,601**
190	1,183	1,200	12,992	13,203
300E 2.6/260E	423	477	2,679	4,769
300	1,978	2,008	21,919	20,610
300 SE	514	384	5,718	5,830
350SDL Turbo	183	0	1,147	0
350 SD	128	0	303	0
300SEL	282	725	3,403	3,506
420SEL	515	646	5,751	6,779
560SEL	406	334	4,094	4,814
SL Coupe	881	186	8,284	6,886
560SEC	138	58	1,539	1,477
Tourist	63	1,221	1,388	725
MERCURY/MERKUR	**5,435**	**3,827**	**40,605**	**64,705**
Tracer	4,080	2,606	30,929	56,239
Capri	1,355	0	7,054	0
XR4Ti	0	103	198	3,956
Scorpio	0	1,118	2,424	4,511
MITSUBISHI	**5,281**	**6,339**	**93,266**	**71,355**
Starion	0	2	18	684
Cordia	0	0	0	382
Tredia	0	0	0	12
Mirage	2,009	3,298	46,924	23,446
Galant	2,344	2,478	38,301	28,386
Sigma	26	85	1,549	1,989
Precis	209	348	4,461	14,668
3000GT	648	0	870	0
Wagon	45	126	1,143	1,788
NISSAN	**21,285**	**30,329**	**294,381**	**375,207**
Sentra	1,566	8,987	47,508	113,929
Pulsar	13	2,221	3,832	23,456
Stanza	4,066	3,011	73,080	40,483
Maxima	8,693	8,422	92,233	102,176
240SX/200SX	4,622	4,336	53,447	64,888
300ZX	1,655	2,002	20,432	24,878
Hawaii	670	1,350	3,849	5,397
PEUGEOT	**295**	**433**	**3,943**	**5,621**
PONTIAC LeMans	**1,330**	**1,119**	**37,291**	**43,724**
PORSCHE	**634**	**797**	**8,339**	**8,817**
924S/944	4	24	180	136
944	0	95	56	1,238
944S	149	116	2,207	558
944 Turbo	4	66	471	731
911 Carrera 4	301	303	3,213	2,449
911 Turbo	0	30	8	1,036
911 Carrera 2	130	74	1,651	1,882
928S	46	89	553	787
ROLLS/BENTLEY*	**100**	**100**	**1,100**	**1,100**
SAAB	**1,615**	**1,505**	**24,250**	**30,132**
900	284	155	4,305	5,895
900S	349	276	5,686	7,591
900 Turbo	364	422	6,168	8,105
9000S	183	168	2,042	2,548
9000 CD	283	229	3,145	2,864
9000 Turbo	145	245	2,753	2,866
Tourist	7	10	147	263
STERLING	**265**	**492**	**3,708**	**5,548**
SUBARU	**5,696**	**8,544**	**88,193**	**128,465**
Hatchback	0	95	174	2,576
3-Door	0	67	246	7,398
4-Door Sedan	0	155	392	27,130
Legacy	2,079	4,905	49,341	28,425
Loyale	2,614	1,381	23,109	11,097
XT/XT6	90	180	1,164	11,780
Station Wagon	0	158	263	19,810
Justy	913	1,603	13,438	20,250
SUZUKI	**431**	**397**	**6,246**	**5,703**
TOYOTA	**27,250**	**30,408**	**335,269**	**414,082**
Corolla	6,672	7,791	83,239	107,900
Tercel	7,638	7,236	81,985	89,669
Celica	5,216	7,424	73,466	55,232
Supra	380	772	6,064	13,754
Camry	5,154	6,348	65,420	119,188
Cressida	1,101	658	11,768	23,215
MR2	1,089	179	13,327	5,044
VOLKSWAGEN	**8,691**	**8,793**	**121,987**	**120,357**
Cabriolet	365	358	7,244	9,488
Corrado	473	308	5,216	1,134
Jetta	3,082	4,192	55,641	51,387
Golf/GTI	1,174	1,367	16,302	21,149
Passat	2,377	0	15,886	0
Quantum	8	9	39	929
Scirocco	4	2	17	864
Fox	1,208	2,555	21,660	35,404
VOLVO	**5,132**	**8,218**	**83,934**	**96,722**
240 series	1,825	3,200	29,894	38,814
740 series	2,793	4,210	43,340	43,986
760 series	136	737	8,502	11,176
940 series	320	0	382	0
780	29	33	883	2,030
Tourist	29	38	933	716
YUGO	**504**	**755**	**6,109**	**9,948**
IMPORT TOTAL	**180,509**	**200,304**	**2,270,758**	**2,570,245**

*Estimate



The New Yorker Salon, Jeeps and other vehicles are on display at the Jeddah Motor Show in Saudi Arabia.

Chrysler rejoins Saudi vehicle show

JEDDAH, Saudi Arabia — Chrysler Corp. has launched a Jeep foray into the Middle East at the Jeddah Motor Show following a 25-year absence. The Jeep Cherokee and Wrangler are featured on the United Arab Motors' Chrysler stand at the new Jeddah International Exhibition Centre.

Cappy

The Jeeps are expected to be top contenders with four-wheel-drive enthusiasts in Saudi Arabia and the Middle East, said Joseph E. Cappy, Chrysler vice president of international operations.

"Chrysler is making a major commitment to the Middle East, which we believe is a very important market," Cappy said.

Other Chrysler models on display at the Jeddah Show are the Chrysler Imperial, New Yorker Salon and Acclaim, as well as the Dodge Dynasty and Spirit.

GM, Ford tap fleets for mid-range sales

By Joseph Bohn
TRUCK EDITOR

General Motors and Ford Motor Co. are still finding opportunities in the otherwise soft medium-duty market, with sales to fleets and state and local governments.

Ford picked up a 500-unit order for F-700 one-way rental units from Penske Corp. that should help bolster sales over the next few months, according to Terry Huber, manager of Ford Heavy Truck Field Operations.

GMC Truck Division has been cashing in on smaller fleets. It has enough orders to keep its Janesville, Wis., plant on its current 600-truck-a-week schedule until the first week of March, according to Ray Rota, GMC Truck general sales manager.

GMC Truck also handles medium-duty truck marketing for Chevrolet.

Officials are, in fact, evaluating whether to add overtime or increase the line rate during March and April, Rota said.

Caterpillar's 3116 diesel engines now account for close to 60 percent of GM's medium-duty conventional truck sales, its gas engines for the remaining 40 percent.

"That's good and healthy. Economically speaking, you can still make a strong case for the need for a gas engine," Rota said.

Automatic transmissions also account for about 26 percent of GM's medium-duty conventional truck sales.

Rota said the influx of inexperienced drivers, including women, favors automatic transmissions.

Ford has been busily cranking up volume of its low-cab-forward medium-duty Cargos since phasing them out of production in Brazil and into its Kentucky truck plant in October.

Huber expects production of Cargos to hit 17-a-day by April, following the addition of the CF 7000, more wheelbase choices and other product changes at the Louisville plant. Ford is now producing eight Cargos a day.

Huber sees Ford producing about 4,000 Cargos on an annualized basis until the overall medium-duty market strengthens.

He sees the whole low-cab-forward segment expanding, particularly after the Northeastern U.S. economy bounces back.

Low cab forwards have been popular for city delivery in crowded urban centers like New York, where maneuverability is at a premium.

Long-term, Ford will offer Cummins engines in its medium-duty models, including Cargo, as part of minority purchase in Cummins Engine Co. earlier this year.

But the Ford-built diesel currently used in Cargo will likely be around until 1994, when emissions standards tighten further.

Huber said: "We feel we have one of the most competitive mid-range diesel engines going. If you look at the numbers of trucks built with our diesel, it has been a big success."

Chevrolet and GMC use Isuzu-built trucks to compete in the low-cab-foward segment. Chevrolet sells Isuzu models under the Tiltmaster name, and GMC uses the Forward name. The Chevrolet/GMC W-4 model is Isuzu's NPR. The Chevrolet/GMC W-5 is Isuzu's NRR. Their W-6 is Isuzu's FSR and their W-7, Isuzu's FTR or FVR, depending on gross vehicle weight.

According to company records, Chevrolet and GMC retailed 3,689 medium-duty imports for 11 months of this year and 3,882 through Dec. 13.

That will give them about 4,000 for calendar 1990, about equal to the level Ford expects to operate at next year.

Navistar International Corp. needs to shore up its strength in this segment. Its Nissan-built low-cab-forward sales totaled less than 300 units in the first 11 months of this year. They had hit 749 in 1988, but dropped to 317 in 1989, according to the Motor Vehicle Manufacturers Association.

Navistar has been promising its dealers new models with European-sourced cabs, but hasn't said when they would get them.

Navistar's design for new ideas

Navistar International Corp.'s "idea truck" includes concepts such as a fully air-suspended composite cab, an electrical system with an "intelligent" instrument panel and solid-state switching and an ergonomically designed driver environment.

NOVEMBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
FORD	MO	95,111	1,562		481	1,617	736	99,507	105,819
	YR	1,257,726	24,523		5,829	24,628	11,963	1,324,669	1,355,899
FREIGHTLINER	MO						1,702	1,702	1,420
	YR						21,432	21,432	21,488
CHEVROLET	MO	85,128	37	11	879	522		86,577	94,565
	YR	1,162,886	40	233	8,120	6,819		1,178,098	1,235,795
GMC	MO	22,689	2	31	429	991		24,142	26,536
	YR	301,661	3	1,962	5,076	13,406		322,108	34,130
KENWORTH	MO					15	1,089	1,104	1,287
	YR					374	13,334	13,708	16,932
MACK	MO				46	62	904	1,012	1,529
	YR				1,015	1,357	13,449	15,821	21,773
MERCEDES-BENZ	MO				33	74		107	142
	YR				491	1,016		1,507	1,877
NAVISTAR	MO			2	723	1,683	1,541	3,949	4,073
	YR		52	105	11,471	28,359	25,081	65,068	72,771
PETERBILT	MO					18	969	987	1,386
	YR					340	11,049	11,389	15,662
VOLVO/GM HEAVY	MO					86	1,306	1,392	1,569
	YR					717	13,031	13,748	16,154
HINO	MO	24		53	39	40		156	161
	YR	287		480	602	846		2,215	1,987
NISSAN DIESEL	MO	40		90	54	46		230	209
	YR	618		875	491	464		2,448	2,179
ISUZU TRUCK	MO	509	46	21	58	17		651	641
	YR	5,977	600	355	1,759	548		9,239	7,064
MITSUBISHI FUSO	MO	150		54	13	53		270	258
	YR	1,683		597	242	498		3,020	3,042
SCANIA	MO						9	9	8
	YR						98	98	109
IVECO TRUCKS	MO	135	32	12	13			192	205
	YR	1,498	485	226	143			2,352	2,143
WESTERN STAR	MO						55	55	127
	YR						871	871	1,333
OTHER TRUCKS	MO	118,646					35	118,681	125,713
	YR	1,528,337			34	1	611	1,528,983	1,803,113
GRAND TOTAL, 1990	MO	322,432	1,679	274	2,768	5,224	8,346	340,723	365,648
	YR	4,260,673	25,703	4,833	35,273	79,373	110,919	4,516,774	4,613,451
1989 YR to DATE		4,324,236	24,866	6,781	36,467	87,944	133,157		

NOTE: Class 1-3 total includes light trucks sold by all makes other than those listed. Class 4-8 reported by Motor Vehicle Manufacturers Association.

TRUCK BRIEFS

Heavy-truck vendors face tough future

NEW YORK — Medium- and heavy-truck sales will grow solidly over the next five years, but falling profit margins, global competition and government regulation will hurt vendors, according to a Frost & Sullivan study.

"The U.S. Market for Heavy-Duty Vehicles and Associated OEM Components" forecasts a 20 percent growth in sales of Class 6, 7 and 8 trucks, buses and trailers from $16.1 billion in 1989 to $19.4 billion in 1995.

Unit sales are expected to rise from 484,000 to 516,000 by 1995. The vendor-supplied component market is expected to increase from $9.1 billion to $10.7 billion.

But the study sees massive "prebuying" by fleets in 1993 to avoid costlier and cleaner 1994 models.

It sees regulations for anti-lock brakes and more high-tech engine controls by the mid 1990s, driving up prices and undercutting makers' profits.

California truck woes

WEST SACRAMENTO, Calif. — Some 130 California motor carriers failed during the first nine months of 1990, compared to 117 firms in the same period last year, according to Tizana Mohorovic, associate manager of business statistics at Dunn & Bradstreet in New York.

The failure rate is the highest since 1986, according to Thomas C. Schumacher, executive vice president of the California Trucking Association. He blames it on the California Public Utilities Commission's price regulations, which hinder trucking firms' operating flexibility.

Schumacher called for deregulation of prices; for more effective environmental, safety and fuel-efficiency laws; and for removal of the arbitrary 10 percent cap on carriers' fuel-cost surcharges.

Freightliner's engines

PORTLAND, Ore. — Electronic engines will be standard in Freightliner's entire Class 8 product line, beginning in 1991.

Detroit Diesel Series 60 11.1-liter engines equipped with DDEC will be standard in Freightliner's FLA cab-over-engine models and FLD 120 long conventionals.

Caterpillar 3176 10.3-liter engines with integral electronic controls will be standard in Freightliner's medium-length FLD 112 and FLC 112 conventionals. Mechanical engines will continue to be available.

Freightliner will continue to offer a broad spectrum of engine options, including other Detroit Diesel, Caterpillar and several Cummins engines.

Freightliner included a road speed governor in its Vigil 3 family of electronic monitoring systems. The option is available on all Freightliner models equipped with Cummins L10 and N14 nonelectronic engines.

Vigil 3 also includes an engine trouble warning and shutdown system and other features, designed to help fleets cut costs.

Truck Equipment parley

LIVONIA, Mich. — Chevrolet, Ford Motor Co., Chrysler Corp. and Toyota Motor Sales U.S.A. Inc. are sponsoring activities at the National Truck Equipment Association's annual convention in San Diego, Feb. 6-9.

Each of the companies supplies chassis to the industry and also supported the association's 1990 convention.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	1/9
Town & Country	$1,000	1/9
Dodge cars	$1,000-2,500	1/9
Dodge trucks	$750-2,500	1/9
Caravan	$1,000	1/9
Eagle	$1,000-2,500	1/9
Jeep	$1,000-3,000	1/9
Plymouth	$1,000-1,300	1/9
Voyager	$1,000	1/9
Finance rate, in lieu of rebate, starts at 7.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-750	1/9
Dodge cars	$400-1,000	1/9
Dodge trucks	$300-750	1/9
Eagle	$400-500	1/9
Jeep	$500-3,000	1/9
Plymouth	$400-500	1/9
Minivans	$500	1/31
Minivans	$500 for owners of 1984-89 minivans	12/31
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	1/31
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$3,000	12/31
Other Buick*	$250-1,000	12/31
Cadillac	$1,200	1/7
Chevrolet Geo	$300-1,000	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$1,500-2,500	1/7
Pontiac Bonneville, Grand Prix, Grand Am	$750-1,250	1/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac Brougham	$1,500	1/7
Chevrolet Geo	$300-500	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$500-1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$500-1,500	1/7
Pontiac Firebird**	$500-1,000	1/7
Other Pontiac	$500-750	1/7
*Based on option package selected **Firebird rebate is $1,000 in California only. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai		
Excel (1990-91)	$500-1,500	1/3
Sonata (1990-91)	$1,500-2,000	1/3
Scoupe (1991)	$500	1/3
Jaguar (1990-91)	$5,000 for owners of '88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$686-1,246 discount on option packages	1/3
Subaru		
Justy (1990-91)	$500	1/3
Loyale (1991)	$300-1,050	1/3

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford Probe GT	$1,500	12/31
Thunderbird	$1,400	12/31
Taurus SHO	$3,000	12/31
Other Taurus	$1,300	12/31
Other cars	$1,000	12/31
Ford Bronco	$2,000	12/31
Other trucks	$1,100-1,300	12/31
On Jan. 1, 1991, rebates will be reduced by $200 on all above models except Probe GT, Taurus SHO, Crown Victoria and Bronco. The reduced rebates will continue until Feb. 28, 1991.		
Mercury Topaz	$1,000	12/31
Sable	$1,300	12/31
Cougar	$1,400	12/31
Grand Marquis	$1,500	12/31
All Lincoln	$2,000	1/31
Topaz, Sable and Cougar rebates will be reduced by $200 for Jan. 1, 1991, to Feb. 28, 1991.		
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-$700, based on sales	2/28
Ford trucks	$100-$700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-$700, based on sales	2/28
Audi (1990)		
100 Series	$3,000	12/31
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1990-91)		
Mirage	$500-1,000	12/31
Other cars	$350-2,000, quota	12/31
Trucks	$350-2,000*	12/31
*Some truck rebates are based on quotas. Mitsubishi rebates vary by region.		
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on sales	12/31
Maxima	$200-700, based on sales	12/31
240SX	$1,000-2,000, based on sales	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on sales	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla, Camry	$200-1,100 quota	1/3
Trucks	$200-1,200 quota	1/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None

Chrysler pays $500 on '91 minivans

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. is offering cash rebates to buyers of its 1991 minivans and has raised the cash paybacks on all 1991 Jeep Cherokees. Chrysler also extended customer cash incentives through Jan. 9 on 1989-91 cars and trucks.

Chrysler's extension of consumer rebates runs counter to Ford Motor Co.'s new program that switched from consumer cash payments to direct rebates to dealers on most 1990-91 cars and trucks.

The Ford program began Dec. 12 and runs through Feb. 28. General Motors recently extended its consumer cash rebate program through Jan. 7.

For openers, Chrysler is offering a $500 cash incentive to buyers of 1991 Dodge Caravan, Plymouth Voyager and Chrysler Town & Country minivans delivered through Jan. 31. The new allowance can be coupled with $500 cash certificates from the company's recent direct-mail program to owners of its 1984-89 minivans. That offer applies to replacement vehicles delivered or ordered before Jan 1.

From Feb. 1 through March 31, customers will have the choice of a minivan with a free $500 air bag, or the $500 rebate on a minivan without the air bag.

Chrysler also said it will introduce Feb. 1 a Security Package on minivans with 3.3-liter engines. The package includes driver-side air bag and anti-lock brake system for a net price of $499. Chrysler said the full price of the package is $1,299.

Chrysler also is enhancing its Family Value discount package for entry-level minivan buyers. That package with air conditioner, rear defroster, dual horns, deluxe insulation, light package and power liftgate release had been discounted $300 for a net price of $1,102. The discount has been increased to $857, reducing the net to $545, or essentially providing air conditioning free.

The automaker also increased to $1,000 the consumer incentive on 1991 Jeep Cherokees. They previously carried cash rebates of $500 or $700, depending on the model.

Incentives ranging from $300 to $3,000 or alternative financing starting at 7.9 percent on all other vehicles in the program are unchanged.

The program also includes $1,000 rebates on 1989 and 1990 minivans.

CONGRESS

FROM PAGE 3

In 1965, when Mercedes-Benz of North America was established, he was named service organization manager. He became national service manager in 1968, and general manager for product and service engineering in 1973.

In 1981, he was appointed vice president; he was promoted to his current position in 1989.

Young joined Grey Advertising in 1959 and rose to executive vice president for marketing planning and strategic development. In 1983, she was named president of Grey Strategic Marketing Inc. and was a marketing consultant for GM. In 1988, she was elected vice president for consumer market development at GM.

Huizenga joined the National Automobile Dealers Association in 1976 as industry relations counsel and director of industry relations; he became chief counsel in 1979.

He was appointed senior vice president and general counsel for The General Group of Cos. in Los Angeles in 1985. A year later Huizenga was named president of General Risk Management Corp. in Los Angeles.

He was appointed executive vice president of the American International Automobile Dealers Association in 1989 and four months later became the group's president.

Rogers joined the consulting firm Kepner Tregoe in 1979. He was named managing director of national accounts in 1982. In 1988, Rogers was appointed to his current position.

Briggs

Morris

Bennett

Morris joined Rover Group in 1972 and later was named general manager then managing director at Leyland's four manufacturing sites in South Africa. In 1987, he was appointed managing director of Freight Rover Vans in Birmingham, England.

Briggs began his GM career in 1961 with Chevrolet. Prior to joining Saturn, he was manufacturing manager ofChevrolet-Pontiac-Canada.

Bennett joined GM in 1964 and has held various local UAW offices since 1972. Since 1986, he has been president of UAW LOCAL 1853 and UAW manufacturing adviser for Saturn.

For further information on the World Congress, write Wendy Barhydt, World Congres, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150 or telephone 313-936-1049. Registrations are encouraged to be in by Jan. 10.

GM ad cuts may spread

By Raymond Serafin
CRAIN NEWS SERVICE

The suspension of first-quarter advertising by General Motors' Automotive Components Group could portend cuts in spending for GM's car and truck divisions.

The components group's nine divisions combined spend only an estimated $15 million on advertising annually, almost all in trade publications.

Ad agencies that handle GM's vehicle divisions, which spent the lion's share of the company's $1.4 billion ad budget this year, haven't yet been given 1991 budgets.

Some GM agency executives had been told earlier that 1991 ad cuts could total as much as $200 million. But there has been discussion more recently that GM will budget only for the first quarter instead of for the entire year because of economic and military uncertainty.

"We're still waiting to hear," said Richard O'Connor, chairman and chief executive officer of Lintas:Campbell-Ewald in Warren, Mich., the agency for Chevrolet.

So far, agencies are making whatever buys are authorized by GM, and the company's past policy has been to honor existing contracts even if budgets are cut.

"Nobody is looking forward to the first quarter," said one agency executive, who asked not to be identified.

From Advertising Age

WORLD CONGRESS REGISTRATION

Enclosed is a check for $ _____ payable to Automotive News World Congress or charge my □ Visa □ MC

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Expiration Date _____

Signature _____

The amount covers:

□ $650 Registration for Sunday, Jan. 13-Wednesday, Jan. 16

□ $100 Non-refundable deposit. (Balance may be paid at World Congress desk.)

□ $275 One-day registration
□ Monday, Jan. 14, or □ Tuesday, Jan. 15.

□ $75 for Tuesday Evening Gala only, per person. Tables for 10 available. (Gala included in full registration.)

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Attn: Wendy Barhydt, Conference Manager

MAZDA

FROM PAGE 1

any luxury car it introduces in the United States.

But expansion and new products cost money. For the current fiscal year, Mazda has budgeted 120 billion yen (about $923 million) for capital investment, up sharply from 66.5 billion yen (about $510 million) the year before. Next year, the company says, it plans to invest another 120 billion yen, "at the very least."

To avoid the debt markets and to pay for the expansion through cash flow — a stated corporate goal — Mazda Executive Vice President Yoshihiro Wada told securities analysts in New York recently that the company knows it will have to begin generating pretax income of "at least" 100 billion yen (about $769 million) a year.

"This is an ambitious objective," Wada said. "But it is attainable."

How ambitious? Mazda earned a record 77 billion yen in 1985, a high-water mark it has not approached since.

But profit is on the upswing. In the 1990 fiscal year ended last March 30, the company posted pretax earnings of 48.1 billion yen ($305 million at the prevailing exchange rate), up 15.5 percent from the previous year, on sales of 2 trillion yen (about $12.9 billion).

For the first six months of its current fiscal year, ended Sept. 30, pretax income rose 6.7 percent, to 23.8 billion yen ($172 million) on sales of 1.1 trillion yen ($8 billion).

To be sure, Mazda's new-product offensive has netted excellent results in both the home and U.S. markets, at least in volume terms. After posting a 20 percent rise in car and light-truck sales at home last year, to 484,000 units, the company's volume through the first 11 months was up another 12 percent, to 541,000.

In the U.S. market, Mazda's car-truck sales climbed 4 percent in the first 11 months of 1990, at a time when overall car-truck demand declined 4.6 percent. Mazda expects to reach a U.S. total of 380,000 units in 1990, and is aiming for 500,000 a year in the United States by mid-decade.

But it is a basic axiom of the car business that big cars yield higher profits than minis, or small cars, analysts point out. And by skewing its sales mix toward low-end cars just when it needs cash flow, they contend, Mazda is skating on dangerously thin ice.

"The sales look good, but there's no profit," said an analyst who asked to remain unidentified. "Specifically, their (earnings gain) for the first half is not what it could have been if the company was succeeding more with larger cars."

Koji Endo, who follows the industry for Nomura Securities in Tokyo, said his concern is that Mazda's profit margin is so thin that "it could easily be wiped out by a sharp change in the exchange rate."

Indeed, despite higher sales for the six months ended Sept. 30, Mazda's indicated profit margin slipped during the period from an already thin 2 percent for all of fiscal 1990 to 1 percent.

Steve Usher, automotive analyst with Kleinwort Benson International in Tokyo, believes Mazda is betting the farm on its new strategy.

"Essentially, the company has decided, 'We go for it. If we lose, we lose big. But we lose unless we make it,' " he said.

Usher predicts that Mazda will stay the course, continuing full speed ahead on a course to carve out a role for itself as a producer of distinctive "niche" cars. Following the worldwide popularity of the Miata, for example, Mazda moved swiftly to bring the MPV, Navajo and Carol to market.

Wada says the new-product parade will be continuous from now on.

"An aggressive product strategy, supported by global research and development, will allow us to introduce new, distinctive models — one year after another — in the years to come," he told the New York analysts.

To handle its growing lineup of products, Mazda has developed what amounts to a niche marketing network in Japan. In 1989, Mazda set up two new channels, making a total of five channels in its domestic sales network.

Meanwhile, Mazda will not yet say whether it plans to set up a separate U.S. channel for a new luxury car, which is widely expected to debut this spring. Although trailing Honda, Toyota and Nissan, such a move would be a needed followup to the success Mazda has enjoyed in niche marketing its smaller models.

As always, though, there is the matter of money.

By James R. Crate in Detroit and Mary Ann Maskery in Tokyo.

PRODUCTION

U.S. CAR

	Week Ended Dec. 22, 1990	Week Ended Dec. 15, 1990	Dec. Est.	Jan. 1 to Dec. 22, 1990	Jan. 1 to Dec. 23, 1989
Horizon	0	0	0	4,327	32,908
Sundance	0	2,221	4,572	87,587	100,585
Acclaim	2,900	3,193	8,847	120,418	124,445
Total Plymouth	**2,900**	**5,414**	**13,419**	**212,332**	**257,938**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,500	1,514	3,014	51,972	93,673
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	300	366	956	34,818	74,479
Fifth Avenue	1,000	1,257	3,105	37,888	26,866
Imperial	400	525	1,278	19,463	5,636
Total Chrysler	**3,200**	**3,662**	**8,353**	**152,212**	**203,600**
Omni	0	0	0	4,078	34,545
Daytona	700	757	1,457	33,279	72,420
Shadow	0	2,570	5,009	95,681	104,121
Dynasty	1,000	3,457	6,904	120,608	132,435
Lancer	0	0	0	0	1,528
Spirit	2,400	2,317	7,453	105,518	108,019
Total Dodge	**4,100**	**9,101**	**20,823**	**359,164**	**453,068**
CHRYSLER MOTORS	**10,200**	**18,177**	**42,595**	**723,708**	**914,606**
Escort	5,767	5,735	11,502	245,683	335,860
Mustang	2,573	3,215	5,788	130,179	184,001
Tempo	0	3,441	6,169	125,151	146,704
Taurus	7,981	3,807	15,575	329,538	362,064
Thunderbird	1,113	1,232	3,657	107,365	137,449
Total Ford Div.	**17,434**	**17,430**	**42,691**	**937,916**	**1,166,078**
Topaz	0	909	2,276	46,729	66,788
Cougar	1,689	1,515	4,563	73,374	114,325
Sable	2,499	1,433	5,392	101,631	116,973
Total Mercury	**4,188**	**3,857**	**12,231**	**221,734**	**298,086**
Continental	1,179	1,169	3,544	58,621	64,497
Mark VII	207	211	609	18,024	21,532
Town Car	2,774	2,780	8,327	145,804	127,488
Total Lincoln	**4,160**	**4,160**	**12,480**	**222,449**	**213,517**
Total L-M Div.	**8,348**	**8,017**	**24,711**	**444,183**	**511,603**
FORD MOTOR CO.	**25,782**	**25,447**	**67,402**	**1,382,099**	**1,677,681**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,500	2,472	7,402	94,255	68,393
Century	0	0	1,567	63,771	122,699
Riviera	296	296	878	21,324	22,616
Electra/Park Ave.	0	2,820	5,639	62,620	80,140
LeSabre (fwd)	0	4,100	5,919	154,415	156,737
LeSabre (rwd)	0	0	0	4,022	8,107
Reatta	0	108	205	5,574	6,428
Total Buick	**2,796**	**9,780**	**21,610**	**405,981**	**472,033**
Eldorado	695	687	2,043	22,050	29,145
Seville	1,055	1,062	3,098	35,349	24,295
Brougham (rwd)	0	0	0	29,637	54,935
DeVille (fwd)	3,297	2,854	9,294	162,163	182,042
Allante	64	64	175	3,498	3,187
Total Cadillac	**5,111**	**4,667**	**14,610**	**252,897**	**293,604**
Cavalier	7,403	10,377	26,914	360,799	355,733
Camaro	0	2,297	4,195	70,935	100,960
Celebrity	0	0	0	0	70,720
Corsica/Beretta	2,625	2,122	10,873	271,642	368,554
Caprice	0	1,894	3,553	193,883	162,250
Corvette	0	0	413	22,094	25,210
Total Chevrolet	**10,028**	**16,690**	**45,948**	**919,353**	**1,083,427**
Calais	1,820	1,890	5,495	100,057	87,706
Cutlass Ciera	0	0	1,967	65,340	87,943
Cutlass Supreme	0	2,130	4,350	93,786	114,137
Toronado	202	203	597	14,772	10,339
88 (fwd)	0	1,883	3,465	99,139	140,851
88 (rwd)	0	0	0	1,223	7,369
98	1,903	1,052	3,968	42,841	71,493
Total Oldsmobile	**3,925**	**7,158**	**19,842**	**417,158**	**529,138**
Sunbird	3,917	4,065	12,252	167,465	152,334
Grand Am	0	4,800	4,800	204,813	226,797
Firebird	0	615	1,405	40,361	56,608
Grand Prix	0	3,115	6,227	112,875	125,043
Pontiac 6000	0	0	1,467	51,522	78,879
Bonneville	0	1,530	3,052	72,179	90,924
Safari/Pansienne	0	0	0	0	2,691
Total Pontiac	**3,917**	**14,125**	**29,063**	**649,215**	**733,276**
Total Saturn*	**540**	**540**	**1,628**	**3,242**	**0**
GENERAL MOTORS	**26,317**	**52,978**	**132,633**	**2,653,256**	**3,102,478**
DIAMOND-STAR	**3,314**	**3,219**	**9,926**	**151,133**	**93,396**
HONDA		**8,801**	**26,515**	**433,323**	**362,375**
Civic	1,360	1,504	4,371	100,562	129,388
Accord	7,415	7,297	22,144	332,761	232,987
MAZDA†	**3,585**	**4,235**	**12,553**	**186,577**	**205,294**
NISSAN	**2,820**	**2,576**	**8,817**	**97,574**	**115,565**
NUMMI	**4,290**	**4,331**	**13,803**	**294,452**	**192,716**
Corolla	2,100	2,122	6,870	102,785	80,088
Geo Prizm/Nova	2,100	2,209	6,933	101,667	112,628
SUBARU	**1,230**	**1,651**	**4,354**	**35,020**	**8,317**
TOYOTA	**4,492**	**4,373**	**13,433**	**217,185**	**151,129**
TOTAL CARS, U.S.	**90,735**	**125,782**	**332,031**	**6,078,329**	**6,821,556**
TOTAL CARS, CANADA	**15,861**	**18,340**	**60,858**	**1,078,123**	**1,016,274**
U.S., CANADA CARS	**106,596**	**144,122**	**392,889**	**7,156,449**	**7,837,830**
U.S., CANADA CARS AND TRUCKS	**159,807**	**225,835**	**588,486**	**11,811,148**	**12,871,420**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR

	Week Ended Dec. 22, 1990	Week Ended Dec. 15, 1990	Dec. Est.	Jan. 1 to Dec. 22, 1990	Jan. 1 to Dec. 23, 1989
Monaco	0	424	764	11,083	1,186
Premier	0	878	1,660	13,593	32,152
CHRYSLER MOTORS	**0**	**1,302**	**2,424**	**24,676**	**33,338**
Tempo	3,184	0	6,068	110,182	163,633
Topaz	1,369	0	2,579	40,709	58,182
Crown Victoria	2,024	2,282	6,793	120,595	117,949
Grand Marquis	2,074	2,362	6,852	114,181	129,323
FORD MOTOR CO.	**8,651**	**4,644**	**22,292**	**385,667**	**435,967**
Celebrity	0	0	0	20,319	26,544
Cutlass Ciera	0	0	1,781	75,556	122,490
Lumina	0	984	6,027	216,996	194,946
Regal	0	4,077	6,942	102,512	74,328
GENERAL MOTORS	**0**	**5,061**	**14,750**	**415,383**	**418,308**
CAMI	**2,800**	**2,871**	**6,061**	**53,053**	**0**
HONDA	**2,130**	**2,213**	**6,582**	**103,794**	**86,266**
HYUNDAI	**899**	**738**	**2,328**	**26,290**	**14,480**
TOYOTA	**1,300**	**1,331**	**3,961**	**61,871**	**19,797**
VOLVO	**180**	**180**	**540**	**8,189**	**8,098**
TOTAL CARS, CANADA	**15,861**	**18,340**	**60,858**	**1,078,123**	**1,016,274**

U.S. TRUCK

Caravan	2,100	2,719	7,513	92,553	107,449
Dakota	0	1,899	3,899	72,224	94,701
Caravan C/V	0	0	2	4,173	6,416
Ram pickups	0	1,965	3,900	100,301	90,991
Total Dodge	**2,100**	**6,583**	**15,314**	**269,251**	**298,557**
Cherokee	3,800	0	7,604	150,991	207,284
Comanche	300	0	634	9,530	25,216
Grand Wagoneer	300	0	300	6,419	9,618
Wagoneer	100	0	210	3,885	7,535
Total Jeep	**4,500**	**0**	**8,748**	**170,825**	**249,653**
Voyager	1,200	2,164	5,281	82,337	100,256
Town & Country	0	84	164	2,452	3,251
Total C-P Div.	**1,200**	**2,248**	**5,445**	**84,789**	**103,507**
CHRYSLER MOTORS	**7,800**	**8,831**	**29,507**	**524,865**	**652,717**
Aerostar	0	3,932	3,932	197,999	217,630
Bronco	0	950	950	45,878	70,114
Bronco II/Explorer	5,797	6,193	17,359	210,664	118,621
Navajo	361	514	1,245	8,604	0
Econoline	1,843	1,905	5,838	167,215	207,576
Mediums/Heavies	1,066	1,030	2,096	48,654	57,089
Light trucks	0	8,282	11,397	425,889	518,696
Ranger	2,653	8,098	13,313	280,961	307,202
Total Ford Div.	**11,720**	**30,904**	**56,130**	**1,385,864**	**1,494,928**
FORD MOTOR CO.	**11,720**	**30,904**	**56,130**	**1,385,864**	**1,494,928**
Astro	0	0	2,889	125,162	158,146
Blazer	357	0	712	15,353	25,359
Lumina APV	0	0	1,219	77,448	20,874
Mediums/Heavies	184	446	864	10,577	8,872
P-Model	0	340	515	20,649	29,408
Pickups	273	62	7,162	381,466	397,015
S-10	1,794	6,397	15,012	242,931	238,741
S-10 Blazer	545	1,955	4,763	84,340	189,849
Sportsvan/Van	590	430	1,405	54,765	94,421
Suburban	1,343	0	2,416	61,852	89,099
Total Chevrolet	**5,086**	**9,630**	**36,957**	**1,074,543**	**1,281,658**
Jimmy	112	0	219	4,690	8,088
Mediums/Heavies	416	479	1,377	11,041	13,745
P-Model	108	98	276	2,877	4,060
Pickups	376	35	3,515	134,764	123,085
S-15/Sonoma	55	1,614	2,897	53,319	57,963
S-15 Jimmy	0	694	1,133	26,717	49,931
Safari	998	0	1,887	44,560	44,996
Suburban	550	0	1,810	30,301	31,184
Vandura/Rally Vans	0	446	537	20,037	29,627
Total GMC	**2,615**	**3,366**	**13,651**	**328,306**	**362,889**
Silhouette	0	0	330	28,594	4,269
Bravada	0	367	717	1,394	0
Total Oldsmobile	**0**	**367**	**1,047**	**29,988**	**4,269**
Pontiac Trans Sport	0	0	673	42,249	7,825
GENERAL MOTORS	**7,701**	**13,363**	**52,329**	**1,474,999**	**1,571,368**
NAVISTAR	**1,580**	**1,612**	**4,806**	**71,968**	**77,113**
NISSAN	**2,706**	**2,868**	**8,599**	**139,548**	**122,937**
SUBARU-ISUZU	**1,904**	**1,296**	**4,487**	**36,663**	**6,315**
AM GENERAL	**450**	**450**	**1,350**	**22,140**	**22,590**
MISCELLANEOUS	**3,000**	**3,000**	**9,000**	**147,600**	**144,600**
TOTAL TRUCKS, U.S.	**36,961**	**62,124**	**166,280**	**3,803,645**	**4,082,568**

CANADIAN TRUCK

Caravan	2,755	3,197	9,293	126,112	147,393
Caravan C/V	155	196	559	7,343	9,763
Ram Wagon	0	1,431	1,431	21,329	26,121
Ram Van	0	561	561	53,508	70,586
Total Dodge	**2,910**	**5,385**	**11,844**	**208,292**	**253,863**
Voyager	2,210	2,668	7,451	100,997	122,918
Total Plymouth	**2,210**	**2,668**	**7,451**	**100,997**	**122,918**
Wrangler	1,500	1,601	4,563	58,072	69,565
Total Jeep	**1,500**	**1,601**	**4,563**	**58,072**	**69,565**
CHRYSLER MOTORS	**6,620**	**9,654**	**23,858**	**367,361**	**446,346**
FORD MTR. (E. Iris.)	**3,040**	**2,922**	**5,962**	**131,369**	**160,912**
Light trucks	3,281	3,582	9,888	167,762	163,745
Vans	702	717	2,085	46,104	61,594
Total Chevrolet	**3,983**	**4,299**	**11,973**	**213,866**	**225,339**
Light trucks	969	855	2,790	61,401	71,161
Vans	273	264	803	17,992	26,500
Total GMC	**1,242**	**1,139**	**3,593**	**79,393**	**97,661**
GENERAL MOTORS	**5,225**	**5,438**	**15,566**	**293,259**	**323,000**
CAMI	**1,200**	**1,203**	**3,413**	**50,544**	**0**
NAVISTAR	**185**	**172**	**509**	**8,513**	**10,764**
TOTAL TRKS., CANADA	**16,250**	**19,389**	**49,308**	**851,046**	**941,822**
U.S., CANADA TRKS.	**53,211**	**81,513**	**215,597**	**4,654,691**	**5,033,390**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

U.S. output down 11% for year

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Car and truck production by U.S. manufacturers for the 1990 calendar year is estimated at 9,881,971, down 11.17 percent from the 1989 total and the lowest since 1983 when 9,512,751 vehicles were produced.

Car production slipped 11.01 percent from 1989 to an estimated 6,078,326, the lowest since 1982. Estimated truck output fell 11.44 percent to 3,803,645, the lowest since 1986.

Last week, U.S. automakers scheduled 90,735 units, 27.86 below the prior week and 31.29 percent below the year-ago week.

U.S. truckmakers' scheduled build was 36,961 last week, 40.50 percent below the prior week and 53.80 percent below the same week a year ago.

General Motors has extended the holiday vacation for 11 plants that now are scheduled to be idle the weeks of Jan. 2 and Jan. 7. Truck plants are Detroit; Flint, Mich.; Fort Wayne, Ind.; Pontiac, Mich. (East); and Tarrytown, N.Y. Car plants are Van Nuys, Calif.; Oklahoma City; Kansas City, Kan.; Linden, N.J.; Lansing, Mich. (B); and the Lansing, Mich., Reatta Craft Centre.

At the Detroit-Hamtramck, Mich., plant, all lines except Allante are scheduled to be idle the weeks of Jan. 2 and Jan. 7, and the van line at Lordstown, Ohio, also will be down those weeks. The Wilmington, Del., plant will be idle the week of Jan. 2, and the Wentzville, Mo., will be idle the weeks of Jan 7. and Jan. 14.

GM's Janesville, Wis., Chevrolet Cavalier line was scheduled to build out last week. The plant will now make only trucks.

Chrysler's Toledo, Ohio, and St. Louis No. 1 assembly plants are scheduled to be down an additional three weeks following the holiday week. Production is expected to resume Jan. 21.

The company's Sterling Heights, Mich., facility will be down an additional four weeks following the holiday week. Production is scheduled to resume Jan. 28. All downtime is due to inventory adjustment.

All U.S. plants will be closed this week for the holidays.

Canada cars up 7% for '90

Estimated 1990 car and truck production in Canada fell 0.34 percent short of 1989.

Car assembly is estimated at 1,078,123, up 7.04 percent over 1989. Truck production for 1990 is estimated at 851,046, down 8.35 percent.

NOTE

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Get lean, warns MIT book, but Ford already has

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

ATLANTA — The squeak-and-rattle team at Ford Motor Co.'s Atlanta assembly plant pondered the problem of screws.

Loose screws were falling from workers' shirt pockets onto the carpets of Taurus and Sable models as the cars rolled down the assembly line. A dozen members of the team met recently and — almost as quickly as you can say *kaizen* — solved the problem. A plant shop was asked to sew work aprons with deep side pockets to accommodate the screws.

LEAN NEW WORLD

- Book: Lean is king, Page 26.
- Europeans outdated, Page 27.

This latest example of worker involvement and continuous improvement showed once again why Ford was the one non-Japanese automaker that has already joined the triumphant new world of "lean production," as proclaimed by the authors of an influential new book.

The Atlanta workers seem pleased to have escaped the wrath of the Massachusetts Institute of Technology team that spent five years and $5 million studying the world's auto industry.

The Machine That Changed The World, which preaches a change-or-die message to most of the non-Japanese automotive industry, casts a gentle eye on this 42-year-old plant.

While warning that the West in general and that General Motors, Renault S.A., Fiat Auto S.p.A. and Volkswagen AG in particular are operating under antiquated manufacturing systems, *Machine* suggests that Atlanta — and maybe other Ford plants — aren't doing so badly.

The book declares the imminent death of Henry Ford's "mass production" and its replacement by "lean production," characterized by flexible manufacturing; low inventories; communication with suppliers, workers and distributors; and continuous improvement, known in Japanese as *kaizen*.

Relations with people are central.

"The way things were before, I couldn't have come in here and talked to the plant manager about something I didn't like," explains J.C. Phillips, chairman of the

see LEAN, page 26

Overcapacity blots future for U.S. makers

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Factory overcapacity continues to darken the U.S. auto industry's immediate future, despite the announced closing of four General Motors plants in November.

North American assembly plants (United States and Canada) shut their doors on 1990 after producing about 11.8 million cars and trucks — shipping below 12 million for the first time since 1983.

Output is down about 1.23 million units from 1986, the U.S. industry's best sales year. Car output has fallen 1.63 million units during the last four years.

On the car side, where the overcapacity has been concentrated, output has fallen 1.6 million units during that same span, to 7,156,449. According to DRI/McGraw Hill, that's a capacity utilization rate of 72.29 percent, compared to 83.7 percent in 1986. In other words, North American car plants can build about 2.74 million more units than they did in 1990.

The current sales downturn exacerbates what industry officials have believed for years to be serious factory overcapacity in North America.

Even companies that are operating plants at full tilt are affected. They must sell products in a market flooded by bold sales promotions and endless factory rebates. For firms carrying too much capacity, profit margins are squeezed as they operate at a higher cost level than sales demand.

Analysts generally welcomed the $2.1 billion GM plant writeoff as a necessary step toward easing the problem, which has been widely blamed for third-quarter operating losses for both GM and Chrysler Corp.

The permanent closing of GM's Framingham, Mass.; Lakewood, Ga.; Leeds, Mo.; and Pontiac, Mich., plants effectively removes 900,000 to 1 million units of car-production capacity from the market, although operations at those

see CAPACITY, page 3

1990 Newsmakers of the Year

A year to remember

Even for those who came out ahead, change was a constant and challenges seemed ubiquitous in 1990. The year's top stories are highlighted in *Automotive News Insight*, which follows Page 14.

Jerry Curry: NHTSA's new boss proves to be a forceful negotiator, gets safety regulations off the dime after years of lethargy, then lashes out at safety activists as fronts for trial lawyers.

Robert Eaton: General Motors Europe president boosts sales and market share, races into Eastern Europe, returns tidy bundle of cash to headquarters to bolster Detroit operations.

Ray Green: NADA's "quiet man" is effective successor to aggressive Ron Tonkin, wins improvements in GM franchise and sets up certification program for salespersons.

Carl Hahn: Opens East Germany even before the government does, wins the race to have Skoda as a production partner, gets an extension to stay at Volkswagen AG past retirement age.

Kirk Kerkorian: Auto industry's newest mystery man adds to turmoil at Chrysler by buying 9.8 percent of common stock for $272 million. But why? Is he a raider or an investor?

Richard G. "Skip" LeFauve: Saturn president gets the car into the showrooms after seven years of hoopla, but production problems hold supply to a trickle and delay test of sales strength.

Robert McCurry: Lashes back at Lee Iacocca, picks up market share for Toyota, introduces the import 10-day sales report to act like the locals, sells a million cars and trucks.

J.C. "Jim" Perkins: Untangles the snarls in the Geo line and makes it a major player in Chevrolet's successful quest to beat Ford and regain first place in car sales.

Robert Stempel: "Car guy" instills new aura of confidence at GM. Makes tough decisions such as writing off plants, giving three-year job guarantees and slashing output to match sales.

Shoichiro Toyoda: The doctor takes personal charge of product development at Toyota, sees his company make big hit with Lexus, announces plan to double capacity at Georgetown.

NEWSPAPER
INS
y at Fuji:
y Industries Ltd. six months ago, President Iacmu Kawai says he has
: assessment" of the beleaguered maker of Subaru vehicles and
about his firm's future. Story on Page 2.

Three of the transplants were unable to keep their factories up to speed in 1990: Mazda's Michigan plant (pictured), Diamond-Star's Illinois plant and Hyundai's Quebec plant. All other transplants operated at overtime, including Toyota's Kentucky Camry plant, which added almost 10 percent to its normal 200,000-unit capacity.

CAPACITY

FROM PAGE 1

plants had already halted.

GM has also indicated it could close plants in Pontiac, Mich.; Scarborough, Ontario; and Lordstown, Ohio — which would delete another 700,000 units of capacity.

But North America still could remain glutted for years.

In the past year, at least 240,000 units of new capacity came on stream at Saturn Corp. Another 110,000 units of capacity came from Ford Motor Co.'s Louisville, Ky., plant. Honda of America Manufacturing Inc.'s plant in East Liberty, Ohio, is ramping up to produce up to 150,000 cars a year.

At least 925,000 units of additional capacity will enter the market in the next two years. A good chunk of that will come from former car plants that either will be replaced by truck plants or will be converted to build trucks.

Another 300,000 to 400,000 units will be added by 1994, led by a new 220,000-unit Toyota Motor Manufacturing U.S.A. Corp. plant that will double U.S. Camry output.

Independent of any plant closings or cutbacks, those plans combined represent new capacity of as many as 1.7 million vehicles between mid-1990 and 1994.

NORTH AMERICAN CAR CAPACITY

(Figures in millions)

	Car capacity	Car output	Percent
1986	10.50	8.79	83.72
1988	10.10	8.13	80.49
1990	9.90	7.16	72.29

SOURCE: DRI/McGraw Hill, Automotive News

Industry officials and market analysts have debated the overcapacity question for years. Estimates of the size of the surplus range from a few hundred thousand units during a healthy sales year to nearly six million units.

Carmakers are loathe to pin down their overall production capabilities, arguing that plant capacity is fluid.

Three unknown factors in the overcapacity equation are how high U.S. vehicle sales will be during the next two to three years, how many older plants might be closed by then and how many vehicles will be exported.

Phil Fricke, first vice president for equity research at Prudential-Bache Capital Funding in New York, predicts exports from U.S. factories will total 440,000 cars and trucks by 1994, compared to about 250,000 in 1990.

Fricke believes capacity is less a threat than the industry fears.

"A lot of analysts fail to separate the capacity question into market segments," he says. "Adding a truck plant doesn't worsen the car capacity situation."

Fricke argues that GM's plant closings, along with political pressures on the Japanese and a number of Big 3 plants shifting from car to truck output will result in an equilibrium in the next two years.

Few analysts appear as optimistic as Fricke. More typical is the view that some makers will get burned by the plethora of auto plants and will close them.

Numerous plants are under-utilized. More than 30 Big 3 plants were idled for part of the fourth quarter, and 28 closed early for the holiday shutdown.

Detroit now has more flexibility in eliminating capacity if necessary. This year's UAW contract negotiations produced agreements that give manufacturers the freedom to close plants permanently.

UAW negotiations with Chrysler produced an agreement that will allow the union to try its first three-shift schedule at Chrysler's St. Louis minivan plant. The move expands the plant's capacity by 50,000 units a year — without using brick or mortar.

Transplants' output continues to grow

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

No new Asian transplant auto factory opened in North America in 1990 — a news event in itself, considering that 12 opened during the previous eight years.

Yet the group's combined output continued to climb. Plans for a 13th Asian transplant factory were announced, while several of the existing plants operated overtime to stretch capacity.

The Asian transplants built 400,000 more vehicles in North America this year than last year. By comparison, the Big 3 built 1.46 million fewer than in 1989.

As the year ended, the 11 Japanese and one Korean transplant operations in the United States and Canada had produced 1.79 million cars and trucks.

According to plans, the same 12 factories will build as many as 2 million vehicles in 1991 — still without reaching their full existing capacity of 2.26 million annually.

This year, factories owned by the two largest transplants — Honda of America Manufacturing Inc. and Toyota Motor Manufacturing U.S.A. Inc. — had output that exceeded straight capacity.

Honda's Marysville, Ohio, plant built more than 380,000 cars, at least 20,000 more than the plant's stated 360,000-unit capacity. Honda of Canada Manufacturing Inc.'s Alliston, Ontario, plant yielded more than 100,000 cars this year, or at least 10,000 more than its stated capacity.

Toyota's Camry plant in Georgetown, Ky., was expected to produce 218,000 cars in 1990 — 18,000 more than its listed capacity.

Toyota will double its Camry capacity by building a second 200,000-unit-a-year factory.

Honda opened a Civic plant in East Liberty, Ohio, in December 1989. The new plant made it possible for Honda's Marysville plant to expand Accord production from about 230,000 in 1989 to nearly 330,000 in 1990.

One new transplant vehicle line will come on stream next September when Toyota begins building pickups at New United Motor Manufacturing Inc. in Fremont, Calif. That line will give Toyota capacity for another 100,000 vehicles a year.

Two other transplant factory projects will remain under construction in 1991. Nissan Motor Manufacturing Corp. U.S.A. will complete its project to double the 240,000-unit capacity of its Smyrna, Tenn., plant in 1992. A joint project between Nissan and Ford Motor Co. under construction in Avon Lake, Ohio, also will not begin production until 1992.

When all existing projects are up and running, the transplants will have combined capacity in North America of 3 million units a year.

INDEX

Auction dates	20
Classifieds	21-24
Coming events	25
Dealing with dealers	14
Insight	follows Page 14
Keith Crain	12
Legal briefs	11
Obituaries	14
Opinion	12
Personnel	10

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How analysts see capacity:

So long, glut

Fricke

Philip Fricke, first vice president of equity research, Prudential-Bache Capital Funding: *The overcapacity problem will be solved.*

Fricke believes the clouds of costly overcapacity that threaten the industry are rapidly fading.

"I think North America is coming into equilibrium over the next two years," he says. "From 1995 to 2000, the industry will need at least 500,000 more units of capacity than it now has."

Rising transplant production in North America is reducing the flow of Asian imports, he says. While total transplant production in Canada and the United States rose to 1.75 million vehicles in 1990, Fricke predicts Japanese imports will drop to about 1.7 million units annually by 1992. He argues that the Japanese are "too sensitive to political pressures" to import their quota of 2.3 million units a year.

He predicts U.S. car sales by transplants will rise by another 500,000 units a year by the early 1990s, arguing that even at that level, total U.S. transplant sales will reach 1.7 million at the most.

Transplant production and imports combined limit the Japanese share of the U.S. market to 3.3 or 3.4 million by 1992, he calculates. Should U.S. car sales return to the 11 million units a year level, the scenario could spell *undercapacity* for the Big 3, he suggests.

Trouble for everyone

Pitcoff

Joel Pitcoff, manager of research and analysis, Ford Motor Co.: *If the overcapacity problem were solved, do you think dealers would still be offering $1,000 rebates on new cars?*

This year, the Big 3 slashed North American factory production to stay in line with falling industry sales. In Ford's case, 1990 car output was down by nearly 500,000 units from 1989.

Pitcoff believes the North American industry is still grossly over-capacitized.

"It's going to take more than GM giving last rites to a few factories to get us out of this situation. It's arguable that four of the plants GM is closing weren't even part of the problem, since they had already ceased production."

Pitcoff believes that the Japanese, as well as the Big 3, face overcapacity problems. He points at Nissan Motor Co.'s failure to increase U.S. market share this year, despite being in the process of doubling its North American plant capacity.

Several transplants also operated under capacity this year.

"The argument has been made that every new unit of transplant capacity that comes on line takes one unit of sales out of the hide of the Big 3," Pitcoff comments. "You can't assume that. There's fairly intense competition among the Japanese themselves."

Too many trucks

Campbell

Bernard Campbell, director of automotive analysis, DRI/McGraw Hill: *We believe the light-truck market is headed for a problem.*

Campbell believes that overcapacity has been spread unevenly across market segments. As a result, he suggests, the Big 3 have been spared some pain.

The light-truck market has been the least over-capacitized so far, he says. And light trucks have been a key profit center for the Big 3.

But that is changing. Ford, GM and Chrysler are all converting car plants to truck plants. Other plants are adding truck capacity, including Ford's Louisville plant, Isuzu Motors Ltd.'s joint-venture plant in Lafayette, Ind., Toyota Motor Co.'s joint-venture plant in Fremont, Calif., and probably Nissan Motor Manufacturing U.S.A. Corp.'s plant in Smyrna, Tenn.

"Light truck capacity has looked very good historically. But the combination of this new capacity in the next few years, plus a slowdown in the growth of truck sales indicates a utilization problem."

Campbell predicts truck sales will continue growing, but at a slower rate than in the 1980s.

He notes that manufacturers have plans to increase North American sport-utility capacity by 60 percent in coming years. "We see that segment being particularly under-utilized by 1993 to 1994."

Relief from overseas

Swonk

Diane Swonk, regional economist, First Chicago Corp.: *Changing situations around the world are helping alleviate North American overcapacity.*

Diane Swonk looks at the big picture when analyzing the auto industry's overcapacity outlook.

Her premise is that manufacturing capacity remains out of line with current sales. But her observation is that the fluid world of market pressures is slowly but surely correcting it.

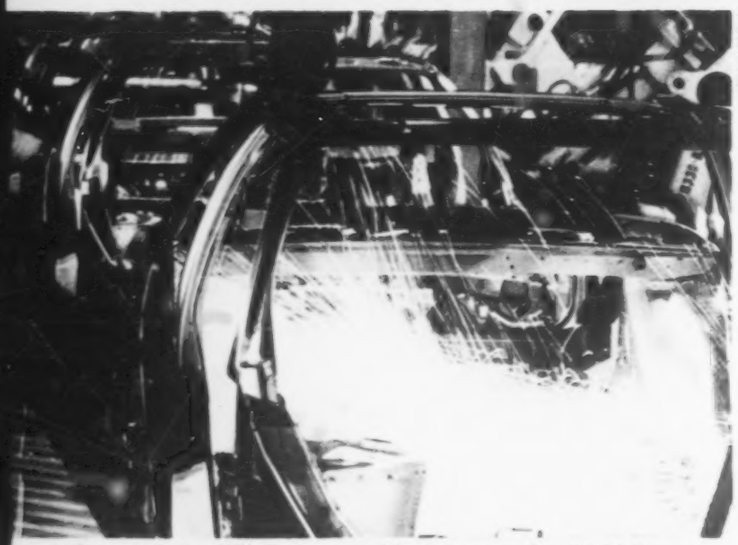
One factor is the continuing improvement in foreign economies. As standards of living rise in Asian and East European nations, increasing personal consumption levels will require more automotive production. That means that U.S. factories will have more opportunities to export excess capacity, she argues, and offshore factories will be less intent on shipping to North America.

The opening of East Bloc nations to European makers in the past 18 months should remove much of Europe's excess plant space, she suggests.

Another factor is what Swonk believes will be a 1990s shift away from consumption spending in the United States and more toward investment spending. That will mean lower or stagnant U.S. car sales, but it will create a better industrial base for exporting, she predicts.

— Lindsay Chappell

CONTENTS



JOE WILSSENS

At Saturn's Spring Hill, Tenn., assembly plant, more than 200 GMFanuc robots apply welds to fashion the cars' space frames from stamped parts. The space frame provides the skeleton to which plastic body panels are attached.

DEPARTMENTS

Al Fleming **12i**

FEATURES

The Birth of Saturn **4i**
The Story of the Year was GM's Saturn Corp., which finally brought cars to market Oct. 25 after 7 years of preparation

The Good, the Bad and the Ugly **8i**
1990 was a year of distinction — both positive and negative — for many and especially for Geo and for Volvo

A Kaleidoscopic Look Back **10i**
From advertising to manufacturing to warranties, change seemed to be the constant for the automotive industry this year

Cover photograph by Joe Wilssens

Automotive News Insight
The Extra Edition
A supplement to Automotive News
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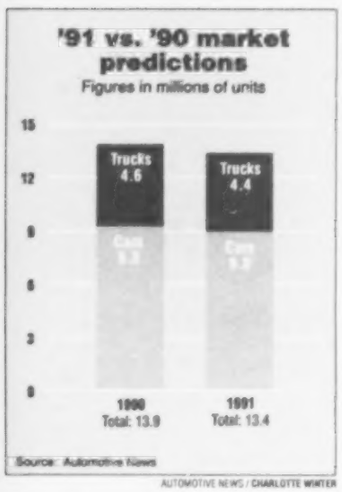
INSIGHTS



AUTOMOTIVE NEWS / CHARLOTTE WINTER

STAFF SEES DECLINE: New-car sales in the United States will decline by 310,000 units in calendar year 1991, and light-truck sales will drop by 210,000 units. That is how the *Automotive News* editorial staff sizes up next year's market. Twenty-nine reporters and editors participated in the survey.

TRUCKS DROP MOST: The overall 1991 tally will be 13,403,000 car and truck sales, according to the staff's projection. That would be down 3.73 percent from the 13,923,000 expected this year. The average of estimates is 8,970,000 car sales in 1991, a dip of 3.34 percent from this year's anticipated 9,280,000, and 4,433,000 truck sales in 1991, a decline of 4.52 percent from 1990's anticipated 4,643,000.

IMPORTS DIP DEEPER THAN DOMESTICS: The staff's 1991 forecast includes 5.4 million sales of Big 3 domestic cars, down 5.15 percent from the 5,693,000 expected for 1990, and 2,270,000 imports, a dip of 8.80 percent from this year's 2,489,000.

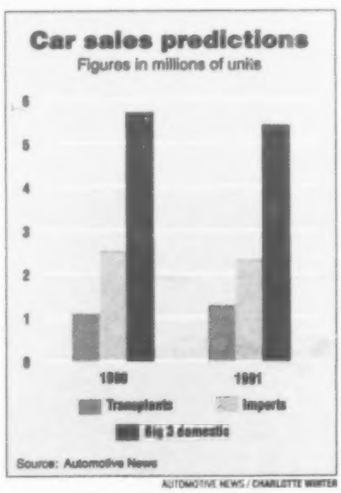
TRANSPLANTS SOAR: The third element in the car sales picture is slated for a major increase in the coming year, the *Automotive News* staff predicts. Sales of cars made by transplant and joint-venture companies are expected to climb to 1,300,000, up 18.40 percent over the 1,098,000 projected for 1990.

HIT OR MISS FORECASTING: The *Automotive News* staff did a so-so job of estimating 1990 car sales. At this time last year, it predicted 9,578,000 cars would be sold. The projection was off 3.11 percent from the anticipated figure of 9,280,000. The staff overestimated Big 3 domestic car sales by 5.09 percent and imports by 6.79 percent, but greatly underestimated transplant and joint-venture sales by 16.28 percent. But they were only off on the high side by 1.63 percent in combined Big 3 domestic and transplant sales.

TRUCKS R US: The *Automotive News* staff was practically clairvoyant in guessing the 1990 truck market, though. A year ago, the staff predicted sales of 4,641,812 light trucks in 1990. That is only 0.03 percent and 1,188 units shy of the 4,643,000 units now projected.

DEALERS MORE UPBEAT: While also forecasting a market decline, the National Automobile Dealers Association sees a brighter 12 months ahead than *Automotive News* does. The dealer association forecasts new-vehicle sales for 1991 will total 13.8 million units, comprised of 9.35 million new cars and 4.45 millions vans and light-duty trucks.

NADA SEES SMALL UP, BIG DOWN: NADA analysts say fears of escalating gasoline prices will produce market-share gains in the high-end of the small-car segment next year. Mid-sized vehicles will not experience a market-share decrease, according to NADA, but there will be some joint ventures in vehicle production among manufacturers. Large-vehicle share of market will continue to decline because of higher gas prices and changing population demographics.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

TAXING SITUATIONS TO HURT MAKERS: Despite the luxury segment's sales increase in 1990, NADA says the coming year could see a downturn in that market as a result of the 10 percent luxury tax on vehicles selling above $30,000, the doubling of the gas-guzzler tax and tax boosts for high-income households. Light-duty trucks and vans will feel the squeeze of decreased 1991 sales due to higher gas prices and a slow economy.

CRUNCH TIME FOR CREDIT: NADA also sees a lending crunch occurring in 1991, as finance companies tighten credit and demand larger down-payments from customers. The crunch may make it difficult for consumers to finance new vehicles to replace those bought in 1985 to 1986, since most of those vehicles will be paid off in 1991. "Even though we forecast a mild recession for fourth-quarter 1990 and first-quarter 1991, we don't believe it will cause a big fall-off in auto and light-truck sales," says Tom Webb, NADA chief economist.

USED POPULARITY: Used vehicles tell a different story. In 1991 a record 15 million units will be sold, NADA says. The figure represents a 5-percent increase over 1990. Automaker buy-back programs and the surge of "nearly new" auction program and off-lease cars are the reasons for the increase. Today's used-vehicle department generates 25 percent of dealership operating profit, according to NADA.

U.S. AUTOMOTIVE TRADE

(x $1,000)

Passenger cars and light trucks (up to 10,000 lbs. gvw)

Country	Trade	Aug. 1989	Aug. 1990	Annualized trade Sept. 1988-Aug. 1989	Annualized trade Sept. 1989-Aug. 1990
Japan	from U.S.	$ 10,340	$ 34,915	$ 503,169	$ 490,119
	to U.S.	1,595,741	1,667,106	20,538,370	19,268,134
Canada	from U.S.	429,100	436,144	6,537,486	6,440,707
	to U.S.	781,769	769,252	12,721,385	13,471,205
West Germany	to U.S.	333,157	488,526	5,531,324	5,678,703
South Korea	to U.S.	63,756	87,066	2,075,642	1,070,393
Sweden	to U.S.	35,183	25,407	1,785,737	1,575,495
Mexico	to U.S.	77,124	252,116	1,377,353	1,385,309
Yugoslavia	to U.S.	0	0	14,905	3,891
United Kingdom	to U.S.	58,304	35,009	949,195	874,092
Italy	to U.S.	31,647	21,519	238,315	264,513
France	to U.S.	881	1,028	98,509	15,742
Brazil	to U.S.	42,784	24	284,913	133,441
Others	from U.S.	97,839	115,237	2,456,658	2,663,266
	to U.S.	12,787	61,749	383,238	543,372
Car and truck total	from U.S.	680,989	670,269	11,353,358	11,300,892
	to U.S.	3,542,042	3,977,929	54,175,833	52,186,347
VEHICLE TRADE BALANCE		(2,861,053)	(3,307,660)	(42,822,475)	(40,885,455)
Car total	from U.S.	537,279	586,295	9,497,316	9,594,092
	to U.S.	3,033,127	3,481,804	46,298,887	44,284,290
CAR TRADE BALANCE		(2,495,848)	(2,895,509)	(36,801,571)	(34,690,198)
Truck total	from U.S.	143,710	83,974	1,856,042	1,706,800
	to U.S.	508,915	496,125	7,876,946	7,902,057
TRUCK TRADE BALANCE		(365,205)	(412,151)	(6,020,904)	(6,195,257)
TOTAL U.S. Merchandise trade	from U.S.	30,181,100	32,633,300	353,010,300	383,471,400
	to U.S.	40,509,200	41,969,600	465,318,200	483,634,400
TRADE BALANCE		(10,328,100)	(9,603,300)	(112,307,900)	(100,163,000)

Auto trade deficit climbs 16%

WASHINGTON — The U.S. automotive trade deficit in cars and light trucks increased 16 percent in August as exports declined and imports surged.

Statistics released by the U.S. International Trade Commission show the automotive trade deficit was $3.31 billion in August compared with $2.86 billion in August 1989.

Imported vehicles were valued at $3.98 billion for the month, while the value of exports was $670 million.

Large increases in car-truck shipments to the United States were chalked up during August by Germany, South Korea and Mexico. Germany increased its value of exports 46.6 percent, and Korean shipments rose 36.6 percent. Mexican exports, which now include the new Ford Escort and Mercury Tracer, increased 226.9 percent.

Japan registered a 4.5 percent increase in its value of automotive shipments, while French imports were up 16.7 percent from a relatively small base.

The value of U.S. exports to Japan increased 237.7 percent for the month, but that export growth was offset by a 1.6 percent drop in the value of automotive shipments to Canada, the largest market by far for U.S.-built cars. The value of automotive shipments to countries designated as "others" by the U.S. Commerce Department increased 17.8 percent during August.

For the 12-month period ended in August, the annualized automotive trade deficit fell to $40.88 billion, a 4.5 percent dip.

TOYOTA

FROM PAGE 4

tional pickups) it would definitely trigger trade tension," says Jesse Snyder, director of product analysis for AutoPacific Group Inc. in Santa Ana, Calif.

"Toyota could do a lot of other things that are a lot less risky to increase its market share," Snyder says. "If you build more cars here, you look like you're becoming more American. If you build big trucks, that's a lot more threatening."

Robert McCurry, Toyota Motor Sales executive vice president, is pushing for the truck. He says the domestics have nothing to worry about and, therefore, it's not a political decision. "We're never going to hurt GM or Ford with big trucks; they own it. Our goal is to give (Toyota buyers) something to move up into," he says.

McCurry admits that for a Japan-based company, anti-Japanese and protectionist sentiments are a part of doing business in the United States. "As long as there is a place called Washington, D.C., it'll be an issue," he adds.

In the last six months alone, Toyota has been targeted by Texas financier and Japan critic T. Boone Pickens, a group of congressmen organized by a former Toyota distributor and an organization of building trade unions in the Midwest.

> "We're never going to hurt GM or Ford with big trucks; they own it."
>
> **Robert McCurry**
> Toyota Motor Sales

In the distributor case, 32 congressional representatives and former Sen. Birch Bayh, D-Ind., rallied behind independent distributor Mid-Atlantic Toyota in its unsuccessful attempt to stop Toyota from taking over vehicle distribution in its five-state region.

As for Pickens, he has expanded his fight to get on the board of Toyota supplier Koito Manufacturing Co. into a crusade against the Japanese cartel-like *keiretsu* system.

He established and advertised a Fair Trade Hotline last September and asked like-minded Americans to call and send telegrams to Yuki Togo, president of Toyota Motor Sales U.S.A.; U.S. Trade Representative Carla Hills; and Japan's ambassador to the United States.

During a three-week period, Western Union received 7,076 calls over the hotline. For each call, Western Union sent a Pickens-authored telegram to Togo, Hills and the ambassador.

Earlier this month, a group of building trade unions in the Midwest banded together to evaluate the impact the Japanese transplant facilities are having on the economy of the Midwest.

COMING EVENTS

Auto shows

Jan. 3-6 — Auto Expo — Northern New Jersey's International New Car Show, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Jan. 4-6 — Greater New Orleans International Auto Show Sale, New Orleans Convention Center, New Orleans, (504) 831-8863

Jan. 5-13 — Delaware Valley's Philadelphia International Auto Show, Philadelphia Convention Center, Philadelphia, (215) 985-0012

Jan. 5-13 — Greater Los Angeles Auto Show, Los Angeles Convention Center, Los Angeles, (213) 444-5965

Jan. 9-13 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Jan. 10-20 — Montreal International Auto Show Ltd., Olympic Stadium, Montreal, (514) 331-6571

Jan. 11-13 — Baton Rouge International Auto Show, Baton Rouge Riverside Centroplex, Baton Rouge, La., (504) 831-8863

Jan. 11-13 — Greater Little Rock Auto Show, State House Convention Center, Little Rock, Ark., (501) 372-2596

Jan. 11-13 — Central Indiana RV and Camping Show, Indiana State Fairgrounds, Indianapolis, (800) 837-7842

Jan. 12-20 — Baltimore International Auto Show, Baltimore Convention Center and Festival Hall, Baltimore, (301) 261-1717

Jan. 12-20 — North American International Auto Show, Cobo Center, Detroit, (313) 643-0250

Jan 12-22 — Baltimore International Auto Show, Baltimore Convention Center & Festival Hall, Baltimore, (301) 385-1800

Jan. 16-20 — Greater Kansas City Auto Show, Bartle Hall, Kansas City, Mo., (913) 345-8970

Jan. 17-20 — Utah Auto Show, Salt Palace, Salt Lake City, (801) 484-8845

Jan. 18-27 — Pacific International Auto Show, B.C. Place Stadium, Vancouver, British Columbia, (604) 294-8330

Jan. 19-27 — Pennsylvania International Auto Show, State Farm Show Complex, Harrisburg, Pa., (717) 652-4053

Jan. 22-27 — Greater Metro Portland International Auto Show, Portland Convention Center, Portland, Ore., (503) 233-5044

Jan. 23-27 — Fort Wayne Auto Show, Allen County Memorial Coliseum, Fort Wayne, Ind., (219) 486-0297

Jan. 26-Feb. 3 — Houston Auto Show, Astro Hall, Houston, (213) 444-5202

Jan. 30-Feb. 3 — Greater St. Louis International Auto Show, Cervantes Convention & Exhibition Center, St. Louis, (314) 822-0333

Jan. 30-Feb. 3 — Ottawa-Hull International Auto Show, Ottawa Congress Center, Ottawa

Jan. 31-Feb. 3 — Fort Wayne RV and Camping Show, Allen County War Memorial Coliseum, Fort Wayne, Ind., (800) 837-7842

Feb. 2-10 — Auto Show '91, Veterans Memorial, Columbus, Ohio, (614) 237-1903

Feb. 6-10 — Syracuse Auto Show, Onondaga County War Memorial, Syracuse, N.Y., (315) 474-1041

Feb. 7-10 — York Auto Show, York, Pa., (800) 345-1487

Nissan delays decision on Seattle store

CARSON, Calif. — Nissan Motor Corp. in U.S.A. has postponed until mid-January a decision on whether to add an 11th dealer in the greater Seattle market.

Nearby Seattle dealers have asked Nissan not to add the point and have presented their arguments before the company's Policy Review Board.

Nissan was scheduled to rule on the issue Dec. 20, but asked for an extension to mid-January. The Policy Review Board, headed by Jerry Butts, Nissan vice president for parts and service, has asked both Nissan and the dealers to submit current data on sales and penetration in Seattle.

— Kristine Stiven Breese

MAZDA

FROM PAGE 2

viced, a release switch on the cruise control of the Luce, which is sold in the United States as the 929. None of the faulty 929s was exported to North America or Europe.

The faulty switch could increase the distance required to stop and could mean that the brake lamp would not light.

But after the *Asahi* reports gained wider publicity, the company announced a recall Dec. 25, the day the ministry delivered its second warning. A Mazda spokesman said the defects were not related to safety and added that it is often difficult to determine which defect should be posted in a recall.

Mazda says it acted in good faith, but says it will thoroughly review its recall system. Mazda President Norimasa Furuta, through a video linkup with all of Mazda's Japanese facilities, urged all employees to "reflect on our work" and to accept the rebuke modestly and sincerely, with an eye toward improving customer satisfaction.

Furuta

A year ago, the Ministry of Transport delivered a similar warning to Toyota Motor Corp., which had made repairs on a part affecting 200,000 units of the 4S-FI engine without announcing a recall. The engine was used in several car lines, including the Celica, Corolla and Mark II, which is sold in the United States as the Cressida.

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Automotive News

January 7, 1991

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Nissan sacks its distributor in Britain

By Daniel Ward
STAFF CORRESPONDENT

LONDON — Nissan U.K. Ltd., the privately owned importer and distributor of Nissan vehicles in Britain, said Friday that it was preparing a suit of at least £250 million (about $485 million) against the carmaker for what it called an "invalid" decision to cancel its franchise.

Nissan, by far the best-selling Japanese marque in Britain, sacked the distributor shortly after Christmas after a long-simmering dispute between the two over pricing and marketing strategy.

In a brief message transmitted to the importer by telefax, Nissan Motor Co. said it believed that "the basis of trust essential to a trading relationship is no longer present."

Barring a victory for Nissan U.K. in the courts, the franchise will be discontinued at the end of 1991.

In a letter delivered Friday, Nissan U.K. attorneys told the Japanese automaker that it was commencing legal action. "We must make it clear that there are no grounds entitling you to terminate the agreement and, therefore, your purported notice is both invalid and of no effect," the letter said.

A spokesman for the importer said Nissan U.K.'s planned legal action against the carmaker would, at the minimum, "take account of the investment of some £250 million which has been made at Nissan's request, and the substantial market share and sales built up in Britain since the agreement was entered into in 1971."

220 dealers cut off

The Christmas firing stunned industry circles here. It effectively severs more than half of Nissan's retail-distribution arm in Britain and means that it must start building a fully-owned network from scratch.

Nissan U.K., founded and controlled by reclusive German-born entrepreneur Octav Botnar, owns or has financial ties to some 220 dealers out of a total of 400 that sell Nissans in Britain. It distributes cars to all 400.

Nissan sold an estimated 100,000 cars in Britain last year, down from nearly 140,000 in 1989. Wholly independent dealers, who received their cars from Nissan U.K., accounted for about half of total sales. Beginning in 1992, they would have to get cars from Nissan U.K.'s successor.

Since its founding, Botnar has

see NISSAN, page 37

Mercedes to show off concept car

A highlight of the North American International Auto Show, which opens this Saturday in Detroit, will be Mercedes-Benz AG's F100 van-like concept vehicle. Mercedes-Benz officials, pooh-poohing rumors in Europe that the show would be used to announce a decision to build a minivan, said response to the F100 would "help" the automaker decide whether or not to add a minivan to its range in the 1990s. But any production van would bear only passing resemblance to the glassy F100 showpiece, they cautioned. The five-passenger car features a center seating position for the driver and a design for improved visibility and safety in side-impact collisions. See Page 2 for coverage of the Greater Los Angeles Auto Show and Page 4 for a preview of the Detroit show.

1990 another downer for industry

Sales fall below 14 million

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Total light-vehicle sales in the United States in 1990 declined 4.8 percent to 13,842,338 cars and light-trucks.

New-car sales lagged 1989 figures by 510,060 units. Chrysler Corp. held on to third place, outperforming American Honda by 5,955 units.

Chevrolet regained first place in divisional car sales with an edge of 42,947 over Ford Division. Overall, new-car sales totaled 9,261,793, down 5.2 percent; 4,580,545 trucks were sold, a 4 percent decline.

The Big 3 sold 6,113,420 cars for a 66 percent share of the car market, a loss of 1.9 percentage points. Their share of the light-truck market fell from 85 percent to 83.7 percent.

General Motors' share of the car and truck market rose 0.5 percentage points; Ford's fell 0.6 percentage points, and Chrysler's dropped 1.5 points.

Toyota's share, including Lexus, rose 1.1 points while Honda's share, including Acura, rose 0.8 percentage points.

As a group, the Japanese makers were the big winners picking up 2.3 percentage points in the car market and 1.2 percentage points in truck sales.

See 1990 sales table, Page 33

Production plummets 11%; lowest output since 1983

By Anne E. Wright
CHIEF STATISTICIAN

Car and truck production in the United States last year was the lowest since recession-wracked 1983.

U.S. manufacturers built 9,878,461 cars and trucks in 1990, down 11.17 percent from the 11,120,912 produced in 1989.

Last year's car production was 6,075,331, down 11.05 percent from 1989. Truck output was 3,803,130, down 11.37 percent.

The Big 3 car production dropped 16.52 percent in 1990 while production by transplant manufacturers increased 16.14 percent. The Big 3 built 4.76 million cars, down from 5.70 million in 1989. Transplants, on the other hand, rose to 1.32 million from 1.13 million in 1989.

U.S. car production for the final quarter of 1990 was 1,435,753, the lowest total for that period since 1982 when 1,203,660 cars were built.

Fourth-quarter car output dipped 12.12 percent from 1,633,710 in 1989.

December's car build of 336,624 was the lowest for that month since 1951 when 284,837 cars were built.

Last month's car production dropped 21.84 percent from the 430,666 built in 1989.

see PRODUCTION, page 39

NEW GUY IN TOWN

Clark Vitulli joined a changing Mazda; Here's how a Chrysler pro from Detroit is shaping an importer on the coast

By David Versical
NATIONAL EDITOR

IRVINE, Calif. — On a Saturday afternoon in September 1989, Yoshi Taura stepped into the Irvine Marriott Hotel to meet yet another candidate for the job of chief operating officer of Mazda Motor of America Inc.

The prospect, a 43-year-old Chrysler Corp. middle manager named Clark Vitulli, had been a reluctant recruit. He had initially brushed off calls from Mazda's headhunter. And he wasn't going to miss work for a job interview. Thus the Saturday afternoon appointment with Mazda's U.S. president.

Vitulli, content as Chrysler Divi-'on' [illegible] anager, [illegible]ose by [illegible]iura, [illegible]ucial [illegible]ency. [illegible]epa- [illegible]as in the Eastern and Western United States, Mazda was in no shape to fight modern auto wars. Taura, commander-in-chief of the consolidated company, needed a strong American general to lead it.

In Vitulli, Taura would look for a veteran sales and marketing man to transfuse the lessons and experience of 20 years in Detroit into a reborn importer. The candidate, seasoned through Chrysler's struggles for survival and its internal squabbles, would be in charge of harmonizing what had been two distinct Mazda cultures.

Vitulli would be going from an established automaker — marketing-strong and product-weak — to an importer with potent products and a nascent sense of how to promote them. There would be no small irony in the prospect of a Lee Iacocca disciple and believer pitching products for the Japanese.

Taura had been part of a team that had studied Mazda's prospects for entering the U.S. market 20 years before.

Now, the company could realize Taura's vision for the future. He saw American consumers admiring virtually everything connected with the name Honda. By the end of the century, Taura wanted them to hold that same respect for Mazda.

Before that, he wanted to reach the half-million sales mark. A stream of new products, arriving at the start of the 1992 model year, would make that possible. But only

see MAZDA, page 34

JAVIER MENDOZA

Clark Vitulli, right, with fellow executives Tetsujiro Nagamitsu, center, and Nariaki Yamamoto. Vitulli is trying to foster a creative vision inside Mazda. "I want to show people that we can make mistakes. If you can make mistakes, you will get fresh thinking."

Chrysler expands electric van project

Utilities will try to leap high hurdles of cost, low range

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. has teamed up with the electric utility industry to begin engineering an electric minivan "for possible commercial production," said Francois Castaing, Chrysler's vice president of vehicle engineering.

Castaing announced the $10 million engineering and development program Friday at the Greater Los Angeles Auto Show. The vehicle is not likely to see production before 1995.

Castaing conceded that Chrysler hasn't overcome the big hurdles. "The current state of battery technology has not yet achieved success against two of our greatest technological concerns — initial high cost and limited range," he said.

Chrysler's partner in the 28-month joint effort is the Electric Power Research Institute of Palo Alto, Calif., which manages technical research and development programs for the electric utility industry. Some 660 utilities are members of the institute.

The institute will be responsible for trying to overcome the two great barriers to an economic electric vehicle: developing a battery-supply source and a recharging infrastructure. For this contract, the institute will be partially funded by Southern California Edison, which displayed a concept version of the Chrysler TE van at the Los Angeles auto show.

Volkswagen of America Inc. also displayed an "experimental" electric vehicle at the show.

Last year, General Motors made big news at Los Angeles with its introduction of the Impact electric car, which GM says is slated for eventual production. Los Angeles is a hot spot of interest in electric cars because its thick air pollution has prompted government officials to require some non-polluting cars in the late 1990s.

Arnold Fickett, vice president of the Customer Systems Division of the Electric Power Research Institute, said the engineering phase of the Chrysler program will involve building six vehicles. A first phase yielded four jointly produced

see ELECTRIC, page 37

HOW ELECTRIC COMPARES TO GAS

Specifications are for electric TE van and a 1991 Voyager with 2.5-liter engine, automatic, fwd

	TE Van	Gas
Wheelbase (inches)	112	112
Capacity (persons)	8	8
Peak horsepower	65	100
0-30 mph (seconds)	9	7
0-60 mph (seconds)	25	18
Range (miles)	120	500

Source: Chrysler Corp.

5 Ford dealers to test rental-car sales plan

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Ford Motor Co. this year will test a used-car marketing concept for former daily rental cars in five of its dealerships. The plan is designed to expand Ford's presence in the used-car market without reducing its new-car sales.

Ford Division General Manager Thomas Wagner said the test program will require a dealer to establish a separate lot away from his new-car showroom and existing used-car lot to sell the former daily rental cars. Ford is concerned that if consumers see new cars sitting next to low-mileage, less-expensive former rental cars of the same model year, new-car sales will suffer.

"We're doing a lot of research to see if the substitution (of used cars for new cars) is lower when they're on a separate lot," Wagner said last week.

"If the lot where former rental cars are sold is away from the new-car lot or showroom, we think that they (the shoppers) will be mostly used-car buyers. The Avis and Hertz lots attracted mostly used-car buyers," Wagner said.

Three Ford Division and two Lincoln-Mercury Division dealers will be involved in the test. Ford has not chosen the dealers, but Wagner said that they and any other dealers using the program in the future must have high customer satisfaction index ratings on the company's in-house system.

Ford announced in June 1990 that it will buy back the cars it sells to daily rental companies in the 1991 model year. Those cars, called program cars, will be put through auctions so Ford and L-M dealers can buy them for their retail operations.

The only exceptions to the buyback program are the 1991 Ford Festiva and 1992 Crown Victoria and the 1991 Mercury Capri and 1992 Grand Marquis.

Ford's June announcement followed a similar announcement by General Motors.

Ford officials estimate that the buyback program will put 100,000 more Ford cars and trucks through the auctions annually. Ford sold 160,000 to 170,000 rental cars through its factory-sponsored auctions in the 1990 model year.

Wagner said dealers have been concerned about the implications of the new program. Ford has agreed that a dealer can set up a lot for a program cars, but only within the dealer's franchised sales territory. Only franchised Ford and L-M dealers will be included in the program.

"Usually when they hear that other dealers can't set up a (program-car) lot right across the street from their store, the concerns go away," said Wagner.

But some dealers aren't fond of the idea and have nicknamed the program "Uncle Henry's Used Cars," according to a member of the L-M dealer council.

Wagner declined to comment on the nickname.

Wagner emphasized that the test is not a separate franchise, but a marketing plan. There is no fee to participate. If it is successful, Ford will begin selecting other dealers to participate in the program-car marketing plan nationwide.

HEIDI BRADNER

At a private used car lot in Prague, Czechoslovakia, Wojciech Korybalski checks out a '75 FSO 125, a Fiat derivative from Poland, priced at 21,000 koruna, or about $700 at the official exchange rate.

CZECH-ING OUT CAPITALISM

New freedoms bring opportunity for freestyle car sellers

By Mary Beth Christie
SPECIAL CORRESPONDENT

BRATISLAVA, Czechoslovakia — Two short years ago, "Martin," who quite rationally insists on anonymity, would have been packed off to have his attitude readjusted for trying to sell the Ford Country Squire wagon that he has parked, unobtrusively to be sure, in a line of Skodas on Fucikova Street here.

Still, everything is relative: 10 years ago, he might have been shot as a "profiteer."

But this is Czechoslovakia in the full flush of its post-*Glasnost* freedoms, and such unfortunate impediments to commerce have become as unheard of here as Communist Party membership books. While street vendors of Country Squires and other symbols of capitalist excess know they still have to be *careful*, they also know they are at least peddling wares that have official-dom's sanction.

The new freedoms have spelled opportunity to quick young people like Martin, a university student who has become a used-car dealer without a dealership. Or a license, for that matter.

In the past six months, Martin says, he has imported six American cars and five bicycles into Czechoslovakia and sold them quickly for what he calls tidy profits to people who have somehow accumulated hard currency.

Already, in the best capitalist fashion, Martin is thinking bigger. "I want to build a new company in Czechoslovakia," he says, casting a salesman's eye over passersby near his Country Squire, fishing for a glint of exploitable interest among the strollers. "I am trying to see how many cars I could sell here. Until now, it hasn't been so bad."

Indeed, Martin's short career has been a crash course in the perils and intricacies of the free market. Not the least of his challenges, he already has had to solve a complicated problem involving the effects of demand and supply on price.

"Since Germany unified, prices of used German cars have

see CZECH CARS, page 18

Car design on menu of World Congress Gala dinner

DETROIT — Two of the industry's top design executives, one from the old world and one from the new, will speak at the Tuesday Evening Gala dinner during the Automotive News World Congress next week.

Europe's Wolfgang Reitzle, management board member and head of the Development Division at BMW AG, and America's Fred C. "Fritz" Mayhew, chief design executive of North American Design at Ford Motor Co., will offer their respective views on the state of car design.

Reitzle

Mayhew

Reitzle's speech, "BMW's Research and Development — Creating Products with Individuality and Global Relevance," will provide insight into the stainless-steel world of European design.

Mayhew's speech, "Playing to Win," will discuss the guts-and-bolts tactics of aggressive American design teams.

The two are well-qualified. Reitzle has enjoyed rapid success since he joined BMW AG in 1976 as a production specialist out of Munich Technical University, and Mayhew is setting the stage at Ford for a strong design showing in an increasingly competitive world market.

Tickets to the dinner are included with full registration to the Automotive News World Congress or may be obtained separately.

The Automotive News World Congress will run from Sunday, Jan. 13 through Wednesday morning, Jan. 16 at the Westin Hotel in Detroit.

To register for the dinner or the entire Automotive News World Congress, call the registration office at (313) 764-5592.

INDEX

Classifieds	28-32
Coming events	27
Dealing with dealers	14
Incentive watch	38
Keith Crain	14
Late news	8
Letters	14
Obituaries	22
Opinion	12
Personnel	20
Production	39
Recreation on wheels	16

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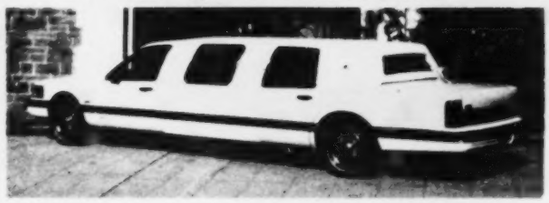

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U.S. AUTOMOTIVE TRADE

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Country	Trade	Sept. 1989	Sept. 1990	Annualized trade Oct. 1988-Sept. 1989	Annualized trade Oct. 1989-Sept. 1990
Japan	from U.S.	$ 9,755	$ 54,332	$ 305,386	$ 534,696
	to U.S.	1,583,404	1,407,681	20,773,299	19,092,410
Canada	from U.S.	539,466	446,047	6,107,441	6,347,441
	to U.S.	1,027,774	1,045,168	12,912,752	13,488,599
West Germany	to U.S.	314,568	218,413	5,603,976	5,645,549
South Korea	to U.S.	64,181	70,798	1,875,756	1,077,010
Sweden	to U.S.	89,461	80,057	1,748,958	1,566,091
Mexico	to U.S.	51,300	282,367	1,317,068	1,616,375
Yugoslavia	to U.S.	0	1,667	14,798	5,558
United Kingdom	to U.S.	65,470	57,275	960,735	865,898
Italy	to U.S.	12,316	14,393	246,142	266,689
France	to U.S.	1,315	4,291	87,971	18,718
Brazil	to U.S.	19,512	0	268,229	113,929
Others	from U.S.	83,467	79,138	2,200,555	2,658,937
	to U.S.	25,561	49,934	390,597	567,645
Car and truck total	from U.S.	837,803	683,579	10,514,429	11,146,941
	to U.S.	3,882,703	3,939,366	53,902,596	52,246,603
VEHICLE TRADE BALANCE		(3,044,900)	(3,255,787)	(43,388,167)	(41,099,662)
Car total	from U.S.	532,688	579,518	8,613,382	9,540,922
	to U.S.	4,963	3,295,145	45,900,281	44,324,471
CAR TRADE BALANCE		(2,622,275)	(2,715,627)	(37,286,899)	(34,783,549)
Truck total	from U.S.	205,115	104,061	1,901,047	1,606,019
	to U.S.	627,740	643,848	8,002,315	7,922,132
TRUCK TRADE BALANCE		(422,625)	(539,787)	(6,101,268)	(6,316,113)
TOTAL U.S. Merchandise trade	from U.S.	30,128,600	31,840,000	355,636,700	385,096,100
	to U.S.	38,897,300	41,253,900	467,670,700	486,304,100
TRADE BALANCE		(8,768,700)	(9,413,900)	(112,034,000)	(101,206,000)

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Automotive trade deficit grows 7% in September

WASHINGTON — The U.S. automotive trade deficit in passenger cars and light trucks widened 6.9 percent in September due largely to a drop in exports to Canada and an overall increase in imports.

Statistics released by the U.S. International Trade Commission show the automotive trade deficit was $3.26 billion in September, compared with $3.04 billion a year earlier.

Imported vehicles were valued at $3.94 billion for the month, while the value of exports was $684 million.

The value of exports to Canada fell 17.3 percent in September. Because Canada is the largest market for U.S.-built vehicles, that drop far outpaced the increase in the value of exports to Japan, which was 5½ times that of September 1989.

Japan remains a relatively small market for U.S.-manufactured vehicles.

The value of automotive shipments to countries designated as "others" by the U.S. Commerce Department fell 5.2 percent in September.

Increases in the value of imports came from Canada, 1.7 percent; South Korea, 10.3 percent; Italy, 17.7 percent; France, 226 percent; Mexico, 450 percent; and "others," 95 percent.

In September 1989, Ford's U.S. export plant in Hermosillo, Mexico, was closed.

It now builds Escorts and Tracers for the U.S. market.

The value of imports from Germany fell 30.6 percent, while imports from Japan were down 11.1 percent. The value of imports from Sweden declined 10.5 percent in September.

It dropped 12.5 percent from the United Kingdom.

For the 12-month period ended in September, the nation's annualized automotive trade deficit fell to $41.1 billion, an improvement of 5.3 percent.

OBITUARIES

Zollie S. Frank

CHICAGO — Zollie S. Frank, owner of the Z Frank Auto Dealership Group (Chevrolet-Hyundai-Oldsmobile-Subaru) in Chicago, died Dec. 29. He was 83.

Frank opened his first Chevrolet dealership in 1936 and is considered a founding father of the automobile leasing industry. His leasing company, Wheels Inc., has a fleet of 90,000 vehicles.

Henry S. Clime

NEW BRITAIN, Pa. — Henry S. Clime, owner of the former North Penn Lincoln-Mercury in Lansdale, Pa., died Dec. 28. He was 78.

O.H. Coffman

WARSAW, Ky. — O.H. "Monte" Coffman, former president of the automotive aftermarket company Dorman Products in Warsaw, died Dec. 14. He was 77.

Robert A. Liedholm

LAGUNA NIGUEL, Calif. — Robert A. Liedholm, a field parts specialist for Volvo Cars of North America in Los Angeles, died Dec. 12. Liedholm, 49, had worked for Volvo for 20 years.

10-DAY SALES

	Dec. 11-20, 1990	% change '90 vs. '89
DOMESTIC BUILT CARS		
Eagle	1,086	+ 16.4
Chrysler	3,360	– 26.0
Dodge	7,340	– 22.7
Plymouth	4,492	– 13.0
CHRYSLER CORP.	**16,278**	**– 19.2**
Ford	20,930	– 24.1
Lincoln	5,612	+ 10.0
Mercury	5,019	– 32.8
FORD MOTOR	**31,561**	**– 21.4**
Buick	10,390	– 23.8
Cadillac	5,319	– 23.7
Chevrolet	24,513	– 8.5
Oldsmobile	8,877	– 24.1
Pontiac	10,879	– 22.7
Saturn	447	.
GENERAL MTRS.	**60,425**	**– 17.4**
HONDA	**6,384**	**– 43.2**
MAZDA	**1,148**	**+ 16.5**
MITSUBISHI	**1,092**	**+ 55.6**
NISSAN	**2,762**	**+ 85.2**
SUBARU	**1,657**	**—**
TOYOTA	**6,270**	**– 10.5**
U.S. CAR TOTAL	**127,577**	**– 17.6**
TRUCKS		
Chrysler	97	+ 10.2
Dodge	8,596	– 39.6
Jeep	3,697	– 35.4
Plymouth	3,610	– 21.4
CHRYSLER CORP.	**16,000**	**– 36.9**
FORD MOTOR	**25,582**	**– 21.4**
Chevrolet	25,539	– 17.2
GMC	7,402	– 14.6
Oldsmobile	574	+ 59.0
Pontiac	662	+ 69.3
GENERAL MTRS.	**34,177**	**– 15.1**
ISUZU	**1,215**	**—**
MAZDA	**297**	**—**
NISSAN	**2,676**	**– 4.2**
U.S. TRK. TOTAL	**79,347**	**– 20.9**
U.S. CAR-TRUCK TOTAL	**206,924**	**– 18.9**
IMPORTED CARS		
Eagle	286	– 4.0
Chrysler	67	– 80.9
Dodge	843	+ 34.9
Plymouth	409	– 24.0
CHRYSLER CORP.	**1,605**	**– 11.4**
Ford	621	– 46.9
Mercury	1,082	+ 84.01
FORD MOTOR	**1,703**	**– 3.1**
Chevrolet/Geo	1,383	– 9.6
Pontiac	202	– 32.0
GENERAL MTRS.	**1,585**	**+ 1.7**
Lexus	1,864	+ 34.1
Toyota	10,108	– 6.2
TOYOTA	**11,992**	**– 1.5**
Total Reported	**18,450**	**– 4.2**
ALFA ROMEO	**67**	**—**
ASTON MARTIN	**2**	**—**
BMW	**1,397**	**—**
DAIHATSU	**293**	**—**
FERRARI	**9**	**—**
Acura	3,187	—
Honda	6,886	—
HONDA	**10,073**	**—**
HYUNDAI	**2,533**	**—**
ISUZU	**129**	**—**
JAGUAR	**606**	**—**
LAMBORGHINI	**1**	**—**
LOTUS	**3**	**—**
MASERATI	**2**	**—**
MAZDA	**4,689**	**—**
MERCEDES-BENZ	**2,393**	**—**
MITSUBISHI	**4,039**	**—**
Infiniti	191	—
Nissan	5,595	—
NISSAN	**5,786**	**—**
PEUGEOT	**111**	**—**
PORSCHE	**208**	**—**
ROLLS/BENTLEY	**11**	**—**
SAAB	**387**	**—**
STERLING	**80**	**—**
SUBARU	**1,565**	**—**
SUZUKI	**113**	**—**
Audi	421	—
Volkswagen	1,897	—
VOLKSWAGEN	**2,318**	**—**
VOLVO	**1,706**	**—**
YUGO	**129**	**—**
Total Estimated	**37,084**	**—**
IMPORTED CAR TOTAL	**55,534**	**—**
IMPORTED TRUCKS		
CHRYSLER CORP.	**266**	**– 48.3**
GENERAL MTRS.	**1,061**	**+ 12.2**
TOYOTA	**3,403**	**+ 23.2**
Total Reported	**4,730**	**+ 12.0**
DAIHATSU	**60**	**—**
ISUZU	**1,790**	**—**
MAZDA	**1,852**	**—**
MITSUBISHI	**1,174**	**—**
NISSAN	**762**	**—**
RANGE ROVER	**260**	**—**
SUZUKI	**168**	**—**
VOLKSWAGEN	**37**	**—**
Total Estimated	**6,103**	**—**
IMPORTED TRUCK TOTAL	**10,833**	**—**
IMPORT CAR-TRUCK TOTAL	**66,367**	**—**
TOTAL INDUSTRY CARS & TRKS.	**273,291**	**—**

There were 9 selling days in the period this year and last year.

Industry sales off 16.5% in mid-December

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Sales of U.S.-built and imported cars and trucks took a big dive the middle 10 days of December.

A total of 273,291 cars and trucks were sold in the Dec. 11-20 period, a 16.5 percent drop from the comparable period a year ago. Combined imported and domestic car sales fell by 28,981 units; truck sales lagged by 24,840 units.

There were nine selling days in each period.

Four automakers reported actual import sales: Chrysler Corp., General Motors, Ford Motor Co. and Toyota Motor Sales U.S.A. Inc. *Automotive News* estimated all other import sales.

Volkswagen of America Inc., which reported 10-day sales for the first time the Dec. 1-10 period, said it inadvertently released those figures and will report sales on a monthly basis only.

Chrysler earlier announced it would cease releasing 10-day reports as of Dec. 31.

Only three of the nine carmakers that build cars in the United States reported increases from year-ago figures. Domestic truck sales were down across the board.

U.S.-based automakers reported sales of 127,577 cars in the period, a 17.6 percent decrease from a year earlier. Truck sales totaled 79,347, off 20,988 units. Cars and trucks combined were off 18.9 percent.

American Honda Motor Co. Inc. suffered most among domestic carmakers; Honda's sales fell 43.2 percent.

Each GM division reported lower figures, as GM car and truck sales tumbled 16.6 percent. Ford got a 10 percent boost from its Lincoln nameplate, but its overall sales were down 21.4 percent, and Chrysler Corp.'s car and truck sales were off 29.1 percent.

Mazda Motor of America Inc., Mitsubishi Motor Sales of America Inc. and Nissan North America Inc. were the only U.S. manufacturers to sell more cars than during the same period last year.

Among the four automakers reporting import sales, only GM reported an increase, up 1.7 percent. The four reported selling a total of 18,450 imported models, down 4.2 percent.

Automotive News estimated that the manufacturers who did not report import figures sold 37,084 units, down from the estimated 37,959 units sold in mid-December last year.

Total reported and estimated import car sales were 55,534, down 2.9 percent.

Chrysler, GM and Toyota reported selling 4,730 imported trucks, a 12 percent increase from a year ago. *Automotive News* estimated that 6,103 additional imported trucks were sold for a total of 10,833, off 3,852 units.

U.S. CAR AND LIGHT-TRUCK SALES, 12 MONTHS — 1990 vs. 1989 (ranked by car and light-truck total sales)

Make	Car Sales 1990	Car Sales 1989	Car Sales 1990 Share	Car Sales 1989 Share	Truck Sales 1990	Truck Sales 1989	Truck Sales 1990 Share	Truck Sales 1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)
Ford	1,321,149	1,502,878	14.3	15.4	1,373,493	1,401,994	30.0	29.4	2,694,642	2,904,872	19.5	20.0	– 0.5	– 7.2
Chevrolet	1,364,096	1,348,265	14.7	13.8	1,243,005	1,309,837	27.1	27.5	2,607,101	2,658,102	18.8	18.3	0.6	– 1.9
Toyota	715,674	660,637	7.7	6.8	278,797	268,414	6.1	5.6	994,471	929,051	7.2	6.4	0.8	7.0
Dodge	361,689	447,688	3.9	4.6	465,953	548,429	10.2	11.5	827,642	996,117	6.0	6.9	– 0.9	– 16.9
Honda	716,495	641,041	7.7	6.6	—	—	—	—	716,495	641,041	5.2	4.4	0.8	11.8
Pontiac	636,390	678,968	6.9	6.9	29,875	3,226	0.7	0.1	666,265	682,194	4.8	4.7	0.1	– 2.3
Nissan	419,191	499,336	4.5	5.1	171,954	153,412	3.8	3.2	591,145	652,748	4.3	4.5	– 0.2	– 9.4
Oldsmobile	511,781	600,037	5.5	6.1	26,075	2,122	0.6	0.0	537,856	602,159	3.9	4.1	– 0.3	– 10.7
Buick	536,667	542,917	5.8	5.6	—	—	—	—	536,667	542,917	3.9	3.7	0.1	– 1.2
Plymouth	252,964	306,161	2.7	3.1	171,527	184,943	3.7	3.9	424,491	491,104	3.1	3.4	– 0.3	– 13.6
Mercury	390,794	474,673	4.2	4.9	—	—	—	—	390,794	474,673	2.8	3.3	– 0.4	– 17.7
GMC	—	—	0.0	0.0	326,370	353,788	7.1	7.4	326,370	353,788	2.4	2.4	– 0.1	– 7.7
Mazda	225,712	226,167	2.5	2.3	123,965	115,750	2.7	2.4	349,677	341,917	2.6	2.4	0.3	2.3
Cadillac	258,168	266,899	2.8	2.7	—	—	—	—	258,168	266,899	1.9	1.8	0.0	– 3.3
Lincoln	231,660	200,315	2.5	2.0	—	—	—	—	231,660	200,315	1.7	1.4	0.3	15.6
Jeep	—	—	0.0	0.0	196,863	249,170	4.3	5.2	196,863	249,170	1.4	1.7	– 0.3	– 21.0
Mitsubishi	144,842	111,769	1.6	1.1	45,888	38,707	1.0	0.8	190,730	150,476	1.4	1.0	0.3	26.8
Chrysler	185,535	196,125	2.0	2.0	2,891	1,812	0.1	0.0	188,426	197,937	1.4	1.4	0.0	– 4.8
Acura	138,384	142,061	1.5	1.5	—	—	—	—	138,384	142,061	1.0	1.0	0.0	– 2.6
Hyundai	137,448	183,261	1.5	1.9	—	—	—	—	137,448	183,261	1.0	1.3	– 0.3	– 25.0
Volkswagon	129,705	128,503	1.4	1.3	6,643	5,147	0.1	0.1	136,348	133,650	1.0	0.9	0.1	2.0
Isuzu	5,837	16,296	0.1	0.2	105,820	103,373	2.3	2.2	111,657	119,669	0.8	0.8	0.0	– 6.7
Subaru	108,547	136,112	1.2	1.4	—	—	—	—	108,547	136,112	0.8	0.9	– 0.2	– 20.3
Volvo	89,894	102,580	1.0	1.0	—	—	—	—	89,894	102,580	0.6	0.7	– 0.1	– 12.4
Mercedes-Benz	78,375	75,714	0.8	0.8	—	—	—	—	78,375	75,714	0.6	0.5	0.0	3.5
BMW	63,646	64,881	0.7	0.7	—	—	—	—	63,646	64,881	0.5	0.4	0.0	– 1.9
Lexus	63,534	16,302	0.7	0.2	—	—	—	—	63,534	16,302	0.5	0.1	0.3	289.7
Eagle	60,646	69,719	0.7	0.7	—	—	—	—	60,646	69,719	0.4	0.5	0.0	– 13.0
Saab	26,397	31,576	0.3	0.3	—	—	—	—	26,397	31,576	0.2	0.2	0.0	– 16.4
Infiniti	23,960	1,759	0.3	0.0	—	—	—	—	23,960	1,759	0.2	0.0	0.2	1262.1
Audi	21,106	21,283	0.2	0.2	—	—	—	—	21,106	21,283	0.2	0.1	0.0	– 0.8
Suzuki	6,503	6,008	0.1	0.1	13,525	24,172	0.3	0.5	20,028	30,180	0.1	0.2	– 0.1	– 33.6
Jaguar	18,728	18,967	0.2	0.2	—	—	—	—	18,728	18,967	0.1	0.1	0.0	– 1.3
Daihatsu	10,630	15,111	0.1	0.2	4,354	298	0.1	0.0	14,984	15,409	0.1	0.1	0.0	– 2.8
Porsche	9,139	9,476	0.1	0.1	—	—	—	—	9,139	9,476	0.1	0.1	0.0	– 3.6
Yugo	6,359	10,576	0.1	0.1	—	—	—	—	6,359	10,576	0.0	0.1	0.0	– 39.9
Range Rover	—	—	0.0	0.0	4,582	4,822	0.1	0.1	4,582	4,822	0.0	0.0	0.0	– 5.0
Peugeot	4,292	6,095	0.0	0.1	—	—	—	—	4,292	6,095	0.0	0.0	0.0	– 29.6
Sterling	4,015	5,907	0.0	0.1	—	—	—	—	4,015	5,907	0.0	0.0	0.0	– 32.0
Alfa Romeo	3,482	2,850	0.0	0.0	—	—	—	—	3,482	2,850	0.0	0.0	0.0	22.2
Saturn	1,881	0	0.0	0.0	—	—	—	—	1,881	0	0.0	0.0	0.0	—
Rolls-Bentley*	1,200	1,200	0.0	0.0	—	—	—	—	1,200	1,200	0.0	0.0	0.0	0.0
Ferrari*	960	960	0.0	0.0	—	—	—	—	960	960	0.0	0.0	0.0	0.0
Lotus*	324	324	0.0	0.0	—	—	—	—	324	324	0.0	0.0	0.0	0.0
Maserati*	240	240	0.0	0.0	—	—	—	—	240	240	0.0	0.0	0.0	0.0
Lamborghini*	156	156	0.0	0.0	—	—	—	—	156	156	0.0	0.0	0.0	0.0
Aston Martin*	60	60	0.0	0.0	—	—	—	—	60	60	0.0	0.0	0.0	0.0
TOTAL	**9,261,793**	**9,771,853**	**100.0**	**100.0**	**4,580,545**	**4,769,416**	**100.0**	**100.0**	**13,842,338**	**14,541,269**	**100.0**	**100.0**	**0.0**	**– 4.8**
TOTAL BIG 3	**6,113,420**	**6,634,645**	**66.0**	**67.9**	**3,836,052**	**4,055,321**	**83.7**	**85.0**	**9,949,472**	**10,689,966**	**71.9**	**73.5**	**– 1.6**	**– 6.9**
TOTAL JAPAN	**2,552,847**	**2,472,599**	**27.6**	**25.3**	**733,268**	**704,126**	**16.0**	**14.8**	**3,286,115**	**3,176,725**	**23.7**	**21.8**	**1.9**	**3.4**
TOTAL EUROPE	**458,078**	**481,348**	**4.9**	**4.9**	**11,225**	**9,969**	**0.2**	**0.2**	**469,303**	**491,317**	**3.4**	**3.4**	**0.0**	**– 4.5**
GM	3,300,983	3,437,086	35.7	35.2	1,625,325	1,668,973	35.5	35.0	4,934,308	5,106,059	35.6	35.1	0.5	– 3.4
Ford	1,943,603	2,177,866	21.0	22.3	1,373,493	1,401,994	30.0	29.4	3,317,096	3,579,860	24.0	24.6	– 0.7	– 7.3
Chrysler	860,834	1,019,693	9.3	10.4	837,234	984,354	18.3	20.6	1,698,068	2,004,047	12.3	13.8	– 1.5	– 15.3
Honda/Acura	854,879	783,102	9.2	8.0	0	0	0.0	0.0	854,879	783,102	6.2	5.4	0.8	9.2
Toyota/Lexus	779,208	676,939	8.4	6.9	278,797	268,414	6.1	5.6	1,058,005	945,353	7.6	6.5	1.1	11.9
Nissan/Infiniti	443,151	501,095	4.8	5.1	171,954	153,412	3.8	3.2	615,105	654,507	4.4	4.5	– 0.1	– 6.0
VW/Audi	150,811	149,786	1.6	1.5	6,643	5,147	0.1	0.1	157,454	154,933	1.1	1.1	0.1	1.6

*Estimate

Ford endorses NADA shop system for small dealerships

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is recommending to its dealers that they consider adopting the service operation program of the National Automobile Dealers Association.

Ford has endorsed the NADA's Manual Shop Scheduling and Loading System, a complete system of organizing and operating service departments at small to medium-sized dealerships.

While large dealerships use computers for scheduling and loading, this manual system is more cost-efficient for smaller dealers.

The NADA system, already used by some dealers, features a scheduling and loading chart designed to track a full day's work assignments. It enables the scheduler to determine the flat-rate hours generated by service technicians. He then can compute a technician's work load in billable hours, giving dealerships an accurate picture of individual and shop productivity.

Ken Myers, marketing manager for Ford Parts and Service Division, said: "All manufacturers recognize now that customers are kings and that they have to do what customers want. Our concern is to take care of as many customers at dealerships as possible. It is important to reduce the time customers have to wait in line for car repairs."

NADA President Ray Green commended Ford for embracing the NADA program. Green has not approached other manufacturers with the program, but said he believes that when they see what Ford has done they will adopt it.

"In the past, manufacturers would not have endorsed NADA programs because there was always some type of adversary relationship there," Green said. "There is a difference in the attitude of manufacturers toward dealers and the NADA."

The review by all manufacturers of an NADA model franchise agreement is further evidence of this changing attitude, Green said.

"The manufacturers are . . . looking for ways to improve their relationship with dealers," Green said. "This system is one way, and I believe that between now and the NADA convention in February, there will be other new programs announced by manufacturers to help dealer profitability."

Makers extend incentives, but not much is new

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	1/9
Town & Country	$1,000	1/9
Dodge cars	$1,000-2,500	1/9
Dodge trucks	$750-2,500	1/9
Caravan	$1,000	1/9
Eagle	$1,000-2,500	1/9
Jeep	$1,000-3,000	1/9
Plymouth	$1,000-1,300	1/9
Voyager	$1,000	1/9
Finance rate, in lieu of rebate, starts at 7.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-750	1/9
Dodge cars	$400-1,000	1/9
Dodge trucks	$300-750	1/9
Eagle	$400-500	1/9
Jeep	$500-3,000	1/9
Plymouth	$400-500	1/9
Minivans	$500	1/31
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	1/31
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac	$1,200	1/7
Chevrolet Geo	$300-1,000	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$1,500-2,500	1/7
Pontiac Bonneville, Grand Prix, Grand Am	$750-1,250	1/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac Brougham	$1,500	1/7
Chevrolet Geo	$300-500	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$500-1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$500-1,500	1/7
Pontiac Firebird**	$500-1,000	1/7
Other Pontiac	$500-750	1/7
*Based on option package selected **Firebird rebate is $1,000 in California only. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Jaguar (1990-91) (all except '91 XJ6)	$5,000 for owners of '88 Jaguars	1/31
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$1,000-1,250 plus free trim package	2/28
MPV	$886-1,246 discount on option packages	2/28
Toyota (1991)		
Celica GT, 4Runner	$800 discount on option packages	10/1

Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Nine automakers extended or revised dealer and/or consumer incentive programs last week.

Chrysler Corp. extended its modified push-pull type incentive program for dealers. It has factory-set purchase and sales quotas based on the dealership's size, stock and sales record.

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990-91)		
Jeep Cherokee	$250	1/31
Grand Wagoneer	$2,000	1/31
Minivans (1991) (without air bags)	$500	1/31
Cars	$250-1,000, quota	1/31
Ramcharger, Ram D-W pickups	$1,000	1/31
Ford Motor Co. (1990)		
Ford Probe GT	$1,500	2/28
Thunderbird	$1,200	2/28
Taurus SHO	$3,000	2/28
Other Taurus	$1,100	2/28
Crown Victoria	$1,000	2/28
Other cars	$800	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	1/31
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-$700, based on sales	2/28
Ford trucks	$100-$700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-$700, based on sales	2/28
Audi (1990)		
100 Series	$3,000	1/31
Isuzu		
Impulse (1990)	$1,500	2/15
Trooper (90-91)	$1,300-1,700, quota	3/31
Pickup (1991)	$600-1,500, quota	3/31
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	$0-1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1989)		
405	$2,500-3,500	None
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla	$300-700, quota	2/4
Camry	$500-900, quota	2/4
Pickup	$200-900, quota	2/4
Volkswagen (1990)		
Golf	$500	None
Fox	$750	None
Corrado	$1,500	None
Jetta	$500	None
Cabriolet	$1,000	None

Chrysler's program, which runs through Jan. 31 and covers all 1990 and 1991 cars, pays dealers rebates of $250 per unit sold between 50.1 percent and 75 percent of their sales quotas, $750 per unit between 75.1 percent and 99.9 percent and $1,000 for each unit over 100 percent of quota.

Chrysler also announced an incentive for selected 1990-91 Jeep and Ram trucks and 1991 minivans. Rebates include $250 per unit on Cherokee base and Sport models and $2,000 on Grand Wagoneer; $1,000 on Ram Charger and Ram D and W Club Cab pickups; and $500 on minivans without air bags. Those programs also run through Jan. 31.

On Jan. 1, Ford Motor Co. reduced its dealer rebates by $200 on all 1990 Ford cars and trucks except Probe GT, Taurus SHO, Crown Victoria and Bronco and on all Mercury Topaz, Sable and Cougar models. Rebates in the new program, which runs through Feb. 28, range from $800 to $3,000.

Nissan Motor Corp in U.S.A. announced a new program that runs through April 2. It pays dealers up to $1,500 per unit on 1990 and 1991 Stanzas for performance against quota, $1,200 on 1990 and 1991 pickups and $1,500 on 1900 Pathfinders.

Dealers will receive $800 for the first 1990 Stanza sold, $1,000 for the second, $1,300 for the third and $1,500 for the fourth and up. For 1991 models, dealers will receive nothing for the first three units sold, $400 for the fourth and fifth, $500 for the sixth and seventh, $650 for the eighth and ninth, $750 for the 10th, $900 for the 11th and $1,200 for the 12th and up.

Volkswagen of America Inc. added Jetta and Cabriolet to its dealer rebate program on 1990 models and extended it indefinitely. The new program includes per-unit payments of $500 on Jetta and Golf, $750 on Fox, $1,000 on Cabriolet and $1,500 on Corrado.

Audi of America Inc. extended through Jan. 31 its incentive program that pays dealers $3,000 on the 1990 Audi 100.

American Isuzu Motors Inc. announced a quota-type rebate program on 1990 and 1991 Troopers that pays dealers $1,300 per units for one through eight sales, $1,500 for nine through 16 and $1,700 for 17 and up.

The Isuzu program also covers 1991 pickups and pays dealers $600 for one through nine sales, $900 for 10 through 18 and $1,300 for 19 and up. Dealers also receive an added $200 per unit for each 4x4 model sold during the period. Both programs end March 31.

Isuzu also is paying dealers $1,500 for each 1990 Impulse sold between Jan. 1 and Feb. 15.

On the consumer side, Mazda Motor of America Inc. extended its program on cars and trucks through Feb. 28, while Jaguar Cars Inc. will continue to pay owners of 1988 Jaguars $5,000 on the purchase of 1990 and 1991 models, except the XJ6, through Jan. 31.

Toyota Motor Sales U.S.A. Inc. announced a dealer incentive program that ends Feb. 4. It covers 1989, 1990 and 1991 Corolla, Camrys and trucks.

The quota-type dealer rebates range from $300 to $700 on Corolla, $500 to $900 on Camry, $600 to $900 on base 2x2 and 4x4 trucks and $200 to $500 on other trucks.

Toyota also has a consumer incentive that offers an $800 discount on optional equipment packages the 1991 Celica GT and 4Runner throughout the model year.

The option package for the Celica GT includes such items as power package (power windows, locks and mirrors), cruise control, air conditioner, AM/FM cassette, rear spoiler and floor mats. The 4Runner package include power package, cruise control, chrome package (chromed front and rear bumpers, grille, door handles and windshield molding), air conditioner, AM/FM cassette and floor mats.

AUCTION DATES

Chrysler Corp.

Jan. 8 — Indianapolis Auto Auction Inc., Indianapolis; Utah Auto Auction Inc., West Bountiful, Utah; San Antonio Auto Auction, San Antonio, Texas; South Seattle Auto Auction Inc., Kent, Wash.; and Fredericksburg Auto Auction Inc., Fredericksburg, Va.

Jan. 9 — Manheim Auto Auction, Manheim, Pa.; and Minneapolis Auto Auction Inc., Maple Grove, Mo.

Jan. 10 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Aptco Auto Auction Inc., Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction Inc., Fremont, Calif.; and Big Sky Auto Auction Inc., Billings, Mont.

Jan. 11 — Tri-State Auto Auction Inc., Cicero, N.Y.

Jan. 15 — Columbus Fair Auto Auction Inc., Columbus, Ohio; Dallas Auto Auction Inc., Grand Prairie, Texas; Clanton's Auto Auction Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Southwest Auto Auction Inc., Chandler, Ariz.; Portland Auto Auction Inc., Portland, Ore.; and Nashville Auto Auction Inc., Nashville, Tenn.

Ford Motor Co.

Jan. 7 — Georgia Dealers Auto Auction, Atlanta.

Jan. 8 — Greater Chicago Auto Auction, Chicago; Harrisonburg Auto Auction, Harrisonburg, Va.; Texas Hobby Auto Auction, Houston; Dealers Auto Auction of Oklahoma City, Oklahoma City; Bay Cities Auto Auction Inc., Hayward, Calif.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Jan. 9 — Northway Auto Auction, Tampa, Fla.; Albuquerque Auto Auction, Albuquerque, N.M.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Salt Lake Auto Auction, Salt Lake City, Utah.

Jan. 10 — Ohio Auto Auction Inc., Grove City, Ohio; Denver Auto Auction, Aurora, Colo.; Greensboro Auto Auction, Greensboro, N.C.; Minneapolis Auto Auction, Maple Grove, Minn.; Nashville Auto Auction, Nashville, Tenn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Jan. 14 — Fort Worth Auto Auction, Fort Worth, Texas; and Auto Dealers Exchange of Memphis, Memphis, Tenn.

General Motors

Jan. 8 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas, Dothan Auto Auction, Dothan, Ala.; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; Auto Auction of Billings, Billings, Mont.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 9 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Mid-America Auto Auction, Louisville, Ky.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; and Brasher's Sacramento Auto Auction, Rio Linde, Calif.

Jan. 10 — Amarillo Auto Auction, Amarillo, Texas; Arena Auto Auction, Bolingbrook, Ill.; Columbus Fair Auto Auction, Columbus, Ohio; Southwest Auto Auction, Chandler, Ariz.; Portland Auto Auction, Portland, Ore.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah.

Jan. 15 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction Inc., Harrisonburg, Va.; Metro Milwaukee Auto Auction, Caledonia, Wis.; National Auto Dealers Exchange, Bordentown, N.J.; Dealers Auto Auction of Oklahoma City, Oklahoma City; Florida Auto Auction of Orlando, Ocoee, Fla.; and San Antonio Auto Auction, San Antonio.

Jan. 16 — Puget Sound Auto Auction, Auburn, Wash.; Indianapolis Auto Auction Inc., Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Auto Dealers Exchange of Memphis, Memphis, Tenn.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

Mazda Motor of America Inc.

Jan. 8 — Puget Sound Auto Auction, Auburn, Wash.

Jan. 22 — Bay Cities Auto Auction, Hayward, Calif.

Mitsubishi Motor Sales of America

Jan. 8 — Greater Chicago Auto Auction, Chicago; and Florida Auto Auction, Orlando, Fla.

Jan. 9 — Southern California Auto Auction, Fontana, Calif.

Jan. 10 — Utah Auto Auction, Salt Lake City, Utah.

Jan. 15 — Newburgh Auto Auction, Newburgh, N.Y.; Southwest Auto Auction, Phoenix, Ariz.; and Greensboro Auto Auction, Greensboro, N.C.

Nissan Motor Corp. in U.S.A.

Jan. 9 — Riverside Auto Auction, Riverside, Calif.

Jan. 10 — Colorado Auto Auction, Denver.

Jan. 15 — Greater Chicago Auto Auction, Chicago.

Jan. 16 — Atlanta Auto Auction, Red Oak, Ga.

Subaru of America

Jan. 8 — Metro Auto Auction, Lee's Summit, Mo.

Jan. 15 — Puget Sound Auto Auction, Auburn, Wash.

Jan. 17 — Southern California Auto Auction, Fontana, Calif.

Toyota Motor Sales U.S.A.

Jan. 8 — Bay Cities Auto Auction, Hayward, Calif.; and Georgia Dealers' Auto Auction, Atlanta.

Jan. 10 — Harrisonburg Auto Auction, Harrisonburg, Va.; and St. Louis Auto Auction, Bridgeton, Mo.

Jan. 15 — Southern Auto Auction, East Windsor, Conn.; Southern California Auto Auction, Fontana, Calif.; and Gulf States Auto Auction, Mesquite, Texas.

Jan. 16 — Greater Tampa Bay Auto Auction, Tampa, Fla.

Jan. 17 — Baltimore-Washington Auto Exchange, Baltimore; and Denver Auto Auction, Aurora, Colo.

Jan. 22 — South Seattle Auto Auction, Kent, Wash.; Aptco Auto Auction, Taylor, Mich.; and Newburgh Auto Auction, Newburgh, N.Y.

Jan. 24 — Clanton's Auto Auction, Darlington, S.C.; and Greater Chicago Auto Auction, Chicago.

Jan. 29 — Southern Auto Auction, East Windsor, Conn.; Southern California Auto Auction, Fontana, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Volvo Cars of North America

Jan. 8 — West Palm Beach Auto Auction, West Palm Beach, Fla.

Jan. 10 — Manheim Auto Auction, Manheim, Pa.; and Golden Gate Auto Auction, Fremont, Calif.

Jan. 15 — Nashville Auto Auction, Nashville, Tenn.

Jan. 23 — Riverside Auto Auction, Riverside, Calif.

Westcott buys 6% of Sandy

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Westcott Communications Inc. purchased a sizeable chunk of Sandy Corp., creating the potential for a merger between two major suppliers of sales training materials to automakers and dealers.

Westcott, based in Carrollton, Texas, owns the Auto Satellite Television Network.

Last fall, Westcott presented the outline of a merger proposal to Sandy's board through John Sheehy, a board member who represented Troy, Mich.-based Sandy in discussions.

The two firms could not reach an agreement and haven't talked since, according to William H. Sandy, Sandy Corp.'s chairman and chief executive officer.

But in December, Westcott purchased 142,900 shares, or 6.38 percent, of Sandy's outstanding stock for about $156,000.

In a 13D filing with the U.S. Securities and Exchange Commission Dec. 27, Westcott said it bought the stock "for investment, with a view to acquiring an equity interest in the company or, subject to future developments, the possible acquisition of the company," leading to speculation of a possibly hostile takeover.

William Sandy said, "Since I vote 51 percent of the stock, I don't see how a hostile takeover is possible. Everything else is speculative."

Sandy said he has authority to vote not only his own shares, but other family members' and employee shareholders' stock.

The question of how he would vote on an attractive offer, Sandy said, "is purely hypothetical since there are no discussions going on between the companies right now."

Westcott provides training information and sales motivation programs for auto dealers through its niche television network, ASTN, and similar services for other niche markets.

ASTN handles all the firm's automotive training educational and informational programming. Some 4,400 dealers subscribed to the TV service as of Sept. 30, 1990.

Sandy provides consulting, training and communications service for automakers and dealers.

Westcott President Jack T. Smith said his company was interested in Sandy because "they do a lot of work with GM and do a lot of communications with GM dealers."

Smith said Westcott has "not made any determination of whether we will acquire any more (Sandy) stock, sell it or attempt to acquire the company again."

Sandy has piled up yearly losses since it began being publicly traded on the American Stock Exchange in 1986. It lost $1,882,000 on revenues of $33,473,000 for its fiscal 1990 ended Aug. 30, 1990.

Sandy's stock traded at $2 a share last Friday, up from $1.25 the previous Monday.

Westcott has been trading for between $4.50 and $5 a share, according to Wayne Maynard, Westcott's chief financial officer.

He said the company earned $1.023 million on revenues of $16.375 million for the first nine months of its 1990 fiscal year ended Sept. 30.

PRODUCTION

U.S. CAR

	Week Ended Jan. 5, 1991	Week Ended Dec. 22, 1990	Dec. Total	Jan. 1 to Dec. 31, 1990	Jan. 1 to Dec. 31, 1989
Horizon	0	0	0	4,327	32,937
Sundance	0	0	4,572	87,587	100,818
Acclaim	1,500	2,922	8,869	120,440	125,292
Total Plymouth	**1,500**	**2,922**	**13,441**	**212,354**	**258,047**
LeBaron A	0	0	0	8,071	0
LeBaron J	0	1,554	3,068	52,026	93,670
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	200	358	1,014	34,876	74,675
Fifth Avenue	500	1,203	3,308	29,297	26,863
Imperial	150	492	1,370	24,489	5,740
Total Chrysler	**850**	**3,007**	**8,760**	**148,759**	**203,914**
Omni	0	0	0	4,078	34,021
Daytona	0	797	1,554	33,376	72,452
Shadow	0	0	5,009	95,661	104,145
Dynasty	2,000	3,439	9,543	123,047	132,636
Lancer	0	0	0	0	1,529
Spirit	1,300	2,469	7,522	105,587	108,048
Total Dodge	**3,300**	**6,705**	**23,428**	**361,798**	**453,430**
CHRYSLER MOTORS	**5,650**	**13,234**	**45,629**	**722,882**	**916,191**
Escort	3,431	5,767	11,502	242,031	347,290
Mustang	2,223	1,460	4,675	129,066	172,698
Tempo	1,977	0	6,169	125,151	146,938
Taurus	4,905	8,295	15,889	329,852	362,181
Thunderbird	1,350	1,114	3,658	107,366	137,395
Total Ford Div.	**13,886**	**16,636**	**41,893**	**933,466**	**1,166,552**
Topaz	663	0	2,276	46,729	66,587
Cougar	2,025	1,688	4,562	73,373	114,300
Sable	1,383	2,202	5,095	101,334	116,886
Total Mercury	**4,071**	**3,890**	**11,933**	**221,436**	**297,773**
Continental	720	1,178	3,543	58,620	64,462
Mark VII	128	206	608	18,023	21,582
Town Car	1,690	2,776	8,329	145,806	127,679
Total Lincoln	**2,538**	**4,160**	**12,480**	**222,449**	**213,723**
Total L-M Div.	**6,609**	**8,050**	**24,413**	**443,885**	**511,496**
FORD MOTOR CO.	**20,495**	**24,686**	**66,306**	**1,377,351**	**1,678,048**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	1,500	2,534	7,436	94,289	68,464
Century	0	0	1,567	63,771	122,766
Riviera	0	284	866	21,312	20,626
Electra/Park Ave.	1,500	0	5,640	62,621	80,049
LeSabre (fwd)	2,376	0	5,919	154,415	155,717
LeSabre (rwd)	0	0	34	4,092	9,141
Reatta	0	0	205	5,590	6,378
Total Buick	**5,376**	**2,818**	**21,667**	**406,090**	**470,054**
Eldorado	0	683	2,031	22,038	29,161
Seville	0	1,019	3,062	35,313	24,319
Brougham (rwd)	446	0	0	29,637	56,367
DeVille (fwd)	1,900	3,104	9,101	161,970	180,510
Allante	37	64	175	3,498	3,232
Total Cadillac	**2,383**	**4,870**	**14,369**	**252,456**	**293,589**
Cavalier	3,202	7,373	27,333	360,769	355,075
Camaro	0	0	4,195	70,939	100,684
Celebrity	0	0	0	0	70,365
Corsica/Beretta	0	0	8,249	269,018	370,741
Caprice	1,520	2,532	6,085	199,717	162,751
Corvette	248	0	413	22,094	25,279
Total Chevrolet	**4,970**	**9,905**	**46,275**	**922,537**	**1,084,895**
Calais	1,092	1,850	5,525	100,087	87,747
Cutlass Ciera	0	0	1,967	65,339	87,906
Cutlass Supreme	1,278	0	4,350	93,786	115,084
Toronado	0	202	597	14,772	10,334
88 (fwd)	1,159	0	3,465	99,139	140,877
88 (rwd)	0	0	1,370	3,436	7,534
98	1,188	1,408	3,473	42,346	71,497
Total Oldsmobile	**4,717**	**3,460**	**20,747**	**418,905**	**529,981**
Sunbird	1,372	3,856	11,991	167,404	151,178
Grand Am	0	0	4,800	204,813	226,882
Firebird	0	0	1,405	40,361	56,441
Grand Prix	0	0	6,227	112,875	125,191
Pontiac 6000	0	0	1,467	51,522	78,910
Bonneville	1,108	0	3,052	72,179	90,885
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**2,480**	**3,856**	**28,942**	**649,154**	**732,178**
Total Saturn	**312**	**529**	**2,883**	**5,829**	**0**
GENERAL MOTORS	**20,230**	**25,429**	**134,883**	**2,664,962**	**3,101,697**
DIAMOND-STAR	**2,100**	**3,134**	**9,814**	**181,952**	**98,741**
HONDA	**5,256**	**8,791**	**26,511**	**433,317**	**362,274**
Civic	778	1,469	4,460	100,651	129,309
Accord	4,480	7,322	22,051	332,666	232,965
MAZDA†	**4,800**	**6,800**	**13,884**	**181,188**	**216,581**
NISSAN	**1,916**	**2,817**	**8,129**	**97,398**	**115,584**
NUMMI	**2,400**	**4,281**	**13,864**	**294,513**	**192,471**
Corolla	1,200	2,105	6,875	102,790	80,129
Geo Prizm/Nova	1,200	2,156	6,989	101,723	112,342
SUBARU-ISUZU	**504**	**1,479**	**4,803**	**35,115**	**5,361**
TOYOTA	**2,230**	**4,869**	**13,618**	**217,463**	**151,888**
TOTAL CARS, U.S.	**64,793**	**92,589**	**336,824**	**6,875,331**	**6,829,576**
TOTAL CARS, CANADA	**8,931**	**14,649**	**59,129**	**1,056,704**	**1,007,209**
U.S., CANADA CARS	**73,724**	**107,229**	**395,753**	**7,132,035**	**7,837,185**
U.S., CANADA CARS AND TRUCKS	**121,855**	**161,883**	**618,605**	**11,781,782**	**13,856,733**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Jan. 5, 1991	Week Ended Dec. 22, 1990	Dec. Total	Jan. 1 to Dec. 31, 1990	Jan. 1 to Dec. 31, 1989
Monaco	0	0	764	11,083	1,184
Premier	0	0	1,660	13,593	32,720
CHRYSLER MOTORS	**0**	**0**	**2,424**	**24,676**	**33,904**
Tempo	2,112	2,966	5,850	109,964	134,079
Topaz	768	1,283	2,493	40,623	56,516
Crown Victoria	0	1,894	6,663	120,503	117,900
Grand Marquis	0	1,924	6,702	114,059	127,074
FORD MOTOR CO.	**2,880**	**6,867**	**21,708**	**385,149**	**436,988**
Celebrity	0	0	0	20,319	26,699
Cutlass Ciera	712	0	1,781	75,556	122,135
Lumina	0	1	6,028	216,997	196,411
Regal	0	0	5,958	101,528	74,346
GENERAL MOTORS	**712**	**1**	**13,767**	**414,400**	**419,991**
CAMI	**2,300**	**2,386**	**8,105**	**33,885**	**0**
HONDA	**1,230**	**2,117**	**6,480**	**168,781**	**86,353**
HYUNDAI	**298**	**540**	**2,075**	**25,873**	**3,570**
TOYOTA	**1,500**	**1,341**	**4,982**	**61,112**	**19,548**
VOLVO	**80**	**199**	**550**	**6,828**	**8,274**
TOTAL CARS, CANADA	**8,931**	**14,649**	**59,129**	**1,056,704**	**1,007,209**

U.S. TRUCK

Caravan	1,300	2,203	8,062	92,656	106,717
Dakota	1,100	0	3,899	72,224	94,415
Caravan C/V	25	0	2	4,173	6,400
Ram pickups	1,100	0	3,900	100,301	91,036
Total Dodge	**3,525**	**2,203**	**15,863**	**269,354**	**298,568**
Cherokee	0	4,039	7,843	151,230	207,216
Comanche	0	346	680	9,576	25,311
Grand Wagoneer	0	330	330	6,449	10,159
Wagoneer	0	103	213	3,888	6,898
Total Jeep	**0**	**4,819**	**9,066**	**171,143**	**249,584**
Voyager	1,000	1,481	5,861	82,618	99,657
Town & Country	25	52	224	2,508	3,330
Total C-P Div.	**1,025**	**1,533**	**6,085**	**85,126**	**102,987**
CHRYSLER MOTORS	**4,550**	**8,564**	**31,014**	**525,623**	**651,139**
Aerostar	2,400	0	3,932	197,999	215,702
Bronco	581	0	950	45,878	70,156
Bronco II/Explorer	3,110	5,364	16,926	210,231	118,547
Navajo	183	444	1,328	8,687	0
Econoline	2,520	1,217	5,212	166,589	207,548
Mediums/Heavies	684	1,061	2,091	48,649	57,034
Light trucks	5,478	0	11,397	425,889	675,326
Ranger	4,702	2,642	13,302	290,950	307,460
Total Ford Div.	**19,660**	**10,728**	**55,138**	**1,394,872**	**1,651,773**
FORD MOTOR CO.	**19,660**	**10,728**	**55,138**	**1,394,872**	**1,651,773**
Astro	1,473	0	2,889	125,162	161,748
Blazer	0	357	711	15,352	32,779
Lumina APV	0	0	1,219	77,220	16,404
Mediums/Heavies	129	184	392	8,302	8,992
P-Model	0	0	516	20,651	30,615
Pickups	42	273	9,109	394,782	402,302
S-10	3,459	1,794	14,964	242,886	242,430
S-10 Blazer	631	545	3,305	73,307	165,643
Sportsvan/Van	0	590	1,477	54,837	97,310
Suburban	0	1,343	2,447	61,885	70,604
Total Chevrolet	**5,734**	**5,086**	**37,029**	**1,074,384**	**1,228,827**
Jimmy	0	112	214	4,685	8,339
Mediums/Heavies	231	416	245	6,451	13,283
P-Model	0	108	168	2,769	4,257
Pickups	21	376	5,137	142,861	127,774
S-10/Sonoma	775	55	3,257	53,360	58,355
S-15 Jimmy	303	0	391	22,979	51,614
Safari	783	998	889	43,562	46,350
Suburban	0	550	2,193	30,686	32,221
Vandura/Rally Vans	0	0	976	20,476	30,161
Total GMC	**2,113**	**2,615**	**13,470**	**327,849**	**372,364**
Silhouette	0	0	330	26,435	3,730
Bravada	172	0	717	0	0
Total Oldsmobile	**172**	**0**	**1,047**	**29,770**	**3,730**
Pontiac Trans Sport	0	0	673	41,992	7,120
GENERAL MOTORS	**8,019**	**7,701**	**52,219**	**1,473,995**	**1,612,831**
NAVISTAR	**0**	**1,000**	**5,100**	**72,261**	**79,947**
NISSAN	**1,943**	**2,565**	**8,736**	**139,404**	**123,057**
SUBARU-ISUZU	**625**	**2,412**	**5,128**	**37,236**	**5,799**
AM GENERAL	**458**	**458**	**1,800**	**22,140**	**22,500**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**147,000**	**144,000**
TOTAL TRUCKS, U.S.	**30,155**	**37,000**	**171,223**	**3,883,130**	**4,290,936**

CANADIAN TRUCK

Caravan	1,573	3,412	10,509	126,769	142,135
Caravan C/V	45	197	635	7,385	9,423
Ram Wagon	0	0	561	19,152	25,296
Ram Van	0	0	1,992	56,246	71,428
Total Dodge	**1,618**	**3,609**	**13,697**	**209,552**	**248,282**
Voyager	1,342	2,356	8,044	101,143	119,572
Total Plymouth	**1,342**	**2,356**	**8,044**	**101,143**	**119,572**
Wrangler	900	1,612	4,675	58,184	69,565
Total Jeep	**900**	**1,612**	**4,675**	**58,184**	**69,565**
CHRYSLER MOTORS	**3,860**	**7,577**	**26,416**	**368,879**	**437,419**
FORD MTR. (E. bts.)	**1,824**	**3,048**	**5,962**	**131,388**	**185,485**
Light trucks	1,959	3,002	9,609	167,483	165,101
Vans	0	659	2,042	46,062	61,637
Total Chevrolet	**1,959**	**3,661**	**11,651**	**213,545**	**226,738**
Light trucks	591	1,051	2,872	61,483	70,941
Vans	0	290	820	18,006	27,099
Total GMC	**591**	**1,341**	**3,692**	**79,491**	**98,040**
GENERAL MOTORS	**2,550**	**5,002**	**15,343**	**293,036**	**324,778**
CAMI	**858**	**983**	**3,388**	**17,392**	**0**
NAVISTAR	**92**	**172**	**529**	**15,922**	**18,900**
TOTAL TRKS., CANADA	**9,176**	**16,774**	**51,829**	**825,817**	**928,612**
U.S., CANADA TRKS.	**47,331**	**53,864**	**222,952**	**4,829,747**	**5,219,548**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

PRODUCTION

FROM PAGE 1

Fourth-quarter truck output was 802,853, the lowest total for the period since 1984 when 780,055 trucks were built.

Truck production in the final quarter fell 11.99 percent below the same period in 1989.

December's truck build was the lowest for that month since 1982 when 128,948 units were built.

Last month, 171,223 trucks were produced, 36.90 percent below 1989.

Last week, U.S. makers scheduled 64,793 cars and 38,155 trucks.

Ford has scheduled all but two assembly plants to be idle temporarily this month. The following plants will be idle this week: Kansas City, Mo., car and truck lines; St. Louis; Chicago; Wayne, Mich.; and Kentucky Truck. Scheduled to be idle this week and the week of Jan. 14 are the Lorain, Ohio, car and truck lines; Norfolk, Va.; Michigan Truck (Wayne, Mich.); and Dearborn, Mich.

In addition, the St. Paul, Minn., car facility will be idle the week of Jan. 14, and Atlanta will be idle the weeks of Jan. 14 and 21.

Ford has also reduced the Edison, N.J., truck facility for a single shift for seven weeks. Normal production is expected to resume Feb. 25.

General Motors scheduled five truck plants and six car plants to be idle this week. The truck plants are: Tarrytown, N.Y.; Flint, Mich.; Fort Wayne, Ind.; Pontiac, Mich. (East); Detroit; and the truck line of the Lordstown, Ohio, facility. Car plants idle are: Lansing, Mich. (B); Linden, N.J.; Lansing, Mich. (Reatta Craft Centre); Kansas City, Kan.; Oklahoma City; and Van Nuys, Calif. All lines except Allante will be idle this week at the Detroit-Hamtramck, Mich., facility.

Chrysler has scheduled the St. Louis (No. 1) car plant and the Toledo, Ohio, Jeep facility to be idle this week and next week. The Sterling Heights, Mich., car plant is scheduled to return Jan. 28.

Canadian car production in 1990 was 1,056,704, the highest since 1986 when 1,073,312 cars were produced. The 1990 total was up 4.91 percent over 1989.

Fourth-quarter car production was 282,898, inching above 1989 by 0.78 percent.

December's car build was the lowest for that month since 1982 when 50,088 cars were built.

Last month's total build was 59,129, a drop of 27.45 percent below the same month in 1989.

Total Canadian truck production in 1990 was 826,617, down 10.98 percent below 1989.

Fourth-quarter truck production was 201,146, down 9.35 percent from 1989.

December truck production was the lowest since 1986 when 47,483 units were produced.

Last month's truck output was 51,629, a drop of 17.41 percent below December 1989.

Former Oldsmobile-Cadillac dealer to repay buyers of auction cars

The former owner of an Oldsmobile-Cadillac dealership in Maryland has agreed to set aside $80,000 in refunds for customers who bought used cars thinking they were new.

Refunds will go to those consumers who bought cars for personal use and who were not told that Joseph Thacker Oldsmobile-Cadillac of Parole, Md., had purchased the cars through General Motors' auction program and who also were not told that the cars had been part of a rental company's fleet.

Maryland Attorney General J. Joseph Curran Jr. started investigating last March after the state Motor Vehicle Administration tried to revoke Thacker's license.

In October, Thacker retired and sold the dealership to Fitzgerald Oldsmobile-Cadillac of Kensington, Md., effectively ending the agency's effort to take away Thacker's license. The attorney general's office then took over.

— Helen Kahn

NOTE

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Automotive News

January 14, 1991

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Worried makers brace for Middle East war

Automakers braced for the aftershocks of a Persian Gulf war last week as Iraq and the United States headed for a showdown.

The failure of U.S. and Iraqi negotiators to settle their differences brought the industry a step closer to the prospect that a conflict could disrupt the world's oil supply and cast the U.S. economy into further turmoil.

That uncertainty was widely evident at the North American International Auto Show in Detroit, where many of the world's automotive elite had gathered.

Predictions about 1991 were already clouded by recession and the U.S. savings and loan crisis. They were made more difficult last week as the United Nations' deadline for Iraq to remove troops from Kuwait by tomorrow approached.

"Our planning is based on the assumption that if shooting starts, customer buying and dealer orders will drop very dramatically," said Philip Benton Jr., Ford Motor Co.'s president and chief operation officer. Benton added that some dealers have been holding off their orders until the Jan. 15 deadline.

This story was reported by Automotive News Staff Reporters Lindsay Chappell, Laura Clark, Mary Connelly, Phil Frame and Jim Henry.

But there was no universal feeling that war would mean disaster for carmakers.

Ellie Torre, Cadillac's director of marketing, noted that Cadillac fared well during the Korean and Vietnam wars.

And on Wall Street, analyst Ann Knight called consumer confidence the "great unknown."

"Our feeling is that the media coverage of the S&L crisis is more troubling to car-buyers than the possibility of shooting thousands of miles away," said Knight, a first vice president at Paine Webber Inc.

Projections aside, there were more immediate concerns as automakers attempted to protect employees from possible violence.

see IRAQ, page 49

AUTOMOTIVE NEWS/JOE WILKENS

Reviewing their handiwork

Charles Jordan, center, GM vice president in charge of the design staff, chats about Pontiac's Protosport4 concept vehicle with project designers Tom Kearns, left, and Jeff Nasca at the North American International Auto Show in Detroit. Stories and photos from the auto show appear below and on Pages 4 and 29.

Japanese take 2.5 points more in a declining U.S. car market

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The Japanese continued to get stronger in the U.S. car and light truck market last year, taking ground from the Big 3 carmakers and the Europeans.

Of the 11 car makes that had increased sales last year, six were Japanese and two were American. Japanese-make cars picked up 2.5 points of market share as overall sales fell.

Reversing a downward trend in truck sales from 1988 to 1989, Jap-

see SALES, page 45

TOP 10 SELLERS, '90 CALENDAR YEAR

	Sales
1. Ford F-series pickup	522,034
2. Chevrolet C/K pickup	487,508
3. Honda Accord	417,179
4. Ford Taurus	313,274
5. Chevrolet Cavalier	295,123
6. Ford Escort	288,727
7. Toyota Camry	284,595
8. Ford Ranger	280,610
9. Chev. Corsica/Beretta	277,176
10. Honda Civic	261,502

Source: Automotive News Data Center

'90s will stagger U.S., World Congress told

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Gorman

Lutz

DETROIT — Staggering challenges in the decade ahead could dwarf the nightmares of the 1980s.

That somber news was delivered by two auto industry executives as the 1991 Automotive News World Congress opened last night. The 15th Automotive News World Congress, co-sponsored by *Automotive News* and the University of Michigan Transportation Research Institute, is being held through Wednesday at the Westin Hotel.

In remarks prepared for his keynote address to the opening Sunday night session, Chrysler Motors President Robert Lutz said that an anxiety-stricken automotive industry must tackle some tough realities in the 1990s.

TRW Inc. Chairman Joseph T. Gorman, also in prepared remarks, said industry changes will require "a complete transformation of the OEM/supplier relationship around the world."

Both executives made it clear that the problems of the 1990s could make the hurdles of the 1980s look benign.

"With a recession and possible war staring us in the face, it is no wonder we are edgy tonight," Lutz said. "There are a lot of other things to be edgy about as well. Like a looming bank crisis in America. Like the tremendous overcapacity problems that continue to plague our industry. Like the new three-year labor agreements, which essentially turned labor into a fixed cost. Like the reincarnation of another monster — that nightmare known as the Bryan CAFE bill."

Lutz said the industry doesn't want to face its problems.

"What are some of the things we seem afraid to talk about?" he asked. "Harsh reality No. 1: an auto worker making nine to 14 dollars an hour more than an auto worker working at a transplant will eventually be out of a job if he

see CONGRESS, page 49

TEAMWORK

GM rebuilds Bertone's damaged dream

By Colleen McDonald
SPECIAL CORRESPONDENT

DETROIT — In 30 years of crafting some of the world's hottest cars — heart-pounding classics like Maserati's 3500GT, Ferrari's 250GT, the Lamborghini Countach, the Mustang — Nuccio Bertone has often punched through the barriers of science and form to reach the far limits of design.

He had to come to Detroit, though, to discover that you *can* put Humpty Dumpty back together again.

Bertone, the 77-year-old chairman of Italy's world-renowned Carrozzeria Bertone S.p.A. body works, came to the North American International Auto Show, which opened last week, to unveil his "Emotion" theme car. The design is meant to convey his concept for a new Lotus Esprit, Bertone said.

In one way, the Emotion was to represent a capstone to Bertone's illustrious career — he had never before brought a concept car to a U.S. show.

But on Friday, Jan. 4, when Bertone technicians opened the container in which the model had been shipped from Turin, Italy, what greeted them looked more like the concept for a nightmare. Three short days before its unveiling to the world's press, the Emotion was cracked and scarred.

"It was not until Friday when the Emotion was lifted from the box, that damage over the two rear wheel arches was discovered," Gian Beppe Panicco, assistant to Bertone, confirmed.

AUTOMOTIVE NEWS/JOE WILKENS

Nuccio Bertone at last Monday's unveiling of Emotion concept car.

The prototype car, in reality a plaster model, had been shipped to Detroit by air. According to reports that Panicco said he could not con-

see BERTONE, page 48

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FORECAST '91

Peace: Would sales rise or not?

The Big 3 predict sales will improve with the resolution of the Middle East crisis, but one analyst disagrees. "There were trouble signs in the economy before Kuwait," says Kidder Peabody analyst Jack Kirnan. See Economic Forecast '91 on Pages 16-20.

Group launches boycott of Chrysler, cites Playboy ads

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. many have to do battle with a conservative religious group in its fight to stop market share erosion.

The group, the American Family Association, is a formidable opponent. It once pressured a convenience store chain into halting sales of select men's magazines and convinced a pizza chain to stop advertising on a television program it found objectionable.

Now, it has turned its wrath on Chrysler Corp. The association is asking readers of its publications to boycott Chrysler because the carmaker is running ads in *Playboy*, which the group deems pornographic.

American Family Association is a Tupelo, Miss., non-profit religious group that opposes sex, violence and profanity on television and materials it deems obscene.

The Jeep ads in the January issue of *Playboy* mark the first time in recent history that Chrysler or any domestic manufacturer dared to advertise in the men's magazine noted for pictures of nude women.

Automobile manufacturers usually avoid advertising in adult-oriented publications such as *Playboy* and *Penthouse* because they can reach those readers by other means, and because there is the risk of offending some buyers, said other automobile marketing and advertising executives.

"It's not worth the grief," said one advertising executive asked not to be named.

Jeep ads also appear in the February issue of *Playboy*, which is already available. The ads are part of Chrysler's 10-page commitment with *Playboy* in 1991, said Chrysler spokesman Steve Harris.

Harris said Chrysler decided to advertise in *Playboy* because its readers are mostly upscale, young and male and because Chrysler was able to negotiate a good deal.

"They (*Playboy*) came to us with a good package," said Harris. "We're always concerned when anyone is offended. We'll take it into consideration when we make future (media buying) decisions."

John Damoose, Chrysler marketing vice president, made the decision to advertise in *Playboy*. Damoose was not available for an interview last week, Harris said.

Harris denied the media schedule is related to Chrysler Chairman Lee Iacocca's interview in *Playboy's* January issue.

Donald Wildmon, president of American Family Associations, said he is disappointed about Iacocca's interview but not surprised.

"Any chief executive officer who would grant *Playboy* an interview would place ads in it," Wildmon said.

American Family Association called for the boycott in the January 1991 issue of its monthly magazine, *American Family Association Journal*, and the group's supplemental insert for church newsletters and bulletins, *Christians & Society Today*.

American Family Association Journal has a mailing list of 425,000, Wildmon said.

While Harris said he doesn't know if Chrysler advertised in *Playboy* before, Cindy Rakowitz, vice president of public relations for Playboy Operating Groups, said Chrysler has advertised in the publication within the last 10 years and that Volkswagen of America Inc. is also an advertiser.

She said independent studies indicate that few consumers get involved in economic boycotts simply because it sponsors a particular television show or advertises in a particular publication.

In 1986, the group pressured 7-Eleven stores to cease selling publications such as *Playboy* and *Penthouse* magazines, and under the threat of a boycott convinced Domino's Pizza to stop advertising on NBC television's "Saturday Night Live" because of a skit it found objectionable.

ONE PRICE ONLY

Gordon Stewart dumps the wheelin' from car dealin' and wins customers

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

GARDEN CITY, Mich. — Patricia Gasko brought her husband along to watch her in action as she wheeled and dealed for a new family minivan.

But she says she ultimately got the best deal around just by walking into Gordon Chevrolet and paying the price in the window.

"I didn't believe this no-hassling, no-bickering, no-problems approach in getting a low price on a car," said Gasko, who drove 40 miles from her home in Howell, Mich., to get to Gordon.

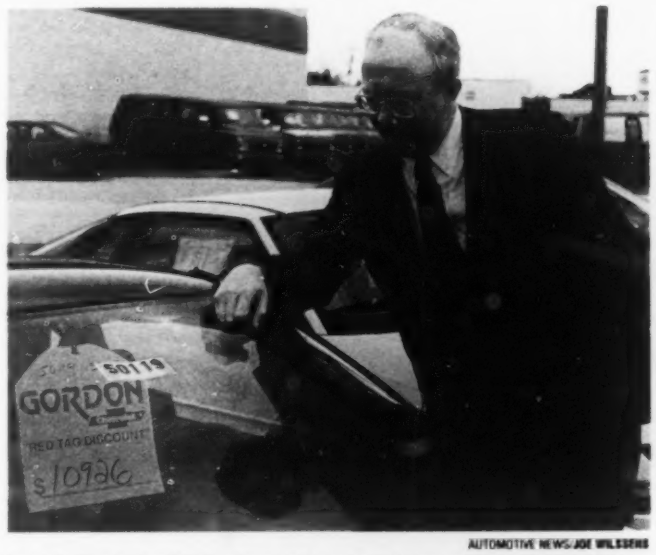
"But when I saw the red tags on the cars, I couldn't believe it. The 1990 Astro conversion minivan I bought had a red-tag price of $16,051, regularly a $24,000 van. I know that's for real because I've shopped around. But my husband was a little disappointed that he didn't get to see me do my stuff."

Gordon Stewart is challenging the stereotype of wheeling-dealing car salespersons. His Chevrolet-Geo dealerships in suburban Detroit practice one-price selling on cars and trucks — no haggling, no horsetrading and no negotiation.

Other dealerships have tried to list actual selling prices, but most have failed and have returned to dickering. Stewart says he's doing great and won't go back.

Another form of one-price car selling is the $49 over the factory invoice concept developed in the late 1970s by Howard Van Bortel. Customers are given copies of the new car or truck invoice and pay only $49 over factory price for cars in stock. For cars ordered, the customer pays $49 below factory invoice. The customer gets any rebate when the car is delivered and pays no prep or dealer document fee. Dealers who use this method live on dealer holdbacks and floor plan interest credit.

Stewart, 45, bought what is now Stewart Chevrolet in Woodhaven in July 1980 and Gordon Chevrolet in Garden City in June 1983. The revolution came in 1987, when he switched over to bottom-line pricing for new and used vehicles.



AUTOMOTIVE NEWS/JOE WILSEREK

Detroit-area dealer Gordon Stewart began tagging new and used cars with a no-dicker price in 1987.

Stewart says sales volume at his Garden City dealership has doubled since adopting red-tag pricing. Combined new-car and truck volume for both stores rose from 2,102 in 1987 to 3,134 in 1990, a down year for the industry.

"People smile and chuckle when they first sit down to talk with a salesperson before they realize we're serious, and the price is what it says on the tag," Stewart says. "Once you're past that point, your credibility heightens with customers, and the sales transaction ac-

see STEWART, page 28

Saturn survey shows buyers bypassed imports

DETROIT — Thomas Shaver, Saturn Corp. director of consumer marketing, said he is "thrilled" with the results of a recent survey of Florida and California Saturn buyers that indicates Saturn's import-busting marketing strategy is right on target.

Of 400 Saturn buyers surveyed, 80 percent listed a non-General Motors vehicle as their second choice. Sixty percent of those who listed non-GM vehicles named Japanese imports. Only 4 percent of the buyers surveyed listed Geo as their second choice. Saturn sold 1,881 cars during the 1990 calendar year.

The survey also showed: the Saturn buyer's median age is 41; 50 percent are college graduates; and the median income is $50,000.

— Arlena Sawyers

INDEX

Auction dates	38
Classifieds	39-45
Coming events	38
Dealing with dealers	32
Incentive watch	48
Inventories	47
Keith Crain	12
Late news	8
Legal briefs	35
Letters	14
Marketing and media	32
Opinion	12
Personnel	34
Production	49
Sales, car	45
Sales, imported car	47
Sales, top 10 vehicles	45
Sales, truck	45

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EPA's clean air man lifts legal fog surrounding new law

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The hard part is over for William G. Rosenberg, the assistant administrator who carried the banner for the EPA during last year's clean-air debate.

No more sleepless nights, wrangling with Congress, endless meetings at the White House or tightrope balancing the concerns of industry and environmentalists. The nation now has a new Clean Air Act.

The auto industry faces a new round of mandates including an order to build as many as 300,000 cars annually that run on alternative fuels by 2000.

And Rosenberg, who penned the provisions, will be in charge of carrying them out as the federal government's top air-quality cop: assistant administrator for air and radiation.

Now that the politicking is over, Rosenberg's staff has to translate the 200-plus pages of legalese into regulations. The first installment, a calendar of events, or "implementation plan," as approved by the White House, is due this week.

Writing the regulations should be considerably easier than the political process, says Rosenberg, 50, who was dubbed the "pit bull of clean air" by a Detroit newspaper after taking office in 1989.

He has also been disparagingly called a "clean air head" and one of "EPA's garbage men." And a *Wall Street Journal* editorial has noted that "Mr. Rosenberg is widely credited with working to make the recently passed clean-air bill as onerous as possible."

Rosenberg begs off on taking that much credit, saying that he, on behalf of the EPA, tried to put the president's proposal into place.

Automobiles were dealt a complicated and expensive role in cleaning the air — an estimated $800 per car if a second tier of tailpipe standards takes effect. Rosenberg says that's because cars represent more than half the problem.

Cars continue to be prime culprits in urban air pollution because they're driven more today than in 1977 when the first clean-air bill was passed.

"As we increase fuel economy and as we reduce the emissions from cars, we're offsetting a lot of those improvements in increased use of vehicles," Rosenberg says calmly in his soft Brooklyn accent. "We end up with a pollution problem that is almost as severe as when we initially started."

KEN HEINEN

Since autos cause more than half the pollution problem, they must bear more of the clean air burden, says the EPA's William Rosenberg.

Years of living in Michigan haven't made him "pro-auto."

Rosenberg, who was educated at Syracuse and Columbia universities, practiced law in Detroit in the late 1960s. In the 1970s, he worked for the state of Michigan and later was President Ford's assistant administrator at the Federal Energy Administration. He left the government in 1977 and made millions as

see ROSENBERG, page 31

Larger cars lead sales increase in Japan in '90

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japanese car and truck sales, fueled by a 69 percent surge in demand for models over 2 liters, jumped 7.4 percent last year, to 5.97 million units, according to a preliminary estimate by the Japan Automobile Dealers Association.

Including minicars, those under 660 cc, the Japanese market grew 7 percent from a year earlier, to 7.77 million units. Sales of the popular midget cars jumped 6.3 percent, to 1.8 million, capturing 23 percent of the total market.

The trade group, which traditionally reports about one week ahead of official industry figures, said import growth again outstripped the increase in domestic sales. Led by demand for German cars, import sales rose 22.9 percent from 1989, to 224,000 units, the association said.

Import market share edged up four-tenths of a percentage point, to 3.7 percent.

Although cars between 660 cc and 2 liters continued to account for the largest single market segment — 3.8 million units, or a 49 percent share — sales increased only 2.8 percent, the trade group said.

JAPAN'S 1990 SALES

Sales of trucks and cars, excluding minicars

	1990 sales	Percent change from '89	Share	Percent change from '89
Toyota	2,504,217	+ 8.5	41.9	+ 0.4
Nissan	1,403,894	+ 6.4	23.5	- 0.2
Mazda	503,085	+11.1	8.4	+ 0.3
Honda	443,826	+ 1.5	7.4	- 0.5
Mitsubishi	426,115	+11.7	7.1	+ 0.2
Isuzu	194,622	- 4.3	3.3	- 0.4
Fuji	85,190	- 3.4	1.4	- 0.2
Daihatsu	49,648	-11.3	0.8	- 0.2
Suzuki	38,420	+ 9.9	0.6	—

SOURCE: Japan Automobile Dealers Association

JAPAN'S 1990 CAR SALES

Car sales, excluding minicars

	1990 sales	Percent share
Toyota	1,893,425	44.0
Nissan	1,056,922	24.5
Honda	440,870	10.2
Mazda	336,548	7.8
Mitsubishi	180,313	4.2
Fuji	73,294	1.7
Daihatsu	43,105	1.0
Isuzu	34,619	0.8
Suzuki	25,908	0.6

Source: Japan Automobile Dealers Association

In the fiercely competitive battle for market share, only three companies — Toyota Motor Corp., Mazda Motor Corp. and Mitsubishi Motors Corp. — came out winners.

- Toyota, with an 8.5 percent surge in car and truck sales to 2.5 million units, gained four-tenths of a percentage point in share, to 41.9 percent.
- No. 2 Nissan Motor Co. gave up two-tenths of a point, falling to a 23.5 percent market share, despite a 6.5 percent increase in unit sales, to 1.4 million.
- No. 3 Mazda, on the strength of an 11.1 percent gain in sales of 503,085 units, enlarged its share of market by three-tenths of a percentage point, to 8.4 percent.
- Sales of fifth-place Mitsubishi jumped 11.7 percent to 426,115 units, yielding a two-tenths of a point increase in share, to 7.1 percent.
- Honda Motor Co., the industry's third biggest overall maker, but No. 4 in Japan, lost one-half of a percentage point of market share, its first setback in seven years. Honda sales increased by only 1.5 percent in 1990, to 443,826 units, giving the company a 7.4 percent market share.
- Daihatsu Motor Co., primarily a minicar producer, reported the largest sales decline. Excluding minis, Daihatsu sales plunged 11.3 percent, to 49,648 units.

Analysts expect the market to cool this year as high interest rates begin squeezing the economy.

December sales were off 2 percent from the year earlier period, the second consecutive monthly decline.

Kawamoto's answer to dim performance? Back to basics

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Honda Motor Co., jolted by figures showing that it lost home-market share for the first time in seven years, intends to go "back to the basics," President Nobuhiko Kawamoto told analysts and journalists here last week.

Honda, the Japanese industry's third-biggest producer but the No. 4 maker in home-market sales, lost a half point of market share in 1990 on car and truck sales of 443,800 units. Despite a 7.4 percent increase for the entire market, Honda's volume rose only 1.5 percent for the year. The automaker had set a target of a 12 percent increase for 1990.

Kawamoto, conceding that "some members of the younger generation in Japan have abandoned Honda," said the carmaker needed to move quickly to "develop attractive products and dealerships in order to exceed our customers' expectations."

"The most important objective for Honda is to enhance our sales operation in Japan to provide the capability of achieving sales of 800,000 autos," he said.

Analysts said they viewed Honda's dip in share as an indication of the company's continuing problems in building up a domestic marketing system. Honda's existing sales system has evolved from a network of small dealers who once sold only motorcycles.

"Honda has never been a big player in the Japanese market," said Neal Doying, who follows the Japanese industry for Baring Securities in Tokyo.

"As a late entry in an already saturated automotive field, Honda moved to the United States to make its name. But the continuing struggle in Japan only emphasizes the discrepancy with Honda's strong showing overseas," he said.

Indeed, Honda surpassed itself in North America last year, selling more than 950,000 units — or more than two cars for every one sold at home. It is aiming for one million units in 1991.

Commenting on Honda's failure to meet its sales target this year, Kawamoto said the company had "learned from this experience" and would respond by introducing a new car this spring.

The car will represent a new concept and be lighter and more fuel efficient, he promised. It is intended only for the Japanese market, at least for now.

Honda also will start importing the Accord wagon from the United States, in addition to the coupe.

Besides new models, Honda will try to expand its dealer network and to add more salesmen in the next three years, Kawamoto said.

"Honda's strong point has been car development, not marketing," said analyst Koji Endo of Nomura Securities. "And when the market is strong, those with strong sales networks score better."

Honda attributes part of its problem in the domestic market to the lack of a new model in the subcompact car segment. A new Civic and Prelude are due next year.

Toyota Motor Corp. managed an 8.5 increase in sales last year despite a similarly aging lineup, Doying said.

The difference between the two is that "Toyota's dealerships can continue to move products, even at the end of their cycle," he said.

Part of Honda's problem in the domestic market was due to "some weakness on our part in sales and services, which we will seek to correct," Kawamoto said. But he acknowledged that Honda's focus on becoming a global company during the latter half of the 1980s may have distracted the company from developments on its home turf.

"At the same time, Japan was becoming more of a niche market, and the two trends did not mesh with each other," he conceded.

By over concentrating on four-door family sedans, he said, Honda missed the shift to three-door cars by younger Japanese buyers. "For good or for bad, Honda's management tendency is to go to one extreme or the other," he said.

Henceforth, Kawamoto said, Honda will attempt to give models individual treatment to fit specific segments in the domestic market, and to make the Accord "more conspicuous" in Japan.

Honda President Nobuhiko Kawamoto, conceding that "some members of the younger generation in Japan have abandoned Honda," said the carmaker needed to move quickly to "develop attractive products and dealerships in order to exceed our customers' expectations."

High-performance Stealths exceed sticker's limit

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Porsche and Ferrari owners are buying them as second cars. They compete in the market with Corvette ZR-1s. And they are part of the Dodge family.

For a change, Dodge dealers have a hot seller in the new Stealth R/T twin-turbo 300-horsepower 2+2 sports car, which is commanding as much as $10,000 over its $30,000 sticker price.

This limited-edition, all-wheel drive, four-wheel steer sports car is built by Mitsubishi for Dodge and accelerates from 0-60 mph in 4.6 seconds, and according to dealers, attracts the attention of anyone over age 16.

"Finally Dodge has got back into the sports car market," said Shawn Kasper, sales manager for Luke Potter Dodge in Winter Park, Fla., who sold the dealership's first Stealth R/T for $8,000 over sticker. "It's the same design as European sports cars, but it's an all-around superior vehicle that sells for $20,000 to $30,000 less."

Dodge dealers say they have BMWs and Ferrari drivers pulling into their lots to discuss the purchase of the new 160-mph dynamo, a sight they never thought they would see.

"Car enthusiasts are buying them if they can get their hands on them," said Duane Emery, sales manager at Kearney Mesa Dodge in San Diego, who sold two of the Stealth R/Ts for $10,000 over sticker price. "Owners of Porsches, Ferraris, Corvettes and BMWs are interested in them because of the way the car is put together — the way it looks and performs."

Jack Mayberry, salesman at Celebrity Dodge in San Jose, Calif., says his dealership won't even take deposits on the car until it lands in the showroom, and is selling each for $8,000 over sticker.

Tom Conland, salesman for Tate Dodge in Glen Burnie, Md., said the second Stealth R/T the dealership received was rolled in the door at 3 p.m. and sold at 3:30 p.m.

But Midwest and Northeast dealers are having to settle for selling Stealth R/Ts at sticker, at least until the weather breaks and sports cars are in demand again, says Pat Gilmore, sales manager at Chicago's Haggerty Dodge.

Only 1,200 Stealth R/Ts are planned for 1991 model year production; 676 were sold by Dec. 31.

ECONOMIC FORECAST '91

ANALYSTS: *A year of split personalities; somber first half, brighter second*

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Auto analysts predict 1991 will look like two different worlds — recession in the first half and mild recovery in the second.

The panel of 10 automotive analysts interviewed by *Automotive News* based their predictions on a mild recession scenario for 1991, but they did not factor a Middle East war into their base forecasts.

"The economic problems we have, we have whether or not we have a Middle East crisis," said Jean-Claude Gruet of UBS Securities.

Wendy Needham of Smith Barney in New York said, "The fourth quarter of 1990 was the worst and we are looking for a recovery starting the end of the second quarter. So this time next year things should look a lot better than they do now."

Most analysts see the economic problems affecting car sales separate from the Middle East crisis, but concede that a Middle East war would only further recede consumer attitudes. Those consumer attitudes already are "abysmally low" says Maryann Keller of Furman Selz Inc. in New York.

The analysts compare consumer confidence levels to those dominant during the last recession in 1982, with peace in the Middle East offering modest improvement but not enough to return attitudes to the robust levels of recent years.

Further erosion of consumer confidence could come with more corporate staff cutbacks in the first half of 1991 as industries prepare for a recession, which Jack Kirnan of Kidder Peabody says will have a major impact on the product mix of the industry.

"Who buys minivans, sport-utility vehicles, full-sized luxury passenger cars? It is largely speaking white collar workers. If they're bearing the brunt of unemployment, the mix issue becomes a problem for the industry. Blue collar workers are more loyal to the Big 3 but buy less expensive vehicles than do white collar workers, compounding earnings record of the Big 3," Kirnan says.

Consumers are more nervous about their economic future than about the Middle East crisis, says Ann Knight of Paine Webber in New York. Concerns about retirement, children's education, rising health care costs and higher taxes weigh heavily on consumers in 1991 and will be contributing factors in a decline in automotive sales, according to analysts.

Kirnan said there has been a modest increase in small-car market share in the last four months, but a "noticeable deterioration" in larger vehicles, minivans and sport-utilities.

Long- and short-term interest rates are expected to decline in 1991, but with little effect on car sales.

Half the analysts interviewed said there would not be a Big 3 market-share winner in 1991; the other half agreed that General Motors would be the biggest share winner of the Big 3.

Most of the analysts believe Chrysler Corp. will be the biggest market-share loser among the Big 3.

"It's not so much product related, but the purchase of 9.8 percent of Chrysler's stock by (Kirk) Kerkorian that I'm concerned about," said Michael Luckey of the Luckey Consulting Group. "I just don't believe he's in it for a long-term investment and am afraid he's going to stir up trouble for Chrysler that could result in buyers becoming concerned about the future of the company."

Many of the analysts believe that the worst of the market-share losses are now behind the auto industry. "There will be some share movements between Big 3," said Needham, "but production in North America will be stable, so to a large extent the worst is probably already behind us."

Forecasts for 1991 total U.S. motor vehicle sales averaged 13.4 million, some 500,000 units below 1990 totals. Forecasts for 1991 new-car sales in the United States averaged 8.9 million, compared to about 9.3 million in 1990, and new-truck sales predictions for 1991 averaged 4.5 million, a drop of about 100,000 from 1990 totals.

"To get auto sales to rebound, we need recovery in real wage income growth, which just turned negative," said Gruet. "We need to see recovery in residential real estate prices, because homes are the primary saving vehicle of the people. If homes are worth less, people become defensive and buy less."

Toyota and Honda are expected to be the biggest share gainers of the imports, with Volvo, Subaru, Nissan and Hyundai losing market share in 1991. Import car sales for 1990 were about 2.6 million and analysts predict 1991 import car sales to be about 2.4 million.

European car sales are expected by all the analysts to continue to decline, mainly because of the new 10 percent luxury tax that took effect at the start of the year.

The U.S. unemployment rate is expected to average 6.7 percent for the year, with the white collar segment of the work force suffering the most.

The 10 analysts surveyed were Bernard Campbell of Data Resources; Jean-Claude Gruet of UBS Securities; John Hammond, J.D. Power & Associates; David Healy, an independent analyst; Maryann Keller of Furman Selz Inc.; Jack Kirnan of Kidder Peabody; Ann Knight of Paine Webber; Michael Luckey of Luckey Consulting Group; Wendy Needham of Smith Barney; and William Pochiluk of Autofacts Inc.

1991 Calendar Year Forecasts

	Bernard Campbell *Data Resources*	Jean Claude Gruet *UBS Securities*	John Hammond *J.D. Powers*	David Healy *Independent*	Maryann Keller *Furman Selz Inc.*	Jack Kirnan *Kidder Peabody*	Ann Knight *Paine Webber*	Michael Luckey *Luckey Consulting Group*	Wendy Needham *Smith Barney*	William Pochiluk *Autofacts Inc.*
Total motor vehicle sales in U.S. (millions)	13.3	13.0	13.0	13.7	13.5	13.4	13.6	13.4	13.5	13.9
New-car sales in U.S. (millions)	8.8	8.5	8.7	8.9	9.2	9.0	8.9	9.1	8.8	9.2
New-truck sales in U.S. (includes medium & heavy) (millions)	4.5	4.5	4.3	4.8	4.3	4.4	4.7	4.3	4.7	4.7
Imported car sales (millions)	2.4	2.2	2.3	2.2	2.6	2.3	2.4	2.4	2.6	2.6
Imported truck sales	308,000	535,000	350,000	570,000	600,000	450,000	460,000	600,000	600,000	560,000
Biggest new-car market share gainer, Big 3	None	None	None	GM	GM & Ford	GM	GM	None	None	GM
Biggest new-car market share loser, Big 3	Chrysler	GM	GM	Ford	Chrysler	Chrysler	Ford & Chrysler	Chrysler	Ford	Chrysler
Biggest new-car market share gainer, imports	Toyota	Honda	Honda & Toyota	Honda	Honda	Honda	Toyota	Honda & Toyota	Honda	Honda & Toyota
Biggest new-car market share loser, imports	Volvo	Volvo	Nissan	Volvo	No answer	Nissan	Subaru	Selected Euro imports	Subaru	Hyundai
U.S. economic growth (GNP) 1991	−0.2%	No growth	0.2%	−0.7%	−0.3%	−1.0%	−0.2%	0	−0.1%	−.3%
Long-term interest rates-1991	Down	Down	Down	Down	Down	Down	Down	Down	Down	Down
Short-term interest rates-1991	Down	Down	Down	Down	Down	Down	Down	Down	Down	Down
Unemployment rate-1991	6.8%	6.5%	6.3%	7.2%	6.6%	6.6%	7.2%	6.5%	6.8%	6.3%
Disposable income-1991	−0.5%	0.5%	Unchanged	−0.8%	No growth	0.5%	No answer	−0.2%	−0.1%	−0.25%
Segments of U.S. economy that will grow in 1991	Exports	Exports	No answer	Services	Health care; agriculture	Health care	No answer	No answer	Services; exports	Exports
Region with most income growth-1991	Northwest	Southwest	Northwest	No answer	Southwest	Midwest & Southwest	No answer	Southwest	Midwest & Southwest	South & Southwest
Region with least income growth-1991	Northeast	Northeast	Northeast	No answer	Northeast	West Coast	No answer	Northeast	Northeast	Northeast & Northwest
European car sales	−5%	−3%	−6.3%	−3-4%	Decline	−5-6%	−1%	Decline	−4%	Decline

HOW CANADA'S NEW TAX LOWERS RETAIL CAR PRICES

Table compares final cost to consumer, based on manufacturer's suggested retail price, before and after Canada's Goods and Services Tax went into effect Jan. 1. Earlier manufacturer's tax of 13.5 percent on wholesale value has been replaced by 7 percent Goods and Services Tax on retail value. Prices in U.S. dollars (U.S.$1 = Canada $1.15).

Car	1990 price	1991 price
Audi V8	$64,174	$61,930
Chrysler LeBaron coupe	$15,825	$15,245
Honda Accord	$17,822	$17,116
Lexus ES250	$28,260	$27,261
Lincoln Continental	$39,546	$38,144
Nissan Sentra	$11,043	$10,504
Pontiac Sunbird sedan	$11,113	$10,605
Subaru Legacy Turbo	$23,039	$22,210
Toyota Tercel (2-dr.)	$ 8,041	$ 7,683
VW Golf (2-dr.)	$ 9,904	$ 9,555

Source: Automotive News

THE 7% SOLUTION

Canadian tax shift lowers cost of cars

By Alex Law
STAFF CORRESPONDENT

TORONTO — Car prices in Canada have dropped by about four percent on average since a new goods and services tax took effect Jan. 1.

Previously, new cars and trucks were subject to a 13.5 percent manufacturers' sales tax, which was applied to manufacturers' costs and built in to the sticker price. That tax has been replaced by the 7 percent goods and services tax, which is added to the final selling price.

The result is consumer prices that are lower by varying degrees, though they generally have been close to 4 percent.

Price drops aren't at uniform levels because manufacturers' costs differ and because the companies are factoring in some specific market considerations. For example, Ford of Canada is lowering the list prices on some vehicles by more than 4 percent so it can claim that it has five vehicles that list for under $10,000 ($8,669 U.S.).

Prices on parts will be affected similarly. But the new tax will increase the labor portion of repair because such services now are subject to a federal tax that was not assessed before. Extended service contracts also are taxable.

On used cars, the goods and services tax is applied to vehicles sold by a dealer — but not by private individuals.

Because the car companies lobbied strenuously for a move to a goods and services tax when it was first proposed a couple years ago, makers and their dealers are generally happy to see it become law. The lower prices now are being looked at as a godsend in an increasingly soft market.

The domestic manufacturers especially are counting on it to reverse the recent slide in their sales.

Ted C. Goellner, Ford of Canada's vice president of sales, says: "We expect the GST will work for us in the first quarter, as customers who delayed purchases from the last three months can now purchase at the lower prices."

Provincial taxes, which range from 4 percent to 12 percent, remain unchanged.

Mitsubishi shifts rental fleet sales to Value subsidiary

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Mitsubishi Motor Sales of America Inc. will cut back sales to several daily rental companies in 1991 while boosting sales to its own rental subsidiary, Value Rent-A-Car.

Among other things, Mitsubishi wants to reduce the number of program cars that are competing against new Mitsubishi models in dealers' showrooms. The company says it will sell 10,000 fewer units to rental companies than in 1990.

Mitsubishi would not release annual totals, but sources estimate that Mitsubishi had about 45,000 total fleet sales last year, a majority of them daily rentals. Fleet sales accounted for about 25 percent of Mitsubishi's 190,730 car and truck sales last year.

By concentrating sales on Value, Mitsubishi will still be able to maintain a supply of late-model-year used cars, but will have more control over pricing. And according to one dealer, Mitsubishi could ask Value to keep cars in its rental fleets longer. That would make the program cars less of a competitive threat to new models.

Mitsubishi says that much of the decrease to other daily rental companies will come in the first quarter, when it will sell a total of 8,200 units to daily rental fleets. Budget Rent A Car Corp. and Alamo Rent-A-Car have been Mitsubishi's two biggest customers.

Mitsubishi purchased a controlling stake in Florida-based Value last June, becoming the first importer to buy a U.S. rental car firm. Value has fewer than 30 facilities in the Southeast, Arizona, Colorado and Nevada.

Since then, Mitsubishi has been trying to wean Value of its non-Mitsubishi product. In 1991, Mitsubishi hopes to account for 85 percent of Value's approximately 25,000 units, or 21,250. Mitsubishi wants to push volume to 40,000 in the mid-1990s by moving into new markets such as California.

"Value was still buying Fords last year because they were getting such a good price on the cars," says Richard Recchia, Mitsubishi executive vice president. He said Mitsubishi "just can't compete" with the prices such companies as Ford and General Motors are asking and still sell to so many fleets. "If we're going to make a sweetheart deal for anyone, we want to do it for our own company."

Mitsubishi dealers said they welcomed the move, but one former dealer called the measure "too little, too late." An automotive resale analyst said Mitsubishi's resale values for used cars have suffered because the company has "dumped too many cars onto the market that they have to buy back."

Ramsey Gillman, owner of Gillman Mitsubishi in Houston and president of Mitsubishi's dealer advisory board, said: "They've had too many cars out there. Every time you sell a buyback car, a program car, you probably could have gotten the guy into a new car."

Joe O'Brien, principal at Parkway Mitsubishi in Normal, Ill., says Mitsubishi has an aggressive program to get dealers to attend auctions and purchase fleet buybacks.

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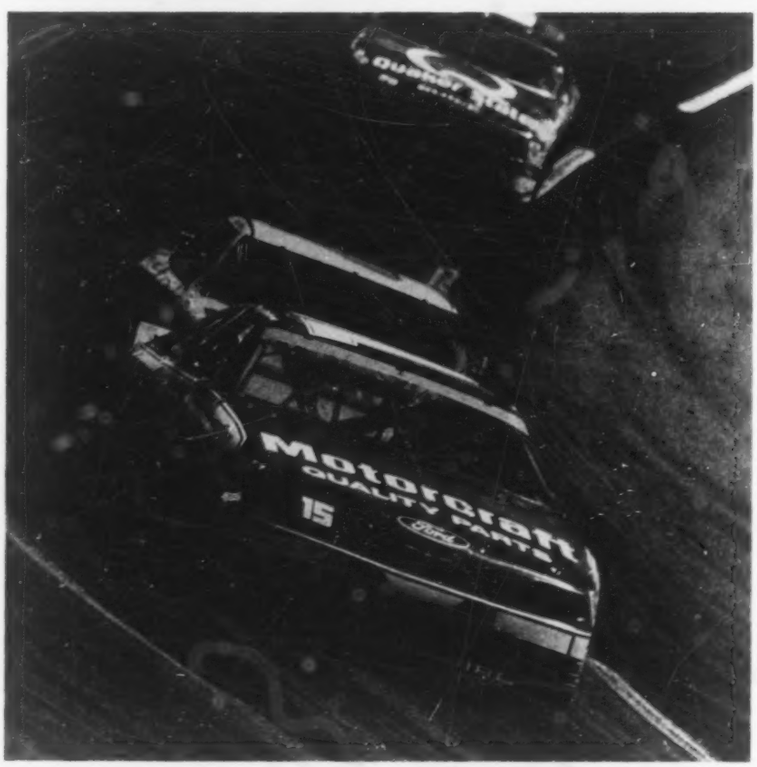

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SALES

FROM PAGE 1

anese-make trucks picked up 1.3 points. Ten of 18 truck makes had increased sales last year; six of those were Japanese.

Last year was the worst year for selling vehicles in the United States since 1983. A total of 13,886,809 cars and light trucks were sold in this country in 1990, a 4.6 percent drop from 1989 totals and 2,171,733 fewer vehicles than were sold during the record year of 1986.

Combined car and truck sales by Big 3 manufacturers, including captive imports, dropped 6.9 percent to 9,949,472, and the Europeans fell 4.5 percent to 469,303 units.

Truck sales for the Big 3 dropped 5.4 percent, and the Big 3 truck market share fell from 84.9 percent to 83.6 percent.

Clear winners in the sales race last year were American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc.

General Motors was the only Big 3 carmaker to pick up market share last year, and Nissan North America Inc. was the only major Japanese manufacturer to lose ground.

Despite hefty incentives by the Big 3 throughout the entire year, GM was the only Big 3 manufacturer to gain market share. GM's light vehicle sales of 4,934,308 were a 3.4 percent drop from 1989. But GM's market share rose 0.4 of a percentage point to 35.5 percent. Ford Motor Co.'s share slid 0.7 of a percentage point to 23.9 percent; Chrysler's share dropped 1.6 percentage points to 12.2 percent.

American Honda came within 5,955 units of dethroning Chrysler Corp. as the third largest corporate seller of cars in the United States.

The Toyota make raced past Dodge to become the No. 3 seller of cars and light trucks in the United States by 166,829 units. Toyota including Lexus trailed combined Chrysler Corp. lines for the No. 3 spot in total vehicle sales by 640,063 units.

Toyota's Lexus Division, in its first full year, sold 63,534 cars, only 112 fewer than BMW and 14,841 fewer than Mercedes-Benz.

Sales by Nissan, including its Infiniti division, dropped 41,849 units largely due to decreased production of its Sentra model in Smyrna, Tenn.

LIGHT-DUTY TRUCK SALES, DECEMBER & YTD

	Dec. 1990	Dec. 1989	12 Mos. 1990	12 Mos. 1989
Vans	8,722	10,032	143,559	166,233
Aerostar	10,373	13,769	177,860	188,130
Club Wagon	1,678	1,878	20,886	25,566
Ranger	17,723	21,360	280,610	284,125
Bronco	2,321	4,886	46,796	62,563
Bronco II/Explorer	19,597	7,889	181,748	108,990
Pickups	30,830	39,435	522,034	566,387
Ford	**91,244**	**99,249**	**1,373,493**	**1,401,994**
Vans	5,807	6,369	100,067	116,282
Sportsvan	479	883	8,334	10,342
Geo Tracker	2,337	1,509	34,358	11,461
Astro	8,026	7,946	121,168	143,941
Lumina APV	3,220	4,849	63,141	9,776
S-10	12,603	13,203	210,318	228,691
S-10 Blazer	10,220	11,898	146,989	178,691
Blazer	1,006	1,912	16,072	22,816
Suburban	3,776	5,090	55,050	65,428
Pickups	32,605	34,777	487,508	522,409
Chevrolet	**80,679**	**88,436**	**1,243,985**	**1,309,837**
Pontiac Trans Sport	**1,883**	**1,263**	**29,875**	**3,226**
Olds Silhouette	**2,135**	**926**	**25,075**	**2,122**
Vans	2,377	3,901	53,359	67,812
Ram Wagon	797	1,638	20,571	24,055
Voyager	13,475	17,678	171,527	184,943
Caravan	16,464	20,324	195,276	206,426
Caravan C/V	622	595	10,680	13,150
Town & Country	298	245	2,891	1,812
Ram 50	755	1,476	11,839	28,967
Raider	0	465	1,092	9,450
Ramcharger	460	1,067	10,346	18,973
Dakota	4,882	6,069	74,812	89,294
Pickups	5,340	7,658	87,978	90,302
Chrysler	**45,478**	**61,116**	**640,371**	**735,184**
Vans	2,310	2,369	35,951	40,534
Safari	2,477	1,891	34,300	31,681
S-15/Sonoma	3,210	4,429	45,869	52,601
S-15 Jimmy	2,490	4,162	36,451	44,850
Jimmy	297	603	4,685	6,723
Suburban	2,023	2,140	24,120	23,651
Pickups	11,607	9,754	141,104	148,661
P Model	195	226	2,610	3,696
W-4	97	133	1,280	1,391
GMC	**24,706**	**25,707**	**326,370**	**353,788**
Wrangler	2,694	2,791	49,893	50,726
Wagoneer	359	451	3,788	6,537
Cherokee	9,589	11,064	124,864	156,118
Grand Wagoneer	334	776	6,164	10,715
Comanche	477	1,231	12,154	25,074
Jeep	**13,453**	**16,313**	**196,863**	**249,170**
Daihatsu	**193**	**185**	**4,354**	**298**
Pickup*	5,201	4,550	48,390	46,976
Amigo	463	538	9,780	6,318
Trooper	2,561	5,281	41,990	50,079
Rodeo	1,196	0	5,660	0
Isuzu	**9,421**	**10,369**	**105,820**	**103,373**
Pickup	3,809	4,636	77,409	78,473
MPV	3,771	3,373	43,147	37,277
Navajo	1,058	0	3,409	0
Mazda	**8,638**	**8,009**	**123,965**	**115,750**
Pickup	2,373	1,823	25,542	23,679
Montero	1,584	2,419	14,942	14,118
Van	18	32	739	910
Mitsubishi	**3,975**	**4,274**	**41,223**	**38,707**
Pickup*	7,549	8,255	132,033	131,359
Pathfinder	3,390	1,770	33,031	17,012
Axxess	354	1,229	7,815	9,776
Van	0	30	62	3,409
Hawaii	129	98	2,721	1,632
Nissan	**11,422**	**11,382**	**175,662**	**163,188**
Range Rover	**525**	**588**	**4,582**	**4,822**
Samuari	314	429	4,865	5,041
Sidekick*	604	622	9,114	19,131
Suzuki	**918**	**1,051**	**13,979**	**24,172**
Pickups	13,609	16,481	181,719	206,604
Previa	3,887	370	42,199	4,702
4 Runner	3,767	4,927	48,453	44,644
Land Cruiser	779	344	6,194	5,091
Van	0	83	232	5,373
Toyota	**22,042**	**22,205**	**278,797**	**268,414**
Volkswagen	**367**	**383**	**5,843**	**5,147**
Imports	**57,561**	**58,486**	**755,625**	**723,671**
Industry Total	**316,471**	**351,416**	**4,581,677**	**4,779,192**

*Includes domestic vehicles

Sales charts compiled by Karen Dutkowski

DOMESTIC CAR SALES, DECEMBER & YTD

	Dec. 21, to Dec. 31, 1990	Same Period, 1989	Dec. 1990	Same Month, 1989	Jan. 1 to Dec. 31, 1990	Same Period, 1989
Summit	202	0	479	0	1,037	0
Talon	924	841	2,077	1,709	28,227	7,145
Premier	172	457	738	1,083	18,172	39,546
Total Eagle	**1,298**	**1,298**	**3,294**	**2,792**	**47,436**	**46,691**
Horizon	37	488	94	1,309	11,937	39,315
Laser	810	1,195	1,743	2,535	40,177	21,098
Sundance	2,748	1,346	5,536	4,134	66,590	84,335
Reliant	0	224	0	859	2,371	32,704
Acclaim	4,496	2,569	10,313	6,653	111,405	92,017
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**8,091**	**5,812**	**17,886**	**15,498**	**231,488**	**271,645**
LeBaron A	554	0	1,277	0	29,911	787
LeBaron J	1,546	2,301	3,255	5,171	57,881	83,965
LeBaron GTS	0	38	0	119	1,544	4,547
Fifth Avenue (rwd)	0	42	0	118	740	11,338
Fifth Avenue (fwd)	1,362	1,327	3,460	2,972	38,495	11,645
Imperial	507	305	1,729	1,449	13,518	2,226
New Yorker C	600	859	1,335	2,254	39,252	73,430
New Yorker E	0	0	0	0	0	237
Total Chrysler	**4,589**	**4,872**	**11,056**	**12,883**	**181,341**	**188,175**
Omni	45	551	103	1,488	11,800	40,185
Shadow	2,739	1,884	5,750	5,807	73,384	82,953
Monaco	168	0	1,017	0	12,818	0
Daytona	605	1,260	1,400	2,872	34,253	64,097
Aries	0	199	0	729	1,915	31,480
Lancer	0	41	0	84	1,081	3,113
Spirit	2,862	2,253	7,903	8,549	61,152	76,558
Diplomat	0	0	0	0	0	2,551
Dynasty	4,573	3,077	10,951	7,794	108,436	109,250
Dodge 600	0	0	0	0	0	808
Total Dodge	**10,992**	**9,265**	**27,124**	**25,323**	**334,839**	**410,995**
CHRYSLER MOTORS	**24,950**	**21,247**	**50,180**	**53,698**	**795,996**	**917,596**
Escort	7,596	7,273	19,032	18,142	286,727	333,535
Mustang	2,539	2,947	6,309	6,860	124,135	161,148
Tempo	6,952	6,657	14,134	15,772	215,290	228,426
Taurus	9,065	10,835	23,325	24,450	313,274	348,061
Thunderbird	2,499	2,547	6,177	5,524	106,124	120,645
Probe	1,444	3,314	3,307	7,493	103,062	133,650
Crown Victoria	4,251	3,576	10,405	7,146	118,017	108,085
Total Ford Div.	**34,346**	**37,149**	**83,689**	**85,387**	**1,266,629**	**1,433,550**
Topaz	2,323	2,522	4,366	5,701	70,753	85,732
Sable	2,636	3,113	6,170	6,919	96,803	110,962
Cougar	2,582	2,172	5,224	4,695	76,313	99,674
Grand Marquis	2,036	3,178	5,553	6,959	101,737	111,575
Total Mercury	**9,577**	**10,985**	**21,315**	**24,274**	**345,606**	**407,943**
Continental	2,908	1,338	5,391	4,389	62,732	56,441
Town Car	6,024	3,906	14,641	9,486	148,689	119,254
Mark VII	366	413	918	1,104	20,239	24,620
Total Lincoln	**9,298**	**5,657**	**20,950**	**14,979**	**231,660**	**200,315**
Total L-M Div.	**18,875**	**16,642**	**42,265**	**39,253**	**577,266**	**608,258**
FORD MOTOR CO.	**53,221**	**53,791**	**124,954**	**124,640**	**1,845,895**	**2,041,808**
Skyhawk	0	78	0	224	827	16,452
Somerset/Skylark	3,715	2,421	6,919	4,729	92,749	63,725
Century	3,508	4,094	7,383	11,050	112,181	134,682
Regal	3,382	1,833	7,593	4,185	90,428	76,003
LeSabre	3,594	4,300	7,557	10,161	150,924	147,321
Reatta	134	56	411	281	6,599	7,905
Electra/Park Ave.	2,784	1,780	5,979	4,652	62,953	77,621
Riviera	485	521	1,111	1,388	20,006	19,208
Total Buick	**17,602**	**15,083**	**36,953**	**36,670**	**536,867**	**542,917**
Cimarron	0	0	0	0	0	225
Allante	164	27	300	146	3,407	3,276
Seville	1,992	907	2,790	2,323	33,228	23,030
DeVille	6,647	4,584	13,240	10,558	168,832	170,459
Brougham	1,441	1,820	2,897	3,968	29,869	39,858
Eldorado	894	675	1,809	1,727	22,832	30,051
Total Cadillac	**11,138**	**8,013**	**21,036**	**18,722**	**258,168**	**266,999**
Geo Metro	2,549	0	8,863	165	52,409	165
Geo Prizm/Nova	2,929	4,153	9,503	11,289	109,631	89,710
Cavalier	6,954	8,485	21,552	22,226	295,123	295,715
Camaro	1,019	1,324	2,771	3,371	77,599	95,469
Celebrity	113	584	249	2,101	28,368	141,796
Corsica/Beretta	4,570	5,915	13,023	14,804	277,176	326,006
Lumina/Monte Carlo	4,616	6,002	14,043	15,842	218,288	111,149
Caprice	3,747	2,535	8,459	6,941	154,067	148,823
Corvette	874	522	1,893	1,631	22,690	23,928
Total Chevrolet	**27,371**	**29,520**	**80,356**	**78,370**	**1,235,351**	**1,232,761**
Firenza	0	0	0	0	0	12
Calais	5,885	2,481	9,393	5,739	103,034	95,254
Cutlass Ciera	3,145	3,332	7,336	7,299	133,446	190,720
Cutlass Supreme	4,621	3,918	8,675	8,316	111,519	99,898
88	4,461	2,911	7,911	7,897	101,143	138,357
98	2,169	1,338	3,810	3,423	48,025	65,671
Toronado	640	831	1,222	1,120	14,614	10,125
Total Oldsmobile	**20,921**	**14,611**	**38,347**	**33,794**	**511,781**	**600,037**
Fiero	0	0	0	0	0	1,961
Sunbird	2,435	3,112	10,370	7,944	123,421	101,991
Firebird	436	849	1,450	2,052	38,580	55,030
Grand Am	4,567	5,275	10,965	13,889	202,149	202,815
Pontiac 6000	597	1,821	2,359	4,068	47,628	67,681
Grand Prix	2,591	2,952	7,591	6,634	116,845	113,216
Bonneville H	2,015	1,845	5,005	5,069	68,686	87,642
Safari/Parisienne	0	136	0	168	0	3,991
Total Pontiac	**12,641**	**15,990**	**37,740**	**39,824**	**597,309**	**634,327**
Total Saturn	**494**	**0**	**1,240**	**0**	**1,881**	**0**
GENERAL MOTORS	**90,167**	**83,217**	**215,672**	**207,380**	**3,141,157**	**3,276,941**
Civic	4,209	5,684	8,103	12,589	187,240	174,364
Accord	7,554	9,101	13,865	19,027	276,878	215,108
HONDA	**11,763**	**14,785**	**21,968**	**31,616**	**464,118**	**389,472**
MX-6	997	1,422	1,738	2,414	28,651	39,310
626	1,601	826	2,992	1,299	44,006	2,274
MAZDA	**2,598**	**2,248**	**4,730**	**3,713**	**72,657**	**41,584**
MITSUBISHI	**1,837**	**2,033**	**3,804**	**3,383**	**49,877**	**32,018**
NISSAN	**4,264**	**1,818**	**8,872**	**4,221**	**109,575**	**103,134**
Corolla	6,218	0	10,835	8,087	135,953	81,201
Camry	10,852	0	17,133	15,231	212,587	131,187
TOYOTA	**17,070**	**13,182**	**27,968**	**23,318**	**348,540**	**212,388**
SUBARU	**1,448**	**0**	**3,992**	**0**	**15,818**	**0**
DOMESTIC TOTAL	**207,318**	**192,301**	**470,529**	**453,989**	**6,842,733**	**7,014,851**
IMPORT TOTAL			**190,294**	**196,196**	**2,452,999**	**2,756,171**
INDUSTRY TOTAL			**656,814**	**648,157**	**9,295,732**	**9,771,022**

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Chrysler battered; sales dive

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

The automotive industry was bruised in 1990, but Chrysler Corp. was battered.

The industry watched new-car sales in the United States fall 4.9 percent while Chrysler saw its car sales plummet 15.6 percent. Industry light-truck sales declined 3.9 percent for the year, but Chrysler light-truck sales nosedived 14.9 percent.

Perhaps worst of all for Chrysler, the company's two most profitable vehicle lines — its minivans and the Jeep Cherokee — took a beating from new competition.

Despite Chrysler's attempt to hold up the Cherokee as a sport-utility legend, Cherokee sales fell 20 percent due to the introduction of the Ford Explorer, the four-door Chevrolet S-10 Blazer and the four-door GMC Jimmy.

The competition that began last year in the four-door sport-utility market is likely to intensify as Japanese manufacturers introduce a new generation of higher-volume products within two to three years. Chrysler will volley back with the 1992 introduction of the more aerodynamic Jeep ZJ sport-utility.

Similarly, sales of Chrysler's top-selling vehicles — the Dodge Caravan/Grand Caravan and Plymouth Voyager/Grand Voyager minivans — fell last year. Total minivan sales, including the Chrysler Town & Country, were off 6.4 percent due to new competition and a model changeover.

None of the company's divisions emerged unscathed in 1990. Dodge car and truck sales plunged 16.9 percent. Plymouth sales dropped 13.6 percent. Eagle sales were off 13.0 percent, and Jeep sales fell 21 percent. Chrysler sales dipped just 4.8 percent.

Chrysler Corp. managed to hold on to third place in U.S. new-car sales by selling 5,955 more units than American Honda Motor Co. Inc. last year, but Chrysler's share of the U.S. car market fell to 9.3 percent, down from 10.4 percent in 1989, and its share of the U.S. truck market dropped to 18.2 percent, down from 20.6 percent a year earlier.

Chrysler had anticipated a drop in market share and volume in 1990 and blamed its weak showing on several factors. They included the decision to end production of the high-volume Dodge Omni/Plymouth Horizon subcompacts in February 1990; reduced fleet sales early in the year; and the purchase of 50,600 fewer units last year from Chrysler's Japanese partner, Mitsubishi Motor Corp.

The only bright spots in Chrysler's 1990 performance were sales of the Plymouth Laser/Eagle Talon sport coupes and Chrysler's bread-and-butter sedans, the Dodge Spirit/Plymouth Acclaim.

Laser/Talon sales climbed 142 percent, to 68,404, due to increased availability at the Chrysler/Mitsubishi Diamond-Star Motors joint-venture plant in Normal, Ill. Spirit/Acclaim sales rose 20.2 percent, to 202,557, boosted by generally favorable product evaluations in the motoring press and a controversial advertising campaign that pitted the sedans against the best-selling Honda Accord.

DOMESTIC CAR MARKET SHARES

	December Sales	Pct. of Total	12 Mos., Sales	Pct. of Total
Subcompact	71,231	15.14	998,363	14.59
Compact	138,625	29.46	2,034,698	29.74
Intermediate	167,414	35.58	2,571,281	37.57
Standard	90,646	19.27	1,205,695	17.62
Specialty	2,604	0.55	32,696	0.48
TOTAL	470,520	100.00	6,842,733	100.00

LIGHT-TRUCK MARKET SHARES

(Domestic and Import)

	December Sales	Pct. of Total	12 Mos., Sales	Pct. of Total
C pickup	72,320	22.85	1,103,416	24.03
FS pickup	80,674	25.49	1,242,514	27.06
Minivan	67,370	21.29	933,630	20.34
FS van	22,170	7.01	382,727	8.34
C sport-utility	62,416	19.72	754,781	16.44
FS sport-utility	11,521	3.64	174,009	3.79
TOTAL	316,471	100.00	4,591,077	100.00

C = Compact, FS = Full-sized

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Dec. 1990	Dec. 1989	Percent Change
Alfa Romeo	307	171	0.0%
Aston Martin*	5	5	0.0%
Am. Honda	49,477	61,808	7.6%
BMW	6,862	4,463	1.1%
Buick	36,953	36,670	5.7%
Cadillac	21,036	18,722	3.2%
Chevrolet	85,691	86,272	13.2%
Chrysler	11,213	12,785	1.7%
Daihatsu	564	1,215	0.1%
Dodge	29,912	27,025	4.6%
Eagle	4,042	3,631	0.6%
Ferrari*	80	80	0.0%
Ford	85,077	89,490	13.1%
Hyundai	13,033	10,548	2.0%
Isuzu	662	577	0.1%
Jaguar	2,204	1,879	0.3%
Lamborghini*	13	13	0.0%
Lincoln	20,950	14,979	3.2%
Lotus*	27	27	0.0%
Maserati*	20	20	0.0%
Mazda	14,194	17,118	2.2%
Mercedes	9,158	7,113	1.4%
Mercury	25,898	26,259	4.0%
Mitsubishi	10,481	11,779	1.6%
Nissan Motor	29,962	26,144	4.6%
Oldsmobile	38,347	33,794	5.9%
Peugeot	346	474	0.1%
Plymouth	19,075	17,126	2.9%
Pontiac	39,530	40,741	6.1%
Porsche	801	858	0.1%
Rolls/Bentley*	100	100	0.0%
Saab	2,147	1,444	0.3%
Saturn	1,240	0	0.2%
Sterling	307	381	0.0%
Subaru	8,968	7,646	1.4%
Suzuki	279	306	0.0%
Toyota Motor	66,576	62,110	10.2%
Volvo	5,960	5,898	0.9%
VWoA	9,067	10,038	1.4%
Yugo	250	628	0.0%
TOTAL	658,814	648,157	100.0%
GM	222,767	218,199	34.0%
FORD	131,925	136,768	20.3%
CHRYSLER	64,242	68,987	9.9%
JAPANESE	181,183	186,793	27.8%
EUROPEAN	37,854	33,372	5.8%
KOREAN	13,833	18,548	2.8%

Ford suffers; sales, market share plunge

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

After picking up 4.2 points of car market share in the late 1980s, Ford Motor Co. met 1990 by losing 1.4 points.

Market share dipped to 20.9 percent from 22.3. Car sales totaled 1,943,603, a drop of 10.76 percent from 2,177,866 in 1989.

Only three car lines — Ford Crown Victoria and Lincoln Town Car and Continental — posted gains in 1990.

Ford Division sold 1,321,149 cars in 1990, down 12.09 percent from 1,502,878 in 1989. Lincoln-Mercury sold 622,454 cars in 1990, down 7.78 percent from 674,988 in 1989.

Though 1990 was tough for Ford and Mercury car sales, Ford managed to pick up 0.6 of a point in truck market penetration. Ford Division sold 1,373,493 light trucks in 1990, down 2.03 percent from 1,401,994 in 1989. Ford's truck share was 29.9 percent in 1990, up from 29.3 percent in 1989.

Ford also lost much of its lead over Chevrolet in total light-vehicle sales. In 1989, Ford beat Chevrolet by 246,605 combined car and light-truck sales. In 1990, Ford's lead over Chevrolet was only 87,541.

Chevrolet regained the lead in car sales, although Ford increased its light-truck advantage. Ford beat Chevrolet by 130,488 light trucks in 1990, up from 92,157 trucks in 1989. It was the fifth year in a row that Ford topped Chevrolet in truck sales.

All Ford truck lines showed sales declines except for the combined Bronco II and Explorer, which soared 66.76 percent over 1989's Bronco II total. Explorer replaced the Bronco II when it was introduced in March 1990.

On the car side, the biggest sales losses occurred in the automaker's small and specialty lineups.

A redesigned Escort debuted in April 1990, but Escort sales dropped 13.43 percent for the year, due in part to production changeover.

The redesigned Mercury Tracer, Escort's counterpart, arrived in June. Tracer sales were down 40.49 percent for the year.

Ford said the 23 percent decline in Mustang sales was related to a large fleet order for Mustangs from a daily rental company in 1989.

Festiva sales declined 24.24 percent, and Probe sales were off 23 percent in 1990.

Ford and Mercury mid-sized cars also suffered:

- Thunderbird sales were off 12.04 percent
- Cougar declined 23.44 percent
- Taurus dropped 10 percent
- Sabie dropped 12.76 percent.

Another small contributor to Ford's overall car sales decline in 1990 was the elimination of the European-built Merkur cars.

Ford sold only 2,622 leftover Scorpio and XR4Ti models in 1990, down from 8,765 in 1989.

REVISED U.S. CAR AND LIGHT-TRUCK SALES, 12 MONTHS — 1990 vs. 1989 (ranked by total vehicle sales)

Make	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Share Change (Points)	Sales Change (Percent)
Ford	1,321,149	1,502,878	14.2	15.4	1,373,493	1,401,994	29.9	29.3	2,694,642	2,904,872	19.4	20.0	-0.6	-7.2
Chevrolet	1,364,096	1,348,265	14.7	13.8	1,243,005	1,309,837	27.1	27.4	2,607,101	2,658,102	18.8	18.3	0.5	-1.9
Toyota	715,674	660,637	7.7	6.8	278,797	268,414	6.1	5.6	994,471	929,051	7.2	6.4	0.8	7.0
Dodge	361,689	447,688	3.9	4.6	465,953	548,429	10.1	11.5	827,642	996,117	6.0	6.8	-0.8	-16.9
Honda	716,495	641,041	7.7	6.6	—	—	—	—	716,495	641,041	5.2	4.4	0.8	11.8
Pontiac	636,390	678,968	6.8	6.9	29,875	3,226	0.7	0.1	666,265	682,194	4.8	4.7	0.1	-2.3
Nissan	421,981	498,505	4.5	5.1	175,662	163,188	3.8	3.4	597,643	661,693	4.3	4.5	-0.2	-9.7
Oldsmobile	511,781	600,037	5.5	6.1	26,075	2,122	0.6	0.0	537,856	602,159	3.9	4.1	-0.4	-10.7
Buick	536,667	542,917	5.8	5.6	—	—	—	—	536,667	542,917	3.9	3.7	0.2	-1.2
Plymouth	252,964	306,161	2.7	3.1	171,527	184,943	3.7	3.9	424,491	491,104	3.1	3.4	-0.3	-13.6
Mercury	390,794	474,673	4.2	4.9	—	—	—	—	390,794	474,673	2.8	3.3	-0.5	-17.7
Mazda	225,712	226,167	2.4	2.3	123,965	115,750	2.7	2.4	349,677	341,917	2.5	2.3	0.2	2.3
GMC	—	—	—	—	326,370	353,788	7.1	7.4	326,370	353,788	2.4	2.4	0.0	-7.7
Cadillac	258,168	266,899	2.8	2.7	—	—	—	—	258,168	266,899	1.9	1.8	0.1	-3.3
Lincoln	231,660	200,315	2.5	2.1	—	—	—	—	231,660	200,315	1.7	1.4	0.3	15.6
Jeep	—	—	—	—	196,863	249,170	4.3	5.2	196,863	249,170	1.4	1.7	-0.3	-21.0
Mitsubishi	149,507	111,769	1.6	1.1	41,223	38,707	0.9	0.8	190,730	150,476	1.4	1.0	0.4	26.8
Chrysler	185,535	196,125	2.0	2.0	2,891	1,812	0.1	0.0	188,426	197,937	1.4	1.4	0.0	-4.8
Acura	138,384	142,061	1.5	1.5	—	—	—	—	138,384	142,061	1.0	1.0	0.0	-2.6
Hyundai	137,448	183,261	1.5	1.9	—	—	—	—	137,448	183,261	1.0	1.3	-0.3	-25.0
Volkswagen	129,705	128,503	1.4	1.3	6,643	5,147	0.1	0.1	136,348	133,650	1.0	0.9	0.1	2.0
Isuzu	5,837	16,296	0.1	0.2	105,820	103,373	2.3	2.2	111,657	119,669	0.8	0.8	0.0	-6.7
Subaru	108,547	136,112	1.2	1.4	—	—	—	—	108,547	136,112	0.8	0.9	-0.1	-20.3
Volvo	89,894	102,580	1.0	1.0	—	—	—	—	89,894	102,580	0.6	0.7	-0.1	-12.4
Mercedes-Benz	78,375	75,714	0.8	0.8	—	—	—	—	78,375	75,714	0.6	0.5	0.1	3.5
BMW	63,646	64,881	0.7	0.7	—	—	—	—	63,646	64,881	0.5	0.4	0.0	-1.9
Lexus	63,534	16,302	0.7	0.2	—	—	—	—	63,534	16,302	0.5	0.1	0.4	289.7
Eagle	60,646	69,719	0.7	0.7	—	—	—	—	60,646	69,719	0.4	0.5	-0.1	-13.0
Saab	26,397	31,576	0.3	0.3	—	—	—	—	26,397	31,576	0.2	0.2	0.0	-16.4
Infiniti	23,960	1,759	0.3	0.0	—	—	—	—	23,960	1,759	0.2	0.0	0.2	1262.1
Audi	21,106	21,283	0.2	0.2	—	—	—	—	21,106	21,283	0.2	0.1	0.1	-0.8
Suzuki	6,525	6,008	0.1	0.1	13,979	24,172	0.3	0.5	20,504	30,180	0.1	0.2	-0.1	-32.1
Jaguar	18,728	18,967	0.2	0.2	—	—	—	—	18,728	18,967	0.1	0.1	0.0	-1.3
Daihatsu	10,630	15,111	0.1	0.2	4,354	298	0.1	0.0	14,984	15,409	0.1	0.1	0.0	-2.8
Porsche	9,139	9,476	0.1	0.1	—	—	—	—	9,139	9,476	0.1	0.1	0.0	-3.6
Yugo	6,359	10,576	0.1	0.1	—	—	—	—	6,359	10,576	0.0	0.1	0.0	-39.9
Range Rover	—	—	—	—	4,582	4,822	0.1	0.1	4,582	4,822	0.0	0.0	0.0	-5.0
Peugeot	4,292	6,095	0.0	0.1	—	—	—	—	4,292	6,095	0.0	0.0	0.0	-29.6
Sterling	4,015	5,907	0.0	0.1	—	—	—	—	4,015	5,907	0.0	0.0	0.0	-32.0
Alfa Romeo	3,482	2,850	0.0	0.0	—	—	—	—	3,482	2,850	0.0	0.0	0.0	22.2
Saturn	1,881	0	0.0	0.0	—	—	—	—	1,881	0	0.0	0.0	0.0	—
Rolls/Bentley*	1,200	1,200	0.0	0.0	—	—	—	—	1,200	1,200	0.0	0.0	0.0	0.0
Ferrari*	960	960	0.0	0.0	—	—	—	—	960	960	0.0	0.0	0.0	0.0
Lotus*	324	324	0.0	0.0	—	—	—	—	324	324	0.0	0.0	0.0	0.0
Maserati*	240	240	0.0	0.0	—	—	—	—	240	240	0.0	0.0	0.0	0.0
Lamborghini*	156	156	0.0	0.0	—	—	—	—	156	156	0.0	0.0	0.0	0.0
Aston Martin*	60	60	0.0	0.0	—	—	—	—	60	60	0.0	0.0	0.0	0.0
TOTAL	**9,295,732**	**9,771,022**	**100.0**	**100.0**	**4,591,077**	**4,779,192**	**100.0**	**100.0**	**13,886,809**	**14,550,214**	**100.0**	**100.0**	**0.0**	**-4.6**
TOTAL BIG 3	**6,113,420**	**6,634,645**	**65.8**	**67.9**	**3,836,052**	**4,055,321**	**83.6**	**84.9**	**9,949,472**	**10,689,966**	**71.6**	**73.5**	**-1.9**	**-6.9**
TOTAL JAPAN	**2,586,786**	**2,471,768**	**27.8**	**25.3**	**743,800**	**713,902**	**16.2**	**14.9**	**3,330,586**	**3,185,670**	**24.0**	**21.9**	**2.1**	**4.5**
TOTAL EUROPE	**458,078**	**481,348**	**4.9**	**4.9**	**11,225**	**9,969**	**0.2**	**0.2**	**469,303**	**491,317**	**3.4**	**3.4**	**0.0**	**-4.5**
GM	3,308,983	3,437,086	35.6	35.2	1,625,325	1,668,973	35.4	34.9	4,934,308	5,106,059	35.5	35.1	0.4	-3.4
Ford	1,943,603	2,177,866	20.9	22.3	1,373,493	1,401,994	29.9	29.3	3,317,096	3,579,860	23.9	24.6	-0.7	-7.3
Chrysler	860,834	1,019,693	9.3	10.4	837,234	984,354	18.2	20.6	1,698,068	2,004,047	12.2	13.8	-1.6	-15.3
Toyota/Lexus	779,208	676,939	8.4	6.9	278,797	268,414	6.1	5.6	1,058,005	945,353	7.6	6.5	1.1	11.9
Honda/Acura	854,879	783,102	9.2	8.0	0	0	0.0	0.0	854,879	783,102	6.2	5.4	0.8	9.2
Nissan/Infiniti	445,941	500,264	4.8	5.1	175,662	163,188	3.8	3.4	621,603	663,452	4.5	4.6	-0.1	-6.3
VW/Audi	150,811	149,786	1.6	1.5	6,643	5,147	0.1	0.1	157,454	154,933	1.1	1.1	0.1	1.6

*Estimate

GM market share inches upward

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors' rise in U.S. light vehicle market share last year was led by something old, something bold and something cold.

GM's 1990 share was 35.5 percent, up from 35.1 in 1989.

Chevrolet, Pontiac, Buick and Cadillac increased their shares of the U.S. light-vehicle market, despite small sales dips.

The solid performers in the something-old category were the N-cars — Pontiac Grand Am, Oldsmobile Cutlass Calais and Buick Skylark, all due for replacement in the 1992 model year.

Chevrolet provided the "bold" with its marketing of the Geo line of Japanese-created vehicles. Sales of the four Geo vehicles were up 49.9 percent from 1989.

The GM10, or W platform, intermediates — Chevrolet Lumina, Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal — all showed sales increases after starting life as cold sellers.

GM's aged H-sedans — Pontiac Bonneville, Buick LeSabre and Oldsmobile 88 — showed that a reputation for quality counts. LeSabre sales rose 4.6 percent on the strength of positive J.D. Power survey results. The other two cars dropped more than 20 percent.

The E-cars, Oldsmobile Toronado and Buick Riviera, gained sales in 1990. Of the high-volume J-cars, Pontiac Sunbird was up 21 percent and Chevrolet Cavalier held firm.

Sales were dismal for GM's aging A-cars. Pontiac 6000 (down 29.6 percent), Oldsmobile Cutlass Ciera (down 30 percent) and Buick Century (down 16.7 percent).

Cadillac saw a 44.3 percent increase in Seville, despite its looming replacement next fall.

Allante was up 4 percent, while DeVille and Fleetwood were down just 1 percent from 1989.

GM suffered double-digit percentage drops with the Chevrolet Camaro and Pontiac Firebird, Chevrolet Corsica-Beretta and Pontiac LeMans.

Chevrolet's light-truck share dropped from 27.4 percent to 27.1. Only the Geo Tracker and Chevrolet Lumina APV gained sales.

GMC's light-truck share fell from 7.4 to 7.1 percent. Only the Safari minivan and Suburban utility avoided sales drops.

Asian makers win 29% of U.S. car market

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — As a group, Asian automakers again bucked the industry's downward sales trend and posted a 2.9 percent increase for 1990.

The figures include North American-built vehicles sold by the Asian firms, but they do not include captive imports sold by domestic automakers.

In 1990, the nine Japanese import companies and one Korean firm held 29.3 percent of the U.S. car market and 24.9 percent of the total car and truck market. That was up from 27.1 percent and 23.1 percent in 1989.

Toyota Motor Sales U.S.A. Inc. and American Honda Motor Co. Inc. were the big volume gainers. Mitsubishi Motor Sales of America Inc. scored the biggest percentage increase, 26.8 percent.

Nissan Motor Corp. in U.S.A., Mazda Motor of America Inc., American Isuzu Motors Inc., American Suzuki Motor Co., and Daihatsu America Inc. posted mixed results. Nissan, Mazda, Isuzu and Daihatsu sold more trucks in 1990 than they did in 1989, but each fell behind in cars. Suzuki beat year-ago car sales but lost ground in trucks.

With 63,534 Lexus sales, Toyota Motor Sales topped 1 million sales for the second time. And Toyota Division overtook Dodge Division as the third biggest marketer of cars and trucks.

Honda's Accord was again the best selling car in the United States.

Nissan had a tough year. Truck sales rose but not enough to offset a 15.3 percent drop in Nissan-badged car sales. Its new Infiniti unit sold 23,960 cars.

Mazda had a 2.3 percent gain, with cars down and trucks up.

Sales continued to decline sharply for Hyundai Motor America — down 25 percent in 1990.

Isuzu introduced the Rodeo sport-utility and continued to gain in trucks. But a big decline in car sales brought its overall sales down 6.7 percent. Subaru sales fell 20.3 percent; Suzuki was off 32.1 percent; and Daihatsu dropped 2.8 percent.

VW, Mercedes rise, but Europeans slide

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Sales of European imports fell 4.5 percent in 1990 to 469,303 units as only two major importers — Volkswagen and Mercedes-Benz — reported improvement over 1989.

Volkswagen United States Inc., the U.S. volume leader among European importers, posted a 2.0 percent increase for the year on sales of 136,348 units, with increases in both cars and vans. It was VW's first year-to-year gain since 1985.

Volvo Cars of North America, sputtered to 89,894, a 12.4 percent decline. Halfway through 1990, Volvo's volume had been down about 7.1 percent.

Despite a strong December, Saab Cars USA fell 16.4 percent to 26,397 for 1990, after a dip of about 18 percent the year before.

Mercedes-Benz of North America Inc., BMW of North America Inc. and Jaguar Cars Inc. also reported strong sales in December sales as buyers moved to beat the Jan. 1 luxury tax.

Mercedes posted 1990 sales of 78,375, a 3.5 percent improvement over 1989 and its first year-to-year increase since 1986.

BMW sold 63,646 cars in 1990, down 1.9 percent. Through November, BMW's sales had been down 6.0 percent. Jaguar volume fell 1.3 percent for the year to 18,728, after being down 3.3 percent through November.

Audi of America Inc., which had had been ahead of 1989 through November, ended up with 21,106, down 177 units for the year.

Porsche Cars North America Inc. declined 3.6 percent to 9,139 for 1990 after posting a 12.7 percent gain in the first half.

Among the smaller importers, Alfa Romeo Distributors of North America was up 22.2 percent. Its 1990 sales of 3,482 cars were helped by the debut of the 164.

Range Rover of North America Inc. sold 4,582 luxury sport-utilities in 1990, down 5.0 percent.

Sales were particularly poor for other small importers.

Peugeot Motors of America fell 29.6 percent; Sterling Motor Cars dropped 32.0 percent; and Yugo America plunged 39.9 percent.

IMPORTED CAR SALES, DECEMBER & YTD

	Dec. 1990	Dec. 1989	12 Mos. 1990	12 Mos. 1989
Acura	9,963	9,857	138,384	142,061
Alfa Romeo	307	171	3,482	2,850
Aston Martin*	5	5	60	60
Audi	1,349	1,890	21,106	21,283
BMW	6,862	4,463	63,646	64,881
Chevrolet/Geo	5,335	7,902	128,745	115,504
Chrysler	157	702	4,194	7,950
Daihatsu	564	1,215	10,630	15,111
Dodge	2,788	1,702	26,850	36,693
Eagle	748	839	13,210	23,028
Ferrari*	80	80	960	960
Ford	2,388	4,103	52,520	69,328
Honda	17,546	20,335	252,377	251,569
Hyundai	13,033	10,548	137,448	183,261
Infiniti	3,078	1,759	23,960	1,759
Isuzu	662	577	5,837	16,296
Jaguar	2,204	1,879	18,728	18,967
Lamborghini*	13	13	156	156
Lexus	6,743	4,545	63,534	16,302
Lotus*	27	27	324	324
Maserati*	20	20	240	240
Mazda	9,464	13,405	153,055	184,583
Mercedes-Benz	9,158	7,113	78,375	75,714
Mercury/Merkur	4,583	2,025	45,188	66,730
Mitsubishi	6,657	8,396	99,630	79,751
Nissan	18,212	20,164	312,406	395,371
Peugeot	346	474	4,292	6,095
Plymouth	1,389	1,636	21,484	34,516
Pontiac	1,790	917	39,081	44,641
Porsche	801	658	9,139	9,476
Rolls/Bentley*	100	100	1,200	1,200
Saab	2,147	1,444	26,397	31,576
Sterling	307	361	4,015	5,907
Subaru	5,396	7,646	92,729	136,112
Suzuki	279	306	6,525	6,008
Toyota	31,865	34,247	367,134	448,249
Volkswagen	7,718	8,148	129,705	128,503
Volvo	5,960	5,898	89,894	102,580
Yugo	250	628	6,359	10,576
TOTAL	**186,294**	**186,186**	**2,452,909**	**2,756,171**

*Estimate

DOMESTIC CARS, DAYS' SUPPLIES

	Jan. 1 1991	Dec. 1 1990	Jan. 1 1990
Summit	180	165	—
Talon	127	107	70
Premier	130	71	247
Total Eagle	**135**	**104**	**139**
Horizon	134	135	161
Laser	212	157	145
Sundance	94	93	92
Reliant	—	—	69
Acclaim	63	68	94
Total Plymouth	**88**	**87**	**106**
LeBaron A	187	170	—
LeBaron J	102	111	122
LeBaron GTS	—	—	324
Fifth Avenue (rwd)	—	—	157
Fifth Avenue (fwd)	90	89	105
Imperial	59	86	50
New Yorker C	126	116	141
Total Chrysler	**104**	**110**	**115**
Omni	136	139	142
Shadow	102	88	66
Monaco	35	42	—
Daytona	217	156	150
Aries	—	—	66
Lancer	—	—	322
Spirit	77	82	85
Dynasty	41	45	60
Total Dodge	**73**	**73**	**84**
CHRYSLER MOTORS	**87**	**86**	**100**
Escort	99	93	137
Mustang	111	68	123
Tempo	65	99	85
Taurus	59	73	62
Thunderbird	97	77	134
Probe	233	208	157
Crown Victoria	39	60	85
Total Ford Div.	**80**	**85**	**102**
Topaz	76	117	100
Sable	73	73	86
Cougar	75	93	122
Grand Marquis	118	101	87
Total Mercury	**86**	**93**	**96**
Continental	31	37	64
Town Car	23	49	56
Mark VII	74	102	125
Total Lincoln	**27**	**47**	**64**
Total L-M Div.	**57**	**72**	**84**
FORD MOTOR CO.	**72**	**81**	**96**
Skyhawk	—	—	92
Somerset/Skylark	70	93	105
Century	63	65	79
Regal	91	85	145
LeSabre	108	87	84
Reatta	73	84	205
Electra/Park Ave.	79	66	122
Riviera	144	131	97
Total Buick	**84**	**80**	**98**
Allante	100	125	189
Seville	59	107	57
DeVille	52	63	96
Brougham	79	50	57
Eldorado	76	78	97
Total Cadillac	**59**	**66**	**84**
Geo Prizm/Nova	54	82	75
Cavalier	82	75	70
Camaro	170	116	211
Celebrity	60	76	119
Corsica/Beretta	102	100	158
Lumina/Monte Carlo	82	97	101
Caprice	120	174	77
Corvette	53	87	94
Total Chevrolet	**79**	**95**	**102**
Calais	47	80	96
Cutlass Ciera	67	75	111
Cutlass Supreme	56	72	133
88	80	126	105
98	53	71	115
Toronado	65	109	75
Total Oldsmobile	**61**	**85**	**112**
Sunbird	60	68	75
Firebird	233	185	188
Grand Am	92	88	80
Pontiac 6000	74	97	85
Grand Prix	78	101	143
Bonneville H	86	97	99
Total Pontiac	**84**	**92**	**98**
Total Saturn	**24**	**59**	—
GENERAL MOTORS	**75**	**84**	**101**
HONDA	**70**	**30**	**32**
MAZDA	**99**	**98**	**110**
MITSUBISHI	**124**	**117**	**77**
NISSAN	**62**	**57**	**215**
TOYOTA	**27**	**32**	**32**
SUBARU	**125**	**169**	—
DOMESTIC TOTAL	**74**	**77**	**92**
Subcompact	**60**	**51**	**63**
Compact	**86**	**94**	**75**
Intermediate	**78**	**80**	**107**
Standard	**99**	**83**	**87**
Specialty	**81**	**91**	**116**

Car inventory off slightly in Dec.

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Domestic and overseas automakers reported a slight decline in new-car inventories in December, largely due to holiday plant closings and decreased production at U.S. auto plants.

Despite a lower daily selling rate in December compared to November, combined stocks of domestically produced and imported cars decreased to 1,942,913 on Jan. 1, compared to 2,005,207 on Dec. 1. The days' supply dropped to 75 days on Jan. 1 from 76 days on Dec. 1.

Stocks dropped for cars produced in the United States but increased for imports.

The number of unsold domestic cars was 1,386,181 on Jan. 1 for a 74-day supply. A month earlier, domestic inventories were at a 77-day supply with 1,471,897 cars waiting to be bought. Import inventories increased to a 77-day supply on Jan. 1, compared with 74 days in December. The number of unsold imports was 556,732, compared with 533,310 Dec. 1.

Among domestic automakers, Toyota Motor Sales U.S.A. Inc. reported the lowest days' supply — 24 — down from a 37-day supply on Dec. 1. General Motors and Ford Motor Co. lowered their stocks, but Chrysler Corp.'s inventories bulged from an 85-day to a 92-day supply.

The number of unsold American Honda Motor Co. Inc. cars swelled from a 29-day supply on Dec. 1 to a 61-day supply Jan. 1.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Jan. 1 1991	Dec. 1 1990	Jan. 1 1990
Car			
Chevrolet	207	168	156
Chrysler Motors	185	126	158
Dodge	82	70	-
Acura	65	63	77
Daihatsu	57	60	58
Honda	50	27	39
Infiniti	40	46	-
Isuzu	569	430	67
Lexus	14	13	30
Mazda	72	52	62
Mitsubishi	73	109	169
Nissan	101	92	135
Subaru	71	72	102
Suzuki†	155	150	501
Toyota	37	41	55
JAPAN	**67**	**63**	**86**
Audi	174	183	154
BMW	103	81	87
Mercedes-Benz	26	40	32
Mercury	133	105	92
Porsche	63	77	95
Volkswagen	178	152	129
GERMANY	**105**	**102**	**91**
Alfa Romeo	144	184	109
Ford	167	112	116
Hyundai†	83	78	67
Jaguar	27	60	45
Peugeot	81	84	90
Pontiac	70	112	139
Eagle/Chrysler	36	186	88
Saab	53	79	83
Sterling	60	62	72
Volvo	118	134	97
Yugo	11	59	130
Other Countries	**88**	**96**	**85**
Total Import Cars	**77**	**74**	**86**
Truck			
Daihatsu	52	39	32
Geo Tracker	122	90	202
Isuzu*	118	129	76
Mazda*	93	67	88
Mitsubishi	41	48	87
Nissan*	103	70	57
Range Rover	65	73	34
Suzuki†	170	165	229
Toyota	34	35	42
Dodge	77	54	129
Total Imp. Trucks	**75**	**67**	**71**
Total Imp. Vehicles	**77**	**72**	**83**

*Includes domestic vehicles
†Estimated

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 6.7 percent		
Chrysler Corp. (1991)		
Chrysler	$500	3/31
Dodge cars	$500	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-500	3/31
Jeep	$700	3/31
Plymouth	$400-500	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 6.7 percent		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	1/31
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Other trucks	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Jaguar (1990-91) (all except '91 XJ6)	$5,000 for owners of '88 Jaguars	1/31
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$1,000-1,250 plus free trim package	2/28
MPV	$886-1,246 discount on option packages	2/28
Subaru		
XT (1989-91)	$2,000	5/2
Justy (1990-91)	$500	2/12
Loyale (1991)	$300-$1,050	2/12
Toyota (1991)		
Celica GT, 4Runner	$800 discount on option packages	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990-91)		
Jeep Cherokee	$250	1/31
Grand Wagoneer	$2,000	1/31
Minivans (1991) (without air bags)	$500	1/31
Cars	$250-1,000, quota	1/31
Ramcharger, Ram D-W pickups	$1,000	1/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	1/31
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$3,000	2/4
Chevrolet C1500	$500	4/7
Audi (1990)		
100 Series	$3,000	1/31
Honda (1991)		
Accord	$300	3/31
Hyundai (1990)		
Excel	$1,000-1,500	4/3
Sonata	$2,000	4/3
Hyundai (1991)		
Sonata	$100-500, based on sales	4/3
Isuzu		
Impulse (1990)	$1,500	2/15
Trooper (90-91)	$1,300-1,700, quota	3/31
Pickup (1991)	$600-1,500, quota	3/31
Mitsubishi (1990-91)		
Cars	0-$2,000, quota	2/28
Trucks	0-$1,500 quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1989)		
405	$2,500-3,500	None
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1985-91)		
Corolla	$300-700, quota	2/4
Camry	$500-900, quota	2/4
Pickup	$200-900, quota	2/4
Volkswagen (1990)		
Cars	$500-1,500	None

Incentives just keep on growing

Six makers announce programs; even Honda gets into the act

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

The parade of consumer and dealer incentives continued last week with the announcements of new programs by six makers.

In one of its rare incentive programs, American Honda Motor Co. Inc. is offering a $300 per unit payback to dealers on all 1991 Accord models except the Special Edition and station wagon. The program runs through March 31.

Extended and/or revised incentives were announced last week by General Motors, Chrysler Corp., Hyundai Motor America, Mitsubishi Motor Sales of America Inc. amd Subaru of America Inc.

Buick, Oldsmobile, Pontiac and Chevrolet revised and extended their consumer incentive programs through April 7 on most 1990 and 1991 models, while Cadillac extended its current program through March 31.

Some GM divisions eliminated or cut rebates on some high-volume models and those whose inventories have been trimmed by incentives.

Chevrolet eliminated rebates on 1990-91 Geo Tracker, Camaro and Corsica; reduced rebates on the 1990 Geo Prizm by $500, Geo Storm by $300, Beretta by $250 and Cavalier by $100; but raised the payment $250 on the 1990 Lumina and 1991 Caprice.

Pontiac cut rebates $350 to $600 on most 1990 and 1991 models, while Oldsmobile slashed payments $500 to $1,500 on some 1990 models and $250 on the 1991 Cutlass Ciera. Buick cut the Reatta rebate $1,000.

Cadillac's customer incentive program pays dealers $1,200 on 1990 DeVille, Eldorado, Seville, Fleetwood and Brougham and $1,500 on the 1991 Brougham.

Buick's rebates, which are based on the option package selected, range from $250 to $1,000 on 1990s and 1991s. It is $2,000 on Reatta.

In lieu of a rebate, Buick, Oldsmobile, Pontiac and Chevrolet buyers may select cut-rate loans.

At Oldsmobile, rebates on 1990 models are $750 on the Cutlass Ciera and Silhouette, $1,000 on the Cutlass Calais, Cutlass Supreme, 88 and 98 and $1,250 on Toronado.

Rebates on 1991 models are $500 on Cutlass Ciera and Silhouette; $750 on Cutlass Calais, Cutlass Supreme and 88; $1,000 on Toronado.

Pontiac rebates on 1990s are $400 on LeMans, Firebird and Grand AM and $1,000 on Grand Prix and Bonneville. Rebates on 1991s are $400 on LeMans, $600 on Grand Prix and Bonneville and $750 on Grand Am.

Geo rebates on 1990 and 1991 models are $300 on the Metro, $500 on the Prizm and $800 on Storm.

Chevrolet consumer rebates on 1990s and 1991s are $400 on Cavalier, $500 on Beretta and $750 on Lumina. The 1991 Caprice has a $750 rebate.

Chevrolet also is offering $3,000 rebates to dealers on 1990 and 1991 Corvettes through Feb. 4.

Buyer rebates on 1990 and 1991 Chevrolet trucks are $500 on Astro and Lumina APV and $500 to $1,500 on others.

Chrysler Corp. announced a consumer incentive program on 1989, 1990 and 1991 models. It ends March 31. Cut-rate financing is offered instead of the rebates.

All 1989-90 minivans carry a $1,000 rebate. Top rebate on 1989 and 1990 models is $2,500 on Dodge Raider. Payments on other 1989-90 Dodge trucks and Jeeps range from $500 to $2,000.

The rebates are $1,500 on 1989-90 Dodge Monaco and Eagle Premier. Other 1989-90 cars are in the $500-to-$1,000 range.

Rebates on the corporation's 1991 models are $1,500 on Dodge R/W pickup (excluding diesel); $1,000 on Dodge Dakota pickup, Ram van and wagon and Ramcharger; and $700 on Jeep Comanche and Cherokee.

Also, $500 on all minivans; Dodge Monaco, Dynasty, Spirit and Shadow (excluding America and convertible); Chrysler Imperial, New Yorker Fifth Avenue, New Yorker Salon and LeBaron sedan; Plymouth Acclaim and Sundance (Except America); and Eagle Premier.

Chrysler also is offering a $400 rebate on the 1991 Plymouth Laser and Eagle Talon and a $300 rebate on the Dodge Ram 50 pickups.

Mitsubishi announced a quota-type incentive program for 1990 and 1991 Galant, Eclipse, Mirage, Montero and two-wheel-drive and 4wd pickups that pays $1,000 per unit for 26 to 50 percent of quota and $1,500 per unit for 51 percent or more. It also pays the dealer a bonus of $500 per unit retroactive to the first when combined Galant and Eclipse sales reach 25. The program ends Feb. 28.

Hyundai has dealer and consumer programs that run through April 3.

Under the consumer phase, rebates on are $500 to $1,000 on 1991 Excels and $750 to $1,575 on 1991 Sonatas.

Hyundai's dealer program includes a quota-type plan with rebates of $100 to $500 on 1991 Sonatas, per-unit payments of $1,000 to $1,500 on 1990 Excels and $2,000 on all 1990 Sonatas.

Subaru also has consumer and dealer incentives on 1990 and 1991 models. Consumer cashbacks are $500 on 1990 and 1991 Justys and $300 to $1,050 on 1991 Loyales.

Subaru dealer rebates are $700 to $900 in a quota-type plan on 1991 Legacys, $1,500 on 1990 Legacys without anti-lock brakes and $2,000 for models with ABS.

The 1990 Loyales bring $800 to $1,500 per unit. The rebates end Feb. 12.

BERTONE

FROM PAGE 1

firm, the Emotion has been dropped while being loaded onto a truck at Detroit Metro Airport.

According to Bertone officials, a "frantic" search began to find someone capable of patching the car back together.

But the search was complicated by the fact that the car is plaster — an old-world European styling medium. Most Japanese and American studios turned to wood, clay or fiberglass years ago.

The search quickly focused on General Motors.

"I got a call Friday morning stating that the plaster car had been damaged, and that it had to be back by Monday morning," said Dan Sullivan, executive in charge of prototype and process engineering. "I said send it over, but I hadn't worked on plaster in 36 years."

Working through the weekend on the unfamiliar material, however, Sullivan and his prototype team at GM's Design Center had the Emotion back on the stand at Cobo Center Monday morning, as promised.

One potential snag — matching the car's British racing-green paint — was solved when the Bertone factory shipped some by air.

"We thought it was going to be a big problem because of the time constraint," Panicco said. "But GM saved the car."

AUTOMOTIVE NEWS/JOE WILSDENS

Bertone's two-seat mid-engine concept car, the Emotion, is the designer's interpretation of the Lotus Esprit. The car is 162.4 inches long, 74 inches wide and has a 98-inch wheelbase.

Later, standing in front of his restored showpiece at Monday's debut, tears streaming down his face, Bertone said the same.

"GM saved this car," he said through an interpreter. "Without them, I could not have introduced it to Detroit."

The two-seat, mid-engine sports car drew rave reviews from most automotive journalists at its unveiling last Monday. Low, compact yet powerful, new but not bizarre, most in that first-day press crowd agreed that the Emotion model represented a *logical* extension of the Lotus pedigree.

Another Bertone score. *A triumph.*

"Bertone wanted to start a new trend, as well as express something with originality," said Paulo Caccamo, another Bertone assistant. "He thought that by displaying the model in Detroit, it would receive the recognition it deserved."

Not many noticed the scars around the wheel wells.

Bertone is exhibiting some other significant models at Detroit: His Nivola, powered by a Chevrolet Corvette engine; a GM-Opel convertible; the Citroen XM; and the Genesis, a van powered by a V-12 Lamborghini engine.

IRAQ

FROM PAGE 1

Ford Chairman Harold Poling said it had banned employees from flying commercial overseas flights this week. The company had also increased security at offices around the world.

Chrysler Corp. is advising employees not to travel to the Middle East but has no ban on trans-Atlantic trips.

GM said it was taking precautions over international travel but would not disclose details. It did fly a group of 60 European journalists back home from the Detroit show a day early "in the interest of safety," a spokesman said.

No matter what happens in the Persian Gulf, auto executives said the next few days could be critical in deciding what kind of year 1991 will be.

"If we have a protracted deployment of our troops — with all the uncertainty that brings with it and the drain on the nation's financial resources that brings with it — then we are going to have a pretty bad year," said Chrysler Motors President Robert Lutz.

"If we get this thing behind us, either through a negotiated settlement or through a short, sharp military conflict, then I think consumer confidence would return to a certain degree and we might have a fair year."

On another front, Subaru of America Inc. said it will reduce lease car payments by half for the families of reserve and national guard members serving in the Middle East. The offer is good until the lessee returns from active duty, or for a maximum of six months.

Overseas, Rolls-Royce Motor Cars' parent company, Vickers p.l.c., has employees in the Middle East because it is a tank manufacturer.

"They'll continue to be out there, or at least up until the very last minute," said Vickers spokesman Terrence Collis.

But those non-defense subsidiaries that do business in the Middle East, like Rolls-Royce Motor Cars, are abiding by British government advice to avoid regions of possible conflict, he said.

CONGRESS

FROM PAGE 1

doesn't overproduce the other guy by at least nine to 14 dollars an hour and give the customer equal or better quality at the same time."

Lutz's harsh reality No. 2: "The public is right now in grave danger of being made suckers of by environmental extremists and by politicians pandering for cheap votes."

Lutz blasted a proposed corporate average fuel economy bill defeated last fall as "a crazy piece of legislation" that carries an exorbitant price tag.

The legislation would have increased fuel economy standards to more than 40 mpg by 2000. The bill died in the waning hours of the 101st Congress but its sponsor, Sen. Richard Bryan (D-Nev.), has said it will be reintroduced, perhaps this month.

TRW's Gorman said the automotive business today "can say our last goodbyes to the industry as we have known it for most of our working lives."

The globalization of markets, more stringent requirements on vehicle emissions, fuel economy and safety, more demanding consumers, shorter vehicle cycles and more differentiated models are reshaping the industry, Gorman said.

As the industry copes with fundamental and continuous changes, OEMs and suppliers must forge partnerships for a new era, Gorman said. Suppliers should be selected on the basis of their overall capabilities, not per-unit cost, he said. Systems suppliers should be involved from initial concept design to production. Manufacturers should commit to long-term supplier contracts. And both OEMs and suppliers "must develop a true partnership with a greater sense of common objectives and shared purpose than in the past," Gorman said.

Two scheduled speakers at the Automotive News World Congress have changed.

Robert E. Boruff, newly named vice president of manufacturing for Saturn Corp., will speak at 3:35 p.m. Tuesday. He replaces Guy Briggs, formerly vice president of Saturn's manufacturing operations, who was named group director of operations for General Motors' Truck & Bus Group earlier this month.

M.A. "Raz" Razaq, GM's regional director for Eastern Europe, will be unable to travel to Detroit because of GM's international travel ban caused by the Middle East crisis. Razaq was scheduled to address the Wednesday morning closing session of the congress. He will be replaced.

PRODUCTION

U.S. CAR

	Week Ended Jan. 12, 1991	Week Ended Jan. 5, 1991	Jan. to Date	Jan. 1 to Jan. 12, 1991	Jan. 1 to Jan. 13, 1990
Horizon	0	0	0	0	897
Sundance	0	0	0	0	3,329
Acclaim	2,500	1,112	3,612	3,612	0
Total Plymouth	**2,500**	**1,112**	**3,612**	**3,612**	**4,226**
LeBaron A	0	0	0	0	0
LeBaron J	0	0	0	0	0
LeBaron GTS	0	0	0	0	0
N. Yorker C-Class	300	210	510	510	0
Fifth Avenue	900	529	1,429	1,429	0
Imperial	300	200	500	500	0
Total Chrysler	**1,500**	**939**	**2,439**	**2,439**	**0**
Omni	0	0	0	0	1,027
Daytona	0	0	0	0	0
Shadow	0	0	0	0	3,375
Dynasty	3,300	2,035	5,335	5,335	0
Lancer	0	0	0	0	0
Spirit	2,300	1,834	4,134	4,134	0
Total Dodge	**5,600**	**3,869**	**9,469**	**9,469**	**4,402**
CHRYSLER MOTORS	**9,600**	**5,920**	**15,520**	**15,520**	**8,628**
Escort	0	2,847	2,847	2,847	5,156
Mustang	0	2,190	2,190	2,190	2,973
Tempo	0	1,967	1,967	1,967	0
Taurus	4,868	4,967	9,835	9,835	7,587
Thunderbird	0	1,344	1,344	1,344	0
Total Ford Div.	**4,868**	**13,335**	**18,203**	**18,203**	**15,716**
Topaz	0	653	653	653	0
Cougar	0	2,031	2,031	2,031	0
Sable	927	1,321	2,248	2,248	1,827
Total Mercury	**927**	**4,005**	**4,932**	**4,932**	**1,827**
Continental	1,257	644	1,901	1,901	1,695
Mark VII	220	117	337	337	828
Town Car	2,955	1,521	4,476	4,476	5,073
Total Lincoln	**4,432**	**2,282**	**6,714**	**6,714**	**7,596**
Total L-M Div.	**5,359**	**6,287**	**11,646**	**11,646**	**9,423**
FORD MOTOR CO.	**10,227**	**19,622**	**29,849**	**29,849**	**25,139**
Skyhawk	0	0	0	0	0
Skylark/Somerset	2,500	1,598	4,098	4,098	0
Century	0	0	0	0	0
Riviera	0	0	0	0	0
Electra/Park Ave.	1,497	1,579	3,076	3,076	2,327
LeSabre (fwd)	3,994	2,376	6,370	6,370	0
LeSabre (rwd)	0	0	0	0	312
Reatta	0	0	0	0	189
Total Buick	**7,991**	**5,553**	**13,544**	**13,544**	**2,828**
Eldorado	0	0	0	0	0
Seville	0	0	0	0	0
Brougham (rwd)	515	577	1,092	1,092	0
DeVille (fwd)	3,250	1,828	5,078	5,078	0
Allante	64	39	103	103	135
Total Cadillac	**3,829**	**2,444**	**6,273**	**6,273**	**135**
Cavalier	6,374	3,160	9,534	9,534	0
Camaro	0	0	0	0	0
Celebrity	0	0	0	0	0
Corsica/Beretta	4,000	0	4,000	4,000	0
Caprice	2,623	866	3,489	3,489	2,431
Corvette	480	288	768	768	0
Total Chevrolet	**13,477**	**4,314**	**17,791**	**17,791**	**2,431**
Calais	1,820	1,012	2,832	2,832	0
Cutlass Ciera	0	0	0	0	0
Cutlass Supreme	2,165	1,248	3,413	3,413	0
Toronado	0	0	0	0	0
88 (fwd)	1,658	1,217	2,875	2,875	1,723
88 (rwd)	0	0	0	0	0
98	2,030	1,032	3,062	3,062	0
Total Oldsmobile	**7,673**	**4,509**	**12,182**	**12,182**	**1,723**
Sunbird	2,728	1,358	4,086	4,086	0
Grand Am	0	0	0	0	0
Firebird	0	0	0	0	0
Grand Prix	0	0	0	0	0
Pontiac 6000	0	0	0	0	0
Bonneville	586	919	1,505	1,505	1,339
Safari/Parisienne	0	0	0	0	0
Total Pontiac	**3,314**	**2,277**	**5,591**	**5,591**	**1,339**
Total Saturn*	**529**	**529**	**1,058**	**1,058**	**0**
GENERAL MOTORS	**38,804**	**19,617**	**58,421**	**58,421**	**8,458**
DIAMOND-STAR	**3,538**	**2,096**	**5,634**	**5,634**	**4,742**
Civic	1,530	864	2,394	2,394	10,209
Accord	7,630	4,031	11,661	11,661	3,158
HONDA	**9,160**	**4,895**	**14,055**	**14,055**	**13,367**
MAZDA†	**4,190**	**2,266**	**6,456**	**6,456**	**7,586**
NISSAN	**3,300**	**1,905**	**5,303**	**5,303**	**3,966**
Corolla	2,100	1,233	3,333	3,333	3,450
Geo Prizm/Nova	2,100	1,259	3,359	3,359	3,505
NUMMI	**4,200**	**2,492**	**6,692**	**6,692**	**6,955**
SUBARU-ISUZU	**1,074**	**423**	**1,497**	**1,497**	**1,120**
TOYOTA	**4,800**	**2,648**	**7,248**	**7,248**	**7,677**
TOTAL CARS, U.S.	**86,791**	**61,884**	**148,675**	**148,675**	**87,555**
TOTAL CARS, CANADA	**16,997**	**7,254**	**30,792**	**30,792**	**14,571**
U.S., CANADA CARS	**103,098**	**69,138**	**179,467**	**179,467**	**102,126**
U.S., CANADA CARS AND TRUCKS	**156,102**	**113,770**	**279,503**	**279,503**	**191,815**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Jan. 12, 1991	Week Ended Jan. 5, 1991	Jan. to Date	Jan. 1 to Jan. 12, 1991	Jan. 1 to Jan. 13, 1990
Monaco	0	0	0	0	1,830
Premier	0	0	0	0	465
CHRYSLER MOTORS	**0**	**0**	**0**	**0**	**2,295**
Tempo	0	1,758	1,758	1,758	0
Topaz	0	726	726	726	0
Crown Victoria	0	0	0	0	2,692
Grand Marquis	0	0	0	0	3,068
FORD MOTOR CO.	**0**	**2,484**	**2,484**	**2,484**	**5,760**
Celebrity	0	0	0	0	0
Cutlass Ciera	1,780	712	2,492	2,492	0
Lumina	5,000	0	5,000	5,000	0
Regal	3,000	0	3,000	3,000	0
GENERAL MOTORS	**9,780**	**712**	**10,492**	**10,492**	**0**
CAMI	**2,647**	**1,588**	**4,235**	**4,235**	**0**
HONDA	**2,150**	**1,242**	**3,392**	**3,392**	**3,852**
HYUNDAI	**800**	**333**	**1,133**	**1,133**	**628**
TOYOTA	**1,350**	**806**	**2,156**	**2,156**	**1,720**
VOLVO	**180**	**89**	**269**	**269**	**324**
TOTAL CARS, CANADA	**16,997**	**7,254**	**30,792**	**30,792**	**14,571**

U.S. TRUCK

Caravan	2,200	1,426	3,626	3,626	4,093
Dakota	1,800	1,062	2,862	2,862	1,300
Caravan C/V	25	4	29	29	242
Ram pickups	1,700	1,096	2,796	2,796	1,600
Total Dodge	**5,725**	**3,588**	**9,333**	**9,333**	**7,235**
Cherokee	0	0	0	0	0
Comanche	0	0	0	0	0
Grand Wagoneer	0	0	0	0	0
Wagoneer	0	0	0	0	0
Total Jeep	**0**	**0**	**0**	**0**	**0**
Voyager	1,700	962	2,662	2,662	3,824
Town & Country	50	45	95	95	113
Total C-P Div.	**1,750**	**1,027**	**2,777**	**2,777**	**3,937**
CHRYSLER MOTORS	**7,475**	**4,635**	**12,110**	**12,110**	**11,170**
Aerostar	0	2,337	2,337	2,337	3,200
Bronco	0	572	572	572	1,153
Bronco II/Explorer	5,456	2,713	8,169	8,169	2,212
Navajo	411	216	627	627	0
Econoline	0	1,907	1,907	1,907	3,185
Mediums/Heavies	0	695	695	695	2,312
Light trucks	890	5,461	6,351	6,351	9,588
Ranger	6,542	4,145	10,687	10,687	3,196
Total Ford Div.	**13,299**	**18,046**	**31,345**	**31,345**	**24,846**
FORD MOTOR CO.	**13,299**	**18,046**	**31,345**	**31,345**	**24,846**
Astro	2,455	1,264	3,719	3,719	0
Blazer	0	0	0	0	0
Lumina APV	0	0	0	0	2,290
Mediums/Heavies	200	109	309	309	480
P-Model	0	0	0	0	0
Pickups	68	39	107	107	316
S-10	5,466	3,426	8,894	8,894	6,482
S-10 Blazer	976	673	1,649	1,649	123
Sportsvan/Van	0	0	0	0	0
Suburban	0	0	0	0	0
Total Chevrolet	**9,167**	**5,511**	**14,578**	**14,578**	**9,691**
Jimmy	0	0	0	0	0
Mediums/Heavies	400	244	644	644	593
P-Model	0	0	0	0	0
Pickups	36	20	56	56	112
S-15/Sonoma	1,376	812	2,188	2,188	2,048
S-15 Jimmy	341	276	617	617	36
Safari	1,300	578	1,878	1,878	0
Suburban	0	0	0	0	0
Vandura/Rally Vans	0	0	0	0	0
Total GMC	**3,453**	**1,930**	**5,383**	**5,383**	**2,789**
Silhouette	0	0	0	0	962
Bravada	388	180	568	568	0
Total Oldsmobile	**388**	**180**	**568**	**568**	**962**
Pontiac Trans Sport	0	0	0	0	2,078
GENERAL MOTORS	**13,008**	**7,621**	**20,629**	**20,629**	**15,520**
NAVISTAR	**1,645**	**0**	**1,645**	**1,645**	**2,537**
NISSAN	**3,200**	**1,889**	**5,149**	**5,149**	**5,128**
SUBARU-ISUZU	**1,250**	**297**	**1,547**	**1,547**	**1,120**
AM GENERAL	**450**	**450**	**900**	**900**	**900**
MISCELLANEOUS	**3,000**	**3,000**	**6,000**	**6,000**	**6,000**
TOTAL TRUCKS, U.S.	**43,367**	**35,938**	**79,325**	**79,325**	**67,221**

CANADIAN TRUCK

Caravan	2,668	1,672	4,340	4,340	6,305
Caravan C/V	77	59	136	136	375
Ram Wagon	0	0	0	0	0
Ram Van	0	0	0	0	0
Total Dodge	**2,745**	**1,731**	**4,476**	**4,476**	**6,680**
Voyager	2,275	1,334	3,609	3,609	4,594
Total Plymouth	**2,275**	**1,334**	**3,609**	**3,609**	**4,594**
Wrangler	1,500	960	2,460	2,460	0
Total Jeep	**1,500**	**960**	**2,460**	**2,460**	**0**
CHRYSLER MOTORS	**6,520**	**4,025**	**10,545**	**10,545**	**11,274**
FORD MTR. (R. Iris.)	**0**	**1,672**	**1,672**	**1,672**	**2,258**
Light trucks	3,265	1,313	4,578	4,578	6,106
Vans	0	0	0	0	2
Total Chevrolet	**3,265**	**1,313**	**4,578**	**4,578**	**6,108**
Light trucks	985	1,035	2,020	2,020	2,471
Vans	0	0	0	0	1
Total GMC	**985**	**1,035**	**2,020**	**2,020**	**2,472**
GENERAL MOTORS	**4,250**	**2,348**	**6,598**	**6,598**	**8,580**
CAMI	**1,082**	**649**	**1,731**	**1,731**	**0**
NAVISTAR	**185**	**0**	**185**	**185**	**358**
TOTAL TRKS., CANADA	**12,017**	**8,694**	**20,711**	**20,711**	**22,468**
U.S., CANADA TRKS.	**55,404**	**44,632**	**100,036**	**100,036**	**89,689**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

U.S. output far above early 1990

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

In the second week of 1991, U.S. car and truck production rose 57.96 percent above the year-ago week, when 31 Big 3 plants were down in response to high inventories.

Estimated U.S. auto production last week was 86,791, up 40.25 percent from the prior week and 74.30 percent above 1990.

Year-to-date, 148,675 cars have been produced, 69.81 percent ahead of 1990.

Last week, U.S. truckmakers' estimated output was 43,387, up 20.73 percent over the prior week and 33.01 percent above the same week in 1990.

So far this year, 79,325 trucks have been assembled, 18.01 percent above 19[illegible].

All General Motors plants are scheduled to run this week except the Reatta Craft Centre in Lansing, Mich.

GM's Lordstown, Ohio, car line (Chevrolet Cavalier and Pontiac Sunbird) worked Saturday overtime last week.

Ford Motor Co. Chairman Harold Poling announced last week that the company expects to have 36 plant weeks of downtime in the first quarter. That averages about 2½ weeks of downtime per U.S. assembly plant.

Six Ford Motor Co. assembly plants are idle this week. They are: Lorain, Ohio (car and truck lines); Norfolk, Va.; Michigan Truck in Wayne, Mich.; Dearborn, Mich.; St. Paul, Minn.; and Edison, N.J. (truck).

Chrysler Corp.'s Warren, Mich., truck facility is idle this week for inventory adjustment. Production is expected to resume Feb. 4.

Chrysler's St. Louis (No. 1); Toledo, Ohio; and Sterling Heights, Mich., plants remain idle this week.

Canada cars show big gain

Canadian auto production was estimated at 16,907 units last week, 133.07 percent above the prior week and 75.44 percent above the same week in 1990.

So far this year, 30,792 units have been assembled, 111.32 percent above last year's total.

Truckmakers' estimated assembly was 12,017 units last week, 38.22 percent above the prior week and 4.04 percent below the year-ago week.

Year-to-date, 20,711 trucks have been assembled, 7.82 percent below last year.

NOTE

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Automotive News

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War comes home to auto industry

Security tight, CAFE returns

By Lindsay Chappell and Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTERS

As cruise missiles sailed into Baghdad last week and Big 3 office buildings tightened security, Congress was preparing tough new fuel-economy legislation.

The war and anxieties over foreign oil are expected to give momentum to two new bills to raise corporate average fuel economy. They are similar to the CAFE measures hotly opposed by the industry and narrowly beaten in Congress four months ago.

One would require a 60 percent increase in current fleet mileage by model-year 2001.

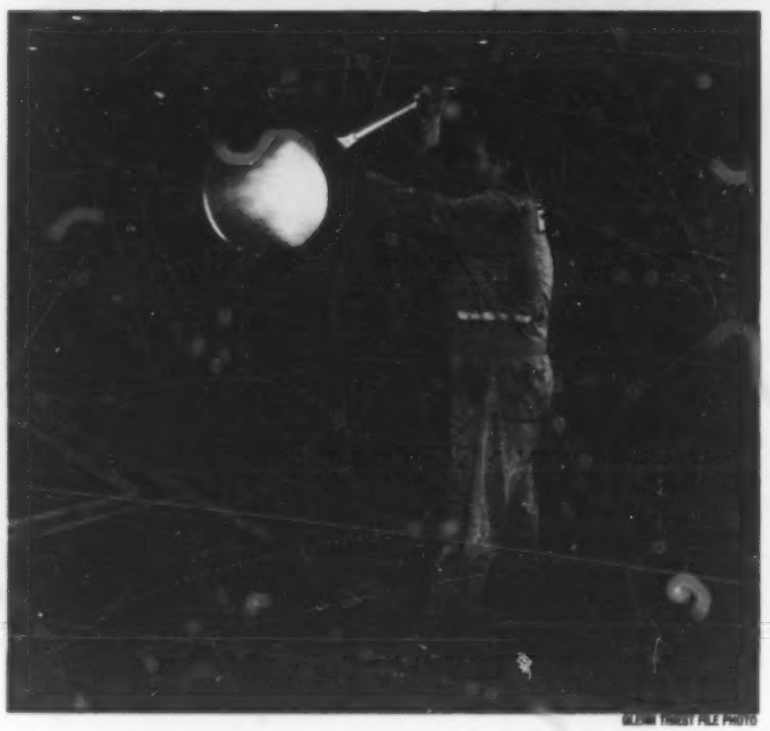
The allies' war against Iraq, and the uncertainty leading up to the war, sent waves throughout the industry:

- Customers stayed away from showrooms in droves. Sales of domestic cars declined 30.8 percent Jan. 1-10 from a reasonably good period last year, and no one predicted increases once Operation Desert Storm was launched Wednesday, Jan. 16.
- To protect against terrorism, automakers increased security at plants and offices and have restricted foreign travel.
- Automakers from Turin to Tokyo say war adds more uncertainty to national economies that are already declining.

In Washington, the allies' war against Iraq could make it more difficult for the auto industry to defuse the movement to cut fuel consumption through tighter CAFE rules.

Sen. Richard Bryan, D-Nev., is expected this week to reintroduce a CAFE-raising bill defeated last fall. His bill would force each automaker to raise its average fuel economy 20 percent by 1995 model year and 40 percent by the 2000 model year. The current car CAFE standard is 27.5 mpg. Japanese

see CAFE, page 44



Carl Dumas, foreground, and James Boglev put the finishing touches on an M1A2 tank at the General Dynamics tank plant in Warren, Mich. In July, Saudia Arabia placed an order with the U.S Army for 315 of the M-1 tanks. The Army had planned to mothball the plant in July 1992. Additional stories about the war impact on Pages 2, 44 and 45.

BLAINE THOMAS FILE PHOTO

Ad strategy revamped to fit times

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Some automakers and dealer groups have changed advertising strategies with the advent of war.

While many manufacturers said last week it was too early to determine how advertising will be affected during the war, two said they have pulled their commercials from television news coverage of the war.

They and others either have toned down or are considering toning down the content of ads to match the somber mood of the country. Dealer group advertising reaction is mixed.

For several hours after the war started Wednesday evening, major networks devoted all of their time to news coverage. Few or no commercials were shown.

Toyota Motor Sales in U.S.A. and Ford Division told television networks they do not want their commercials to air during news coverage of the war, even if time is available.

see MARKETING, page 44

WORLD CONGRESS

Environment, car regulation are hot topics

By Mary Beth Vander Schaaf
NEWS EDITOR

DETROIT — The specter of government regulation and environmental issues remain primary concerns of the auto industry despite the Middle East War and the U.S. economic downturn.

Twenty-eight industry experts hammered away at those topics as they addressed several hundred attendees during the four-day Automotive News World Congress last week.

AUTOMOTIVE NEWS/JOE WILSSENS

Keith E. Crain, center, *Automotive News* publisher and editorial director, visits with opening night speakers at the Automotive News World Congress. They are Robert Lutz, left, president of Chrysler Corp., and Joseph T. Gorman, chairman of TRW Inc. Additional Automotive News World Congress stories: Pages 3, 20-31 and 46.

Although the war crisis set the backdrop for the 15th Automotive News World Congress, the regulation and environmental issues dominated right from the start. In his keynote address Sunday night, Chrysler Corp. President Robert Lutz cautioned that environmental extremists may make suckers of the public and called the Bryan corporate

see CONGRESS, page 46

Runkle urges 'moon shot' on energy, air and safety

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors' top engineer has called for a joint Big 3-government "moon shot" to solve energy, environmental and safety problems by the end of the decade.

Donald L. Runkle, GM's vice president of advanced engineering, said his vision for cooperation includes only American companies and the government.

"What I've been thinking about goes something along the lines of John F. Kennedy's challenge to America ... put a man on the moon," Runkle said at the Automotive News World Congress last week. "It was an extraordinary, high-risk proposition, one that required an extraordinary degree of cooperation between government and industry."

Such national cooperation is common in the Japanese industry. And Wolfgang Reitzle, head of research and development at BMW AG, told a World Congress audience that German carmakers have joined to develop technology to meet California's emission standards.

Other automotive executives have argued that in a global industry, U.S. antitrust laws hamper American automakers in competing with companies in countries that allow cooperation. For example, Chrysler Corp. President Robert Lutz, who has long European experience, has made a regular theme of the non-cooperation between the U.S. government and industry.

Runkle

Runkle acknowledged that adjustments to U.S. antitrust law might be required.

While Runkle said his proposal was just his personally, he also said it had at least tacit approval from GM Chairman Robert Stempel.

"Look, Stempel let me make this speech," Runkle said. "These problems are a big job. Maybe they're bigger than us alone. And Stempel will be talking about this more in the months ahead."

Just the previous week, GM President Lloyd Reuss asked for industry cooperation to develop better batteries for electric cars.

The Big 3 have been increasing cooperation in recent years.

Runkle said that the National

see RUNKLE, page 46

IN

edit seizes vehicles

Credit Co. took possession
e inventory of a Long Island
belonging to Sunrise Auto
. Story on Page 3

MIDDLE EAST CRISIS

WAITING GAME

Television grabs more takers than cars at California dealer on first day of war

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

CARSON, Calif. — The two 30-foot American flags waving in front of Don Kott's three dealerships have rarely seemed so significant.

When the United States began bombing Iraq last week, Kott and dealers like him across the country had to go about the business of selling cars. The flags served as a reminder of battles much larger than those being fought on showroom floors.

Kott retailed more than 5,000 new cars and trucks last year in his Ford, Lincoln-Mercury and Chrysler-Plymouth stores on 26 acres south of Los Angeles, a stone's throw from the crowded San Diego Freeway.

But on Thursday, the day after American-led forces began bombing Iraq, the war was on everyone's mind and showroom traffic was almost non-existent.

For those buyers with immediate needs, however, life went on. Unfortunately for Kott, there were precious few such buyers at his biggest-volume store, Don Kott Ford, during the 13-hour day:

8:45 a.m. A few employees sit in the waiting area of the service department. On the television, ABC's Peter Jennings is reporting on the Gulf.

9:15 a.m. Dealer principal Don Kott strolls over from the adjacent Lincoln-Mercury store. Kott and general sales manager Jim Leimbach discuss the war. Both say they've been glued to the TV.

"So far the military reports and financial news is encouraging. Maybe we'll sell some cars today after all," Kott says with a smile.

9:30 a.m. Kott and Leimbach are joined by general manager Jeff Childers. Childers says that the crisis and recession have been relatively kind to Kott's operations, and that sales have been steady.

9:45 a.m. No customers in the showroom and no traffic on the lot, but a few salesmen are working deals over the phone.

10:05 a.m. Salesman Bill Siravo stares out the floor-to-ceiling window and says he's upbeat about the day. "This area has a lot of blue-collar, middle-class people. They're steady. It's a good fit for Ford," Siravo concludes.

10:40 a.m. What appears to be the first "up" of the day wanders down a row of Ford Explorers. The chatting salesmen don't see her at first.

Jenny Jones, 25, says she needs "something a little more conservative and a little more reliable" than her aged Jeep, because she's got a new job.

VINCENT DE LEON

The day after U.S. forces began bombing Iraq, the television in the service waiting room at Don Kott's dealerships in Carson, Calif., attracted more attention than the new and used cars outside.

Jones says she's worried about the war, and is only prepared to "look, not buy," because of the cloudy economic climate.

10:50 a.m. Five service customers watch Peter Jennings and wait for their cars. Little traffic on the lot.

11:00 a.m. Two men arrive from Bel-Air Patrol, a local home security company. Jim Hutchinson and his partner are there to pick up two new, white 1991 Tauruses. Hutchinson says that in spite of the war, he's working "like it's any other day."

11:10 a.m. Anthony Goodall, 21, his father and brother drive onto

see DIARY, page 45

PAUL WEIGLE

Russ Collins, showroom manager at Waller Buick in Nashville, Tenn., thinks people may be using war as an excuse for being nervous about buying.

'The situation in our showroom is horrible'

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Middle East crisis, recession, wintry weather — consumers had lots of reasons to stay home in early January.

Sales of domestic vehicles dropped 31 percent in the first 10 days of the month. According to most dealers surveyed last week, things got no better in the days approaching Jan. 15.

Here's a sampling of their comments, taken before and after the U.S. attack on Iraq:

● "In one word the situation in our showroom can be described as horrible," said Susan LaTorre, sales manager for Bast Chevrolet in Seaford, N.Y. "It's the most frightening experience I have ever had after 10 years in the car business."

● "Customers aren't in a buying mood because of the Gulf situation," said Harold Neeley, owner of Central Dodge in Springfield, Mo. He said sales were terrible in the first half of the month because of heavy snow and ice cover. "We're just now thawing out."

● "People seem to be more patriotic during war times, and if it's a long drawn-out thing I think it will be good for American cars and bad for imports," predicted Ron

see DEALERS, page 44

EUROPE: *Automobile companies beef up security and worry about further sales declines*

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — The European operations of General Motors, Ford Motor Co. and Chrysler Corp. are taking special security precautions in the wake of Middle East hostilities.

Meanwhile, there are concerns that a protracted war may intensify the current slide in the European new-car market.

GM and Ford each have about 115,000 employees throughout Europe. Chrysler has a fledgling sales organization in Europe and is setting up a joint manufacturing venture with Steyr Fahrzeugtechnik in Graz, Austria, for production of Voyager minivans beginning later this year.

GM and Chrysler have sharply reduced commercial air travel by company employees. Ford has issued a warning for its employees and is considering an outright ban on flying commercial aircraft.

"Certain meetings may be postponed or may be conducted over the telephone," said a GM of Europe spokesman.

General Motors' low-profile European headquarters in Zurich, Switzerland, houses about 200 employees and company officials have sought to draw little attention to the operation.

Chrysler's European sales headquarters in Dreieich, Germany, near Frankfurt, closed its offices last Tuesday as a security measure. Employees were working out of their homes late in the week.

Michael O'Mara, manager of sales for Chrysler Europe, conducted a security briefing with the 28 employees in Dreieich and appointed a security officer to be the liaison with local police.

In Italy, a frequent target of terrorist attacks in the past, a Fiat S.p.A. spokesman said Italian internal security officials will supervise special police checks of key industrial facilities in the country. Fiat has arranged for the evacuation of employees' families in other countries in the region, including Algeria, Egypt and Turkey.

A GM Europe spokesman said the war "could have a major impact not on only oil supplies, but the economy and motor industry."

The European market is already under siege. In December, nine European markets were down by levels ranging from 15 percent to 47 percent.

"There could be a short-term dip in sales unconnected with the economic impact," said analyst Edmund Chew of DRI Europe in Frankfurt. "You could see a bit of postponement of sales."

"The uncertain situation can do no good," added a Fiat spokesman.

A BMW spokesman said it is difficult to predict the outcome of hostilities on the auto industry.

"Will it suddenly strengthen the U.S. dollar? Will it mean sudden new confidence in the American economy?" he asked. "Nobody knows."

JAPAN: *Industry leaders fear anti-Japan backlash unless more aid goes to U.S.-led war effort*

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — After war began last week, Japanese business leaders warned their government of political fallout over Japan's aloofness, and thought about revising their 1991 projections.

Auto companies are drawing up budgets for the next fiscal year, which begins for most of them in April.

Most profess not to have drawn up any scenarios for changes in the exchange rate, the price of oil or a possible downturn in the world market. But after hostilities began last week, Toyota Motor Corp. and Mazda Motor Corp. immediately set up committees to monitor the crisis.

Many projections have been based on oil prices of about $30 a barrel and exchange rates at around 130 yen to the dollar. Those rates have held relatively steady despite the buildup toward war.

On the first day of conflict, Mitsubishi Motor Corp. issued the projections for 1991 that had been drawn up earlier, forecasting a 5 percent increase in sales.

Nissan Motor Co. projections due to executives next week were still based on a $30-a-barrel scenario even as hostilities began, and Mazda last Friday predicted sales growth of 4.5 percent, using an economic model of $25-a-barrel oil.

Both Mazda and Nissan said a long war would change their outlook. Nissan President Yutaka Kume said prolonged attacks on oil fields would cause a sharp rise in oil prices that "would have an impact on the entire world economy that is already showing signs of a slowdown."

One change many Japanese fear is a backlash in the Unites States over the Japanese public sense of non-involvement.

Japan, like other nations, has adopted an oil reserve policy that has helped maintain price stability. Not unduly pressed in the pocketbook, the public has tended to view the Gulf situation as an American problem and the country has largely sat out of the crisis. It was slow and fumbling in its initial response. While other nations sent armies and aircraft, Japan's government promised money, and then was late in delivering the funds.

Now the business community is concerned that the real fallout from even a short war could be an anti-Japanese backlash from an incensed American public.

A government official privately expressed concern that "Japan might be isolated" in the world community if it were seen to be standing idly by while others spilled blood, essentially to preserve world oil supplies.

Some business leaders last week called on the government to act quickly to carry out measures for assistance that have already been adopted. Rokuro Ishikawa, president of the Japan Chamber of Commerce and Industry, urged the government to make what he called "brave decisions" to offer some kind of contribution in manpower, possibly in the form of medical or refugee relief.

INDEX

Auction dates	35	Obituaries	35
Classifieds	36-42	Opinion	12
Coming events	35	Personnel	35
Dealing with dealers	14	Production	47
Incentive watch	45	Sales, 10-day	4
Keith Crain	12	Service management	18
Late news	8	Truck industry	16
Letters	14		

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Chrysler raises capacity goal for Eurostar minivan venture

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Chrysler Corp. has doubled the early-phase capacity and production targets for its Eurostar minivan joint venture in Austria.

Tony Richards, Chrysler's chief of new venture development in Europe and the executive with overall responsibility for Eurostar, said the joint venture has doubled its former second-year capacity target to 50,000 Voyagers in order to accommodate a projected output of 36,000 units, up from a planned 25,000.

Eurostar, which still expects to build 19,000 minivans in 1992, its first full year of production, has targeted an annual output ceiling of 125,000 by 1996 or 1997.

The first Voyager II built with partner Steyr Fahrzeugtechnik GmbH in Graz, Austria, is scheduled to be produced Oct. 28. Voyager II's scheduled production rates are projected to be reached in March or April 1992.

A new 538,000-square-foot structure has been erected since the groundbreaking last March, although the original production start-up date has been pushed back.

Eurostar GmbH, the 50-50 joint-venture company formed last year, initially planned to begin building Voyagers in Graz by June.

The minivan should give Chrysler a jump on what many analysts and industry executives believe will be Europe's fastest-growing market segment during the 1990s.

Selling North American-built Voyagers, Chrysler already is No. 2 in Europe's growing minivan market, behind the Renault Espace.

Minivan sales in Europe totaled about 80,000 units last year. They are expected by 1995 to reach about 300,000 and to continue to grow in the second half of the decade as new entries come on the market.

Richards said the decision to increase capacity partly reflects increased optimism about Europe's minivan market.

"Our expectations are somewhat higher," he said.

But he said Eurostar's original four-stage plan for hiking production has been scrapped because the joint venture no longer plans to share a paint plant with Steyr.

"We're now obliged to build our own paint shop," Richards said. "That has caused us to want to go in a little bigger."

The Eurostar plant will have sufficient flexibility to add a second model, but Richards said there are no current plans to do so.

Eurostar will produce long- and short-wheelbase and front- and all-wheel-drive versions of the Voyager.

Steyr, an awd specialist, will supply the awd transmission and other drive components.

A 2.4-liter, four-cylinder turbodiesel engine that is considered essential for the European market will be supplied by VM Motori S.p.A. of Centro, Italy.

The new plant has been built alongside Steyr's existing facilities in Graz.

The Austrian company assembles the Mercedes-Benz Gelaendewagon, the Volkswagen Syncro Transporter van, the awd VW Golf Country and the long version of the Audi V8.

It also supplies awd components for Fiat, Lancia, Honda, the Opel Vectra/Vauxhall Cavalier and the Voyager.

Meanwhile, the European Commission is continuing its inquiry into the incentive package Eurostar received from federal, state and local governments in Austria.

Ford unhitches Taurus and Scorpio

U.S. and European cars won't share a platform, Gilmour says

By Daniel Ward
STAFF CORRESPONDENT

DETROIT — After several years of top-level internal debate, Ford Motor Co. has decided to develop the next-generation Taurus/Sable separately from the European Scorpio, said Allan Gilmour, president of the Ford Automotive Group, last week.

"Taurus will not be put together with Scorpio," he said in response to a question. "We had to bang some heads together, but we finally agreed that the two cars did not belong on the same platform."

The idea of coupling the Scorpio and Taurus/Sable programs had its roots in Ford's global Centers of Excellence approach to product development. The program aims to divide engineering responsibility among Ford units around the world and to reduce costs by using common platforms.

But according to Gilmour and other senior Ford executives, the company belatedly recognized that the two cars served radically different markets and that joint development could weaken both.

"The Scorpio had to have Autobahn performance and very tight turning circles and a huge rear seat" for European buyers, said Ford's design chief, Fritz C. Mayhew last week. "And the Taurus didn't need to go 180 mph all day, and it didn't need very tight turning circles. It needed to be a light and efficient car. There were different parameters between here and Europe in that car."

As recently as December, L. Lindsey Halstead, chairman of Ford of Europe, told *Automotive News* that no decision had been made in the long-running debate between Dearborn and Ford of Europe over who should develop the next-generation Scorpio.

A year ago, it appeared that the European management had won the argument and would develop its own car based on a stretched CDW27 chassis, the Tempo/Topaz/Sierra replacement that is being developed in Europe for introduction in 1993.

But Ford President Philip E. Benton said Dearborn was still in charge of the project, which was originally code-named DFC55.

According to Gilmour, the Scorpio replacement will be developed with another Ford "partner" and will remain rear-wheel drive.

Influencing that decision is the need to introduce a new Scorpio for Europe in about 1995. The Ford Falcon, built in Australia, is a possible candidate for joint development with the Scorpio.

Gilmour added that while Taurus and Scorpio will not be married for the next model, they are likely to come together as a single project for the successor.

Koreans flip-flop on luxury import policy

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — The Korean government has vowed to undo a policy that has cut deeply into sales of imported luxury cars, especially Ford Motor Co.'s Sable, said U.S. officials here last week.

The expressed optimism that the Korean government "at the highest level" will end the campaign that threatened to damage U.S.-Korean trade relations.

"Korean officials showed a willingness to deal with the forces that are behind these issues," said Richard T. McCormack, undersecretary of state for economic and agricultural affairs.

The government campaign, launched last year, is aimed at reining-in inflation by curbing domestic consumption, especially "luxury" goods. But the campaign quickly took aim at imports.

Last year, it was widely reported in the government-controlled press that buyers of imported luxury cars would face rigorous audits of their tax returns. Although government officials have strenuously denied making any such threat, sales of some imports plummeted.

One of the biggest losers was Sable. Sales plunged from an annual rate of more than 3,200 in the first quarter to 164, or a rate of 656, in the final quarter.

At the same time, the frugality campaign had absolutely no effect on sales of the Hyundai Grandeur 3.0. Each retails for about 28 million won (about $39,100). Sales of the Grandeur 3.0 were steady in 1990 at 300 to 400 per month.

"Imagine using the IRS in the United States to investigate Mercedes-Benz buyers," McCormack said here last week. "We acknowledge Korea's right to promote public frugality, but firmly object to any targeting of imports."

Within hours of the end of the bilateral consultations, Lee Seung-Yun, Korea's deputy prime minister, announced that the austerity campaign was not anti-import.

"The only way Korea can re-establish the credibility it is losing is through sustained action to resolve outstanding issues and to demonstrate meaningful progress in market opening," McCormack said.

10-DAY SALES

DOMESTIC BUILT CARS

	Jan. 1-10, 1991	% change '91 vs. '90
Eagle	834	– 24.3
Chrysler	2,780	– 25.4
Dodge	6,255	– 29.5
Plymouth	4,031	– 38.5
CHRYSLER CORP.†	**13,900**	**– 31.7**
Ford	20,029	– 41.6
Lincoln	3,668	– 10.7
Mercury	5,061	– 51.7
FORD MOTOR	**28,758**	**– 41.2**
Buick	8,346	– 15.0
Cadillac	7,741	+ 31.9
Chevrolet	21,490	– 30.5
Oldsmobile	9,136	– 30.5
Pontiac	8,184	– 50.8
Saturn	285	-
GENERAL MTRS.	**55,182**	**– 27.8**
HONDA	**5,674**	**+ 2.6**
MAZDA	**827**	**+ 16.0**
MITSUBISHI	**939**	**– 30.1**
NISSAN	**1,770**	**+ 93.7**
SUBARU	**574**	**—**
TOYOTA	**2,663**	**– 35.4**
U.S. CAR TOTAL	**110,287**	**– 30.4**

TRUCKS

Chrysler	95	– 22.1
Dodge	7,605	– 47.4
Jeep	3,220	– 37.5
Plymouth	3,080	– 57.5
CHRYSLER CORP.†	**14,000**	**– 48.1**
FORD MOTOR	**23,059**	**– 29.8**
Chevrolet	23,748	– 24.1
GMC	5,570	– 35.4
Oldsmobile	462	+ 32.8
Pontiac	365	– 29.3
GENERAL MTRS.	**30,145**	**– 26.9**
ISUZU	**319**	**—**
MAZDA	**229**	**—**
NISSAN	**1,924**	**+ 195.8**
U.S. TRK. TOTAL	**89,676**	**– 31.4**
U.S. CAR-TRUCK TOTAL	**179,963**	**– 30.8**

†Estimated

IMPORTED CARS

Ford	757	– 59.3
Mercury	1,195	+ 144.4
FORD MOTOR	**1,952**	**– 16.9**
Chevrolet/Geo	1,867	– 52.6
Pontiac	581	+ 75.5
GENERAL MTRS.	**2,448**	**– 42.7**
Acura	2,514	+ 13.4
Honda	3,339	+ 20.7
HONDA	**5,853**	**+ 17.4**
Lexus	520	– 27.2
Toyota	5,583	+ 0.7
TOYOTA	**6,103**	**– 2.5**
Total Reported	**16,356**	**– 8.4**
ALFA ROMEO	**11**	**—**
ASTON MARTIN	**1**	**—**
BMW	**852**	**—**
Eagle	106	—
Chrysler	0	—
Dodge	195	—
Plymouth	217	—
CHRYSLER CORP.	**518**	**—**
DAIHATSU	**384**	**—**
FERRARI	**9**	**—**
HYUNDAI	**1,861**	**—**
ISUZU	**15**	**—**
JAGUAR	**311**	**—**
LAMBORGHINI	**3**	**—**
LOTUS	**5**	**—**
MASERATI	**4**	**—**
MAZDA	**3,371**	**—**
MERCEDES-BENZ	**860**	**—**
MITSUBISHI	**4,839**	**—**
Infiniti	214	—
Nissan	5,125	—
NISSAN	**5,535**	**—**
PEUGEOT	**50**	**—**
PORSCHE	**164**	**—**
ROLLS/BENTLEY	**28**	**—**
SAAB	**318**	**—**
STERLING	**65**	**—**
SUBARU	**844**	**—**
SUZUKI	**148**	**—**
Audi	182	—
Volkswagen	1,525	—
VOLKSWAGEN	**1,694**	**—**
VOLVO	**1,708**	**—**
YUGO	**178**	**—**
Total Estimated	**22,100**	**—**
IMPORTED CAR TOTAL	**38,456**	**—**

IMPORTED TRUCKS

GENERAL MTRS.	**0**	**– 100.0**
TOYOTA	**4,144**	**+ 22.2**
Total Reported	**4,144**	**+ 20.1**
CHRYSLER	**151**	**—**
DAIHATSU	**39**	**—**
ISUZU	**1,884**	**—**
MAZDA	**1,728**	**—**
MITSUBISHI	**795**	**—**
NISSAN	**2,284**	**—**
RANGE ROVER	**105**	**—**
SUZUKI	**184**	**—**
VOLKSWAGEN	**73**	**—**
Total Estimated	**7,092**	**—**
IMPORTED TRUCK TOTAL	**11,236**	**—**
IMPORT CAR-TRUCK TOTAL	**49,692**	**—**

TOTAL INDUSTRY CARS & TRKS.	**229,655**	**—**

There were 8 selling days in the period this year and last year.

Even before bombs fell, U.S. sales sank 30%

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The new year started as a dud for new-car and light-truck sales, quite a turnaround from the first 10 days of 1990 when warm weather and hefty rebates brought consumers out in droves.

Sales of domestic cars were down 30.4 percent. Domestic truck sales were worse, off 31.4 percent. The total of 179,963 domestic cars and trucks sold was 30.8 percent below the year-ago figure. Each selling period had eight days.

With war raging in the Persian Gulf, National Automobile Dealers Association analyst Tom Webb doesn't expect a rebound soon.

"Given the international situation, it looks like dealers are in for several more months of meager sales," Webb said.

"We feel consumer psychology is as much a factor as the consumer's pocketbook, and we look for sales to improve if, and when, international tensions are reduced."

Jan. 1-10 marked the first period of Chrysler Corp.'s refusal to report 10-day sales results. *Automotive News* estimated that Chrysler's combined sales in the period were off 41.1 percent, the biggest decline among automakers producing vehicles in the United States.

Ford Motor Co. and General Motors reported hefty drops in car and truck sales for the early January period.

For the first time, American Honda Motor Co. Inc. joined Toyota Motor Sales U.S.A. Inc., General Motors and Ford Motor Co. in reporting 10-day sales of imported cars.

Chrysler and all other importers report sales monthly.

Honda, Toyota, GM and Ford reported actual imported-car sales of 16,356 units, off 8.43 percent from last year. *Automotive News* estimated that all other import-car sales totaled 38,456, down 2,292 units or 5.6 percent.

Imported-truck sales reported by GM and Toyota were up 20.12 percent; estimated imported truck sales for all other manufacturers fell 22.78 percent.

Sales were off for all three Ford brands, including Lincoln, which enjoyed increased sales throughout 1990. Lincoln's sales were down 10.7 percent, and Ford's overall car and truck sales plunged 36.6 percent.

Cadillac, up 31.9 percent, was the only GM division to report an increase in sales. Overall, GM's car and truck deliveries were down 27.2 percent.

Domestic car sales rose for four transplant makers rose, but they were off for Toyota and Mitsubishi Motor Sales of America Inc.

The domestic-vehicle sales score for transplants showed:

- Toyota declined 35.4 percent.
- Mitsubishi plunged 30.1 percent.
- Subaru of America Inc. sold 574 U.S.-built Legacys this year.

The company had reported only 12 such sales for the year-ago period.

- Honda improved 2.6 percent.
- Mazda Motor of America Inc. rose 48.1 percent.
- Nissan Motor Corp. in U.S.A. jumped 99.8 percent.

GM nips Ford, places 4th in new-car sales in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — General Motors appears to have edged Ford Motor Co. out of fourth place in European new-car sales for 1990, a year in which the overall market in Europe dipped for the first time since 1984.

According to industry sales estimates of 17 Western European markets compiled by *Automotive News*, new-car sales in 1990 slipped to 13,382,000, down a barely measurable 18,800 units, or 0.14 percent, from 1989's record total of 13,400,800.

Most analysts and industry executives expect a steeper drop in 1991. European sales declined from the year-earlier total for five consecutive months last year.

Germany's Volkswagen Group led European sales for the sixth straight year in 1990, capturing 15.6 percent of the market with its VW, Audi and SEAT brands.

But GM registered the biggest gain of any volume manufacturer in Europe, improving 5.3 percent, to 1,566,200 units, the estimates show. That would put GM ahead of Ford's sales of 1,555,900, which reflected a 1.9 percent decline from the previous year.

The GM figures exclude Saab Automobile AB, the 50-50 joint venture between GM and Sweden's Saab-Scania AB, but the Ford figures include Jaguar, which is 100 percent owned by Ford. The estimates yield an 11.7 percent market share for GM and 11.6 percent for Ford.

In 1989, excluding both Saab and Jaguar from the totals, Ford held fourth place and an 11.6 percent market share, versus 11.1 percent for GM.

"The jump GM has made is very significant," said Peter Schmidt of Automotive Industry Data Ltd. in London. "Ford had been well ahead of GM in Europe and, within 12 months, GM has surpassed Ford. It underscores the problems Ford had last year."

Ford of Europe has not conceded. According to Ford estimates, it edged GM by a tenth of a point in market share, 11.8 percent to 11.7 percent. That calculation excludes Saab, includes Jaguar and counts only 15 markets.

EUROPEAN SALES

Manufacturer	12 Months 1990	1990 share*	12 Months 1989	Volume change (%) '90 vs. '89
Volkswagen	2,085,600	15.6	2,014,600	+ 3.5
Fiat Auto**	1,846,900	13.8	1,9[illegible]	– 4.8
Peugeot S.A.***	1,719,300	12.8	1,[illegible]600	+ 1.4
General Motors†	1,566,200	11.7	1,487,400	+ 5.3
Ford****	1,555,900	11.6	1,586,600	– 1.9
Renault	1,305,200	9.8	1,388,400	– 6.0
Mercedes-Benz	434,800	3.2	427,600	+ 1.7
Nissan	389,200	2.9	396,700	– 1.9
Rover	385,100	2.9	412,500	– 6.6
BMW	363,200	2.7	378,200	– 4.0
Toyota	357,100	2.7	346,800	+ 3.0
Mazda	278,200	2.1	235,900	+17.9
Volvo	234,300	1.8	265,800	–11.8
Mitsubishi	178,500	1.3	165,000	+ 8.2
Honda	162,000	1.2	137,400	+17.9
Saab*****	56,900	—	66,900	–15.0
Others	463,600	3.0	454,600	+ 0.2
Total	13,382,000	100.0	13,400,800	– 0.1

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
***Peugeot, Citroen, Talbot
****Includes Jaguar
*****50 percent owned by General Motors
† Not including Saab

A Ford spokesman said there may be other variations in the way the two companies tote up their sales. "We cannot strictly compare our figures because of differences in calculations," he said.

GM's biggest gains were registered in Germany, Europe's largest market, where it added more than 100,000 sales last year.

Volume at GM's Adam Opel AG subsidiary climbed 23.5 percent, to 562,800, and market share rose from 15.1 percent to 17.3 percent last year.

In contrast, Ford's first-place share in the United Kingdom, by far its largest European market, fell from 27.1 percent in 1989 to an estimated 25.8 percent last year. Sales plunged an estimated 17 percent, to 517,900.

Ford's best news was in Italy, where it was the main beneficiary of a sharp loss in market share by Fiat Group. Ford sales there jumped 58 percent, to 177,500, helped by a 147 percent surge in demand for its Fiesta supermini, to 128,400 units. Market share rose to 7.7 percent from 4.9.

Ford's off-year has been marked by a troubled launch for the Escort/Orion subcompact model in Europe's largest segment. Much press reaction to the car was negative. The car also has suffered from a slow production build-up.

Schmidt said he does not see a sudden turnabout for Ford in 1990.

Among Europe's six volume makers, VW, GM and third-place Peugeot Group increased sales for the year, while second-place Fiat, Ford and sixth-place Renault slipped.

In 1988 and 1989, Fiat mounted a serious challenge to Volkswagen's lead in European market share. But after running neck and neck in the early months of 1990, Fiat fell back to a 13.8 percent share on a sales decline of 4.8 percent, to 1,846,900 units.

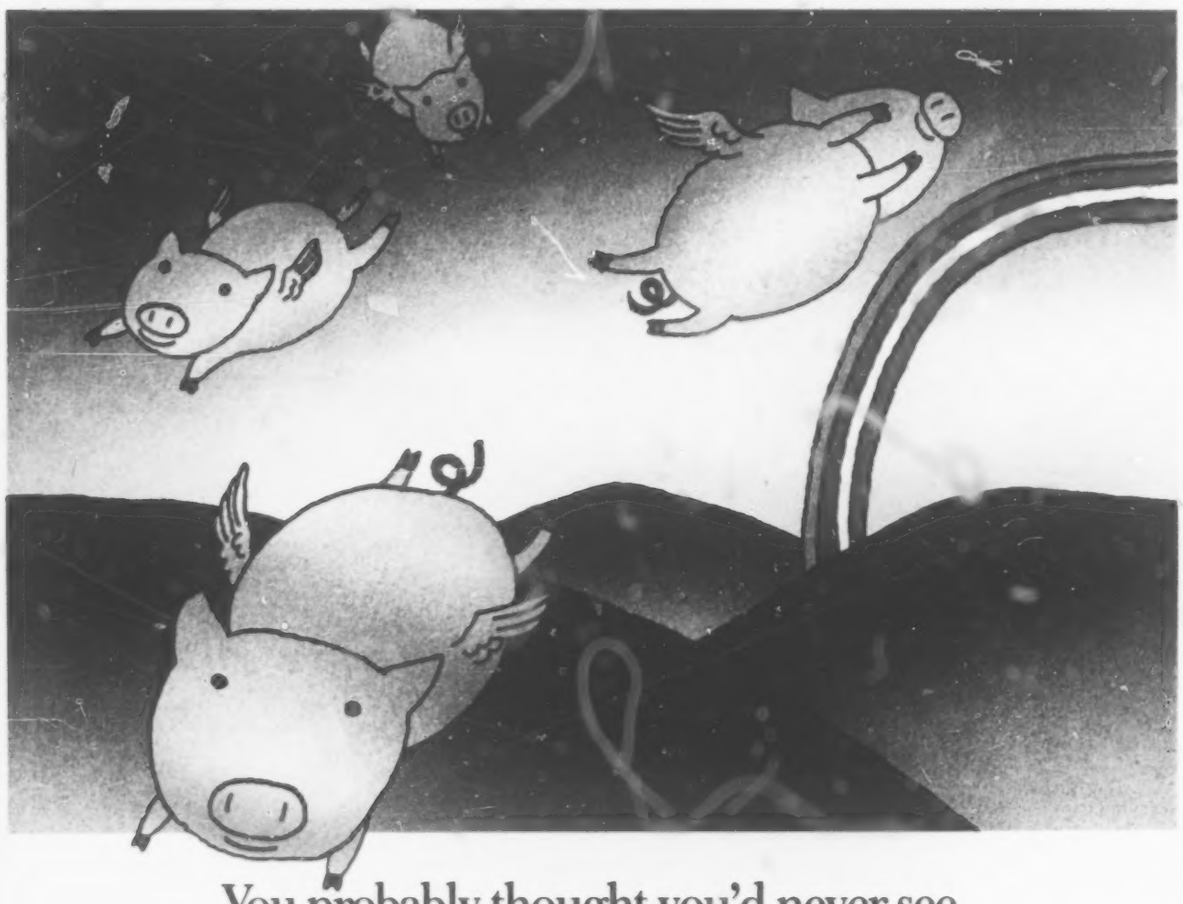
Fiat's share of its home market skidded 4 points, to 52.4 percent, on a 7.7 percent drop in volume, to 1,200,000 cars. The Fiat figures include sales of the Fiat, Alfa Romeo and Lancia makes.

Combined Japanese share across Europe rose from 11 percent in 1989 to 11.7 percent last year on a 6.5 percent increase in volume, to 1,563,400 units. Sales for both Honda and Mazda rose 18 percent.

Among the five major markets, only Germany and France grew last year, while Italy, the United Kingdom and Spain fell.

The German market, buoyed by strong demand in the former East Germany, eclipsed its old sales record, set in 1987. Sales totaled 3,248,600, up 14.7 percent over 1989.

For the full year, Britain and Spain were off 12.7 percent and 13 percent, according to estimates.



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GMC aims Syclone, other new models at niche markets

By Joseph Bohn
TRUCK EDITOR

DETROIT — John Rock, GMC Truck Division general manager, sees his market as "nothing but a group of niches" all the way through the light- and medium-duty segments, and GMC's newest niche offering is the $25,500 Sonoma-based Syclone, which goes on sale Feb. 1.

Rock, speaking at the North American International Auto Show, projected sales of about 3,000 to 3,500 of the high-performance Syclones during the 1991 model year. The trucks can reach 60 mph in less than five seconds.

The two-door, two-passenger Syclone features a full-time all-wheel-drive system for extra traction and the first four-wheel antilock braking system offered on a pickup.

Ray Rota, GMC general sales manager, said the division already had 2,600 orders on hand, so the Syclone could easily exceed its projected sales target.

GMC is capable of producing up to 1,200 Syclones a month. It plans a Syclone look alike that will have the styling, though not all the equipment, of the performance model for about $10,000 less.

Next fall, GMC will also come out with a similar specially outfitted version of the Jimmy, call the Typhoon, Rock said. It also will introduce all-new full-sized Jimmy and Suburban lines.

Concept versions of the 1992 Jimmy, dubbed Sagebrush, and the 1992 Suburban, dubbed Rio Grande, were displayed at the show. They closely resemble the 1992 trucks.

A concept version of the 1992 GMC Jimmy, dubbed Sagebrush, was displayed in Detroit.

The GMC Jimmy and companion Chevrolet Blazer will have a seven-inch-longer wheelbase than current models, while the Suburban will stay about the same size.

The Jimmy/Blazer and Suburbans will get significantly improved suspension systems to provide more of a passenger car ride and upgraded interior appointments.

GMC also plans to beef up merchandising support for its four-door S-Jimmy sport-utility in hopes of improving sales.

Traditionally, the division always sold its compact sport-utilities "with very little sales push," but current market conditions require extra marketing, Rock said.

GMC plans to sell about 360,000 trucks in calendar 1991, just marginally more than the 353,788 it retailed in 1990, Rota said.

GMC officials see an overall truck market of 4.6 million units in calendar 1991 compared with 4,853,336 in 1990.

About 4,380,000 of the projected 1991 sales are expected to be light-duty and about 220,000 are medium/heavy.

That compares with 4,575,951 light-duty and 277,385 medium/heavy sales in calendar 1990.

GMC now is focusing on export opportunities and recently changed some of its engineering operations to prepare vehicles for that effort.

It sees compact pickups as early candidates for export with South America, Latin America and Mexico as the most receptive countries to U.S.-style trucks.

GMC has dropped out of the school bus market because of growing distribution and sales complexities and inherent liabilities in selling such products.

That means it will have to focus more heavily on other truck niches to recover the roughly 12,000 sales yearly that school buses used to add to its medium-duty truck business, Rock concluded.

The Bronco will get a redesigned exterior and interior in 1992; most of Ford's light trucks will get some type of update.

POPULAR MECHANICS/JIM DUNNE

Four Ford light-truck lines slated for redesign for '92

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. will update nearly all its light trucks in the 1992 model year.

Ford's F series, Aerostar, Bronco and Econoline will get both interior and exterior redesigns. The 1992 Aerostar and E-150 and E-250 Econoline vans will have a standard driver-side air bag.

The redesign on the four truck lines will affect seven of 12 Ford assembly plants that will be down for changeover in the next year.

But Allan Gilmour, president of the Ford Automotive Group, said the changeovers will not be as technically complex as the Ford Escort changeover at the Wayne, Mich., plant which caused a major loss of production and cost the company nearly a point of car market share.

At the North American International Auto Show, Gilmour said that the 12 plant changeovers "represent a little threat (to our market share) but not a big one; we will lose some units but not a big number."

Ford's biggest gamble is losing any F-series production. The F series has been the top-selling vehicle — car or truck — in the United States for nine years in a row. Ford sold 522,034 F-series pickups in 1990 compared with 487,508 for the next best-selling vehicle, the Chevrolet C/K pickup.

In addition to a new exterior and interior design, Ford also will offer a new Flareside pickup in the F-series lineup in the 1992 model year, according to Ford President Philip E. Benton Jr.

Ford Division General Manager Thomas Wagner said Ford will try to get 30 percent of the truck market in the 1991 calendar year. Ford is projecting light- and heavy-truck sales for the industry will be about 4.7 million in 1991.

Ford captured 29.9 percent of the light-truck market in calendar 1990, compared with 29.3 percent in 1989. But Ford's light-truck sales declined to 1,373,493 units in 1990 from 1,401,994 in 1989.

Philip Novell, Ford Division general sales manager, said the largest declines were in the commercial-use segment. He said commercial-use orders dropped nearly 30 percent in the second half of 1990.

Whether Ford will link up with a partner in the heavy-truck business is an open question.

Benton said Ford and Italy's Fiat have talked about a joint venture in heavy trucks, but found that the deal did not make sense for either company. He previously said the Ford/Fiat discussions centered around truck components, rather than a buyout of either company's truck operations.

Gilmour said Ford intends to keep its heavy-truck business, despite rumors it is for sale. In the past 13 months, Ford sold its aerospace, steel and tractor operations.

DECEMBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
FORD	MO	89,710	1,534		615	1,837	1,140	94,836	102,147
	YR	1,347,436	26,057		6,444	26,465	13,103	1,419,505	1,458,046
FREIGHTLINER	MO						1,600	1,600	1,893
	YR						23,032	23,032	23,381
CHEVROLET	MO	80,016	63	14	824	459		81,376	89,972
	YR	1,242,902	103	247	8,944	7,278		1,259,474	1,325,767
GMC	MO	24,684	22	30	741	1,120		26,597	27,267
	YR	326,345	25	1,992	5,817	14,526		348,705	376,397
KENWORTH	MO					15	1,286	1,301	1,262
	YR					389	14,620	15,009	18,194
MACK	MO				36	47	901	984	1,498
	YR				1,051	1,404	14,350	16,805	23,271
MERCEDES-BENZ	MO				44	89		133	160
	YR				535	1,105		1,640	2,037
NAVISTAR	MO		6	10	472	2,063	2,719	5,270	5,414
	YR		58	115	11,943	30,422	27,800	70,338	78,185
PETERBILT	MO					19	921	940	1,441
	YR					359	11,970	12,329	17,103
VOLVO/GM HEAVY	MO					112	1,736	1,848	2,198
	YR					829	14,767	15,596	18,352
HINO	MO	22		36	58	97		213	154
	YR	309		516	660	943		2,428	2,141
NISSAN DIESEL	MO	43		46	43	29		161	211
	YR	661		921	534	493		2,609	2,390
ISUZU TRUCK	MO	647	85	20	65	24		841	1,297
	YR	6,624	685	375	1,824	572		10,080	8,361
MITSUBISHI FUSO	MO	169		52	21	61		303	266
	YR	1,852		649	263	559		3,323	3,308
SCANIA	MO						5	5	7
	YR						103	103	116
IVECO TRUCKS	MO	115	40	14	17			186	214
	YR	1,613	525	240	160			2,538	2,357
WESTERN STAR	MO						64	64	86
	YR						935	935	14,119
OTHER TRUCKS	MO	120,442					33	120,475	127,396
	YR	1,648,209			34		644	1,648,887	1,602,809
GRAND TOTAL, 1990	MO	315,848	1,750	222	2,936	5,972	10,405	337,133	362,883
	YR	4,575,951	27,453	5,055	38,209	85,344	121,324	4,853,336	4,976,334
1989 YR to DATE		4,564,418	27,031	7,243	39,128	93,446	145,068		

NOTE: Class 1-3 total includes light trucks sold by all makes other than those listed. Class 4-8 reported by Motor Vehicle Manufacturers Association.

SERVICE MANAGEMENT

Nov. index up from '89, but not Oct.

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

November service and parts volume in new-car dealerships dipped from the October pace, but still showed a gain over the year-ago month, according to the Automotive News Service Index.

November's service-parts business amounted to 101.7 percent of the volume dealers recorded in November 1989. In October, the volume was up 9.8 percent over the same month of 1989.

November was the fifth consecutive month to show an increase over the year-earlier service and parts business.

The lead gainer in November was total labor sales (customer-paid and warranty), which showed an increase of 6.5 percent over the year-ago volume. Sales of shop parts were up 4.1 percent.

The only other indicator in the Service Index to register a gain over the year-earlier figure was gross profit on all labor parts and accessories — the most important indicator from the dealers' viewpoint. Gross profit was up 2.9 percent, the fifth consecutive month that it has risen.

Two indicators, sales of all parts and accessories and repair orders written, were down 1.3 percent and 0.1 percent from the year-earlier volume.

Figures used in the Service Index are averages compiled from reports on shop operation from a cross-section of the nation's new-car dealerships.

Service and parts business for dealers from January to November 1990 was 6.6 percent above that of the year-ago period.

SERVICE INDEX
101.7★

	Nov. '90 vs. Nov. '89	Jan.-Nov. '90 vs. Jan.-Nov. '89
Gross Profit on All Labor and P&A Sales	+ 2.9%	+ 6.1%
Repair Orders Written	– 0.1%	– 0.1%
Total Labor Sales (Customer & Warranty)	+ 6.5%	+ 8.4%
Shop Parts Sales (Customer & Warranty)	+ 4.1%	+ 7.3%
Sales of All P&A	– 1.3%	+ 5.3%

★ Survey by Automotive News shows that dealers' service and parts business in November 1990 was 101.7 percent of business in November 1989. Service business in the first 11 months of 1990 was 106.6 percent of business in the corresponding period in 1989.

Chrysler unveils revisions of extended service contracts

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. has introduced a revised extended service contract program with a comprehensive list of plans that allow car buyers to tailor coverage to meet their needs.

The program has a menu of eight plans from which the car buyer can choose to obtain coverage more compatible with intended length of ownership, budget and monthly payments.

The new service contracts go beyond what has been traditionally offered, said James C. Lowry, manager of service contracts for Chrysler's Service and Parts Operations. The plans are designed to stand alone or complement one another. Prices range from $50 to $1,420.

According to Lowry, Chrysler's top service contract, the Ultimate Customer Care plan, is a combination of three plans — the bumper-to-bumper Maximum Customer Care, Maintenance Care and Motoring Assistance — and includes such features as $500 trip interruption protection, $100 "sign and go" road service, $100 towing allowance and more.

Other plans are:

- **Maximum Customer Care**, which carries a $50 deductible per visit and covers more than 700 components in the suspension, brakes, electrical, frame, bumper mechanisms, fuel system, heating and cooling, steering and body interior. It offers road assistance, towing and rental allowance.
- **Maintenance Care**, covering maintenance service at mileage intervals outlined in the owner's manual.
- **Motoring Assistance**, which provides a package of travel and emergency services.
- **Added Customer Care**, covering more than 200 components including steering, front suspension, brake, electrical and air conditioning systems. It provides reduced powertrain warranty deductible, towing and car rental.
- **Protection Plus**, which extends the basic 12-month/12,000-mile warranty up to 18 months/18,000 miles for buyers of dealer demonstrator, factory official, driver education and dealer rental vehicles.
- **Alternate Transportation**, providing a car rental allowance if a covered vehicle is in for overnight repairs because of a breakdown of a component covered by Chrysler's basic, Crystal Key or powertrain warranties.
- **Custom Coverage**, a transferable plan that provides extended powertrain and major assembly component coverage for Chrysler and competitive engine, transmission, front suspension, rear axle housing, steering, brakes, electrical and air conditioning components beyond the vehicle's factory warranty period.

Exec predicts aftermarket growth in high-performance end in '90s

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — The automotive aftermarket will continue to grow during the next 10 years, according to John King, parts and service engineering manager for Ford Motor Co.'s Parts and Service Division.

King

Speaking at a symposium at the Automotive Parts and Accessories Association's convention here, King said the high-performance phase of the aftermarket will continue to expand during the next decade.

"Electronic controlled engines are proving as receptive to improving with electronic software and other changes, as carbureted engines with improved manifolding," he told the symposium.

King said the need for accessories is likely to expand as the option content of vehicles is reduced to simplify the production process and improve quality.

"However, owner desires for differentiation will demand greater variety," King said. "Some imported and domestic models feature minimum option content to simplify assembly; personalization, through accessory installation, occurs at the service centers."

King also noted that expanded use of modules in vehicle production may lead to business opportunities for "repair facilities that can provide quick diagnosis and replacement of remanufactured replacements and help customers maintain a reasonable cost of ownership."

With regard to basic maintenance items on today's cars and trucks, King said, "No major revolutions are expected in spark plugs, filters, belts or hoses, although electric drives, air conditioning and power steering could simplify or eliminate belt use. Oil and filter change intervals are probably optimal now and are unlikely to change in the next 10 years."

Privacy glass from PPG

Amy Roginski of PPG Industries shows new glass that offers privacy while reducing sun rays entering vehicles. The glass, Solarban 20/20, will be used in Chrysler Corp.'s minivans in 1992.

Florida dealer scores downtown

By Patricia A. Kelsey
SPECIAL CORRESPONDENT

ST. PETERSBURG, Fla. — As auto dealership traffic continues to migrate north from downtown streets, Scott Buick has opted to "[illegible]owntown."

Four months ago, it opened a satellite sales and service branch in the heart of St. Petersburg for three reasons: To serve its shop customers better, to add new service customers and to attract new- and used-car buyers.

So far, it's working, say Al Leo, vice president and general manager.

Long-time customers are pleased that they no longer have to buck heavy traffic to get service at Scott Buick's main store in Pinellas Park, Fla., Leo said.

He said other Buick owners also are coming in for service. There's a solid base of people in that locale representing Buick's traditional retiree-base demographics plus the younger set, he said.

There are four service bays, manned by two technicians, in the 5,000-square-foot building that was a bowling alley before Scott Buick's owner, the Polett/Lustgarten Dealer Group, invested $1 million to renovate it.

To staff the satellite, the dealership drew on its experienced sales and service people.

"We staffed it entirely from our current employee base and replaced those people at the main store," Leo said.

The dealership is nearing its goal of 60 to 70 sales per month — 30 to 35 new cars and 30 used.

The satellite has already had a 51-unit month, Leo said.

What's equally important is that the new business has not hurt it's other store, Leo said.

SERVICE BRIEFS

ATF funds ASE program

HERNDON, Va. — The American Trucking Federation has donated $30,000 to the National Institute for Automotive Service Excellence to fund a heavy-duty truck certification program.

The funds, donated in memory of Zenon C.R. Hansen, retired chairman of Mack Trucks Inc. and federation president, will be used to begin the development and implementation of a certification program for high schools, vocational schools and community colleges and for private school truck-repair training programs. The program will be administered by the National Automotive Technicians Education foundation, the institute's educational subsidiary.

Ford graduates 15

DETROIT — Fifteen Detroit-area students have received degrees in Ford Motor Co.'s Automotive Student Service Educational Training program.

During the two-year program, students alternate between the classroom and dealerships every nine weeks, learning the latest developments in engines, ignition and fuel systems, turbocharging and diesel and computer controls. They also take courses ranging from mathematics and physics to computer studies and critical thinking.

Since 1985, Ford has expanded the program to junior colleges in 38 cities across the country. Ford hopes to have approximately 50 programs in 1991, said Lee Miskowski, general manager of Ford Parts and Service Division.

GM, Bakony sign pact

FLINT, Mich. — General Motors' AC Rochester Division has signed a supply agreement with Bakony Works for Metal and Electrical Equipment in Veszprem, Hungary, as a prelude to a possible venture.

Under the agreement, Bakony, an AC Rochester supplier for two years, will manufacture spark plugs for the division's European customers, according to Daniel L. Welton, plant manager for AC Rochester-France in Gennevilliers, France.

AC Rochester currently makes spark plugs in the Gennevilliers plant, but intends to use some capacity there for other products. A joint venture between the two companies for spark plug production may be formed as early as June, according to Welton.

Dealership has top techs

MEYER, Iowa — Meyer Garage (Saab) is batting 1.000 in employing technicians, according to Michael Parahus, car training manager for Saab Cars USA Inc.

He said Meyer Garage is the first of 351 U.S. dealerships to employ only Saab master technicians.

Parahus said that to earn the title of master, technicians must advance through three levels: associate, certified and qualified technician; have five years' experience at a Saab dealership, pass required technical courses and earn full certification by the National Institute for Automotive Service Excellence in eight categories.

Rebates, leases and college spiffs

Makers continue to prime the pump for dealers and customers

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Incentive programs ranging from dealer cashbacks to special lease deals and allowances for college graduates have been announced by American Honda Motor Co. Inc., Chrysler Corp. and Oldsmobile, Chevrolet and GMC Truck divisions.

In one of its infrequent incentive excursions, American Honda is paying dealers $300 for sales of 1990 and 1991 Accords. The $300 payment on the 1991 models was announced early this month; it excludes the Special Edition and station wagon.

American Honda also is paying dealers a rebate of $300 on sales of 1990 and 1991 Acura Integras. The Accord program ends March 31, while the Integra rebate runs through April 2.

Chrysler Corp. said it is increasing the new-vehicle purchase or lease incentive to $500 from $400 in its College Graduate Allowance program, which has been renewed for the 1991 calendar year.

Chrysler said the rebate applies to new 1990, 1991 and 1992 Chrysler, Plymouth, Dodge, Jeep and Eagle domestic or imported vehicles and can be added to any other national consumer incentive in effect on delivery through participating dealers.

Oldsmobile is offering General Motors Acceptance Corp. Smartlease incentives on 1990 and 1991 Cutlass Supreme and 88 models that are leased for terms up to 48 months.

Payments are as low as $229 per month (no money down) for 48 months on the Supreme and $259 for 48 months on 88 models. The program expires March 31.

Through April 7, Chevrolet has a similar lease plan for all 1991 Caprice models, including the new Classic LTZ. Customers can lease a fully equipped car for $275 for 48 months or $292 for 36 months. That compares with $377 and $419 on a standard Smartlease.

GMC Truck announced a consumer incentive program that offers cash or special finance rates in lieu of cash on 1990 and 1991 trucks. It runs through April 7.

The GMC rebates are $1,500 on the 1990 G-Van; $1,000 on the 1990 S15 pickup, S15 Jimmy, V Jimmy and Suburban; and 1991 Sonoma, V Jimmy and S15 Jimmy two- and four-door models.

Also, $750 on 1990 and 1991 RV pickup and cab chassis and $500 on 1990 and 1991 G-Van, 1990 and 1991 Safari and Safari XT, 1990 and 1991 Sierra pickup cab chassis and 1991 Suburban.

Instead of cash, buyers may choose finance rates of 8.9 percent for 48 months or 10.9 percent for 60 months.

DIARY

FROM PAGE 2

the lot and get out of their tiny, 1970s-vintage Honda Civic. They begin talking to a salesman.

In less than five minutes they're through.

Goodall and his family say they came to Kott looking to take advantage of an first-time buyer program advertised in the paper. They are disappointed, and a bit angry, to learn that Goodall's 32-hour-a-week job as a clerk at a huge local grocery chain doesn't qualify as the "full-time employment" necessary for the promotion.

The Goodalls leave. That leaves the lot empty again of prospects.

11:35 a.m. Salesman Henry Daood spies an "up." It's 55-year-old Ermon Johnson. Johnson needs a car to get to a sick family member in Texas. He says he's worried about the war with Iraq, but personal circumstances have priority over international ones.

Johnson says he likes a dated Dodge Colt and Mercury Tempo, but "they don't like me. They cost too much."

12:00 noon Down at the Chrysler-Plymouth store, a few families are milling around in the showroom.

General sales manager Fred Guzowski sits behind a cluttered desk in the front. He has a television tuned to a local news show.

Guzowski says he's surprised that anyone is in the store. Guzowski opines that the war may help Chrysler and other domestics.

"This is really bringing out the Americana, the flag-wavers," he says. "The import dealers may see a backlash because Japan hasn't helped much in the Gulf."

12:45 p.m. A salesman shows some 1991 Escorts to two young women. They too are interested in the first-time buyer program. Florence Miller, 20, says she thinks the subcompacts look good but would look even better if she was driving off in one. She too is having trouble meeting the promotion's requirements.

Miller is disappointed but says her attention is really focused on the Gulf. Her brother is a Marine stationed in Saudi Arabia. "Sure I want a car," she says. "But if I could have anything I'd have him home," she says.

Miller and her friend leave.

12:55 p.m. A Japanese couple get out of their Cadillac. They're there to finish up paperwork on a Ford Club Wagon van for their business, running tours for Japanese tourists in Southern California.

VINCENT DE LEON

Florence Miller checks out an Escort at Don Kott Ford last Thursday. Miller was one of few customers who visited the dealership the day after war broke out in the Gulf.

1:35 p.m. "Right. Green. That's mine," says salesman Kevin Burckhardt, as an "up" parks his green car on the right side of the lot. Burckhardt meets the prospect by his car. Later he "turns" the gentleman over to another salesman who he thinks may have a better chance of closing the deal. If a deal is made, Burckhardt would be credited with half a sale.

"Right, green" does not buy.

2:10 p.m. Jeff Pool, a fleet and leasing account manager at the Lincoln-Mercury store, sits at his desk. Half his attention is on his work, the other half on the little radio on his desk.

Pool says the phones "have been quieter than usual."

"I did have someone tell me that they 'just didn't feel right about buying today' because of the war," Pool says. "Luckily that guy's only looking at one Explorer, and I think he'll be back."

2:40 p.m. Trinidad Torralba, 68, writes a check and signs a deal. He has just bought a 1987 Taurus to replace a car he sold to a scrap yard. "I can't worry about the war. I need the car," he says.

2:50 p.m. The TV in the service waiting room continues to attract more attention than the new and used cars outside. Five people watch for war updates.

3:30 p.m. Walterine Crisp, 52, can only think, and talk, about her new 1990 LTD Crown Victoria. This is the second car she's bought from Kott, and she says the "Lord led me to this dealership." She says she is praying for the soldiers in the Gulf, but she thought it was time to buy before "things get any more unpredictable."

4:10 p.m. Jeff and Lisa Hancock, a couple in their 30s, test-drive a Ford Aerostar minivan. They are concerned about the war, but feel that buying a new car is a separate issue.

"We've got one baby and another one on the way, and we just have to buy a more practical car," Lisa says.

4:40 p.m. Salesmen, always optimists, think business will pick up as people get off work. Then the news breaks that Iraq has attacked Israel. Suddenly all attention reverts back to war.

A dozen people, from sales staff to porters and mechanics, join a few customers back in what has become the TV room.

6 p.m. The showroom and lot are dead. All but two salespeople, now the night shift, are inside listening for radio and television reports.

6:10 p.m. What looks like an "up" turns out to be a pizza delivery man in an unmarked car. Six pizzas are taken to the backroom staff.

6:30-10 p.m. Traffic all but winds to a halt. Three "ups" come onto the lot. One pokes around and leaves. Two agree to take test drives. One of those buys a Ford Ranger pickup.

10 p.m. Francisco Palau, the sales manager on duty, closes the doors and the books. On this first full day of war, Don Kott Ford retailed four new and used cars from the floor, compared to seven on an average weekday.

Palau calls it "slow, but not terrible."

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 6.7 percent.		
Chrysler Corp. (1991)		
Chrysler	$500	3/31
Dodge cars	[illegible]	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-500	3/31
Jeep	$700	3/31
Plymouth	$400-500	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 6.7 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	1/31
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Jaguar (1990-91) (all except '91 XJ6)	$5,000 for owners of '88 Jaguars	1/31
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$1,000-1,250 plus free trim package	2/28
MPV	$886-1,246 discount on option packages	2/28
Subaru		
XT (1989-91)	$2,000	5/2
Justy (1990-91)	$500	2/12
Loyale (1991)	$300-$1,950	2/12
Toyota (1991)		
Celica GT, 4Runner	$800 discount on option packages	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990-91)		
Jeep Cherokee	$250	1/31
Grand Wagoneer	$2,000	1/31
Minivans (1991) (without air bags)	$500	1/31
Cars	$250-1,000, quota	1/31
Ramcharger, Ram D-W pickups	$1,000	1/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	1/31
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$3,000	2/4
Chevrolet C1500	$500	4/7
Acura (1990-91)		
Integra	$300	4/2
Audi (1990)		
100 Series	$3,000	1/31
Honda (1990-91)		
Accord	$300	3/31
Hyundai (1990)		
Excel	$1,000-1,500	4/3
Sonata	$2,000	4/3
Hyundai (1991)		
Sonata	$100-500, based on sales	4/3
Isuzu		
Impulse (1990)	$1,500	2/15
Trooper (90-91)	$1,300-1,700, quota	3/31
Pickup (1991)	$600-1,500, quota	3/31
Mitsubishi (1990-91)		
Cars	0-$2,000, quota	2/28
Trucks	0-$1,500, quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1989)		
405	$2,500-3,500	None
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla	$300-700, quota	2/4
Camry	$500-900, quota	2/4
Pickup	$200-900, quota	2/4
Volkswagen (1990)		
Cars	$500-1,500	None

Ford Mexico to make new Zeta engine

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Ford Motor Co. S.A. de C.V. will spend $700 million to expand its Chihuahua, Mexico, engine plant for production of a new four-cylinder engine for the North American market.

The plant will build Ford's Zeta engine, said plant manager Lyle Raymond. Ford made the announcement at Los Pinos, the official residence of Mexican President Salinas de Gortari.

The Mexican Zeta will be a 2.0-liter version. In Europe, Ford builds the Zeta in 1.4-liter and 2.0-liter configurations in Bridgend, Wales.

Ford said that the Chihuahua plant will shut down this summer and reopen in about two years. The plant will have the capacity to build 500,000 engines annually in two shifts and will employ more than 1,100 people.

Chihuahua currently produces about 200,000 2.3-liter four-cylinders engines a year. Most are used for Ford Tempo/Mercury Topaz models sold in the United States.

The Mexican-built Zeta engine will go into the next-generation Tempo/Topaz, code-named CDW27, scheduled for launch in the 1995 model year. It could also appear later in the decade in a Ford specialty sports coupe built at Mazda's Flat Rock, Mich., plant, according to Ford Engine Division product planning documents.

According to Raymond, production at the new plant will represent 20 percent of Ford's four-cylinder engine production in North America and between five and 10 percent of all the engines produced by the company in North America.

The Chihuahua plant opened in 1981.

Range Rover gains weight, escapes tax

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The Range Rover sport-utility has put on some weight and apparently squeezed through a crack in the new luxury tax.

The Internal Revenue Service has labeled the Range Rover a "multipurpose vehicle." As a result, it won't be subject to the tax, said Range Rover of North America Inc. spokesman William E. Baker.

The tax would have cost customers about $1,300 on a $42,975 Range Rover — or 10 percent on the amount of the transaction above $30,000.

Range Rover dealers have been warning customers that they might be liable for the tax, said Range Rover's No. 1 dealer, Michael Lazarus of Range Rover Land in Glen Head, N.Y. Lazarus said last week he'll continue to warn customers until there's no doubt Range Rover is exempt.

A 60-day public "comment period" began when the IRS luxury tax rules were published in late December. The IRS will entertain comments or objections as to how the tax is applied, Baker said. Range Rover's exemption will stand unless someone raises a successful objection, he said.

Ironically, Range Rover escaped a 25 percent tariff on imported trucks two years ago because the Treasury Department classified the Range Rover as a "passenger car," along with other four-door sport-utilities.

The luxury tax apparently would have applied to Range Rover if the Internal Revenue Service had decided to put the vehicle in the same category.

Even with the truck-versus-car ruling, Range Rover only managed to escape the luxury tax because it "gained" 22 pounds.

The tax applies to trucks with a gross vehicle weight less than 6,000 pounds. Gross vehicle weight refers to the weight of the vehicle plus passengers and the maximum cargo it's designed to carry.

Range Rover had listed its gvw as 5,997 pounds, only three pounds under the limit that would have made it tax-exempt. At the request of the U.S. subsidiary, Rover Group in Britain "recalculated" its gvw, which turned out to be 6,019 pounds, Baker said.

He said the gvw hadn't been updated since 1987, despite some changes to the vehicle that pushed it over the 6,000-pound threshold.

PRODUCTION

U.S. CAR

	Week Ended Jan. 19, 1991	Week Ended Jan. 12, 1991	Jan. to Date	Jan. 1 to Jan. 19, 1991	Jan. 1 to Jan. 20, 1990
Horizon	0	0	0	0	1,797
Sundance	0	0	0	0	3,446
Acclaim	2,500	2,721	6,111	6,333	1,600
Total Plymouth	**2,500**	**2,721**	**6,111**	**6,333**	**6,843**
LeBaron A	0	0	0	0	0
LeBaron J	0	0	0	0	0
N. Yorker C-Class	300	364	832	874	400
Fifth Avenue	900	957	2,280	2,386	500
Imperial	300	195	855	695	400
Total Chrysler	**1,500**	**1,516**	**3,767**	**3,955**	**1,300**
Omni	0	0	0	0	1,927
Daytona	0	0	0	0	0
Shadow	0	0	0	0	3,950
Dynasty	3,300	3,464	8,392	8,799	2,200
Spirit	2,300	2,161	5,926	6,295	2,200
Total Dodge	**5,600**	**5,625**	**14,320**	**15,094**	**10,277**
CHRYSLER CORP.	**9,600**	**9,662**	**24,198**	**25,382**	**18,429**
Escort	5,900	0	8,178	8,747	5,099
Mustang	0	0	1,752	2,190	2,973
Tempo	3,222	0	4,812	5,209	2,851
Taurus	3,795	4,316	12,085	13,078	14,993
Thunderbird	0	0	1,075	1,344	3,095
Total Ford Div.	**12,917**	**4,316**	**27,901**	**30,568**	**28,811**
Topaz	1,178	0	1,700	1,831	869
Cougar	0	0	1,625	2,031	1,350
Sable	1,445	947	3,449	3,713	2,635
Total Mercury	**2,623**	**947**	**6,774**	**7,575**	**5,854**
Continental	1,236	1,255	3,006	3,135	2,394
Mark VII	223	210	527	550	1,178
Town Car	2,917	2,945	7,079	7,383	7,160
Total Lincoln	**4,376**	**4,410**	**10,612**	**11,068**	**10,732**
Total L-M Div.	**6,999**	**5,357**	**17,386**	**18,643**	**15,786**
FORD MOTOR CO.	**19,916**	**9,673**	**45,287**	**49,211**	**44,597**
Skylark/Somerset	2,500	2,388	6,166	6,486	1,380
Century	1,600	0	1,600	1,600	1,500
Riviera	307	0	307	307	407
Electra/Park Ave.	1,497	1,474	4,234	4,550	3,804
LeSabre (fwd)	3,994	3,994	9,889	10,354	3,112
LeSabre (rwd)	0	0	0	0	339
Reatta	0	0	0	0	348
Total Buick	**9,898**	**7,856**	**22,196**	**23,307**	**10,890**
Eldorado	376	0	376	376	448
Seville	755	0	755	755	504
Brougham (rwd)	533	496	1,491	1,606	744
DeVille (fwd)	3,200	2,995	7,657	8,023	2,876
Allante	64	64	159	167	195
Total Cadillac	**4,928**	**3,555**	**10,438**	**10,927**	**4,767**
Cavalier	5,456	6,305	14,378	15,010	3,801
Camaro	2,315	0	2,315	2,315	0
Corsica/Beretta	6,160	3,978	10,138	10,138	4,780
Caprice	3,010	2,865	6,568	6,741	4,886
Corvette	485	469	1,184	1,242	0
Total Chevrolet	**17,425**	**13,757**	**34,583**	**35,446**	**13,467**
Calais	1,820	1,765	4,395	4,597	1,500
Cutlass Ciera	1,750	0	1,750	1,750	1,998
Cutlass Supreme	2,050	2,185	5,233	5,483	0
Toronado	158	0	158	158	433
88 (fwd)	1,658	1,663	4,295	4,538	3,520
88 (rwd)	0	0	0	0	96
98	2,000	1,768	4,594	4,800	1,024
Total Oldsmobile	**9,436**	**7,381**	**20,424**	**21,326**	**8,241**
Sunbird	2,335	2,765	6,186	6,458	650
Grand Am	4,800	0	4,800	4,800	0
Firebird	525	0	525	525	0
Grand Prix	3,173	0	3,173	3,173	0
Pontiac 6000	1,120	0	1,120	1,120	1,192
Bonneville	586	590	1,911	2,095	2,596
Total Pontiac	**12,539**	**3,355**	**17,716**	**18,171**	**4,438**
Total Saturn*	**629**	**540**	**1,576**	**1,689**	**0**
GENERAL MOTORS	**54,845**	**36,394**	**106,934**	**116,057**	**41,883**
DIAMOND-STAR	**3,529**	**3,410**	**8,615**	**9,034**	**6,634**
Civic	1,650	1,642	3,983	4,156	8,499
Accord	7,610	6,864	17,699	18,505	13,750
HONDA	**9,260**	**8,506**	**21,682**	**22,661**	**22,249**
MAZDA*	**2,300**	**3,005**	**7,006**	**9,439**	**10,978**
NISSAN	**2,900**	**3,307**	**7,901**	**8,182**	**6,311**
Corolla	1,700	2,192	4,878	5,125	5,578
Geo Prizm/Nova	1,700	2,204	4,911	5,163	5,602
NUMMI	**3,400**	**4,396**	**9,790**	**10,288**	**11,180**
SUBARU-ISUZU	**1,190**	**986**	**2,514**	**2,586**	**1,600**
TOYOTA	**4,500**	**4,500**	**11,317**	**11,847**	**12,004**
TOTAL BIG 3	**84,362**	**55,929**	**176,419**	**185,458**	**104,826**
TOTAL TRANSPLANT	**27,175**	**29,140**	**80,704**	**73,000**	**71,026**
TOTAL CARS, U.S.	**111,538**	**85,070**	**246,123**	**258,500**	**175,850**
TOTAL CARS, CANADA	**22,574**	**17,029**	**45,466**	**46,857**	**26,873**
U.S., CANADA CARS	**134,112**	**102,107**	**291,529**	**305,357**	**202,729**
U.S., CANADA CARS AND TRUCKS	**298,570**	**158,854**	**448,440**	**471,194**	**382,323**

Monthly estimates may contain error of one or two units due to rounding.
*Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR

	Week Ended Jan. 19, 1991	Week Ended Jan. 12, 1991	Jan. to Date	Jan. 1 to Jan. 19, 1991	Jan. 1 to Jan. 20, 1990
Monaco	0	0	0	0	1,894
Premier	0	0	0	0	401
CHRYSLER CORP.	**0**	**0**	**0**	**0**	**2,295**
Tempo	3,687	0	5,093	5,445	3,552
Topaz	931	0	1,512	1,657	1,248
Crown Victoria	971	0	971	971	4,006
Grand Marquis	0	0	0	0	5,480
FORD MOTOR CO.	**5,589**	**0**	**7,576**	**8,073**	**14,286**
Celebrity	0	0	0	0	0
Cutlass Ciera	1,780	1,780	4,130	4,272	0
Lumina	4,625	5,174	9,799	9,799	0
Regal	3,375	2,796	6,173	6,173	0
GENERAL MOTORS	**9,780**	**9,752**	**20,102**	**20,244**	**0**
CAMI	**2,800**	**2,806**	**5,536**	**5,864**	**0**
HONDA	**2,150**	**2,894**	**5,228**	**5,476**	**5,998**
HYUNDAI	**975**	**982**	**2,223**	**2,290**	**930**
TOYOTA	**1,280**	**1,365**	**3,310**	**3,471**	**2,888**
VOLVO	**180**	**180**	**431**	**449**	**584**
TOTAL CARS, CANADA	**22,574**	**17,029**	**45,466**	**46,857**	**26,873**

U.S. TRUCK

Caravan	1,900	2,124	5,165	5,450	5,631
Dakota	0	2,027	2,893	3,109	3,134
Caravan C/V	0	3	6	7	315
Ram pickups	0	2,031	2,908	3,127	3,566
Total Dodge	**1,900**	**6,185**	**10,971**	**11,693**	**12,646**
Cherokee	0	0	0	0	3,500
Comanche	0	0	0	0	150
Grand Wagoneer	0	0	0	0	200
Wagoneer	0	0	0	0	50
Total Jeep	**0**	**0**	**0**	**0**	**3,900**
Voyager	1,900	1,824	4,510	4,706	5,344
Town & Country	0	26	62	71	180
Total C-P Div.	**1,900**	**1,850**	**4,572**	**4,777**	**5,524**
CHRYSLER CORP.	**3,800**	**8,035**	**15,543**	**16,470**	**22,070**
Aerostar	4,000	0	5,870	6,337	3,200
Bronco	0	0	456	572	1,999
Bronco II/Explorer	5,456	5,151	12,777	13,320	4,322
Navajo	459	390	1,022	1,065	0
Econoline	0	0	1,526	1,907	6,541
Mediums/Heavies	1,066	0	1,622	1,761	3,145
Light trucks	3,040	773	8,182	9,274	17,132
Ranger	2,487	6,036	11,839	12,668	7,956
Total Ford Div.	**16,508**	**12,350**	**43,295**	**46,904**	**44,295**
FORD MOTOR CO.	**16,508**	**12,350**	**43,295**	**46,904**	**44,295**
Astro	2,028	2,543	5,582	5,835	0
Blazer	192	0	192	192	0
Lumina APV	1,183	0	1,183	1,183	3,700
Mediums/Heavies	200	239	526	548	775
P-Model	325	0	325	325	374
Pickups	5,972	53	6,056	6,064	5,446
S-10	6,387	5,578	14,706	15,391	9,601
S-10 Blazer	951	785	2,274	2,409	97
Sportsvan/Van	1,050	0	1,050	1,050	0
Suburban	641	0	641	641	0
Total Chevrolet	**18,929**	**9,198**	**32,536**	**33,638**	**19,993**
Jimmy	61	0	61	61	0
Mediums/Heavies	400	346	941	990	803
P-Model	175	0	175	175	36
Pickups	2,401	47	2,464	2,468	2,852
S-15 Sonoma	1,464	1,445	3,559	3,721	2,743
S-15 Jimmy	484	515	1,220	1,275	29
Safari	832	1,225	2,519	2,635	0
Suburban	374	0	374	374	0
Vandura/Rally Vans	241	0	241	241	0
Total GMC	**6,432**	**3,578**	**11,554**	**11,940**	**6,463**
Silhouette	258	0	258	258	1,489
Bravada	523	395	1,062	1,098	0
Total Oldsmobile	**781**	**395**	**1,320**	**1,356**	**1,489**
Pontiac Trans Sport	**658**	**0**	**658**	**658**	**3,207**
GENERAL MOTORS	**26,808**	**13,171**	**46,868**	**47,992**	**31,152**
NAVISTAR	**1,645**	**1,635**	**3,280**	**3,280**	**3,854**
NISSAN	**2,770**	**3,271**	**7,562**	**7,930**	**8,142**
SUBARU-ISUZU	**1,250**	**950**	**2,430**	**2,497**	**1,600**
AM GENERAL	**400**	**400**	**1,160**	**1,250**	**1,350**
MISCELLANEOUS	**2,650**	**2,650**	**7,700**	**8,300**	**9,000**
TOTAL TRUCKS, U.S.	**55,823**	**42,462**	**127,035**	**134,223**	**121,563**

CANADIAN TRUCK

Caravan	3,021	2,732	7,091	7,425	10,061
Caravan C/V	77	82	206	218	617
Ram Wagon	0	0	0	0	0
Ram Van	0	0	0	0	0
Total Dodge	**3,098**	**2,814**	**7,297**	**7,643**	**10,678**
Voyager	1,922	2,229	5,218	5,485	7,905
Total Plymouth	**1,922**	**2,229**	**5,218**	**5,485**	**7,905**
Wrangler	0	1,547	2,315	2,507	0
Total Jeep	**0**	**1,547**	**2,315**	**2,507**	**0**
CHRYSLER CORP.	**5,020**	**6,590**	**14,830**	**15,635**	**18,583**
FORD MTR. (R. trks.)	**0**	**0**	**1,330**	**1,672**	**5,298**
Light trucks	3,265	3,310	7,625	7,888	9,998
Vans	0	0	0	0	2
Total Chevrolet	**3,265**	**3,310**	**7,625**	**7,888**	**10,000**
Light trucks	985	973	2,786	2,993	3,592
Vans	0	0	0	0	1
Total GMC	**985**	**973**	**2,786**	**2,993**	**3,593**
GENERAL MOTORS	**4,250**	**4,283**	**10,411**	**10,881**	**13,593**
CAMI	**1,280**	**1,246**	**2,965**	**3,095**	**0**
NAVISTAR	**165**	**164**	**331**	**331**	**557**
TOTAL TRKS., CANADA	**10,835**	**12,285**	**29,875**	**31,614**	**38,631**
U.S., CANADA TRKS.	**66,458**	**54,747**	**156,911**	**165,837**	**159,584**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Car output climbs 31% to 111,538

By Anne E. Wright
CHIEF STATISTICIAN

All U.S. assembly plants will be closed today in observance of Martin Luther King's birthday.

Scheduled U.S. output of 111,538 cars last week was 31.10 percent above the prior week's total and 32.59 percent over the same week in 1990.

Year-to-date, 258,500 cars have been produced, 47 percent above 1990's total.

Truckmakers scheduled 55,823 units last week, 31.47 percent above the prior week and 2.28 percent above the year-ago week.

So far this year, 134,223 trucks have been assembled, 10.41 percent ahead of 1990.

General Motors reported that two plants will be idle this week: the Lansing, Mich., (Reatta Craft Centre) car plant and the Baltimore truck plant.

Ford Motor Co. has extended downtime for one week at the following plants: St. Paul, Minn.; Atlanta; and the car line of the Lorain, Ohio, facility. Downtime at the Wayne, Mich., truck plant has been extended for two weeks.

Ford resumed one shift of production at the Edison, N.J., truck plant today.

Ford's Hermosillo, Mexico, facility is idle this week because of weak sales. The plant produces the Ford Escort and the Mercury Tracer for sale in the United States.

Mazda Motor Manufacturing (USA) Corp. reduced each of its two shifts by 70 minutes each day last week in response to a 20 percent decrease in orders for the Ford Probe. The reduction is scheduled through Feb. 2.

Five of Chrysler's seven car and truck plants are slated to operate this week. The Warren, Mich., and the Sterling Heights, Mich., truck plants are idle.

Canada cars rise to 22,574

Canadian auto output was scheduled at 22,574 units last week, 32.56 percent above the prior week and 68.46 percent over the 1990 week.

Canadian truckmakers estimated assembly at 10,635 units last week, 13.43 percent below the prior week and 20.19 percent below 1990.

Production at GM's Scarborough, Ontario, truck plant has been reduced to one shift effective today. The plant will run alternating shifts until the end of February.

NOTE

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Automotive News

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DEALS STALL

Unrest and lack of cash cloud Soviet auto ventures with West

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Lack of funding and political upheaval in the Soviet Union are combining to put the brakes on four proposed automotive ventures involving Western firms.

Specifically:

- Chrysler Corp.'s talks with the light-truck manufacturer RAF in the embattled Baltic state of Latvia appear to be going nowhere.
- Plans by Italy's Fiat S.p.A. and France's Automobiles Peugeot to build some 1 million cars a year in separate ventures are proceeding through difficulties.
- A proposed joint venture between Germany's Mercedes-Benz AG and Japan's Mitsubishi Motors Corp. to build as many as 300,000 mid-sized cars a year has been placed on hold.

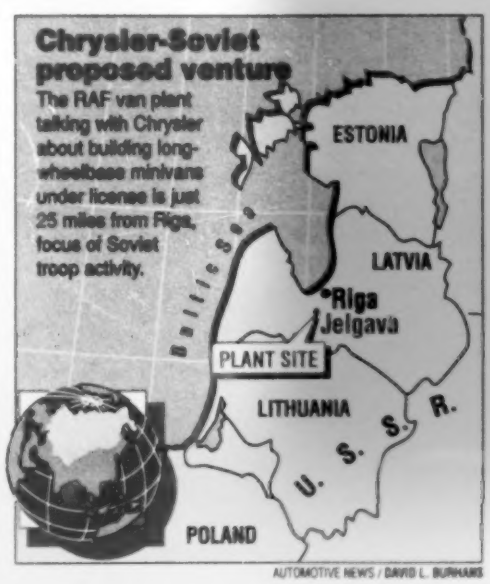
"The general economic situation in the Soviet Union is so depressed that they have postponed the thing," a Mercedes spokesman said. "Passenger cars are not a priority for them."

Two years ago, Ford Motor Co.'s talks with Soviet officials about possible production of the Scorpio sedan at the GAZ plant in Gorki collapsed, primarily because of financial issues.

Chrysler's talks with the RAF factory in Jelgava, not far from the strife-torn Latvian capital of Riga, are understood to have involved licensing the Voyager minivan. Last year, Chrysler officials confirmed talks with RAF and also with the UAZ factory in the Soviet Union.

The two sides discussed replacement of the Latvian

see SOVIETS, page 45



AUTOMOTIVE NEWS / DAVID L. BURHANS

War, recession batter buyers; industry retreats

Plants shut as sales fall 25%

This story was reported by Automotive News Staff Reporters Joseph Bohn, Kristine Stiven Breese, Laura Clark, Phil Frame, Jim Henry, Kathy Jackson and Liz Pinto.

The Persian Gulf War and a widening recession are beginning to pummel auto industry sales, forcing cutbacks in dealer orders and factory output.

Domestic manufacturers moved swiftly to close 11 plants this week in response to a sharp drop in dealer orders. At the same time, Big 3 and transplant vehicle sales dropped 25.5 percent for Jan. 11-20.

Big 3 shut 11 plants, Page 42

Even some previously high-flying importers like American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. are getting shot down.

Among the automakers producing vehicles in the United States, only Mazda Motor of America Inc. and Nissan Motor Corp. in U.S.A. reported sales increases.

The Big 3 and transplant carmakers delivered 191,029 cars and trucks in mid-January, 25.5 percent fewer than a year earlier. The falloff was exaggerated by the fact that there were eight selling days this year and nine last year.

A total of 124,240 cars were sold, a 20.3 percent drop; truck deliveries of 66,789 plunged 33.7 percent.

Toyota reported the biggest sales plunge among domestic automakers; its sales fell 44.8 percent. Chrysler Corp. does not report 10-day sales. *Automotive News* estimated that Chrysler's total vehicle sales were down 43.4 percent.

Cadillac was the only Big 3 car division that had an increase in sales. Cadillac's sales rose 33.2 percent; Lincoln suffered a 50.6 percent drop in deliveries.

All domestic truckmakers except Nissan reported sales declines.

Import sales weren't much better, but when combined with domestic deliveries, the sales decline wasn't quite as bad. A total of 301,992 imported and domestic vehicles were delivered in mid-January, down 23.2 percent from last year.

The four automakers that reported import car sales delivered 17,835 cars in the mid-January period, 31.57 percent fewer than last year. Pontiac and Mercury were the only import makes with increased sales.

Automotive News estimated all other import car sales of 31,019, down 9.63 percent from mid-January last year.

General Motors and Toyota are the only automakers that report import truck sales. They sold 4,563 trucks, down 31.56 percent.

Automotive News estimated other import truck sales at 8,692, a 5.36 percent drop from last year.

see SALES, page 42

Ford may swing ax at suppliers

One-third could be dumped to provide jobs for UAW members

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. may ax as many as a third of its 3,000 suppliers under an agreement with the UAW to try to create jobs for union members.

At a week-long meeting of top Ford and UAW officials in Florida this month, Ford agreed to give the union a list of all its suppliers so the union can target the ones with which it believes it can compete.

That list should be in the union's hands by mid-February.

The Florida meeting was called to update the company and the union on provisions in the national contract that was signed last October. Those present included Jack Hall, Ford's chief bargainer, and Ernie Lofton, UAW vice president in charge of the union's Ford department.

Under the new contract, Ford agreed to work with the union to preserve and to replace jobs that may be lost due to outsourcing. The contract gives the union the right to bid for those jobs and to bring the work in-house to Ford plants.

Jeff Washington, president of UAW Local 900 in Detroit, who attended the Florida meeting, said Ford officials claimed that about a third of Ford's suppliers could be eliminated and replaced by UAW workers.

> We must show we can do the jobs on a competitive basis.
>
> **Ernie Lofton**
> UAW vice president

"We need more control over

see SUPPLIERS, page 43

'Call to arms' requires credit firms to trim interest rate on car loans

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

It's a small favor to anyone on active duty in the Persian Gulf war. But under the Soldiers and Sailors Relief Act of 1949, National Guard personnel and reservists called to active duty are entitled to have interest rates on car loans and mortgages reduced to 6 percent, which could cost lenders an estimated $12 million annually.

As a result, all of the Big 3 automakers, their subsidiaries and other lending institutions are busy rewriting loans for men and women in service. On a $12,000 48-month auto loan at 12 percent, the lender would lose about $300 a year at the lower rate.

An estimated 40,000 reservists called to active duty have car loans.

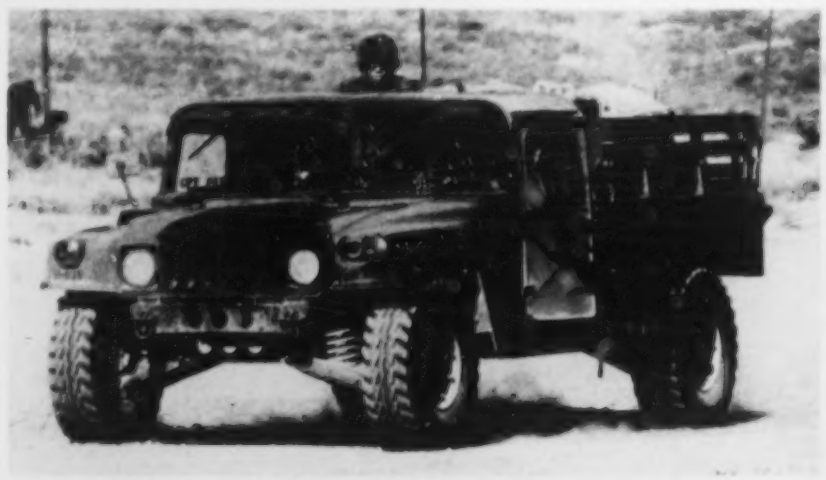
Despite flagging auto sales and sinking profits, none of the automakers are tracking the number of loans being rewritten, nor are they calculating projected losses caused by reducing interest rates.

Rob Strickland, manager of customer relations at Ford Motor Credit Co., said the law requires creditors to rewrite interest rates on installment loans to 6 percent simple interest while a soldier or sailor is on active duty. "We go beyond that by deferring a customer's payments to the end of the contract if they are in tough financial straits," he said.

Automakers also have extended reduction of interest rates to auto leases.

Deferring payments may not be as gener-

see LOANS, page 44



For U.S. military forces in the Middle East, the Hummer is their "ship of the desert." It can be outfitted in several body styles and may someday be available to civilians. Story on Page 2.

NADA's new top man:
Frank Anderson Jr. got started in the car business in the Depression riding around with his father, who was selling Dodge trucks. Next month he takes over as NADA president. Story on Page 3.

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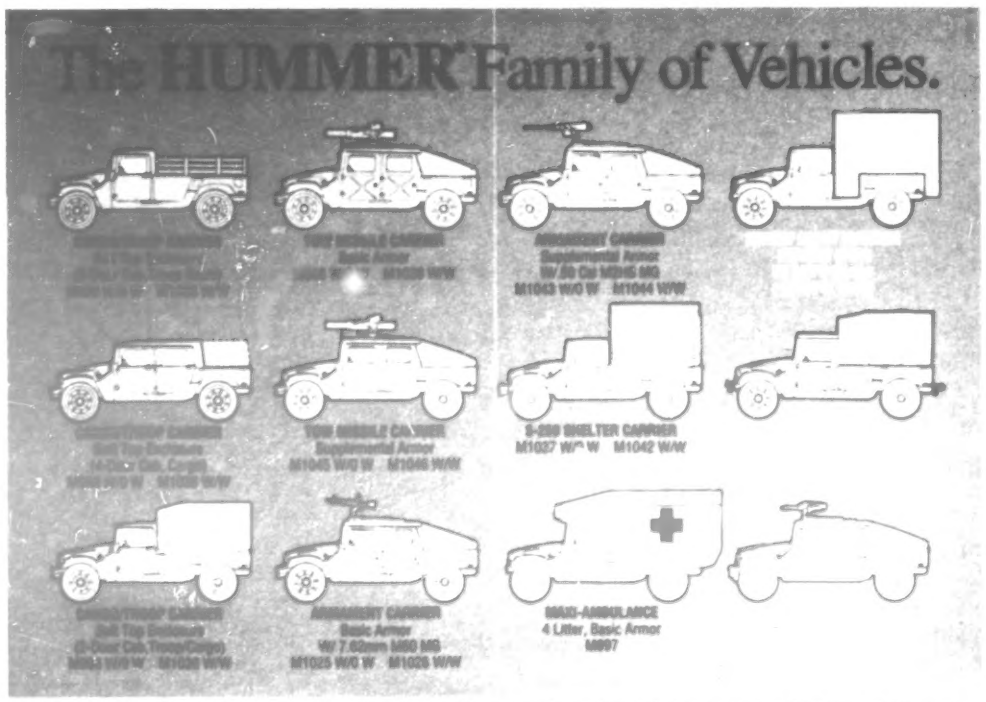
NEXT JEEP?

Hummer maker considers citizen version

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Like the Jeep before it, the Hummer could come home from war to the Persian Gulf and itself undergo a civilian conversion.


The HUMMER Family of Vehicles.
M1043 W/O W M1044 W/W
M1037 W/O W M1042 W/W
M1045 W/O W M1046 W/W
M1025 W/O W M1026 W/W
4 Liter, Basic Armor
M997

Hummers, built in Mishawaka, Ind., are offered with a desert package that includes secondary fuel and oil filtration.

see HUMMER, page 44

WAR PAY:

Honda supports called-up workers best; Two makers may improve their plans

By Colleen McDonald
SPECIAL TO AUTOMOTIVE NEWS

Two automakers are considering giving more support to employees who are called to active duty.

Honda of America Manufacturing already has said it will make up the full difference in pay for its workers — military pay is about a third of factory pay — for as long as they are on duty. The Big 3 have been making up the difference for just 30 days. Most transplants are somewhere in between.

Health benefits are kept up for the same periods.

Both General Motors Corp. and Toyota Motor Manufacturing USA Inc. are reviewing their 30-day policies for possible extension, said spokesmen.

The law requires only that pay differences be made up for two weeks and a reservist's job be held open until active duty is complete.

At least 476 employees of automakers are among the 188,000 reservists who have been called up so far, and another 2,294 are in reserve units.

● At Honda of America Manufacturing Inc., 17 employees have been called up to active duty; 65 more remain in the reserves.

● At Toyota Motor Sales USA Inc., four workers have been called up; 50 more are in the reserve. Spokesman John McCandless said they will receive full pay and benefits up to one full year. At Toyota Motor Manufacturing USA Inc., 12 workers have been called up; close to 100 remain in the reserves, said spokesman Jim Wiseman. The difference in pay is made up for 30 days, but a proposal to extend support for six months is being considered, said Wiseman.

● At Nissan Motor Corp. in U.S.A., 11 employees have been called up; another 68 are in reserves, said spokeswoman Janice Cunningham. Pay difference is made up for 180 days, she said.

● At General Motors, nearly 300 employees, including three from Saturn, have taken military leave. Spokesman John Maciarz would not say how many were on active duty, and he said he did not know how many other employees are in the reserves.

"The 30-day policy was constructed to alleviate financial strain on the GM employee and family, and to show we care and support our military," he said.

Maciarz said that the present policy is being re-evaluated because the callup is lasting longer than first expected.

● At Chrysler, 57 reservists have been called to active duty, said spokesman Lee Sechler. He said he did not have the number of employees in the reserves. The 30-day policy is not being reviewed, said Sechler.

● At Ford, 70 workers have been called up; 2,000 are in the reserves, said spokeswoman Lin Cummins. The 30-day policy is not being reviewed, said spokesman Jim Foote.

● At Mazda Motor Manufacturing (USA) Corp., two employees have been called up; 12 more are in the reserves, said spokesman Tom McDonald. Pay will be made up for 90 days.

Dealers wary of patriotism as sales tool

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Dealer ad groups and dealers who had been running ads with patriotic themes in weeks leading up to the Gulf war have backed away from the theme to avoid any impression that they are trying to capitalize on the war.

The 4-County Honda Dealers in metropolitan Detroit and the Kansas City Region Toyota Dealers Association had been running television commercials to let consumers know that some of their vehicles are built in the United States.

The Honda ad features a man reading his newspaper over breakfast. The voiceover informs him that "the No. 1 selling car in America is made by Americans in America."

The Toyota ad carries the themeline "Toyota value is downright American."

Both groups said the ads were created before the war started and there are no plans to run the ads currently.

see ADS, page 44

Toyota president backs U.S. effort

TOKYO — While the Japanese public generally remains aloof from the Gulf war and opposes the government plan to give another $9 billion to the cause, Toyota Motor Corp. is waving an American flag of support.

"That situation is not just someone else's problem, and we support Japanese contribution efforts," said Shoichiro Toyoda, president of Toyota Motor Corp., at a press briefing.

"We are an American company," he said afterward. "We are in Kentucky. Our own people are being called up in the reserves. We feel that what is happening there is happening to ourselves.

"I believe the Japanese government has to start making its efforts in earnest, and the Japanese people have to recognize this matter requires urgent action."

Toyoda: "We are an American company."

— Mary Ann Maskery

Big 3 intensify efforts to reduce costs

By Phil Frame and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

About 250 top General Motors suppliers were asked by the automaker to cut costs, and each will get a personal visit from GM purchasing executives to discuss potential savings.

The GM action is part of the current round of Big 3 cost-cutting.

No across-the-board target percentage for cuts was included in a letter sent to suppliers Jan. 10 by Donald Pais, GM vice president in charge of the materials management staff.

GM does have an internal overall goal for savings from suppliers, but is not making the figure public, said Merrill Almquist, executive director of purchasing activities.

In one-on-one meetings with suppliers, GM is offering long-term contracts of three years or more in exchange for actual price cuts of 3 percent in the first year and 2 percent in each of the next two years, according to a supplier. The cuts must be real: Suppliers may not hold prices and claim they are lower because of inflation.

"He (Pais) just summarized . . . the overall competitive environment and the need for us to work jointly in cost reduction," Almquist said. "He went on to indicate they would be contacted personally by executives from the materials management staff from each of the divisions."

At a supplier conference in early December, Ford Motor Co. asked its suppliers for a 1 percent price reduction starting Jan. 1 on components, material, machinery and equipment.

Chrysler Corp. said last week it has not asked its suppliers for price cuts.

The GM visits, which have started, are from senior purchasing officials from Buick-Oldsmobile-Cadillac Group's Cadillac, Flint and Lansing automotive divisions, the Chevrolet-Pontiac-Canada Group, Powertrain Division, Truck

see CUTS, page 44

INDEX

Around the world	17-20	Legal briefs	21
Auction dates	33	Letters	14
Classifieds	34-39	Obituaries	27
Coming events	26	Opinion	12
Dealing with dealers	24	Personnel	40
Incentive watch	44	Production	45
Keith Crain	12	Sales, imported cars	16
Late news	8	Sales, 10-day	42

66th year—No. 5377

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Industry groups file suit to block N.Y. air law

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — The auto industry has challenged New York's plan to adopt California emission standards beginning in the 1993 model year.

The suit, filed by the Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers, seeks to overturn the regulation, which took effect last November.

The decision could have major ramifications for the industry. The new federal Clean Air Act mirrors California's emissions standards when it begins to take effect in model year 1994.

Massachusetts moved first to adopt California standards and passed a law — but has yet to write regulations. Other states in the Northeast may follow, and Texas and Illinois have considered it.

The 1977 Clean Air Act allowed states to adopt California standards as long as they gave two years notice.

Until last year, no state had exercised that right. But states are discovering they may be able to comply with federal clean air standards earlier — and not be subject to other more onerous requirements — by cracking down on cars a year earlier than the new bill would require.

The states would be avoiding penalties applied to heavily impacted urban areas that might affect vehicles, highway funding and construction projects.

General Motors, Ford and Chrysler also are named as plaintiffs in the suit. So is Bob Johnson Chevrolet in Rochester, N.Y. The dealer claims his costs would rise significantly, his choice of vehicles for sale would shrink and his duties to inspect, maintain and service would increase if the rules are passed.

The industry's suit, filed in the State Supreme Court in Albany, argues that only legislators can vote to adopt California standards. It can't be done by regulators, the suit contends.

The New York rules were set by Thomas Jorling, commissioner of New York's Department of Environmental Conservation and a former official with EPA in Washington.

Jorling thinks the industry tried to kill the California adoption provision in the federal law, but so far the industry has not objected to the Massachusetts law.

The main thrust of the suit is against the additional burdens because New York wrote rules that differ from California's.

Manufacturers are concerned about changes in sampling of assembly line testing; about defect and warranty data reporting; about redefinition of small volume makers; and about bringing in vehicles from out of state.

But the most important point, according to the manufacturers, is how many engine families are involved. These are crucial because development of emission systems may stop long before production stops.

States are discovering they may be able to comply with federal clean air standards earlier by cracking down on cars a year earlier than the new bill would require.

CLEARING THE AIR

Under California rules, automakers will be required to meet strict tailpipe emissions standards in the 1993 model year. But under the new federal Clean Air Act, cars sold in the rest of the country will have to meet those same limits between the 1994 and 1996 model years. A second nationwide phase could begin in 2003 if the EPA says it's necessary.

Emission	Current limit	1993 Calif. 1994-96 U.S.	Possible U.S. 2003
Hydrocarbons	0.41 gpm	0.25	0.125
Carbon monoxide	3.4 gpm	3.4	1.7
Nitrogen oxide	1.0 gpm	0.4	0.2

Autolatina boosts prices 19.9%

By Rik Turner
STAFF CORRESPONDENT

SAO PAULO, Brazil — Despite a pricing row with the Brazilian government, Autolatina raised prices 19.9 percent last week. Autolatina is the joint venture between Ford Motor Co. and Volkswagen AG.

The increases come amid soaring inflation in Brazil. Since late last year, inflation has been rising 20 percent per month.

Autolatina is facing charges that it has increased prices in recent months in excess of inflation even though sales are down and dealers have had to offer discounts to clear their stocks.

Two other Brazilian automakers, Fiat and General Motors, also raised prices last week, but much less than Autolatina. Fiat's prices went up 9.9 percent, and GM's increases ranged from 6 percent to 9.7 percent.

The charge against Autolatina was made in December by Economy Minister Zelia Cardoso de Melo.

Cardoso de Melo forwarded her complaints to the justice minister. He sent them to the secretariat for economic defense, which is in charge of protecting consumers and impeding monopoly practices.

Autolatina directors were summoned to Brasilia late last year and were given until Jan. 18 to provide detailed information to the secretariat on the company's investment plans for the next three years.

That information, much of it confidential, was delivered Jan. 18, according to a spokesman for the company. The spokesman said Autolatina is not engaged in cartel pricing and that the price increases have been made to cover higher costs for parts and other expenses.

The government is studying the documents for further action.

The Autolatina spokesman said that if anything is done, it will be on the price question and not, as has been speculated in the local press, on the composition of Autolatina. Cardoso de Melo has expressed interest in investigating the partnership, which was announced in 1986 and began operating in 1987. Ford and VW now control 60 percent of the Brazilian market.

RANDY SANTOS

Fairfax County, Va., sheriff's deputies talk with Chrysler dealer Will Graves, center, after executing a court order to take over the dealership for Chrysler Credit Corp.

POPULAR MECHANICS/JIM DUNNE

Mercury dealers gain a minivan for the 1993 model year, a vehicle about the same size as Plymouth's Voyager.

First peek at Ford, Nissan minivan

Ford Motor Co. is testing near-final versions of its new minivan, which is being jointly developed with Nissan. The vehicle will be built at a Ford plant in Avon Lake, Ohio, and is set for a spring 1992 introduction as a 1993 model.

The tape disguise and front and rear coverings, above, cloak softly rounded styling similar to the Toyota Previa with flush-mounted glass and door handles. But it has a squat car-like stance akin to Mazda's MPV or the Chrysler minivans, which the Ford/Nissan entry virtually mirrors in dimensions.

Power will come from a transversely mounted 3.0-liter V-6 that will be sourced initially in Japan but later will be built at Nissan's plant in Smyrna, Tenn.

A crease down the right side indicates that the rear door slides along the body rather than opening outward. The backlight runs the width of the one-piece liftgate.

The Ford version likely will be called the Villager; it will be sold only through Lincoln-Mercury dealers.

Chrysler Credit claims delinquent Va. dealership

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Maverick Chrysler dealer Will Graves was talking on the phone with his lawyer last Thursday when sheriff's deputies and Chrysler Credit Corp. employees trooped into his dealership in the Washington suburb of Falls Church, Va.

By the time Graves hung up, Chrysler had taken possession of virtually everything inside Graves Quality Chrysler-Plymouth, and the deputies had shooed his employees out the door.

Before long, his 109-car inventory was loaded on car carriers and driven away, to be used to partially satisfy an overdue debt of $2.6 million.

The following day, Graves was philosophical, angry, upbeat, defiant, grimly humorous and in shock — all at the same time.

"They asked me for $2.6 million, and I didn't have it on any given day to give it to 'em," he said last Friday.

Graves said most of the debt was for floorplanning.

To pitch in and try to save the dealership, Graves said half of his 22 employees had been working without pay since Jan. 1, and half were getting only part of their pay.

Despite everything else that had happened, it really seemed to bug him that the Chrysler people didn't wait for him to get off the phone before they started taking over.

Chrysler Corp. spokesman Tom Jakobowski said Chrysler Credit obtained a seizure order from the Fairfax County (Virginia) Circuit Court.

The 36-year-old Graves said he made a name for himself with touches like giving out his home phone number with every car sold and in every advertisement, as well as delivering free loaner cars to service customers.

He said the dealership had exceeded all of Chrysler's goals for customer satisfaction and sales, but the business had been plagued by financial troubles and run-ins with Chrysler Credit since he bought it 2½ years ago.

"The two things you need in this business are ability and money," Graves said, "and we were long on ability but short on money. We are very profitable in every department — except new cars."

He said he was in the midst of his "grand opening" in February 1989 when Chrysler Credit called and told him the dealership had been put on "finance hold," meaning he would get no more cars to sell until further notice. Graves estimated that the store was on finance hold about one-third of the time that he owned it.

GM dealers happier, Power survey reports

Happier days appear to be here again for General Motors dealers.

Each of GM's car and truck divisions scored significant gains in J.D. Power & Associates' 1990 dealer attitude survey. The annual study, reflected in Power's Dealer Satisfaction Index, allows dealers to grade manufacturers in four areas: business terms, service support, sales support and vehicle supply.

In 1990, dealers representing 14 divisions gave their franchises higher scores than in 1989. Half of the gainers were GM divisions. Pontiac's score was up four points; Geo rose an industry-leading nine points. Buick, GMC, Oldsmobile, Cadillac and Chevrolet all gained between five and seven points.

Only Porsche, Honda and Mercedes-Benz improved as much a. any GM nameplate. Last year's top scorer, Range Rover, also improved, but it was topped by newcomer Lexus.

Chevrolet, Geo and GMC — which were at the bottom of the list a year ago — still fall below average on Power's index. So does Oldsmobile. Buick, Pontiac and Cadillac — the three top domestic brands — were just above average.

In its 1990 survey, Power did not release below-average scores; they were obtained independently by *Automotive News*. Power did release them in 1989, though, making industry-wide year-to-year comparisons possible.

DEALER SATISFACTION INDEX

Division	1990	1989	Change
Lexus	139	—	—
Ranger Rover	128	125	+3
Acura	117	117	—
Mercedes	116	112	+4
Honda	114	109	+5
Audi	109	109	—
Toyota	108	108	—
Saab	105	103	+2
Mitsubishi	105	109	−4
Volvo	103	103	—
Mazda	103	103	—
Buick	103	97	+6
Cadillac	102	97	+5
Volkswagen	102	104	−2
Porsche	100	95	+5
Pontiac	99	95	+4
Isuzu	99	101	−2
1990 average			
Daihatsu	99	100	−1
Geo	98	89	+9
Lincoln-Mercury	97	99	−2
Ford	97	99	−2
Nissan	97	99	−2
Hyundai	97	98	−1
Oldsmobile	97	92	+5
Subaru	96	96	—
Dodge	96	94	+2
Chrysler-Plymouth	96	95	+1
Chevrolet	96	89	+7
GMC	95	88	+7
BMW	93	96	−3
Merkur	—	91	—
Eagle	90	91	−1
Jeep	90	90	—
Suzuki	87	92	−5
Average	99	97	

SOURCE: J.D. Power and Associates, Automotive News. J.D. Power did not release below-average 1990 scores to the public.

GM's newest division, Saturn, scored an industry-high 147. But Saturn, Infiniti (133), Sterling (102), Jaguar (101) and Alfa Romeo (100) were listed on a separate scorecard for new operations or small samples.

2 RV executives buy Starcraft

Owners promise to repay dealer holdback, warranty claims

By Joseph Bohn
TRUCK EDITOR

Two RV executives have purchased Starcraft Corp. of Goshen, Ind., for $12 million. They promise to repay dealer holdbacks and warranty claims and restore the company to prominence.

Kelly Rose, former co-owner of ASA Inc. in Elkhart, Ind., an electronics supplier, and Steve Kash, owner of Kentron Inc. in Elkhart, another major van conversion firm, purchased Starcraft Jan. 18. The firm had been in Chapter 11 since December.

Starcraft officials immediately sold the RV operations, which produce motor homes, travel trailers and fold-down camping trailers, to Jayco Inc. of Middlebury, Ind., for an undisclosed amount. Starcraft now produces only van conversions.

Rose, who sold his interest in ASA last August, is Starcraft chairman.

Kash, who also owns Kentron, is Starcraft chief executive officer.

Richard Newberry, who guided Starcraft through its financial difficulties, will stay on as president, chief operating officer and a board member, Rose said.

Newberry also became a stockholder in the firm.

Greg Hardin, formerly an executive with Explorer Van Co. in Elkhart, was named Starcraft vice president of sales last week. He also became a stockholder and board member.

Rose and Kash paid almost twice their original bid for Starcraft after getting into a last-minute bidding war with the Schrock Warrick Group, formed by another pair of Elkhart-area RV executives.

The $12 million included $7 million in cash, plus $5 million paid to CitiCorp for previous loans, Rose said.

Of the $7 million, $2 million was disbursed to unsecured creditors, which include company suppliers and junk bond holders.

Some of the money also went to pay employee medical costs.

Officials also agreed to pay 0.5 percent of their net sales to all unsecured creditors for five years. They estimate they owe about $500,000 to dealers for holdbacks and warranty claims.

"We figure about $35 million was lost in this whole deal (by former investors and creditors)," Rose said. "We're making every effort to restore the confidence of our suppliers, our unsecured creditors.

"We also want to restore dealer confidence in the firm as one of our top priorities," he said.

Rose said that after taking Starcraft out of Chapter 11, he and his partner purchased it "free and clear," with a "very minor" amount of debt.

Its assets are secured with lending institutions, he added.

Rose reportedly became a multimillionaire from the sale of ASA, which he co-founded and operated for 14 years.

Kash is sole owner of Kentron.

Starcraft and Kentron will be operated as separate companies, Rose said.

He conceded that there should be some synergies between the two van conversion operations that "we ought to be able to take advantage of."

He said Newberry, as Starcraft president and chief operating officer, and Richard Roush, as Kentron executive vice president and chief operating officer, will explore ways to cooperate for the benefit of both firms.

Starcraft was the industry's third-largest van converter last year.

Kentron was a top 10 pool account with Chevrolet and Ford.

Starcraft has been producing 10 vans a day during its financial difficulties. Rose said his short-term goal is to increase production to 20 a day. At its peak, Starcraft produced 80 a day.

He said longer-term production increases depend on general economic conditions.

"Our short-term goal is to restore Starcraft's name and to build on the strength of the quality people here," Rose said.

Starcraft will exhibit nine vans at next month's National Automobile Dealers Association convention in Atlanta.

BOBBY UNSER AND ANGLO AMERICAN.

Lessons in competition

Europeans see the future today in Japan

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — At home, France and Italy have built a Maginot line of resistance to an onslaught of their markets by the Japanese industry. But in Japan, French and Italian automakers are trying to claim a slice of the Japanese market, however thin.

Trade barriers limit Japanese sales in France and Italy. In 1990 Japanese car sales in Italy were 46,030, or 2.0 percent of the market; in France, Japanese sales were about 79,400, or 3.4 percent of the market.

But that hardly compares to the paltry numbers in Japan, where French sales last year totaled 14,018 units in a market of 5.97 million, 0.23 percent of the market. Italian makes sold 5,933 units, 0.1 percent of the market.

The figures are minuscule, but many of the companies only started to make major investments in the last four years in Japan after a barrage of trade pressures led to an opening of the market and the rising affluence of consumers led to an import boom.

Import sales in 1990 were a record 223,923 units, or 3.7 percent of the Japanese market, but growth rates of about 30 percent a year for the last few years have attracted companies that wasted little time on the market in the past.

Japan's import market — what there has been of it — has been dominated by high priced luxury cars, mostly German. Mercedes-Benz became the No. 1 import in 1990, and cars with engines larger than 2 liters increased to 112,010 units, half of all imports.

Learning from Japan

Growing sales are not the only benefit from doing business in Japan. There is also something to learn, according to Giorgio Donetti, Far East regional director for Fiat S.p.A.

Referring to the effort to restrict Japanese cars in Europe, Donetti said, "We can't keep them out forever." And in the meantime, by selling in the Japanese market, "you can see your car vis-a-vis other cars on the road."

By learning to meet the demands of the Japanese market, Fiat and others can prepare for what might happen in Europe. Automatic transmissions and air conditioning are still not common in Europe, Donetti said. "But in Japan, these are standard. They will be standard in Europe, too."

In Japan, companies must offer what Donetti calls "a complete car." But adding air conditioning and automatic transmission just for the small volume of sales in the Japanese market is expensive, particularly on smaller, low-margin cars.

Moving to the right

In addition, there is the matter of right-hand drive. Although traffic in Japan is regulated for right-hand drive, left-hand-drive imports have been popular for a kind of snob appeal as something different. But Donetti says right-hand drive is a necessity for volume to surpass 2,000 units annually.

Of the 1,843 Fiat cars sold in Japan last year, 20.4 percent offered automatic, but there was no right-hand drive. In the hopes of increasing sales by at least several hundred this year, Fiat will start to increase the use of automatic transmission, reaching 30 percent by 1992, and to add right-hand drive, which will increase to 25 percent in two years.

Fiat's right-hand drive models are built in Italy for the British market. Japan-bound versions get required catalytic converters.

Donetti estimates Fiat sales have a potential of 10,000 to 15,000 annual sales, or more, with the right product line. This year, the Fiat Panda sold in Japan will offer right-hand drive, automatic transmission and electronically controlled variable transmission, which Fiat is buying from Japan's Fuji Heavy Industries.

The Lancia line may have more promise in Japan than Fiat nameplates, Donetti said. The company sold 1,948 Lancia models in Japan last year, 30 percent of them with automatic transmission. The target for this year is 2,700. But the long-range potential, according to Donetti, is closer to the 40,000 to 50,000 unit volume of BMW and Mercedes-Benz.

Peugeot has moved more rapidly in the Japanese market, climbing from 401 units in 1986 to about 5,600 units last year. The target for this year is 8,000. Peugeot also is planning to increase right-hand drive, from the current level of 35 percent to at least 50 percent. Some of these vehicles are imported from Britain, but more and more, a Peugeot spokesman said, the vehicles are being built in France for the Japanese market.

Renault never sold more than 300 units annually in Japan until 1986. But sales were near 2,500 last year, and the company is adding a number of new models, including the Clio, in hopes of reaching 3,500 units this year. Right-hand drive will increase from 7 percent last year to 35 percent in 1991, automatic transmission from 60 to 65 percent. Bela Horvath, director for Renault Export Japon, says the company is trying to introduce models more specifically attuned to Japanese standards and tastes.

Business is costly

A final, and costly, element of any long-term commitment to doing business in Japan is setting up a dealer network. The price of land is growing so high that many foreign businesses now refer to it as a trade barrier. It is particularly difficult for companies that have only started to expand in the market.

So far, 90 dealerships sell Fiat models through a Japanese importer, Summit Motors Japan. Expanding the network is costly, Donetti says, especially when the margin per unit is limited.

Renault also has only 90 outlets, through a Japanese importer, Jax Ltd. Renault is working with Jax to expand the network, but that effort is restricted by the price of land. Horvath estimates it will take about 250 outlets to match the kind of range Renault would like to develop in Japan.

But Renault has an additional option. Horvath says there is the possibility Renault could join forces with its new international partner, Volvo. The two could help each other to boost sales in Japan. Volvo sold a modest 10,915 units in Japan last year and is hoping to boost sales by 39 percent this year.

IMPORTED SALES BY MODEL

	Dec. 1990	Dec. 1989	12 Mos., 1990	12 Mos., 1989
ACURA	**9,933**	**9,857**	**138,384**	**142,051**
Integra	4,508	5,415	83,599	77,423
Legend	5,167	4,442	53,666	64,638
NSX	288	0	1,119	0
ALFA ROMEO	**307**	**171**	**3,482**	**2,858**
Milano	0	48	45	1,078
Spider	96	123	1,888	1,772
164	211	0	1,549	0
ASTON MARTIN*	**5**	**5**	**60**	**60**
AUDI	**1,349**	**1,890**	**21,106**	**21,283**
4000	0	0	1	103
5000	0	7	12	357
80	230	499	4,402	4,591
90	210	257	3,380	4,423
V8 Quattro	224	122	1,934	889
Coupe Quattro	48	74	848	420
100/200	439	786	8,670	8,473
100/200 Quattro	198	145	1,859	2,027
BMW	**6,862**	**4,463**	**63,648**	**64,881**
3 series	2,244	1,918	28,827	31,173
5 series	2,899	1,700	22,523	20,219
635 CSi	8	60	251	1,483
7 series	1,229	708	10,460	10,399
850i	301	0	306	0
M3	56	64	757	979
M5	124	5	515	273
M6	1	7	8	354
CHEVROLET/Geo	**5,335**	**7,982**	**128,745**	**115,504**
Geo Storm/Spectrum	4,237	4,003	86,257	62,232
Geo Metro/Sprint	1,098	3,899	42,488	53,272
CHRYSLER MOTORS	**5,082**	**4,877**	**65,738**	**102,187**
Colt	2,507	2,785	39,602	56,299
Conquest	0	114	896	5,026
Medallion	0	44	475	3,907
Stealth	1,144	0	3,302	0
Summit	748	793	12,735	19,121
Vista	526	553	5,430	12,910
TC	157	588	3,298	2,924
DAIHATSU	**564**	**1,215**	**10,630**	**15,111**
FERRARI*	**80**	**90**	**960**	**960**
FORD Festiva	**2,388**	**4,183**	**52,520**	**69,328**
HONDA	**17,546**	**20,335**	**252,377**	**251,569**
Civic/CRX	4,973	3,685	80,880	61,088
Accord	10,504	15,248	133,683	147,599
Prelude	2,069	1,402	37,814	42,882
HYUNDAI	**13,033**	**10,548**	**137,448**	**183,261**
Excel	7,425	8,088	100,590	153,197
Sonata	3,092	2,460	29,840	30,064
Scoupe	2,516	0	7,018	0
ISUZU	**662**	**577**	**5,837**	**16,296**
I-Mark	25	512	1,272	11,816
Impulse	429	65	3,327	4,480
Stylus	208	0	1,238	0
INFINITI	**3,078**	**1,759**	**23,960**	**1,759**
M30	285	687	8,092	687
Q45	1,818	1,072	12,422	1,072
G20	975	0	3,446	0
JAGUAR	**2,204**	**1,879**	**18,728**	**18,967**
XJ6	1,697	1,383	14,013	14,509
XJ-S	507	496	4,715	4,458
LAMBORGHINI*	**13**	**13**	**156**	**156**
LEXUS	**6,743**	**4,545**	**63,534**	**16,382**
ES 250	1,787	1,563	20,726	4,728
LS 400	4,956	2,982	42,808	11,574
LOTUS*	**27**	**27**	**324**	**324**
MASERATI*	**20**	**20**	**240**	**240**
MAZDA	**9,464**	**13,405**	**153,855**	**184,583**
323	1,632	2,042	22,977	60,965
Protege	3,579	2,828	47,404	9,935
626	767	3,279	20,228	52,770
MX-6	12	33	224	2,222
Miata	2,210	3,295	35,944	23,052
929	854	1,187	16,535	19,390
RX-7	410	741	9,743	16,249
MERCEDES BENZ	**9,158**	**7,113**	**78,375**	**75,714**
190	1,153	1,300	14,145	14,503
300E 2.6/260E	517	635	3,196	5,404
300	2,521	2,040	24,440	22,650
300 SE	943	503	6,661	6,333
350SDL Turbo	330	0	1,477	2
350 SD	240	0	543	0
300SEL	399	316	3,802	3,822
420SEL	964	714	6,715	7,493
560SEL	678	646	4,772	5,460
SL Coupe	1,146	591	9,430	7,477
560SEC	214	225	1,753	1,702
Tourist	53	143	1,441	868
MERCURY/MERKUR	**4,583**	**2,825**	**45,188**	**66,738**
Tracer	3,565	1,727	34,494	57,965
Capri	1,018	0	8,072	0
XR4Ti	0	61	198	4,017
Scorpio	0	237	2,424	4,748
MITSUBISHI	**6,261**	**8,396**	**99,630**	**79,751**
Starion	0	2	18	686
Cordia	0	0	0	382
Tredia	0	0	0	12
Mirage	2,755	5,689	49,679	29,135
Galant	2,690	2,125	40,991	30,511
Sigma	17	111	1,566	2,100
Precis	101	369	4,665	15,037
3000GT	672	0	1,542	0
Wagon	26	100	1,169	1,888
NISSAN	**18,212**	**20,164**	**312,406**	**395,371**
Sentra	1,971	4,229	49,479	118,158
Pulsar	7	453	3,839	23,909
Stanza	3,535	2,253	76,615	42,736
Maxima	7,834	7,253	100,067	109,429
240SX/200SX	3,016	3,325	56,463	68,213
300ZX	1,663	1,509	22,095	26,387
Hawaii	186	1,142	3,848	6,539
PEUGEOT	**346**	**474**	**4,292**	**6,095**
PONTIAC LeMans	**1,790**	**917**	**39,881**	**44,641**
PORSCHE	**881**	**658**	**9,139**	**9,475**
924S/944	0	0	180	136
944	0	82	56	1,320
944S	141	107	2,347	666
944 Turbo	0	76	471	807
911 Carrera 4	437	308	3,650	2,757
911 Turbo	2	7	10	1,043
911 Carrera 2	154	32	1,805	1,914
928S	67	46	620	833
ROLLS/BENTLEY*	**100**	**100**	**1,200**	**1,200**
SAAB	**2,147**	**1,444**	**26,397**	**31,576**
900	335	176	4,640	6,071
900S	362	270	6,048	7,861
900 Turbo	499	434	6,667	8,539
9000S	262	126	2,304	2,674
9000 CD	506	245	3,651	3,109
9000 Turbo	182	186	2,935	3,052
Tourist	1	7	152	270
STERLING	**307**	**361**	**4,015**	**5,907**
SUBARU	**5,396**	**7,846**	**92,729**	**136,112**
Hatchback	0	105	174	2,681
3-Door	0	114	246	7,512
4-Door Sedan	0	251	392	27,381
Legacy	1,327	4,337	49,874	32,762
Loyale	3,032	1,103	26,141	12,200
XT/XT6	112	262	1,276	12,042
Station Wagon	0	188	263	19,998
Justy	925	1,286	14,363	21,536
SUZUKI	**279**	**306**	**6,525**	**8,008**
TOYOTA	**31,865**	**34,247**	**367,134**	**448,249**
Corolla	9,019	10,874	92,258	118,774
Tercel	8,823	7,908	90,808	97,577
Celica	5,055	6,704	78,521	61,936
Supra	355	790	6,419	14,544
Camry	6,588	7,091	72,008	126,279
Cressida	1,095	719	12,863	23,934
MR2	930	161	14,257	5,205
VOLKSWAGEN	**7,718**	**8,148**	**129,705**	**128,503**
Cabriolet	371	403	7,615	9,891
Corrado	459	269	5,675	1,403
Jetta	2,673	4,117	58,314	55,504
Golf/GTI	820	1,098	17,122	22,247
Passat	2,406	0	18,274	0
Quantum	7	7	46	936
Scirocco	2	3	19	867
Fox	980	2,251	22,640	37,655
VOLVO	**5,960**	**5,898**	**89,894**	**102,580**
240 series	2,516	2,067	32,410	40,881
740 series	2,730	3,112	46,070	47,098
760 series	125	635	8,627	11,811
940 series	530	0	912	0
780	38	27	921	2,057
Tourist	21	57	954	733
YUGO	**250**	**628**	**6,359**	**10,576**
IMPORT TOTAL	**179,898**	**186,196**	**2,452,999**	**2,756,171**

*Estimate

Compiled by Karen Dietkowski

Import sales fall 3.4 percent in December

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Import sales fell 3.4 percent to 179,898 in December. For 1990, the import total fell 11.0 percent to 2.45 million.

European imports shone in December, as customers bought cars like the Mercedes-Benz S class and the BMW 5 and 7 series to beat the new luxury tax. The Jan. 1 levy added 10 percent to the amount of the transaction price over $30,000.

European imports rose to 42,327 in December, up 19.3 percent compared to the year-ago month.

Japanese imports fell 10.9 percent to 120,450 in December, closely matching the overall reduction in Japanese imports for the year. For 1990, Japanese imports fell nearly 10 percent to 1.72 million, but that decline was more than offset by increased production of Japanese cars in the United States.

Japan's new luxury imports — Lexus from Toyota and Nissan's Infiniti — enjoyed strong December sales. Infiniti sold 3,078 cars for the month, including 1,818 top-of-the-line Q45 models.

Lexus sold 6,743 cars in the month, including 4,956 of its most expensive model, the LS400. At 63,534 units in its first full calendar year, Lexus sold only 112 fewer cars than BMW of North America.

And BMW needed a banner month, along with its first month of significant sales of its new 850i model, at 301 units, to outsell Lexus for the year. BMW's December sales of 6,862 topped the year-ago month by 53.8 percent.

Monthly sales included 2,899 5 series models, 70.5 percent more than December 1989. Sales of the 7 series were 1,229, up 73.6 percent from the year-ago month. The 7 series starts at $50,900, which now means a $2,090 luxury tax.

Mercedes-Benz of North America had its best sales month in four years at 9,158, up 28.8 percent. The December success helped raise Mercedes sales by 3.5 percent for the year to 78,375. Sales of the 300SE jumped 87.5 percent to 943 in December.

CANADIAN CAR AND TRUCK SALES

North American Car Sales

	Dec. 1990	Dec. 1989	12 mos., 1990	12 mos., 1989
GM	14,695	19,243	298,435	339,532
Ford	6,118	14,056	144,363	190,604
Chrysler	4,316	6,112	96,903	119,773
Honda	1,675	1,494	33,344	27,165
Toyota	1,216	564	13,343	11,664
Hyundai	417	0	6,672	0
Volvo	174	265	3,276	3,760
North American car total	**28,611**	**41,754**	**596,336**	**692,498**

Imported Car Sales

Honda	4,576	3,276	67,850	59,045
Toyota	3,411	3,920	63,385	65,954
Volkswagen	1,890	1,534	34,978	29,212
Mazda*	1,695	1,361	29,835	26,162
Nissan	1,231	1,383	24,474	28,145
Hyundai	1,176	1,028	15,860	26,504
Chrysler	1,005	983	15,262	20,920
Subaru	472	314	7,622	6,171
Ford	438	389	6,992	8,356
BMW	260	230	4,002	4,311
GM**	238	99	6,334	5,087
Mercedes-Benz	232	277	4,065	4,063
Suzuki	210	400	7,303	7,328
Volvo	97	229	2,456	3,253
Lada	48	49	631	673
Jaguar	37	125	1,005	1,606
Peugeot	5	6	114	223
Imported car total	**17,021**	**15,663**	**292,168**	**297,813**
TOTAL - ALL CARS	**45,632**	**57,357**	**888,504**	**990,311**

*Mazda declined to furnish a breakout of North American built and imported car sales.
**GM imported total includes Passport and Saab sales.

North American Truck Sales

GM	7,141	10,703	145,514	168,029
Ford	6,400	7,948	119,388	138,791
Chrysler	5,502	6,796	84,997	102,499
North American truck total	**19,043**	**25,447**	**349,899**	**409,319**

Imported Truck Sales (including vans)

Mazda	1,560	1,148	19,400	17,868
Toyota	1,364	1,480	17,536	16,987
Nissan	641	1,033	14,009	13,571
GM	406	218	3,200	3,121
Suzuki	257	424	7,062	7,781
Chrysler	60	120	1,528	2,339
Volkswagen	58	28	900	768
Lada	55	8	290	227
Land Rover	10	0	65	0
Imported truck total	**4,411**	**4,429**	**63,990**	**62,662**
TOTAL - ALL TRUCKS	**23,454**	**29,906**	**413,889**	**471,981**
TOTAL - CARS, TRUCKS	**69,086**	**87,263**	**1,302,393**	**1,461,492**

1990 sales drop 10% in Canada

Year ends on sour note as December deliveries plunge 20%

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

New-vehicle sales in Canada declined significantly in December from the year-ago month. The total was down 20.83 percent, with cars falling 20.44 percent and trucks 21.57 percent.

From a percentage standpoint, the December plunge was nearly twice as severe as for the year as a whole.

Total vehicle sales for 1990 were 1,302,393, a decline of 10.89 percent from the previous year. Cars sales were off 10.21 percent and trucks 12.31 percent.

It was the industry's worst year since 1982.

Each of the Big 3 reported sharp declines in sales of North American-built cars and trucks for the month and the year.

Domestic automakers pinned part of the blame for the sluggish December on a year-end tax change.

Customers — especially fleet buyers — were expected to put off purchases until after Jan. 1, when a new goods and services tax took effect.

The levy, which replaced a 13.5 percent manufacturer's tax, has effectively reduced car prices about 4 percent.

Automakers also blamed concern about oil prices and Canada's high interest rates for the dip. The prime rate was 12.25 percent last week.

Sales of imported cars increased 9.09 percent in December but still slipped 1.63 percent for the year.

With its imported and domestic cars, Honda Canada Inc. topped 100,000 sales in Canada for the first time.

In doing so, it closed the gap between itself and No. 3 car-seller Chrysler Corp. to 10,971 cars.

Just a year earlier, Chrysler sold 54,483 more cars in Canada than Honda.

Imported truck sales fell 1.08 percent in December but climbed 2.12 percent for the year.

Staff Correspondent Alex Law in Toronto contributed to this report.

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War may kill Canada's bid for sales gain, Toyota says

By Steve Mertl
SPECIAL CORRESPONDENT

VANCOUVER, British Columbia — The president of Toyota Canada Inc. says the Persian Gulf War could end the Canadian auto sales recovery before it starts.

Toshio Kunii, here for the opening of the Vancouver Auto Show, said he had hoped Toyota's Canadian sales would increase 5 percent this year after a slump in 1990. Like other auto executives, he expects the recession that started last summer to begin lifting by May.

But a prolonged war in the gulf could change all that.

"Psychologically, customers will be in a very indecisive mood," Kunii said in an interview. "That will keep them from making big spending decisions."

If the war continues, he said, oil prices are bound to go up, triggering inflation.

"That means less purchasing power," he said.

"We do hope the war won't last — not for our business, but for the peace of the world."

> "We do hope the war won't last — not for our business, but for the peace of the world."
>
> **Toshio Kunii**
> president, Toyota Canada

Toyota sold 94,264 cars and trucks in Canada last year, a decline of less than one percent from 94,605 in 1989.

The overall decline for the industry was 10.9 percent.

Toyota introduced the Lexus in Canada last fall and sold 600 cars in the first three months.

Kunii acknowledged a slump in luxury car sales in Canada. The market share for luxury autos in Canada in only half what it is in the United States. But he still hopes to sell 2,000 Lexus models in 1991.

"This is our second year, so we are still in the launching stage," he said.

Toyota's Cambridge, Ontario, assembly plant, which builds the Corolla subcompact, is running at full capacity — 63,000 cars a year on two shifts, Kunii said. About 70 percent are exported to the United States.

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10-DAY SALES

DOMESTIC BUILT CARS

	Jan. 11-20, 1991	% change '91 vs. '90
Eagle	939	– 23.8
Chrysler	3,130	– 35.9
Dodge	7,043	– 13.0
Plymouth	4,539	– 24.3
CHRYSLER CORP.†	**15,650**	**– 22.5**
Ford	23,803	– 25.9
Lincoln	3,019	– 50.6
Mercury	5,887	– 29.5
FORD MOTOR	**32,709**	**– 29.8**
Buick	11,607	– 13.7
Cadillac	7,115	+ 33.2
Chevrolet	24,375	– 12.5
Oldsmobile	8,017	– 25.7
Pontiac	8,450	– 31.1
Saturn	349	–
GENERAL MTRS.	**59,913**	**– 14.9**
HONDA	**6,490**	**+ 10.4**
MAZDA	**1,311**	**+ 25.0**
MITSUBISHI	**1,218**	**– 36.5**
NISSAN	**2,178**	**+ 28.0**
SUBARU	**684**	**—**
TOYOTA	**4,087**	**– 44.8**
U.S. CAR TOTAL	**124,240**	**– 20.3**

TRUCKS

Chrysler	140	– 4.8
Dodge	7,000	– 59.6
Jeep	3,220	– 41.2
Plymouth	3,080	– 66.6
CHRYSLER CORP.†	**14,000**	**– 56.4**
FORD MOTOR	**22,255**	**– 37.8**
Chevrolet	21,805	– 32.4
GMC	4,654	– 40.1
Oldsmobile	434	– 0.7
Pontiac	376	– 35.5
GENERAL MTRS.	**27,269**	**– 33.6**
ISUZU	**504**	**—**
MAZDA	**253**	**—**
NISSAN	**2,508**	**+ 38.9**
U.S. TRK. TOTAL	**66,789**	**– 39.7**
U.S. CAR-TRUCK TOTAL	**191,029**	**– 25.5**

†Estimated

IMPORTED CARS
Reported

Ford	807	– 58.6
Mercury	1,340	+ 56.0
FORD MOTOR	**2,147**	**– 23.5**
Chevrolet/Geo	1,681	– 62.7
Pontiac	596	+ 62.0
GENERAL MTRS.	**2,277**	**– 53.2**
Acura	2,273	– 36.0
Honda	3,707	– 8.1
HONDA	**5,980**	**– 21.2**
Lexus	789	– 41.1
Toyota	6,642	– 29.8
TOYOTA	**7,431**	**– 31.2**
Total Reported	**17,835**	**– 31.6**

Estimated

ALFA ROMEO	**17**	**—**
ASTON MARTIN	**2**	**—**
BMW	**1,277**	**—**
Eagle	160	—
Chrysler	0	—
Dodge	293	—
Plymouth	325	—
CHRYSLER CORP.	**777**	**—**
DAIHATSU	**376**	**—**
FERRARI	**9**	**—**
HYUNDAI	**2,792**	**—**
ISUZU	**120**	**—**
JAGUAR	**425**	**—**
LAMBORGHINI	**4**	**—**
LOTUS	**8**	**—**
MASERATI	**5**	**—**
MAZDA	**5,057**	**—**
MERCEDES-BENZ	**1,290**	**—**
MITSUBISHI	**4,562**	**—**
Infiniti	321	—
Nissan	7,688	—
NISSAN	**8,009**	**—**
PEUGEOT	**76**	**—**
PORSCHE	**290**	**—**
ROLLS/BENTLEY	**30**	**—**
SAAB	**477**	**—**
STERLING	**97**	**—**
SUBARU	**1,267**	**—**
SUZUKI	**211**	**—**
Audi	273	—
Volkswagen	2,287	—
VOLKSWAGEN	**2,560**	**—**
VOLVO	**2,562**	**—**
YUGO	**197**	**—**
Total Estimated	**31,019**	**—**
IMPORTED CAR TOTAL	**48,854**	**—**

IMPORTED TRUCKS

GENERAL MTRS.	**2**	**96.2**
TOYOTA	**4,561**	**31.0**
Total Reported	**4,563**	**31.6**

Estimated

CHRYSLER	**150**	**—**
DAIHATSU	**45**	**—**
ISUZU	**2,134**	**—**
MAZDA	**1,764**	**—**
MITSUBISHI	**1,564**	**—**
NISSAN	**2,568**	**—**
RANGE ROVER	**116**	**—**
SUZUKI	**369**	**—**
VOLKSWAGEN	**132**	**—**
Total Estimated	**8,692**	**—**
IMPORTED TRUCK TOTAL	**13,255**	**—**
IMPORT CAR-TRUCK TOTAL	**62,109**	**—**

TOTAL INDUSTRY CARS & TRKS.	**301,992**	**– 23.2**

There were 8 selling days in the period this year and 9 last year.

SALES

FROM PAGE 1

Meanwhile, even uncharacteristically heavy discounting isn't saving Honda and Toyota dealers who are cutting back on accepting their new-car allocations for the first time.

American Honda, like many other importers, tells dealers what their allocation is when the vehicles arrive at the port or come off the assembly line. At that time, a dealer can accept, refuse or alter his allocation.

Bob Butorac, American Honda spokesman, said, "Until recently, demand for Hondas far exceeded supply so dealers very rarely refused their allocation."

While most of the Honda and Toyota dealers contacted by *Automotive News* are still accepting their full allocations, some, such as a Phoenix Honda dealer who asked not to be named, are beginning to cut back.

The Phoenix Honda dealer said falling sales forced him to accept only 64 percent of the 140 cars he was allocated in his last shipment, and he plans to accept a similar percentage of his next shipment.

He said his sales were off 20 percent despite "discounting the heck out of Hondas now, which is something we have never had to do."

Similarly, a Gardena, Calif., Honda dealer reported he is cutting back on vehicle allocations by 20 to 30 percent.

Rich Meyers, sales manager for Jerry's Toyota in Parkville, Md., also cut his allocation by 15 to 20 percent.

Another Toyota dealership sales manager in Illinois said he'd cut back "a little bit" and would "certainly be very selective in what I take in allocations."

And Pat Reilly, sales manager at Torrington Toyota in Torrington, Conn., said, "I guess you could say that" he had trimmed his orders.

"The lots are full and not moving too fast. December into the first part of January was very poor compared to any other year lately," Reilly added.

Nissan spokesman Don Spetner said, "Dealers tell us traffic is slow and it's tough out there." He conceded "some dropoff" in dealer orders.

At Mossy Nissan in National City, Calif., Jim Evans, general sales manager, echoed that, saying he reduced his orders by 20 percent. "We feel we can do as much business with less inventory so that's where we're cutting our budget," he added.

Ray Venegas, general sales manager for West Covina Nissan in West Covina, Calif., said he was trying to get his inventory down to 45 days' supply by accepting only 80 percent of his factory allocation.

But he said, "Since news on the war is slowing down and people aren't so glued to the TV, we're starting to see people back in the showroom again."

Rick Lepley, Mitsubishi Motor Sales of America Inc. senior vice president of sales, said, "Business could actually be much worse," but added that "it depends on what area of the country we're talking about. The Southwest is pretty strong, but the Northeast is very weak."

In Winston-Salem, N.C., Bob King, owner of Bob King Mitsubishi, said, "Orders are down 30 percent from this time last year. So, needless to say, I have a pretty good inventory."

Primarily because of the war, Mercedes-Benz of North America Inc. found early January sales results were even worse than expected, said Mercedes spokeswoman Linda Paulmeno.

"What's happening in the Gulf is having an effect out of proportion to any other factor," she said. "The state of the economy, the luxury tax, those are adding to it, but not anywhere in proportion to the effect the (Gulf) crisis is having."

Mercedes was already planning on poor sales in early 1991 before the fighting broke out.

The new luxury tax on cars costing more than $30,000 boosted sales in December to the best month in four years, but the Jan. 1 tax pulled forward sales that otherwise probably would have taken place in the first quarter.

Nissan's Infiniti Division is still riding high due to special circumstances. Debra Sanchez Fair, Infiniti spokeswoman, said orders are up 300 percent because dealers are replenishing stocks after a big sales month in December during which customers "tried to beat the increased gas-guzzler tax and luxury tax."

"In addition, last January we had only 51 dealers. Now we have 78. And last January was really our first full month of operation," she said.

General Motors' Saturn Corp. is also benefiting from still being in the launch phase. Saturn's demand has steadily outstripped supply because of a slow production startup.

"Our orders are strong," said Mark Tanter, Saturn spokesman.

Other GM divisions are struggling, though.

Chevrolet's dealer orders have dropped by 50 percent during the past seven weeks from their normal 50,000 to 60,000 vehicle-a-week rate, according to General Manager J.C. "Jim" Perkins.

Reg Harris, Pontiac spokesman, said business was soft before the war began and went further downhill after that.

Pontiacs sales were down 31.1 percent for the second 10 days of January. He declined to provide information on Pontiac's orders.

Stephen Wasley, owner of Wasley Buick-Oldsmobile in Bristol Terrace, Conn., said he has about an 85-day supply of Buicks and Oldsmobiles and basically has stopped ordering any cars until he sees some encouraging news about the war and some turnaround in the economy.

"Business has virtually stopped since the middle of December. I have about 90 units in stock and about 50 more coming, which is a lot of cars for my dealership."

He said Buick sales are a little better than Oldsmobile sales, with four-door Regal and Park Avenue doing the best. He said the factory is not really pressuring dealers to take cars but said Oldsmobile is playing games by making dealers take slow-moving units if they want to get the better-selling Bravada, Custom Cruiser and 98.

Wasley said he is not ordering any more units beyond what he has coming.

Richard H. Orr, Buick director of distribution, said Buick "hasn't seemed to be affected as much as other companies," but admitted dealer concern about the war.

As of last week, Buick's order bank was 180,000 cars. In the last four weeks, Buick received 43,000 new orders, that includes the week of Christmas.

Joel Pitcoff, Ford Motor Co. research and analysis manager, said dealer orders for Ford and Lincoln-Mercury vehicles, excluding fleet sales, are coming in at the same rate as early December.

But he called customer reaction in dealer showrooms "mixed," with some "people's minds elsewhere. It's hard to sign a sales contract with your fingers crossed."

Mark Smith, president of the 1990 Ford Division National Dealer Council and owner of Dick Smith Ford in Raytown, Mo., said he and other dealers have seen an increase in traffic since the war.

"In the weeks leading up to Jan. 15, traffic was very slow; but we've seen an increase in traffic since the war has started," said Smith.

Still, a large Florida dealer said his sales and showroom traffic are off 50 percent from recent months. He has stopped advertising and laid off several non-sales employees, but continues to be optimistic.

"I'm counting on March to be a blowaway month," said the Florida dealer.

Chrysler Corp. won't discuss its dealer orders any more than it will its 10-day sales, according to Tom Jakabowski, company spokesman.

Dealerships such as Don-A-Vee Jeep Eagle, Bellflower, Calif., say they are cutting back on orders and replacing inventory selectively.

Douglas Dennet, Don-A-Vee's general sales manager, said he reduced his orders by 25 percent.

Big 3 shut down 11 plants as orders dry up

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

The Big 3 have closed 11 assembly plants and one line in response to sharp decreases in dealer orders.

Output dips for cars, trucks, Page 45

The following Ford Motor Co. plants are idle this week: the Wayne, Mich., car facility; the St. Louis and Edison, N.J., truck plants; and the car and truck lines at the Kansas City, Mo., facility.

General Motors reacted to the cut in dealer orders by closing car plants in Van Nuys, Calif., and Oklahoma City, and truck plants in Baltimore; Pontiac, Mich. (West); Shreveport, La.; and Detroit. The truck line at the Lordstown, Ohio, facility was also idled. The closings are for one week except at Pontiac, which is scheduled to resume production Feb. 18, and Shreveport, which is slated to return to work Feb. 11.

On Jan. 2, GM indefinitely reduced production at its Willow Run, Mich., car facility and the Flint, Mich., truck plant to one shift.

GM also announced that the Kansas City, Kan., and the Van Nuys, Calif., car plants will be reduced to one shift indefinitely as of April 2.

Mazda reduced each of its two shifts by 70 minutes Jan. 7 in response to a 20 percent decrease in Ford Probe orders. The reduction is scheduled through Feb. 2.

Chrysler Corp.'s Warren, Mich., truck facility remains down this week. It closed the week of Jan. 7 and is expected to resume production Feb. 4.

Chrysler transmissions target of NHTSA inquiry

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The federal government is investigating whether as many as 4.45 million Chrysler Corp. cars and trucks could be prone to jump from park into gear.

The investigation covers 1981 to 1990 front-wheel-drive vehicles with automatic transmissions and shift levers on the steering column.

The National Highway Traffic Safety Administration opened the investigation in response to a petition filed by the Center for Auto Safety. The consumer group said it has 269 consumer complaints and 235 reports of accidents that caused 93 injuries and four deaths.

"We're confident we don't have a problem," said a Chrysler spokesman. He said the automaker will cooperate with NHTSA during the investigation.

NHTSA said the transmission could jump with the engine either on or off.

The investigation covers: 1981-1989 Dodge Aries and Plymouth Reliant; 1982-1983 Dodge 400; 1982-1987 Chrysler LeBaron; 1983-1984 Chrysler E Class; 1983-1987 Dodge 600; 1983-1988 Chrysler New Yorker; 1984-1990 Plymouth Voyager/Grand Voyager, Dodge Caravan/Grand Caravan and Dodge Mini Ram Van; and 1985-1987 LeBaron GTS, Dodge Lancer and Plymouth Caravelle.

The Chrysler case has been opened as an "engineering analysis." That is usually the second stage leading to a possible recall following a preliminary investigation.

NHTSA has also begun an engineering analysis to determine whether the seat belts on the 1990 Ford Taurus are defective. The safety agency has received 19 complaints that occupants can't get out of the belts. A defect could affect 308,650 cars.

The agency also opened several preliminary investigations:

- 1990 Honda Accord, for rear trunk lid torsion bars that are unable to support the lid, allowing it to fall unexpectedly. A total of 180,501 cars could be affected.
- 1988-1989 Eagle Medallion, for doors that will not stay latched (33,130 cars).
- 1986-1987 Ford Escort and Ford Tempo/Mercury Topaz, for a fuel pump that unexpectedly stops working, causing the engine to stop (914,310 cars).

Toyota, Mitsubishi try 4-day workweek in Japan

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. and Mitsubishi Motors Corp. are experimenting with a four-day week in an attempt to reduce overtime hours.

The Japan Automobile Workers Union is willing to try the plan, but a union spokesman calls it "a second best solution."

The union prefers a five-day week of eight-hour days with weekends off, compared with the periodic Saturday shift that is involved in a four-day week of 10-hour days.

But Ichiro Ogiso, assistant director for International Affairs at the union, said, "the reduction of hours is crucial and a No. 1 priority."

"If we continue the current production system, we cannot do it. We need another system."

The union has been pushing for reduced work hours for several years. Last year, the union finally won agreement for a base contract of 1,960 hours annually.

But the tremendous sales surge in Japan has kept most plants running on overtime, with each worker averaging 2,300 hours annually including overtime. That is the equivalent of working 44 hours a week without time off for vacation or holidays.

In last spring's negotiations, the union pushed manufacturers to make special arrangements so their workers, who rarely take their full vacation, could at least take three consecutive days off once a year without feeling they were burdening their fellow workers.

Both Toyota and Mitsubishi plan to begin trial sessions limited to small machining sections for about six months.

Under Mitsubishi's plan, 100 workers in a machinery shop will be divided into three groups to work a 21-day cycle. That results in three consecutive days off twice every three weeks.

Toyota will follow a similar pattern with a total of 400 workers including 330 in the machine tools section at one plant and 70 in casting at two other plants.

The companies will study the results before deciding whether to expand the process throughout the system.

Toyota says the objective is to "reduce overtime, improve working conditions and allow families to improve their lifestyle." Another company official suggested the different work hours might attract new recruits.

But Ogiso says "it is not the best program," primarily because it requires regular Saturday shifts.

But he admitted that management and the union have to consider every possible solution.

Theoretically, a company using a four-day system can operate six days a week and reduce individual work hours without reducing production, Ogiso said.

It also means hiring more workers, perhaps 25 percent more, at a time when Japan is experiencing a severe labor shortage, particularly in the manufacturing area.

Both the Mitsubishi and Toyota trial sessions are limited so as not to affect suppliers' schedules. In addition, neither company plans on hiring more workers, although some workers might be transferred into the test programs.

Although the Japan Automobile Workers Union is determined to reduce overtime, and is even considering making an official demand for a 20 percent reduction in overtime each year, the trial sessions raise a particular dilemma.

The limited trials would mean reduced overtime, and therefore a reduced paycheck, for a small segment of workers.

There is discussion now about compensating them for the difference, so there will be no discrepancy between them and the rest of the work force.

UAW loses 3rd attempt to organize

U.S. workers at Japanese auto suppliers turn down union

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The UAW failed last week in another attempt to bring the union to the Japanese auto supply industry in the United States.

The loss, at Indiana Precision Technology Inc. in Greenfield, Ind., was the UAW's third straight election failure among transplant parts-makers in a month.

Indiana Precision, which is partially owned by Honda Motor Co. Ltd., produces fuel injectors for Honda of America Manufacturing Inc.'s engine operations in Ohio.

The election followed by one week a UAW loss at a U.S.-Japanese joint-venture supplier, Western Wheel-Huntington in Huntington, Ind., where employees rejected representation by a wide margin.

Workers at that plant — a venture between Nippon Light Metals and Kelsey-Hayes Co. that supplies aluminum wheels to Honda — voted 242-95 against the union.

Last week's election at Indiana Precision saw the union bid defeated 214-163, with nine challenged votes.

LOST ELECTIONS

The UAW has been defeated in union votes at three Indiana suppliers in recent weeks.

Supplier	Against	For
Indiana Precision Technology Inc.	214	163
Western Wheel-Huntington	242	95
Toyoshima Steel Spring Inc.*	37	29

*Results under review

A third election one month ago at Toyoshima Steel Spring Inc. in Indianapolis resulted in a narrow 37-29 defeat for the union.

But that election is under review by the National Labor Relations Board because 10 votes were challenged.

Because of the three plants' proximity to Subaru-Isuzu Automotive Inc. in Lafayette, Ind., as well as their supplier ties to both SIA and Honda, the three elections promised a foothold for organizing those transplant car plants.

Only three of North America's 11 Japanese auto assembly plants are represented by the UAW, but those three plants are either jointly owned by or have close ties with a Big 3 automaker.

None of the more than 350 transplant parts suppliers are unionized.

"Organizing the transplants is a crucial issue for the UAW," said Harold Stack, director of labor studies at Wayne State University in Detroit.

"They've made a major commitment to doing it. It isn't going to be an easy job, but the union isn't going to go away," he said.

The UAW failed in a 1989 attempt to unionize Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn.

Plans to begin organizing Toyota Motor Manufacturing U.S.A. Inc. in Georgetown, Ky., were subsequently postponed.

UAW organizers say they will step up efforts to unionize SIA in February.

Initial organizing activities already have begun.

SUPPLIERS

FROM PAGE 1

parts," Washington said. "If you own a car and the starter breaks, you blame Ford and its workers, not the supplier."

Sourcing was a big issue for the union during last year's contract talks with Ford, General Motors and Chrysler Corp. Lofton said Ford has taken the first step. He said non-union shops are the first ones the UAW will challenge, citing tool-and-die shops as an example.

"We must show we can do the jobs on a competitive basis; we're prepared to do that," Lofton said.

The process could prove politically sensitive for the union and the company because most of Ford's 375 minority suppliers are not organized.

Current suppliers are not likely to be furloughed without a fight.

Mark Jeschke, spokesman for the 3,100-member National Tooling & Machining Association in Fort Washington, Md., said only about 4 percent of his membership is organized, but he said they can do the work more efficiently and at lower cost.

"I would be surprised if Ford saved money by keeping that work in-house," Jeschke said. "Our members have made a good living with the auto industry and want to continue to do so.

> "We have a vested interest in getting that work done on time and at a competitive price."
>
> **Mark Jeschke**
> National Tooling & Machining Association

"We have a vested interest in getting that work done on time and at a competitive price."

Jeschke said the average tool-and-die shop has about 23 employees and is located in a large urban manufacturing area. He said the shops are not unionized because they are too small.

Lofton said that until the union gets a list of the suppliers, he could not estimate how many suppliers the union may target for competition or how many jobs can be created in the plants for UAW members. He said the union would target skilled and non-skilled work.

Ford spokesman Dick Routh said the company will determine competitiveness based on cost, delivery and quality. "At a time when cost efficiency is very important to us, we should deliver the best quality at the lowest cost; that's the aim of this one," Routh said.

The union never before has had access to a list of the Big 3's suppliers. Lofton described Ford's decision as a major breakthrough in union/management cooperation. "Ford is way out in front of GM and Chrysler" on this issue, Lofton said. "Ford is very serious about cooperating with its hourly work force."

Honda's 656-cc R-X minicar for the Japanese market will have a removable hardtop, and its three-cylinder engine (from the Honda Today) will develop 61 horsepower.

Honda will install an air bag in its R-X minicar for Japan

CRAIN NEWS SERVICE

When Honda Motor Co. introduces its 656-cc R-X minicar in Japan, it will be equipped with an air bag, according to Honda President Nobuhiko Kawamoto. This will make R-X the first car in the Japanese 660-cc class to be so equipped.

The R-X will have a removable hardtop and its three-cylinder engine (from the Honda Today) will develop 61 horsepower, according to *AutoWeek*, a sister publication to *Automotive News*.

Kawamoto wouldn't say when the car will make its debut.

Honda also will introduce a new Civic derivative this summer that will be a "new concept and will advance current technology for gains in emission control and fuel efficiency," Kawamoto said.

The car will be a result of Honda's view that environmental issues are No. 1 on the company's research and development priority list. Kawamoto said that Honda has done extensive research in that area and now is ready to release what it has learned in a new product.

"(The new car) will set a new standard and lead the industry into the next century in the environmental, energy and safety areas," he said.

Few details are available, but Honda engineers say fuel economy could increase 10 percent over the current Civic.

The R-X and the new concept car represent what Kawamoto refers to as Honda's "back-to-basics" strategy for the Japanese market.

Kawamoto said Honda also must to develop attractive products that will exceed its customers' needs.

Kawamcto says the Civic concept car will "lead the industry into the next century in the environmental, energy and safety areas."

In addition to the R-X and unnamed concept car, a new Civic and new Prelude are scheduled to be introduced this year.

Kawamoto says an eventual goal is to establish four independent companies, located in Japan, North America, Europe and Asia.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 6.7 percent		
Chrysler Corp. (1991)		
Chrysler	$500	3/31
Dodge cars	$500	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-500	3/31
Jeep	$700	3/31
Plymouth	$400-500	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 6.7 percent		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	1/31
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Jaguar (1990-91) (all except '91 XJ6)	$5,000 for owners of '88 Jaguars	1/31
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$1,000-1,250 plus free trim package	2/28
MPV	$886-1,246 discount on option packages	2/28
Subaru		
Justy (1990-91)	$500	2/12
Loyale (1991)	$300-$1,050	2/12
Toyota (1991)		
Celica GT, 4Runner	$800 discount on option packages	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990-91)		
Jeep Cherokee	$250	1/31
Grand Wagoneer	$2,000	1/31
Minivans (1991) (without air bags)	$500	1/31
Cars	$250-1,000, quota	1/31
Ramcharger, Ram D-W pickups	$1,000	1/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	1/31
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$3,000	2/4
Chevrolet C1500	$500	4/7
Acura (1990-91)		
Integra	$300	4/2
Audi (1990)		
100 Series	$3,000	1/31
Honda (1990-91)		
Accord	$300	3/31
Hyundai (1990)		
Excel	$1,000-1,500	4/3
Sonata	$2,000	4/3
Hyundai (1991)		
Sonata	$100-500, based on sales	4/3
Isuzu		
Impulse (1990)	$1,500	2/15
Trooper (90-91)	$1,300-1,700, quota	3/31
Pickup (1991)	$600-1,500, quota	3/31
Mitsubishi (1990-91)		
Cars	0-$2,000, quota	2/28
Trucks	0-$1,500, quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
XT (1989-91)	$2,000	2/12
Legacy (1990-91)	$700-2,000	2/12
Loyale (1990)	$800-1,500	2/12
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla	$300-700, quota	2/4
Camry	$500-900, quota	2/4
Pickup	$200-900, quota	2/4
Volkswagen (1990)		
Cars	$500-1,500	None

LOANS

FROM PAGE 1

ous as it sounds. A spokesman for GMAC Financial Services said the law also prohibits creditors from foreclosing on property or repossessing vehicles without a court order. The law was passed to protect reservists whose military pay is often markedly lower than their civilian pay.

"We will give as much consideration as we can to people under these circumstances," said a Chrysler Corp. spokesman.

The Big 3 finance companies require letters from persons called to active duty and copies of their orders before rewriting the loan.

Interest rates are reduced from the day a person is called to active duty until 90 days after the tour of duty ends, said a spokesman for First Nationwide Bank, a subsidiary of Ford Motor Co.

"As we understand the law, it affects anyone whose income changes dramatically after they are called to active duty," said Dan Brigham, vice president of communications for First Nationwide. He said First Nationwide has 200,000 mortgages in its portfolio. The thrift already has had 125 requests under the act, and Brigham said that number is "growing rapidly."

Financial institutions never recover the difference between the rate the loan was written at originally and the 6 percent cap on interest rates. Fixed-rate mortgages are running at about 9.5 percent, and adjustable rate mortgages are 10.3 percent. Interest rates on car loans are averaging about 14 percent.

HUMMER

FROM PAGE 2

states require a dealership in the state in order to sell to the public."

MacNab says the other tricky question is what to charge. Last year, the government price for the base model was "$26,000 and change."

AM General can build up to 100 vehicles on a single shift, but the line is now running at 57 per day. A second shift is used for plant maintenance.

Hummer power is provided by a 6.2-liter V-8 diesel built by General Motors in Moraine, Ohio. The engine generates 150 horsepower and provides 250 pounds-feet of torque at 2,000 rpm. Power is transmitted to a three-speed automatic and then to a two-speed transfer case.

All four wheels are driven through a unique driveshaft system that provides 16 inches of ground clearance. The vehicle is constructed using aviation-style riveting and adhesive-bonding techniques. Top recommended speed for the aluminum, steel and composite-plastic vehicle is 65 mph. Company insiders say it will run at close to 80 mph during an emergency. A 25-gallon diesel fuel tank gives it a range of 300 miles.

MacNab says a Hummer will climb a 60 percent grade and is capable of traversing a 40 percent grade. A standard Hummer weighs 5,200 pounds empty and can carry 2,500 pounds. A "heavy Hummer" version with a beefed-up suspension provides for more than 10,000 pounds of gross vehicle weight.

There are 15 primary variations on the Hummer theme. Some wear a canvas skin; others are armored with steel sheets and a fiberglass-like material called E-glass.

Hardtop versions can be fitted with various weapons: a 7.62mm machine gun, a 40mm grenade launcher, a .50-caliber machine gun and a TOW (tube-launched optically tracked wire-command-guided) missile system. The list includes a radio-electronics command vehicle and an ambulance.

Tires are Goodyear Wranglers and look relatively standard from the outside. But inside the pneumatic tire is a magnesium run-flat doughnut that provides 30 miles of run-flat capability — important if your tires are shot out.

AM General says it has not received any additional orders for vehicles or requests to speed up production as a result of the Middle East conflict.

"I can't be specific," says MacNab, "but we're ready to respond to any increases that might be required. We've looked at all of our suppliers, too, to make sure they could supply us. There is a lead-time to speed up production. It certainly wouldn't be overnight. But we are prepared to respond to whatever need."

The U.S. military has about 79,000 Hummers in service; AM General started building them in 1983. Other nations with Hummers include China, the Philippines, Thailand and Mexico.

There's even one Hummer in Baghdad. It was a demonstration model being shown to the Iraqi government. But contract negotiations broke down. An AM General representative was in Iraq to see to its return when that country invaded Kuwait. The rep caught a bus into Jordan, but the Hummer remains.

ADS

FROM PAGE 2

Andrew Jacuzzi, account executive at Chenoweth & Faulkner, the Tampa, Fla., ad agency for the Honda group, said the commercials ended a 13-week cycle last week. He doubts they'll run again: "They didn't want to seem to be capitalizing on the war effort."

A Kansas City dealer who did not want to be named said the Toyota ads last aired about six weeks ago and he's "not sure we'd run it in today's climate."

Billy Bender, of Billy Bender Chevrolet in Garrett County, Md., has similar thoughts about his own advertising: "I have thought about a war theme but it's such a personal situation I don't want to offend somebody."

An ad created by the North and South Carolina Ford Dealer Association for a high-school football game in December appealed directly to patriotism: It was a tribute to the many area men and women sent to the Middle East.

The theme song words: "From the Carolinas that heed our country's call, we salute our sons and daughters who protect our red, white and blue. Return to the Carolinas: we're so proud of you."

Harry Hastings, owner of Hastings Ford in Greenville, N.C., and chairman of the group, declined to comment about the commercial's propriety now. "We don't have any current plans to run it again," he said, "but that could change."

Automotive News Staff Reporter Liz Pinto contributed to this report.

CUTS

FROM PAGE 2

& Bus Group and Automotive Components Group.

Almquist said GM is not trying to strong-arm suppliers. GM believes in the need for cooperation with suppliers and realizes that suppliers also are being squeezed by higher costs, Almquist said.

"The tone (of the letter) was we're going to work jointly," Almquist said. "There is a need for us to deal with the competitive realities of the global automotive marketplace, which demands continuous improvement.

"We reminded our suppliers we believe our products . . . are a key success factor, and our aggressive marketing plans and the cost of developing products is enormous. (We told suppliers) the cost cannot merely be recovered through increased prices and that efforts must be placed on reducing cost," he added.

Almquist said that while GM is concerned with the state of the economy and the war in the Middle East, the aim of the cuts is to deal with more long-term industry issues, including clean air and fuel economy standards that will require large sums of money to meet.

Meanwhile, Chrysler Chairman Lee Iacocca told a group of automotive analysts that Chrysler will increase its cost-cutting goal from $2.5 billion to $3 billion. Chrysler spokesman Tom Houston said the company hopes to identify the cost cuts that would result in $3 billion in annual savings by mid-1991.

The increased cost cutting goal is not likely to include cutting the company's quarterly common stock dividend of 30 cents a share. Iacocca steadfastly has said that he would not suggest cutting the dividend under any circumstances "short of a nuclear war."

Ford last week said its cost-cutting efforts are on-going. The company has a corporate effort underway that looks at "how to make the company more efficient," spokesman Dick Routh said.

"When there's a recession and a war going on, you are going to look at cost cutting more closely," he said.

Routh denied a recent report in the *Wall Street Journal* that Ford is contemplating the sale of its 25 percent stake in Mazda Motor Corp. or any other major asset to raise cash.

Ford Automotive Group President Allan Gilmour said three weeks ago that the company will consider cutting the dividend only if the recession worsens.

SOVIETS

FROM PAGE 1

plant's 11-passenger van with a lengthened version of the Chrysler minivan, but that deal might have withered even before the recent violence in the Baltic states. Chrysler officials never said any agreement was imminent, and Soviet auto industry officials have said they are "quite pessimistic" about the Chrysler talks in Latvia.

Boris Hubaev, a Brussels-based official of Autoexport, the ministry that oversees sales of Soviet cars abroad, said last week that if the Chrysler-RAF talks are still alive "they are going very slow."

A Chrysler spokeswoman confirmed last week that "nothing is imminent, and there have been no recent discussions."

> We have the feeling (the Soviets) don't have a lot of money to spend.
>
> **Corrado Provera**
> Automobiles Peugeot

Fiat sources say the company's plans to set up production for 900,000 cars a year in the city of Elabuga by the end of the decade have slowed considerably due to political uncertainties. The planned $1.6 billion joint venture with the Soviet carmaker Elaz is spread out over three stages, beginning in 1992 with the 770-cc Oka II minicar.

The ambitious deal was concluded in 1989, but a Fiat source said the project "is definitely going slow." Fiat will not become directly involved until the plant, about 600 miles southeast of Moscow, is built. The Soviets have begun work on the foundation.

The Fiat source said the basic agreement is not threatened. But he said political uncertainties have interfered with completion of various approvals and legislative changes necessary for the project.

To help expedite the process, Fiat is preparing to open an office in Moscow.

"We are concerned, but we are not worried," he said.

The Soviet Union's lack of hard currency reserves is holding up completion of an agreement between Soviet carmaker GAZ and Peugeot. The plan is aimed at producing the French automaker's Peugeot 605 sedan in Gorki.

Automobiles Peugeot spokesman Corrado Provera said discussions are still under way, but he said, "We have the feeling they don't have a lot of money to spend."

The Soviets approached Peugeot with a proposal to put the new 605 sedan into production at GAZ's existing facilities in Gorki, where the outdated Volga sedan now is built. Peugeot, however, is insisting on a substantial upgrading of the plant.

"We are checking the technical and economic feasibility," Provera said. "It is still going on, we have a lot of technical and industrial people there right now. The big concern is financing the operation. We don't yet have all we need to have. But it is definitely still being studied."

The Soviets want to build 50,000 to 100,000 Peugeot 605s per year for their market. None would be exported, but the Peugeot badge would be used, and Provera said quality levels will be maintained.

"It will not be a robotized factory, but it will still be a Peugeot," he said.

Meanwhile, a Soviet official denied reports that the VAZ plant in Togliatti, maker of Lada models, is preparing a stock offering that would be sold on the New York Stock Exchange and the exchange in Milan, Italy. Also denied was a report that the company is seeking a Western partner to take a 45 percent interest in the company.

According to a report in an Austrian publication, 20 percent of VAZ stock would be sold on the two stock exchanges. Another 35 percent would be held by the Soviet Union's Gosbank, and the remainder would be acquired by a foreign partner.

Autoexport's Hubaev denied that VAZ is planning a privatization move, but he said a Western partnership could occur. The VAZ plant is the world's largest auto manufacturing complex. The highly integrated operation produces about 700,000 vehicles a year.

"I do not think it will be privatized," he said. "VAZ is too big. But some joint venture on a product or plant is possible in principle."

PRODUCTION

U.S. CAR

	Week Ended Jan. 26, 1991	Week Ended Jan. 19, 1991	Jan. to Date	Jan. 1 to Jan. 26, 1991	Jan. 1 to Jan. 27, 1990
Horizon	0	0	0	0	3,114
Sundance	0	0	0	0	3,446
Acclaim	2,000	2,431	8,042	8,264	3,416
Total Plymouth	**2,000**	**2,431**	**8,042**	**8,264**	**9,976**
LeBaron A	0	0	0	0	0
LeBaron J	900	0	900	900	0
N. Yorker C-Class	150	342	1,024	1,066	1,063
Fifth Avenue	500	869	2,749	2,855	1,268
Imperial	150	321	826	866	948
Total Chrysler	**1,700**	**1,532**	**5,499**	**5,887**	**3,279**
Omni	0	0	0	0	3,134
Daytona	300	0	300	300	0
Shadow	0	0	0	0	3,950
Dynasty	2,900	3,316	11,308	11,715	5,177
Spirit	1,800	2,479	7,907	8,274	5,127
Total Dodge	**5,000**	**5,795**	**19,515**	**20,289**	**17,388**
CHRYSLER CORP.	**8,700**	**9,758**	**33,056**	**34,240**	**30,643**
Escort	4,417	5,741	12,436	13,005	8,080
Mustang	0	0	1,752	2,190	6,661
Tempo	2,603	3,066	7,259	7,656	5,846
Taurus	3,151	3,896	15,337	16,330	24,238
Thunderbird	0	0	1,075	1,344	6,917
Total Ford Div.	**10,171**	**12,703**	**37,858**	**40,525**	**51,742**
Topaz	917	1,334	2,773	2,904	2,074
Cougar	0	0	1,625	2,031	2,971
Sable	1,041	1,344	4,389	4,653	4,090
Total Mercury	**1,958**	**2,678**	**8,787**	**9,588**	**9,135**
Continental	963	1,239	3,972	4,101	3,653
Mark VII	166	220	690	713	1,798
Town Car	2,283	2,917	9,362	9,666	10,953
Total Lincoln	**3,412**	**4,376**	**14,024**	**14,480**	**16,404**
Total L-M Div.	**5,370**	**7,054**	**22,811**	**24,068**	**25,539**
FORD MOTOR CO.	**15,541**	**19,757**	**60,669**	**64,593**	**77,281**
Skylark/Somerset	2,000	2,508	8,174	8,494	2,994
Century	1,380	1,714	3,094	3,094	3,414
Riviera	238	204	442	442	901
Electra/Park Ave.	2,422	1,431	6,590	6,906	5,787
LeSabre (fwd)	3,185	3,994	13,074	13,549	6,792
LeSabre (rwd)	0	0	0	0	360
Reatta	0	0	0	0	525
Total Buick	**9,225**	**9,851**	**31,374**	**32,485**	**20,773**
Eldorado	290	238	528	528	785
Seville	578	476	1,054	1,054	1,026
Brougham (rwd)	284	454	1,696	1,811	1,795
DeVille (fwd)	2,550	3,281	10,288	10,654	6,022
Allante	51	64	210	218	270
Total Cadillac	**3,753**	**4,513**	**13,776**	**14,265**	**9,898**
Cavalier	4,360	5,456	18,739	19,371	10,865
Camaro	1,904	2,228	4,132	4,132	0
Corsica/Beretta	4,928	6,081	14,987	14,987	9,352
Caprice	1,346	3,138	8,042	8,215	6,496
Corvette	384	483	1,566	1,624	560
Total Chevrolet	**12,922**	**17,386**	**47,466**	**48,329**	**27,273**
Calais	1,456	1,812	5,843	6,045	3,269
Cutlass Ciera	1,388	1,866	3,254	3,254	4,244
Cutlass Supreme	1,736	2,103	7,022	7,272	0
Toronado	148	98	246	246	913
88 (fwd)	1,660	1,642	5,939	6,182	5,944
88 (rwd)	0	0	0	0	232
98	1,594	1,919	6,107	6,313	2,232
Total Oldsmobile	**7,982**	**9,448**	**28,418**	**29,312**	**16,834**
Sunbird	1,872	2,335	8,058	8,330	4,502
Grand Am	3,840	4,792	8,632	8,632	4,800
Firebird	368	550	918	918	0
Grand Prix	2,552	3,150	5,702	5,702	0
Pontiac 6000	996	1,221	2,217	2,217	2,674
Bonneville	972	573	2,870	3,054	4,139
Total Pontiac	**10,600**	**12,621**	**28,398**	**29,853**	**16,115**
Total Saturn*	**620**	**620**	**2,196**	**2,300**	**0**
GENERAL MOTORS	**45,102**	**54,431**	**151,821**	**155,544**	**98,893**
DIAMOND-STAR	**2,540**	**3,072**	**10,899**	**11,118**	**9,434**
Civic	1,725	1,650	5,708	5,881	10,734
Accord	7,720	6,941	24,750	25,556	20,310
HONDA	**9,445**	**8,591**	**30,458**	**31,437**	**31,044**
MAZDA*†	**600**	**3,131**	**9,409**	**9,862**	**13,209**
NISSAN	**2,890**	**2,956**	**10,757**	**11,138**	**8,729**
Corolla	2,100	1,733	7,011	7,258	7,331
Geo Prizm/Nova	2,100	1,770	7,081	7,333	7,227
NUMMI	**4,200**	**3,503**	**14,093**	**14,591**	**14,558**
SUBARU-ISUZU	**1,232**	**1,195**	**3,751**	**3,836**	**2,240**
TOYOTA	**4,400**	**4,640**	**15,757**	**16,287**	**16,276**
TOTAL BIG 3	**69,343**	**83,946**	**245,345**	**254,377**	**198,817**
TOTAL TRANSPLANT	**25,307**	**27,088**	**94,924**	**98,299**	**95,481**
TOTAL CARS, U.S.	**94,650**	**111,034**	**340,269**	**352,676**	**294,298**
TOTAL CARS, CANADA	**18,546**	**22,780**	**64,158**	**65,609**	**47,033**
U.S., CANADA CARS	**113,196**	**133,814**	**404,427**	**418,285**	**341,331**
U.S., CANADA CARS AND TRUCKS	**179,711**	**200,888**	**628,271**	**651,825**	**585,859**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Jan. 26, 1991	Week Ended Jan. 19, 1991	Jan. to Date	Jan. 1 to Jan. 26, 1991	Jan. 1 to Jan. 27, 1990
Monaco	0	0	0	0	1,894
Premier	0	0	0	0	401
CHRYSLER CORP.	**0**	**0**	**0**	**0**	**2,295**
Tempo	0	3,615	5,021	5,373	7,259
Topaz	0	912	1,493	1,638	2,164
Crown Victoria	1,021	939	2,560	2,560	4,039
Grand Marquis	0	0	0	0	5,423
FORD MOTOR CO.	**1,021**	**5,466**	**9,074**	**9,571**	**18,885**
Celebrity	0	0	0	0	523
Cutlass Ciera	1,780	1,810	5,940	6,092	3,037
Lumina	4,625	4,556	14,355	14,355	6,909
Regal	3,375	3,586	9,759	9,759	1,091
GENERAL MOTORS	**9,780**	**9,952**	**30,054**	**30,196**	**11,560**
CAMI	**2,500**	**2,585**	**9,021**	**9,336**	**0**
HONDA	**2,140**	**2,162**	**7,388**	**7,629**	**8,424**
HYUNDAI	**975**	**1,000**	**3,303**	**3,378**	**1,240**
TOYOTA	**1,350**	**1,355**	**4,715**	**4,876**	**3,945**
VOLVO	**180**	**180**	**611**	**629**	**684**
TOTAL CARS, CANADA	**18,546**	**22,780**	**64,158**	**65,609**	**47,033**

U.S. TRUCK

Caravan	1,400	2,067	6,732	7,017	8,194
Dakota	0	0	2,893	3,109	3,209
Caravan C/V	50	127	183	184	471
Ram pickups	0	0	2,908	3,127	3,867
Total Dodge	**1,450**	**2,194**	**12,715**	**13,437**	**15,741**
Cherokee	0	0	0	0	7,946
Comanche	0	0	0	0	342
Grand Wagoneer	0	0	0	0	260
Wagoneer	0	0	0	0	121
Total Jeep	**0**	**0**	**0**	**0**	**8,669**
Voyager	1,400	1,808	5,818	6,014	7,785
Town & Country	25	6	93	102	246
Total C-P Div.	**1,425**	**1,814**	**5,911**	**6,116**	**8,031**
CHRYSLER CORP.	**2,875**	**4,008**	**18,626**	**19,553**	**32,441**
Aerostar	3,215	4,040	9,125	9,592	7,200
Bronco	0	0	458	572	3,214
Bronco II/Explorer	4,368	5,076	16,765	17,308	7,074
Navajo	327	426	1,316	1,359	0
Econoline	3,203	0	4,729	5,110	10,727
Mediums/Heavies	917	1,082	2,555	2,694	4,094
Light trucks	5,002	2,845	12,989	14,081	26,551
Ranger	3,174	2,468	14,994	15,823	14,130
Total Ford Div.	**20,206**	**15,937**	**62,930**	**66,539**	**72,953**
FORD MOTOR CO.	**20,206**	**15,937**	**62,930**	**66,539**	**72,953**
Astro	0	2,071	5,625	5,678	2,707
Blazer	166	195	361	361	432
Lumina APV	1,132	1,263	2,395	2,395	5,422
Mediums/Heavies	120	217	663	685	1,085
P-Model	300	377	677	677	1,031
Pickups	4,987	6,503	11,574	11,582	12,902
S-10	5,771	6,207	20,297	20,982	15,969
S-10 Blazer	619	890	2,832	2,367	2,366
Sportsvan/Van	872	921	1,793	1,793	0
Suburban	576	706	1,282	1,282	1,293
Total Chevrolet	**14,543**	**19,350**	**47,500**	**48,602**	**43,207**
Jimmy	58	67	125	125	200
Mediums/Heavies	300	370	1,211	1,260	1,158
P-Model	100	81	181	181	91
Pickups	1,973	2,032	4,068	4,072	4,758
S-15/Sonoma	1,189	1,550	4,834	4,996	3,704
S-15 Jimmy	677	505	1,918	1,973	730
Safari	0	700	2,387	2,503	1,053
Suburban	320	379	699	699	884
Vandura/Rally Vans	216	189	385	385	0
Total GMC	**4,833**	**5,853**	**15,808**	**16,194**	**12,578**
Silhouette	284	341	625	625	2,198
Bravada	446	536	1,521	1,557	0
Total Oldsmobile	**730**	**877**	**2,146**	**2,182**	**2,198**
Pontiac Trans Sport	**532**	**688**	**1,320**	**1,320**	**4,999**
GENERAL MOTORS	**20,738**	**26,768**	**66,774**	**68,298**	**62,643**
NAVISTAR	**1,316**	**1,847**	**4,598**	**4,598**	**5,589**
NISSAN	**2,770**	**2,758**	**10,311**	**10,680**	**11,215**
SUBARU-ISUZU	**1,250**	**1,294**	**3,642**	**3,781**	**2,240**
AM GENERAL	**400**	**400**	**1,560**	**1,650**	**1,000**
MISCELLANEOUS	**2,650**	**2,650**	**10,350**	**10,950**	**12,000**
TOTAL TRUCKS, U.S.	**52,285**	**55,373**	**170,790**	**185,978**	**200,841**

CANADIAN TRUCK

Caravan	3,016	3,264	10,350	10,684	12,567
Caravan C/V	82	103	314	326	785
Ram Wagon	0	0	0	0	660
Ram Van	0	0	0	0	1,470
Total Dodge	**3,098**	**3,367**	**10,664**	**11,010**	**15,482**
Voyager	1,922	2,761	7,979	8,246	10,433
Total Plymouth	**1,922**	**2,761**	**7,979**	**8,246**	**10,433**
Wrangler	0	0	2,315	2,507	0
Total Jeep	**0**	**0**	**2,315**	**2,507**	**0**
CHRYSLER CORP.	**5,020**	**6,128**	**20,958**	**21,763**	**25,915**
FORD MTR. (B. Vis.)	**2,925**	**0**	**4,263**	**4,587**	**8,283**
Light trucks	3,265	2,943	10,568	10,831	13,184
Vans	547	0	547	547	2
Total Chevrolet	**3,812**	**2,943**	**11,115**	**11,378**	**13,186**
Light trucks	985	1,179	3,965	4,172	5,343
Vans	353	0	353	353	1
Total GMC	**1,338**	**1,179**	**4,318**	**4,525**	**5,344**
GENERAL MOTORS	**5,150**	**4,122**	**15,433**	**15,903**	**18,530**
CAMI	**1,050**	**1,087**	**3,982**	**4,032**	**0**
NAVISTAR	**185**	**186**	**497**	**497**	**750**
TOTAL TRKS., CANADA	**14,310**	**11,583**	**45,053**	**46,792**	**53,457**
U.S., CANADA TRKS.	**66,515**	**66,876**	**223,844**	**232,770**	**254,328**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Car output drops 14% for week

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. automakers scheduled production of 94,650 cars last week, 14.76 percent below the prior week and 19.59 percent below the same week in 1990.

Big 3 shut down 11 plants, Page 42

So far this year, 352,646 cars have been assembled, 19.83 percent above 1990.

Truckmakers planned to build 52,205 units last week, 5.72 percent below the prior week and 33.95 percent below the year-ago week.

Year-to-date, 185,978 trucks have been assembled, 7.40 percent below 1990.

Ford Motor Co.'s Louisville, Ky., truck plant worked daily overtime last week. The plant produces the Ford Explorer and Ranger and Mazda Navajo.

General Motors' Reatta Craft Centre in Lansing, Mich., is scheduled to resume production this week following three weeks of downtime.

Mazda Motor Manufacturing (USA) Corp.'s plant in Flat Rock, Mich., was forced to suspend production last Tuesday after a fire in the batch mixing room of the paint shop.

The plant produces the Mazda 626 and MX-6 and Ford Probe. Production is scheduled to resume today.

Ford's Dearborn, Mich., car facility was idle last week but is expected to resume production today.

The company's Wayne, Mich., truck plant will resume production today, one week earlier than scheduled. The plant builds the Bronco and light trucks. An increase in dealer orders prompted the return to production.

Canada hikes truck assembly

Canadian automakers' scheduled output was 18,546 units last week, 18.59 percent below the prior week and 0.72 percent above the 1990 week.

Year-to-date, 65,609 cars have been produced, 39.50 percent above 1990.

Truckmakers' targeted build was 14,310 units last week, 24.40 percent above the prior week but 13.54 percent below 1990.

So far this year, 46,792 trucks have been assembled, 12.52 percent below 1990.

Chrysler's Pillette Road facility in Windsor, Ontario, is scheduled to resume production today following five weeks of downtime. The plant produces the Dodge Ram Van and Ram Wagon.

NOTE

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Iacocca battles to salvage minivan's reputation

Lee Iacocca to Chrysler's dealers last week: Transaxle problems could ruin minivan sales and kill Chrysler. "Without minivans," he said, "we don't eat."

Consumer Reports cites snag in A604 Ultradrive gearbox

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Consumer Reports magazine's warning against some Chrysler minivans could threaten the life of the company and its dealers, Chrysler Corp. Chairman Lee Iacocca told the company's 4,000 dealers last week.

An indignant and obviously worried Iacocca launched an extensive damage-control operation last week.

The February issue of the influential *Consumer Reports* told consumers not to buy Chrysler cars and minivans equipped with the company's A604 Ultradrive four-speed automatic transmission because of reliability problems. The 1.4 million vehicles equipped with the 2½-year-old transmission include most Chrysler minivans.

Iacocca clearly doesn't want the minivan to go the way of the Suzuki Samurai, another vehicle that was panned by *Consumer Reports*.

Last week, Chrysler executives told dealers that the company will take several actions, including a national minivan advertising campaign, a public relations hotline, daily monitoring of consumer reaction nationwide and telephone calls to all owners of A604-equipped vehicles.

Iacocca also told the dealers: "If it still has problems, find 'em and fix 'em." He has designated a top engineer to be the A604 troubleshooter.

The minivan is Chrysler's most profitable vehicle — bringing in an estimated $4,000 pre-tax profit per unit. That makes it a critical vehicle for a company that, analysts suggest, will report 1990 financial results on Thursday that will be break-even at best.

Most minivans are equipped with the A604, which is paired with the company's V-6 engines.

"We have a very serious problem right now that could drive us all out of business if we don't address it — and I mean fast," Iacocca said in a satellite telecast to dealers Wednesday.

"A604 is not the problem I am

see CHRYSLER, page 37

Production cutbacks go worldwide

Japanese, European makers join Big 3 in trimming schedules

By Mary Ann Maskery
and Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTERS

World automakers, stung by plummeting sales and burgeoning stocks, are scrapping 1991 estimates issued only weeks ago and slashing production in a bid to ride out what for many has become an unexpectedly severe recession.

The Big 3 U.S. carmakers have temporarily idled thousands of workers and cut tens of thousands of units from first-quarter production schedules. Japanese automakers, who started the year with forecasts many analysts regarded as "too bullish" anyway, are pondering U.S.-inspired cutbacks.

And European makers, battling for share in a 17-nation market where the only bright spot has been Germany, are cutting jobs and output in plants from Scandinavia to Italy.

"We're learning that nobody's immune from weak demand," said Jerry Paul, analyst for Sanford C. Bernstein & Co. in New York.

see CUTBACKS, page 38

Chicago unveilings

Lincoln-Mercury's Mystique, an upscale four-door minivan concept, is unveiled this week at the Chicago auto show. Mystique displays some styling cues from the 1993 Mercury minivan being developed jointly with Nissan. Mystique features an in-line eight-cylinder engine. Also being unveiled are three 1992 production vehicles: Pontiac Bonneville, Buick LeSabre and Ford Econoline/Club Wagon. Story on Page 4.

Atlanta bound

A rundown of the NADA Convention and Exhibition in Atlanta is featured in *Automotive News Insight*, which follows Page 20.

Ford uses 'dedicated team' to develop 1995 Mustang

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — A team of young, enthusiastic car nuts is developing the 1995 Ford Mustang in a top-secret, experimental skunk-works project outside Ford Motor Co.'s Engineering Center.

Kenneth Dabrowski, program manager for international and small car programs, says the Mustang development group is Ford's first experiment with the dedicated team approach. If successful, it could be used for future programs.

The 200 engineers — many in their 20s and 30s — work in a separate building secured by coded-entry doors and isolated from Ford's other engineering buildings.

The group's only guidelines are to comply with government regulations and to meet cost targets.

The Mustang group, smaller than most vehicle development teams, was formed around six hand-picked engineers who are sports-car enthusiasts or Mustang owners.

The purpose of the program is not only to reduce cycle time on the new car, but to see how a relatively small, self-contained group of engineers operates within Ford.

The Mustang development team meets with Dabrowski once a week, and so far he's impressed.

"There's a tremendous amount of enthusiasm on the team," he says.

Dabrowski calls this kind of car-

see MUSTANG, page 35

Worried German auto leaders work to stem anti-U.S. protests

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — The leaders of Germany's automotive industry are moving quickly to try to counter worldwide television-news images of German protesters besieging U.S. military bases, defiling the American flag and carrying placards accusing the United States of murder.

Mindful of the potential for a backlash from customers in the key U.S. market, the automakers have launched an intensive lobbying effort to win a statement from German political leaders decrying the anti-American nature of recent anti-war demonstrations.

And in one company's attempt to distance itself from the protesters,

see PROTESTS, page 6

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GM, Chrysler expected to slash ad budgets

Convinced that the war and recession won't end soon, General Motors will likely chop $140 million from its ad budget and Chrysler $50 million. Story on Page 2.

Auto show blows into Windy City

But will Gulf war, recession put the big chill on attendance?

By Rick Kranz
CHIEF EDITOR, COPY DESK

The Windy City will be the stage for world debuts of 1992 models from Pontiac, Buick and Ford, and concept vehicles that offer viewers much more than a glimpse of what Lincoln-Mercury and Oldsmobile plan for the near future.

The 83rd annual Chicago Automobile Trade Association Auto Show will provide the spotlights, giving consumers a clear look at the 1992 Pontiac Bonneville, Buick LeSabre and Ford Econoline/Club Wagon. Each vehicle has been significantly restyled and re-engineered for the coming model year.

SPOTLIGHT ON AUTO SHOWS
Birmingham
Paris
Los Angeles
Detroit
Chicago
Geneva
New York

On the concept scene, L-M will take the wraps off Mystique, a four-door minivan designed with upscale buyers in mind, and Oldsmobile will unveil Achieva, a four-door sports sedan that shows the styling direction of Oldsmobile's future compact cars.

And while consumers check out the new models, automakers will monitor show attendance, a barometer of what may be in store for the spring selling season.

Over the years, the nine-day show has consistently attracted about one million persons who usually had to brave sub-zero temperatures or a lake-effect snowstorm to reach McCormick Place.

But this time, automakers will look closely at attendance at Chicago for similarities to last month's Detroit auto show. Concerns about the Persian Gulf war and the weakening economy resulted in 100,000 fewer people attending the North American International Auto Show.

Among the cars that will generate considerable interest at the Chicago show are the 1992 Bonneville and LeSabre. Both have abandoned the wedge look, adopting a silhouette that is rounder, more jellybean-like in shape.

Similar to the 1992 Oldsmobile 88 Royale, unveiled last month, Bonneville and LeSabre carry side window glass that is flush with the surrounding body work. Each has a windshield that wraps smoothly into the forward pillar and a backlight that is angled to stress both appearance and aerodynamic performance.

But unlike General Motors' styling themes of the 1980s, Buick and Pontiac avoid the clone-like designs that failed to strongly differentiate Oldsmobile 88s from LeSabres, Bonnevilles from 88s, and cost GM sales. The styling goal for the 1990s is to create a family resemblance within a division, unlike the 1980s when the emphasis was on corporate similarity.

larity.

Pontiac's revolving platform will feature the redesigned Bonneville, which goes on sale this spring, and that line's new star — the limited-edition Bonneville SSEi.

SSEi is a high-performance sedan that packs GM's 195-horsepower, supercharged 3800 V-6. The engine uses an Eaton supercharger and produces 255 pounds-feet of torque at 3,200 rpm.

When SSEi production begins later this year, the standard equipment list will include traction control and air bags for both driver and passenger.

About the same time that the new LeSabre begins appearing in dealerships this fall, Ford's new Econoline/Club Wagon will go on sale. The redesigned full-sized van sports a rounder shape, larger window glass areas and considerable improvements in ride and safety.

Volvo will use the Chicago stage to introduce its 240 Special Edition wagon. Production is limited to 600 vehicles, and each wagon will carry a black grille, blacked-out window moldings, multi-x pattern alloy wheels, anti-lock brakes and other equipment.

The Chicago auto show is scheduled for Feb. 9-17 at McCormick Place.

Mystique: Clues to the future

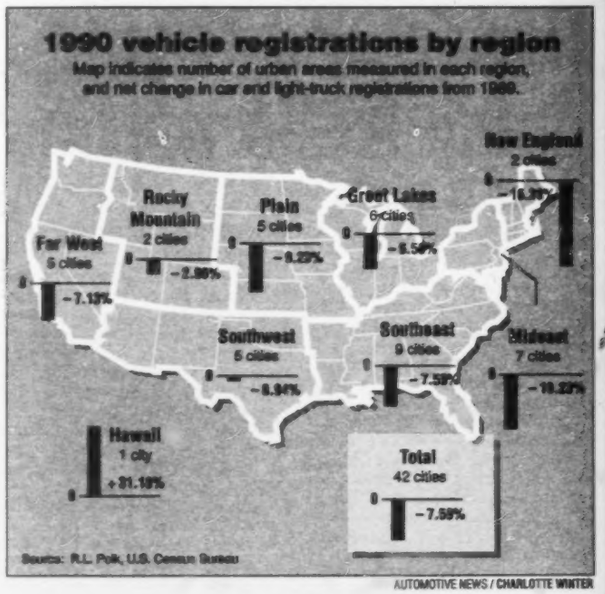
Designers of Lincoln-Mercury's Mystique set out to create a four-door minivan that appeals to upscale buyers.

Mystique is L-M's concept vehicle that will be unveiled at the Chicago auto show (photo on Page 1). The vehicle displays some styling cues that will be adopted on the 1993 Mercury minivan that is being developed jointly with Nissan.

The flexible concept vehicle could lead to front-wheel, rear-wheel and all-wheel-drive versions. A VCR entertainment system is mounted in each seat back. And passengers can control sun shading with the turn of a knob — the sun visors and all-glass roof contain liquid crystal film.

Mystique's large interior compartment is achieved, in part, through a T-drive powertrain configuration. The inline eight-cylinder engine is transversely mounted, and the transmission is integrated longitudinally at the center of the crankshaft.

An additional benefit of the powertrain configuration is a low floor. Seats in the first two rows swivel outward for easy entry and exit. Second- and third-row seats slide forward on power floor-mounted tracks.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

BY THE NUMBERS

Business was down for all areas in '90; West fared best, East sales were beastly

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — While 1990 was a tough year for anybody selling cars, it was tougher in the depressed New England market and not quite so tough in the Southwest.

Car and light-truck registrations in Boston plummeted 16.1 percent in the 1990 model year ended Sept. 30. Neighboring Providence, R.I., was hit even harder, falling 17.2 percent from the 1989 model year.

Meanwhile, if you were selling cars in Honolulu, Seattle or Cleveland, you were selling in an expanding vehicle market during the model year.

An *Automotive News* analysis of 42 U.S. Metropolitan Statistical Areas, broken down to eight regions based on a U.S. Department of Commerce classification, showed wide regional swings in the 1990 decline. The analysis was based on registration statistics provided by R.L. Polk & Co.

With exceptions, including the notable exception of three sluggish California markets, the West fared better than the East, as the West was supported by a greater percentage of truck sales.

All eight regions were down, model year-to-model, year in total light- vehicle registrations. But the Southwest and the Rocky Mountain regions showed a year-to-year improvement in light- truck registrations.

In the 42 urban markets, total registrations fell 7.6 percent, nearly the same as the 7.7 percent drop in total nationwide car and light-truck sales for the 1990 model year. The markets surveyed accounted for total light-vehicle sales of 5.56 million, about 40 percent of total national sales.

New England, whose economy is in the tank, was the worst region, down 16.3 percent to 202,646 light vehicles in the Boston and Providence markets. The five urban markets of the Southwest were the best overall, down just 0.9 percent to 477,641.

Only six of the 42 urban markets showed a year-to-year improvement in light-vehicle sales.

Way, way out West, the most successful market was Honolulu, where registrations rose 13.2 percent to 56,468. Light trucks gained 11.6 percent; cars rose 13.8 percent.

Other winners: Seattle, up 11.3 percent; Portland, Ore., up 5.2 percent; Houston, up 3.4 percent; San Antonio, up 2.7 percent; and Cleveland, up 0.8 percent.

Thirteen of the 42 markets suffered double-digit declines. Minneapolis/St. Paul had the biggest dip, down 18.4 percent.

Despite the successes of the Pacific Northwest markets in the Far West region, the Far West markets were down 7.1 percent overall to 941,846.

The Southwest was represented by five cities in Arizona, New Mexico, Oklahoma and Texas. Car sales there declined 2.1 percent, while light-truck sales increased 0.9 percent to 178,571. Light trucks had a 37.4 percent market share in the region.

Registrations in other regions:

- Mideast, (Baltimore; Newark, N.J.; Buffalo, N.Y.; Philadelphia; New York City; and Pittsburgh), total sales off 10.2 percent. Cars fell 10.7 percent; trucks, 8.6 percent.
- Great Lakes (Chicago, Indianapolis, Detroit, Cincinnati, Milwaukee and Cleveland) — Registrations fell 6.59 percent; cars fell 7.9 percent; trucks 2.6 percent.
- Southeast (Miami; Tampa; Atlanta; Louisville; New Orleans; Charlotte, N.C.; Chattanooga and Memphis, Tenn.; and Norfolk, Va.) — Down 7.59 percent, matching the average decline for the eight regions. Cars fell 8.1 percent; trucks, 6.4 percent.
- Rocky Mountain (Denver, Salt Lake City/Ogden) — Down 3.0 percent; cars down 5.7 percent; trucks up 2.4 percent.
- Plains (Kansas City, Mo.; Kansas City, Kan.; Minneapolis/St. Paul; St. Louis; Sioux Falls, S.D.; and Wichita, Kan.) — Down 9.2 percent; cars down 10.1 percent; trucks down 7.3 percent.

NEXT WEEK: A close look at 46 North American markets and interviews with some of the dealers trying to make a living in them.

Teed off at Toyota, Trevino tees it up for Cadillac

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

KEY BISCAYNE, Fla. — After six years, Lee Trevino is trading in Toyota for Cadillac.

Cadillac announced last week it had signed Trevino as the 12th Cadillac-sponsored golfer on the PGA Senior Tour.

Trevino had been sponsored by Toyota since 1984, but said he allowed his contract to expire in December after a dispute with Robert McCurry, executive vice president of Toyota Motor Sales U.S.A. Inc.

"He (McCurry) put a friend of his in to manage my contract and that guy was supposed to get 15 percent," Trevino said. "About two years into the contract, the two guys (McCurry and the manager) had a falling out. They weren't even talking to each other."

Trevino said he tried to buy out the manager, but the two couldn't agree on a figure. Trevino said he sought help from McCurry, who supposedly agreed to intercede.

When Trevino's attorney contacted McCurry some time later, McCurry denied offering to get involved, Trevino said.

"Then I read somewhere that he (McCurry) said my leaving took him by surprise," Trevino said. "I left because of him."

Golfer Lee Trevino showed off his new colors for Cadillac last week.

James Olson, Toyota public relations director, said: "We don't intend to get in a shouting match with Lee. We wish him well, and that's life. He's moved to Cadillac and that's it."

McCurry was unavailable for comment.

Trevino said he went to Cadillac because of the company's staunch support of the Senior Tour and also because it is a domestic auto company.

Trevino said he frequently received hate mail from people who opposed his work for a Japanese company.

"I think I can play in Michigan now without people throwing things at me," Trevino said. "This is another day, another year, a new career. I hope to work with Cadillac for many years."

Peter R. Gerosa, general sales manager, and Peter Levin, director of advertising for Cadillac, said they were ecstatic about the idea of getting Trevino.

Cadillac announced Trevino's signing here on the eve of the Royal Caribbean Classic, the first stop of the 1991 Senior Tour and the first of 15 tournaments in the Cadillac Senior PGA Tour Series.

Trevino was signed to a five-year contract, with Cadillac retaining the option on the final two years, Gerosa said.

Gerosa would not disclose how much Cadillac will pay Trevino, but sources familiar with the contract put it at $1 million per year.

Trevino's contract calls for him mainly to play golf, although there are endorsement, appearance and advertising components of the pact, and he must wear Cadillac shirts while playing.

Gerosa and Levin said Trevino probably will play in at least 10 of the 15 Cadillac tour events this year. There are two or three appearances they would like Trevino to make and two television commercials will be shot.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	$400-1,000	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	2/28
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$1,000-1,250 plus free trim package	2/28
MPV	$886-1,246 discount on option packages	2/28
Subaru		
Justy (1990-91)	$500	2/12
Loyale (1991)	$300-$1,050	2/12
Toyota (1991)		
Celica GT, 4Runner	$800 discount on option packages	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	2/28
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$3,000	2/4
Chevrolet C1500	$500	4/7
Acura (1990-91)		
Integra	$300	4/2
Honda (1990-91)		
Accord	$300	3/31
Hyundai (1990)		
Excel	$1,000-1,500	4/3
Sonata	$2,000	4/3
Hyundai (1991)		
Sonata	$100-500, based on sales	4/3
Isuzu		
Impulse (1990)	$1,500	2/15
Trooper (90-91)	$1,300-1,700, quota	3/31
Pickup (1991)	$600-1,500, quota	3/31
Mitsubishi (1990-91)		
Cars	0-$2,000, quota	2/28
Trucks	0-$1,500, quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
XT (1989-91)	$2,000	2/12
Legacy (1990-91)	$700-2,000	2/12
Loyale (1990)	$800-1,500	2/12
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla	$300-700, quota	2/4
Camry	$500-900, quota	2/4
Pickup	$200-900, quota	2/4
Volkswagen (1990)		
Cars	$500-1,500	None

Chrysler juggles incentive offers

Ford extends Lincoln program; Jaguar drops $5,000 bounty

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. has revised and extended its dealer rebate program and has sweetened cash payments on some vehicles in its consumer program that expires March 31.

In the dealer program, which has been extended through March 31, the company announced payments of $400 on the 1991 Eagle Summit and Dodge/Plymouth Colt three-door base models and $700 on the Summit three- and four-door ES and Colt GL.

Dealer rebates on 1990 and 1991 trucks are $1,000 on the Dodge Ram D-W Club Wagon and Ramcharger and $400 on all Jeep Cherokees and Wranglers.

The Jeep Grand Wagoneer model now carries a dealer rebate of $3,000.

Dealers also can choose either a $1,000 cash payback or the existing consumer rebate on the 1991 Dodge Dakota, Ram van and wagon and Jeep Comanche.

In its consumer rebates, Chrysler increased the payment to $1,000 from $500 on the 1991 Dodge Spirit; Plymouth Acclaim; and Chrysler Imperial, New Yorker Fifth Avenue and LeBaron sedan, coupe and convertible.

The automaker also increased the rebate to $700 from $400 on the 1991 Eagle Talon and Plymouth Laser and added the Dodge Shadow convertible to the incentive list with a $500 payment. Chrysler Corp. also adjusted its lowest alternative interest rate to 5.9 percent from 7.9 percent for one- to 24-month contracts.

Ford Motor Co. has extended through Feb. 28 the $2,000 cash rebate to dealers and the $1,500 payment to consumers on all 1990 Lincolns.

Jaguar Cars Inc. said it has discontinued paying owners of 1988 Jaguars $5,000 on the purchase of 1990 or 1991 models.

CUTBACKS

FROM PAGE 1

"Everybody must watch inventories. Dealers are nervous about the future, and they're reticent to order. The Middle East has caused even the best guys to cut back."

Indeed, the current round of cuts has been heavy with symbolism:

- Japan's Honda Motor Co., maker of the Accord, the best-selling car in the United States for two consecutive years, said last week it would trim output in Japan and Marysville, Ohio by 25,000 units in the first quarter. The cuts, equivalent to about 3 percent of 1990 U.S. sales, are Honda's first ever.
- Chrysler Corp. will idle its minivan plant in Windsor, Ontario, the week of Feb. 18, union officials said last week. The shutdown will mark the first time that slow sales have stopped the plant since it began making Dodge Caravans and Plymouth Voyagers in 1984.
- And Britain's Rolls-Royce Motor Car Co. Ltd., a company widely viewed to be recession-proof, said it will cut 340 jobs at its plant in Crewe, England, and "adjust" production accordingly.

Honda read U.S. signs

Despite mounting evidence in the fourth quarter of a downturn in the economy, most carmakers declined to announce steep production adjustments until the likely effects of the Persian Gulf war became more apparent. But the startling pace of the downturn in the U.S. market during the first 20 days of January provided a sharp enough focus for Honda to react.

"It's a very urgent adjustment" to changes in the U.S. market, Honda spokesman Shinichi Tanaka said in Tokyo of his company's cutback. "We have been affected the least so far, but we worry that demand was soft even before the Gulf war. Now, things can only get worse."

Honda's U.S. sales were off 5.3 percent in the first 20 days of the year. Sales rose 9.6 percent in the first 10 days, but slid 15.9 percent in the next 10-day period, marking the spillover from the outbreak of hostilities in the Persian Gulf.

Honda is the only Japanese carmaker so far to change production plans, but Mitsubishi Motors Corp. and Nissan Motor Co. Ltd. have indicated they may be quick to follow suit.

And Toyota Motor Corp., while not talking about a production cutback, announced plans to reduce management costs by 10 percent for the rest of the company's fiscal year, which ends June 30.

The automaker, Japan's biggest, listed the overall downturn in the world economy, the effects of the war and the general slowdown in the American market as factors.

Japanese prepare to act

Toyota's U.S. sales declined 27.1 percent, from 24,820 to 16,079, for the second 10 days of January.

Mitsubishi says it is "considering" revising downward by 5 percent its earlier forecast for exports and overseas production. Production for overseas markets came to 1.32 million in 1990, and Mitsubishi had originally projected a 5 percent increase this year, to 1.38 million.

Nissan Motor Co. also says it is considering a revision of its forecast, but has not decided on any figure. It has not denied a Japanese press report that it is considering a cut of at least 60,000 units, or about 2.6 percent of current production, in the fiscal year that starts April 1.

Mazda Motor Corp. says the war is likely to have some effect on exports both to the Gulf region and to the North American market, but is holding to its forecast of a 2.7 percent rise in output, to 1.46 million units.

Even without the war's impact to consider, many analysts say that Japan's carmakers have every reason to cut back this year.

Ben Moyer, who follows the industry for Merrill Lynch Securities in Tokyo, expects Japanese production to fall 2 to 3 percent this year, to about 7.78 million units.

That estimate, he says, does not include the impact of the war on car sales. Rather, it is a projection of the current flat sales pace in Japan, a drop in exports and higher than usual inventories, which Moyer estimates increased 100,000 units last year.

The total Japanese market, including minicars (under 660 cc) was up 7.4 percent last year to 7.8 million units. But many analysts are anticipating a drop of at least 2 percent this year.

Europe takes major steps

Meanwhile, amid early estimates that January sales in Europe fell 25 percent from a year earlier, virtually every European carmaker announced significant production cuts last week.

Most analysts expect sales in the 17-nation European market to fall about 4 percent this year. Sales in Europe last year were fractionally below 1989's record volume, but have fallen for five straight months.

Analysts point out that continuing strong sales in Germany, Europe's biggest single market, skew the 17-nation total to the strong side, thereby masking the fact that some countries are off 15 to 25 percent from last year.

Ford of Europe said last week that it will cut production by 45,000 units at plants in Britain, Belgium, Portugal and Spain between now and April. Included in the cutbacks will be a one-week shutdown of the plant that makes the Fiesta and the new Escort, introduced only six months ago.

"European sales are being held up only by the German market, and signs of weakness in the French and Italian markets are mounting," Ford of Europe President Lou Lataif said last week. Fully half of Ford's 90,000 current orders for the Escort are from Germany, he said.

Elsewhere, Italy's Fiat Auto S.p.A. announced that it will lay off nearly 70,000 workers and shut every plant but one during the week of Feb. 11-17. The shutdown will result in a production cut of about 40,000 units.

More makers pinched

France's Automobiles Peugeot announced a 10 percent reduction in output during February and March and said temporary layoffs will affect 80 percent of Peugeot's work force in France.

The cuts, which will idle three plants for several days, will result in a reduction of 17,000 vehicles. Depending upon demand Peugeot officials said further reductions may be ordered later in the year.

Sweden's Volvo Car Corp. has announced that it will reduce the work force at six Swedish car plants by an additional 1,550 jobs. Volvo had earlier announced plans to cut its work force by 4,500-5,000 this year through attrition.

Volvo production fell from 414,000 in 1989 to 376,000 last year, and a further reduction is expected in the first quarter of 1991.

Saab Automobile AB last week also announced plans to cut out about 2,500 units this spring through a series of non-production days. The Trollhattan assembly plant in Sweden will be closed seven days, and the Malmo plant will be down six days.

Swedish engine and transmission plants also will be closed for seven days. Saab production last year totaled 89,000 units, down from 103,000 the year before.

Automotive News Staff Reporter Kathy Jackson in Detroit and Staff Correspondent Daniel Ward in London contributed to this report.

Papers show Ford was aware of faulty gauge

SAN JOSE, Calif. — Ford Motor Co. knew about faulty gauges before a man was injured when his car ran out of gas, a newspaper reported.

Papers filed last week in a California court show that Ford knew about the faulty gauges in 1984, three years before Daniel Spencer, 19, had the accident that cost him his leg, the *San Jose Mercury News* said.

Spencer said in June 1987, he ran out of gas and was hit by a drunk motorcyclist as he tried to push his Ford Tempo off the road.

Spencer said his gauge read a quarter-tank full when he ran out of gas. Ford documents said about a million cars produced in 1983 and 1984 had the defect, which causes the gas tank to give false readings. Spencer won a seven-figure, out-of-court settlement in November, mostly from Ford and Tandem Computers Inc.

Ford said the part was used in Mustangs, LTDs, Escorts, Tempos and Thunderbirds. Ford said it did not believe a recall was warranted because there was no serious risk to drivers.

— The Associated Press

Price tag rises for Nissan's plan in Mexico

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Nissan Mexicana's tab for its ambitious expansion over the next five years is now estimated at $1.2 billion.

A year ago, the company announced it would spend $1 billion on building and equipping new plants and on modernizing existing facilities.

But because of inflation and currency fluctuations, "the final figure may be 20 percent more than that," said company President Shoichi Amemiya in an interview.

Much of Nissan's money will be spent on a new-car assembly plant in Aguascalientes, 300 miles north of Mexico City. Building started last year and the plant is expected to be commercially productive by October 1992. Plans call for it to ship 8,000 vehicles a month to Japan, the United States and Latin America by late 1993 and 16,000 a month by 1995.

Nissan also will expand the capacity of its engine, stamping and transaxle plants and aluminum foundry in Aguascalientes. It also will double the capacity of its grey iron foundry in Lerma and enlarge its domestic market assembly plant in Cuernavaca.

"We want to be a fully integrated manufacturing company," Amemiya said. He said that the company plans to increase the staff working on vehicle research and development and design in Mexico from 260 to 400 within four years.

But he emphasized that the car Nissan Mexicana will produce in Aguascalientes will be basically a vehicle designed and produced in Japan. Nissan has not said what the vehicle will be, other than describing it as a "popular entry vehicle" with a four-cylinder engine.

It is expected to be the current model Sentra.

Amemiya expressed concern about the possibility of a free-trade agreement between Mexico and the United States. Government negotiators are discussing the terms of such a deal.

"Industries keep innovating, and what we sell today could be obsolete tomorrow," he said. "Mexico has no innovative capacity to renew its products" as quickly as Japanese, European and U.S. automakers do.

He said he doubted whether a free-trade deal "will help Mexico to expand investment and build employment, and I doubt very much that American companies will want to come in."

Amemiya said that dealers in Canada who have started importing Nissan's B12 model, known as the Tsuru 2 in Mexico and the Sentra Classic in Canada, asked for shipments to be increased by 30 percent. Original plans called for Canada to get 5,000 Sentra Classics this year.

The boxy subcompact, which has been discontinued in the United States, is being sold in Canada alongside Nissan's new Sentra.

"Due to our production capacity problems, we can't ship them more," Amemiya said.

Last year, Nissan Mexicana produced 138,200 vehicles. This year, according to Amemiya, the company hopes to produce 150,000 vehicles.

PRODUCTION

U.S. CAR

	Week Ended Feb. 2, 1991	Week Ended Jan. 26, 1991	Jan. Est.	Jan. 1 to Feb. 2, 1991	Jan. 1 to Feb. 3, 1990
Horizon	0	0	0	0	4,415
Sundance	1,800	0	1,440	1,800	3,446
Acclaim	2,500	2,261	10,303	11,025	5,191
Total Plymouth	**4,300**	**2,261**	**11,743**	**12,825**	**13,052**
LeBaron A	0	0	0	0	979
LeBaron J	1,500	1,022	2,222	2,522	0
N. Yorker C-Class	200	179	1,213	1,295	1,495
Fifth Avenue	700	563	3,372	3,618	1,695
Imperial	150	159	955	1,025	1,460
Total Chrysler	**2,550**	**1,923**	**7,762**	**8,460**	**5,629**
Omni	0	0	0	0	4,138
Daytona	600	494	974	1,094	0
Shadow	2,600	0	2,080	2,600	3,950
Dynasty	3,700	3,081	14,449	15,596	7,885
Spirit	2,300	1,667	9,614	10,441	7,422
Total Dodge	**9,200**	**5,242**	**27,117**	**29,731**	**23,395**
CHRYSLER CORP.	**16,050**	**9,426**	**46,622**	**51,016**	**42,076**
Escort	0	4,310	12,329	12,898	8,105
Mustang	3,348	0	4,430	5,538	10,296
Tempo	0	2,113	6,769	7,166	9,073
Taurus	8,220	3,147	21,909	24,546	33,492
Thunderbird	3,502	0	3,877	4,846	6,856
Total Ford Div.	**15,070**	**9,570**	**49,313**	**54,994**	**67,822**
Topaz	0	975	2,831	2,962	3,221
Cougar	2,123	0	3,323	4,154	2,947
Sable	1,998	1,045	5,991	6,655	5,131
Total Mercury	**4,121**	**2,020**	**12,146**	**13,771**	**11,299**
Continental	1,210	959	4,936	5,307	4,725
Mark VII	210	172	864	929	2,339
Town Car	2,845	2,281	11,636	12,509	14,173
Total Lincoln	**4,265**	**3,412**	**17,436**	**18,745**	**21,237**
Total L-M Div.	**8,386**	**5,432**	**29,581**	**32,516**	**32,536**
FORD MOTOR CO.	**23,456**	**15,002**	**78,894**	**87,510**	**100,358**
Skylark/Somerset	2,500	2,099	10,273	11,093	4,748
Century	0	1,502	3,216	3,216	3,434
Riviera	297	277	719	778	1,393
Electra/Park Ave.	3,039	2,343	8,942	9,866	7,805
LeSabre (fwd)	4,186	3,147	16,385	17,697	8,678
LeSabre (rwd)	0	0	0	0	360
Reatta	41	0	33	41	716
Total Buick	**10,063**	**9,368**	**39,568**	**42,691**	**27,334**
Eldorado	375	350	888	963	1,208
Seville	751	718	1,795	1,945	1,569
Brougham (rwd)	243	311	1,917	2,081	2,882
DeVille (fwd)	3,200	2,355	12,653	13,659	9,356
Allante	64	51	261	282	323
Total Cadillac	**4,633**	**3,785**	**17,515**	**18,930**	**15,338**
Cavalier	5,394	3,629	22,523	24,234	14,933
Camaro	0	1,801	4,029	4,029	0
Corsica/Beretta	6,160	4,675	19,662	20,854	16,062
Caprice	3,355	2,675	12,065	12,899	8,119
Corvette	488	384	1,957	2,112	1,120
Total Chevrolet	**15,397**	**13,364**	**60,226**	**64,168**	**40,234**
Calais	1,820	1,446	7,299	7,855	5,143
Cutlass Ciera	0	1,467	3,333	3,333	4,250
Cutlass Supreme	2,158	1,560	8,573	9,254	3,605
Toronado	173	171	407	442	1,423
88 (fwd)	2,082	1,615	7,559	8,219	6,963
88 (rwd)	0	0	0	0	353
98	2,000	1,462	7,575	8,181	3,401
Total Oldsmobile	**8,233**	**7,721**	**34,736**	**37,284**	**25,148**
Sunbird	2,396	1,624	9,727	10,478	6,163
Grand Am	4,800	3,804	12,436	13,396	9,175
Firebird	0	453	1,003	1,003	0
Grand Prix	3,230	2,502	8,236	8,882	3,625
Pontiac 6000	0	1,026	2,247	2,247	2,648
Bonneville	1,220	928	3,802	4,230	6,010
Total Pontiac	**11,646**	**10,337**	**37,451**	**40,236**	**27,621**
Total Saturn*	**640**	**640**	**2,728**	**2,960**	**0**
GENERAL MOTORS	**50,612**	**45,215**	**192,223**	**206,269**	**135,575**
DIAMOND-STAR	**3,128**	**2,444**	**13,105**	**14,150**	**12,167**
Civic	1,725	1,725	7,088	7,606	13,419
Accord	6,556	7,180	29,455	31,572	27,130
HONDA	**8,281**	**8,905**	**36,543**	**39,178**	**40,549**
MAZDA†	**3,131**	**22**	**11,336**	**12,415**	**15,972**
NISSAN	**2,890**	**2,899**	**13,078**	**14,037**	**11,111**
Corolla	2,100	2,081	8,672	9,339	9,526
Geo Prizm/Nova	2,100	2,129	8,790	9,462	9,255
KUMMI	**4,200**	**4,210**	**17,463**	**18,801**	**18,781**
SUBARU-ISUZU	**1,250**	**1,382**	**4,911**	**5,246**	**2,800**
TOYOTA	**4,400**	**4,410**	**19,287**	**20,697**	**20,630**
TOTAL BIG 3	**90,118**	**69,643**	**317,740**	**344,795**	**278,109**
TOTAL TRANSPLANT	**27,280**	**24,292**	**115,723**	**124,524**	**122,019**
TOTAL CARS, U.S.	**117,398**	**93,925**	**433,463**	**469,319**	**400,128**
TOTAL CARS, CANADA	**19,242**	**18,558**	**79,564**	**84,863**	**70,296**
U.S., CANADA CARS	**136,640**	**112,483**	**513,025**	**554,182**	**470,424**
U.S., CANADA CARS AND TRUCKS	**211,871**	**179,062**	**787,919**	**863,047**	**811,728**

CANADIAN CAR

	Week Ended Feb. 2, 1991	Week Ended Jan. 26, 1991	Jan. Est.	Jan. 1 to Feb. 2, 1991	Jan. 1 to Feb. 3, 1990
Monaco	0	0	0	0	1,894
Premier	0	0	0	0	401
CHRYSLER CORP.	**0**	**0**	**0**	**0**	**2,295**
Tempo	0	0	5,021	5,373	11,046
Topaz	0	0	1,493	1,638	3,110
Crown Victoria	2,562	1,610	4,599	5,111	6,969
Grand Marquis	0	0	0	0	7,293
FORD MOTOR CO.	**2,562**	**1,610**	**11,113**	**12,122**	**28,418**
Celebrity	0	0	0	0	1,058
Cutlass Ciera	1,780	1,780	7,364	7,862	5,875
Lumina	4,695	4,664	18,150	19,089	12,248
Regal	3,305	3,418	12,446	13,107	2,287
GENERAL MOTORS	**9,780**	**9,862**	**37,960**	**40,058**	**21,468**
CAMI	**2,500**	**2,500**	**11,029**	**11,847**	**0**
HONDA	**2,156**	**2,161**	**9,121**	**9,799**	**10,541**
HYUNDAI	**720**	**895**	**3,799**	**4,010**	**1,550**
TOYOTA	**1,350**	**1,342**	**5,787**	**6,218**	**5,060**
VOLVO	**180**	**180**	**755**	**809**	**864**
TOTAL CARS, CANADA	**19,242**	**18,558**	**79,564**	**84,863**	**70,296**

U.S. TRUCK

Caravan	2,200	1,757	8,849	9,574	11,393
Dakota	0	0	2,893	3,109	3,209
Caravan C/V	50	94	267	278	667
Ram pickups	0	0	2,908	3,127	3,867
Total Dodge	**2,250**	**1,851**	**14,916**	**16,088**	**19,136**
Cherokee	3,900	2,744	5,864	6,644	12,434
Comanche	300	241	481	541	546
Grand Wagoneer	0	0	0	0	260
Wagoneer	100	81	161	181	200
Total Jeep	**4,300**	**3,066**	**6,506**	**7,366**	**13,440**
Voyager	1,700	1,346	7,124	7,660	10,395
Town & Country	50	23	131	150	325
Total C-P Div.	**1,750**	**1,369**	**7,255**	**7,810**	**10,720**
CHRYSLER CORP.	**8,300**	**6,286**	**28,677**	**31,264**	**43,296**
Aerostar	0	3,240	9,150	9,617	11,200
Bronco	792	0	1,091	1,364	4,382
Bronco II/Explorer	5,533	4,104	20,928	22,577	9,786
Navajo	337	318	1,576	1,687	0
Econoline	4,017	2,932	7,671	8,856	10,733
Mediums/Heavies	1,123	932	3,468	3,832	5,144
Light trucks	6,074	4,716	17,562	19,869	35,982
Ranger	5,165	3,143	19,095	20,957	20,226
Total Ford Div.	**23,041**	**19,385**	**80,542**	**88,759**	**97,453**
FORD MOTOR CO.	**23,041**	**19,385**	**80,542**	**88,759**	**97,453**
Astro	0	0	5,625	5,878	5,416
Blazer	207	142	503	544	950
Lumina APV	1,528	1,122	3,607	3,913	7,483
Mediums/Heavies	258	177	927	1,000	1,421
P-Model	0	254	631	631	1,596
Pickups	6,308	5,433	17,067	18,336	17,112
S-10	2,519	5,147	21,688	22,877	21,140
S-10 Blazer	195	710	3,079	3,253	4,437
Sportsvan/Van	0	508	1,429	1,429	0
Suburban	720	510	1,792	1,936	2,710
Total Chevrolet	**11,735**	**14,003**	**56,348**	**59,797**	**62,265**
Jimmy	74	74	200	215	348
Mediums/Heavies	489	257	1,559	1,706	1,490
P-Model	0	128	209	209	178
Pickups	2,488	1,464	5,549	6,051	5,467
S-15/Sonoma	409	1,168	5,140	5,384	5,165
S-15 Jimmy	432	409	1,995	2,137	1,441
Safari	0	0	2,387	2,503	1,931
Suburban	404	354	1,056	1,137	1,583
Vandura/Rally Vans	0	362	531	531	0
Total GMC	**4,296**	**4,216**	**18,626**	**19,873**	**17,603**
Silhouette	443	289	984	1,073	2,907
Bravada	559	451	1,973	2,121	0
Total Oldsmobile	**1,002**	**740**	**2,958**	**3,194**	**2,907**
Pontiac Trans Sport	**758**	**614**	**1,906**	**2,060**	**6,213**
GENERAL MOTORS	**17,791**	**19,573**	**79,842**	**84,924**	**88,988**
NAVISTAR	**1,645**	**1,329**	**5,918**	**6,247**	**7,169**
NISSAN	**2,770**	**2,756**	**12,513**	**13,445**	**14,310**
SUBARU-ISUZU	**1,097**	**1,539**	**4,808**	**5,087**	**2,800**
AM GENERAL	**400**	**400**	**1,800**	**2,050**	**2,250**
MISCELLANEOUS	**2,650**	**2,650**	**12,476**	**13,600**	**15,000**
TOTAL TRUCKS, U.S.	**57,894**	**53,900**	**226,850**	**245,376**	**271,266**

CANADIAN TRUCK

Caravan	3,000	2,604	12,338	13,272	15,846
Caravan C/V	80	67	363	391	1,000
Ram Wagon	550	0	440	550	1,232
Ram Van	1,150	0	920	1,150	3,028
Total Dodge	**4,780**	**2,671**	**14,061**	**15,363**	**21,166**
Voyager	1,900	1,457	9,034	9,681	13,227
Total Plymouth	**1,900**	**1,457**	**9,034**	**9,681**	**13,227**
Wrangler	1,500	0	3,515	4,007	0
Total Jeep	**1,500**	**0**	**3,515**	**4,007**	**0**
CHRYSLER CORP.	**8,180**	**4,128**	**26,610**	**29,051**	**34,393**
FORD MTR. (R. Iris.)	**2,967**	**2,894**	**6,685**	**7,533**	**11,339**
Light trucks	3,238	3,083	12,977	13,887	16,297
Vans	662	612	1,142	1,274	2
Total Chevrolet	**3,900**	**3,695**	**14,118**	**15,161**	**16,299**
Light trucks	1,012	1,220	5,010	5,419	7,104
Vans	313	342	592	655	1
Total GMC	**1,325**	**1,562**	**5,602**	**6,074**	**7,105**
GENERAL MOTORS	**5,225**	**5,257**	**19,720**	**21,235**	**23,404**
CAMI	**1,900**	**1,024**	**4,676**	**5,006**	**0**
NAVISTAR	**165**	**167**	**631**	**664**	**962**
TOTAL TRKS., CANADA	**17,537**	**13,470**	**52,243**	**63,489**	**70,038**
U.S., CANADA TRKS.	**75,231**	**67,379**	**284,892**	**308,865**	**341,304**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Big 3 shut 19 plants as sales totter

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. makers will idle 17 more plants this week, bringing to 19 the number closed as the industry contends with slow sales caused by the recession and the Persian Gulf war.

U.S. car manufacturers expected to build 117,398 units last week, 24.99 percent above the prior four-day work week and 9.25 percent above last year.

So far this year, 469,319 cars have been built in the United States, 17.29 percent above the year-ago total.

Targeted truck output of 57,694 was 7.02 percent above the previous week but was 19.72 percent below the year-ago week.

Year-to-date, 245,376 trucks have been assembled, 9.54 percent below last year.

General Motors' Kansas City, Kan., car plant and its Tarrytown, N.Y., minivan facility are idle this week. Downtime has been extended through this week at the Van Nuys, Calif., plant.

GM will idle the Pontiac (East) Mich., and the Moraine, Ohio, truck plants today until Feb. 11 and the Fort Wayne, Ind., truck facility until Feb. 18.

GM's Lordstown, Ohio, truck facility will resume output today after a one-week shutdown.

Ford Motor Co.'s Chicago and Dearborn, Mich., car plants are down this week. Truck plants idle this week are Louisville, Ky.; Norfolk, Va.; St. Paul, Minn.; Edison, N.J.; and Wayne, Mich. In addition, the Lorain, Ohio, car and truck lines will be idle this week. All plants will resume output Feb. 11.

Chrysler Corp. will close the St. Louis (No. 1) and the Toledo, Ohio, facilities this week to adjust inventories. Both plants will resume operation Feb. 18.

Honda of America Manufacturing Inc. has cut production at its Marysville, Ohio, plant from 1,550 units per day to 1,500 by reducing overtime.

Canada cars move up 3%

Canadian automakers scheduled 19,242 units last week, 3.69 percent above the prior week's build but 14.04 percent below the year-ago week.

Year-to-date, 84,863 cars have been produced, 20.72 percent above 1990 at this time.

Truckmakers assembled 17,537 units last week, 30.19 percent above the previous week and 8.56 percent above last year.

So far this year, 63,489 trucks have been assembled, 9.35 percent below 1990.

NOTE

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52, 56, 60, 62, 64, 66, 68,
70, 72, 76, 78, 80, 82, 84,
86, 88, 90, 92, 94-96, 100,
102, 104, 106, 108, 122, 130,
132, 148, 151, 152

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February 11, 1991

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Green hands NADA to Anderson

Torch courtesy of Special Olympics of Michigan. AUTOMOTIVE NEWS/JOE WILSSENS

National Automobile Dealers Association President [illegible]en, left, passes the torch to Frank Anderson Jr. The presidency changes Tuesday in Atlanta, host of the 1996 Summer Olympics.

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State of the nations:
Profiles of 42 dealers in the United States and four in Canada give an indication of which markets are healthy, which are ailing, and how dealers cope. Inside in the City-by-City Section.

Automotive News

February 11, 1991

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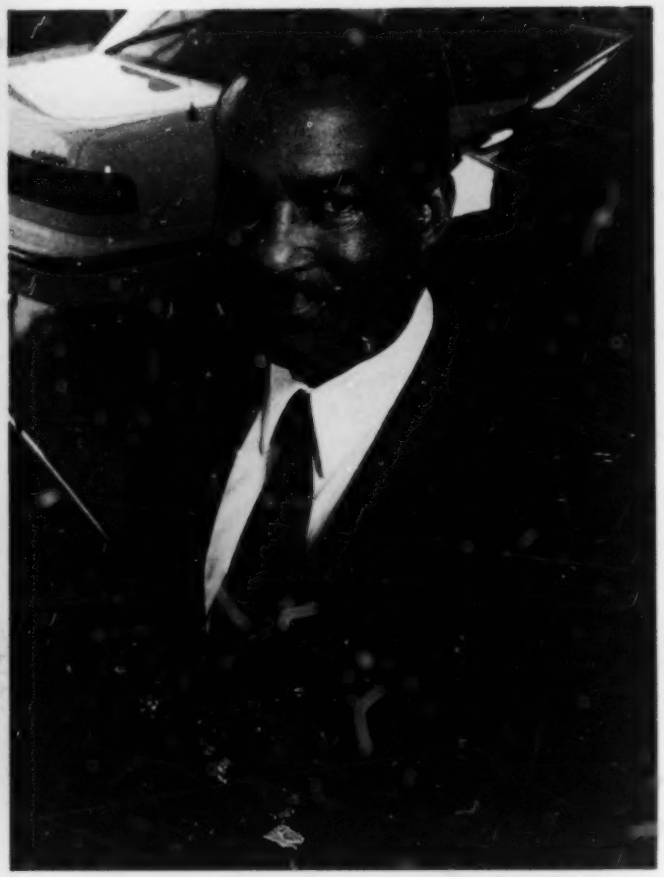


AUTOMOTIVE NEWS/JOE WILSENS

Black dealers face many problems, but have a positive attitude, says Chuck Harrell, owner of a Chevrolet-Oldsmobile dealership in Flat Rock, Mich., and president of the General Motors Minority Dealer Association.

UPHILL BATTLE

Recession tests the mettle of black dealers

By Kathy Jackson, Laura Clark and Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTERS

Black car dealers, most of whom face their first economic downturn, are determined to increase their ranks in the tough 1990s.

They are turning to factories and other black dealers for support and seeking elusive import franchises.

Fewer than 100 black dealers were open in 1980. A five-fold increase in the 1980s puts hundreds of them in a position to survive the current recession and emerge as experienced, battle-hardened dealers.

Chuck Harrell, president of the General Motors Minority Dealer Association and owner of Harrell Chevrolet-Oldsmobile in Flat Rock, Mich., said black dealers face many problems but come into the 1990s with a positive attitude.

"Despite the battle (for automotive sales), blacks will move forward."

It will be an uphill battle.

About 65 black dealers went out of business in 1990, roughly 14 percent of all black dealers. That compares to a failure rate of 5 percent for all dealers.

Virgil Anderson, executive director of the National Association of Minority Automobile Dealers, says another 40 black dealers are in serious trouble.

"All of it isn't the economy," Anderson says. "A strong bit of it is lack of expertise in management."

The 1980s saw the first big push by automakers to establish black dealers. The number of black dealers for the Big 3 grew from 87 in 1980 to 408 last year. Most of that growth came from Ford Motor Co., whose ranks of black dealers ballooned from 19 to 245 by the end of last year. But 1990 itself reversed the trend: Chrysler Corp. added two black dealers net, but both Ford Motor Co. and General Motors lost black dealerships.

Anderson estimates that about half of the black dealers are profitable. But business and profits could sour fast.

Says Nathan Conyers, a pioneering black dealer who is president of Conyers-Riverside Ford in Detroit: "Since the last three years have been some of the industry's best sales years, the young black dealer body may find the current downturn a rude awakening."

Still, progress has accelerated for people of color. Some of them got excellent training and financial assistance from the Big 3 car companies, which offer training programs ranging from one to three years.

While the programs are not perfect, they have turned out success stories. Reggie Hubbard, 37, became a Dodge dealer in Charlotte, N.C., in 1986 after more than 10 years with Sears, Roebuck and Co. As an operations manager, he had managed 600 employees.

Hubbard assembled a highly motivated sales team. As a result, he bought out Chrysler's interest in his

see BLACKS, page 118

INSIDE:

- Importers are minority poor, **Page 120**
- Ford leads Big 3, **Page 122**
- GM plans 40% increase by 1993, **Page 122**
- Chrysler looks for entrepreneurs, **Page 122**
- One man's dream becomes a nightmare, **Page 124**

Windy City star

Pontiac caught the eye of the Chicago auto show crowd by rolling out its all-new 1992 Bonneville SSEi, featuring fresh styling and a supercharged 3800 V-6 engine that develops 195 horsepower. For more on the Chicago show, see Pages 10 and 150.

Saab, posting huge loss, shuts prized Malmo plant

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Saab Automobile AB, the embattled Swedish automaker that is 50 percent owned by General Motors, confirmed Friday that it will close its $240 million assembly plant in Malmo, Sweden, after only 18 months of operation.

Saab said it will take a 1.4 billion kronor ($255 million) charge against full-year results for the shutdown and other extraordinary costs. The charges contributed to a more than doubling of Saab's 1990 loss, to 4.65 billion kronor (about $852 million), from 2.13 billion kronor ($391 million) in 1989.

Saab said its loss from operations totaled 3.25 billion kroner (about $596 million), meaning that it lost the equivalent of about $6,700 on every car it produced last year.

The results will have a direct impact on GM earnings, already battered by plant shutdowns and slid-

see MALMO, page 152

Jack G. Krenzen began his automotive career in 1952.

Krenzen is Time dealer of the year

ATLANTA — Jack G. Krenzen, a six-franchise dealer in Duluth, Minn., has been named 1991 Time Magazine Quality Dealer of the Year.

He is president of Krenzen Indoor Auto Mall (Cadillac-Pontiac-Honda-Nissan-Lincoln-Mercury) and will serve as official spokesman during

see DEALERS, page 151

GEO LOGIC: *Rebadged imports boost Chevrolet sales, but will buyers later join GM faithful?*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Tina Case believes in "buying American."

So when she was ready for her first new car, she walked into a nearby Chevrolet dealership and drove out in a 1991 Geo Metro, a subcompact that Chevrolet gets from Suzuki.

Not exactly American, she admits. But close enough.

"I wanted something American, and I believe in Chevrolet," said Case, a 17-year-old sales associate from Bakersfield, Calif. "Metro isn't exactly American, but at least it's sold by an American company. That makes me feel better."

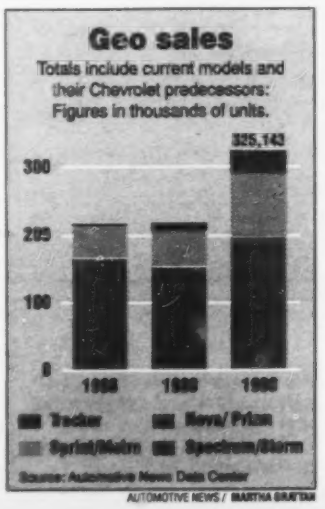
Case has a stronger buy-American ethic than most Geo owners. An informal survey of dozens of Geo owners suggests that the increasingly popular Geo line of three subcompacts and a sport-utility has captured one-time buyers for General Motors, and that the buyers of the Japanese-manufactured cars are more likely to return to other imports than to domestic GM cars.

Automotive News talked to Geo owners across the United States to examine how the line of small vehicles that are sold in Chevrolet dealerships became a key player in the import-dominated subcompact economy market.

In a January wracked by war and deep recession, Geo slightly outperformed the market. Geo's January sales slipped 18.18 percent from January 1990. Industrywide, cars and light-truck sales dropped 27.71 percent.

In 1990, Geo shot past Mazda Motor of America Inc. to become the fourth best-selling import passenger-car line behind Toyota, Honda and Nissan, with 290,785 cars sold. (Mazda remains fourth in combined car and light-truck sales.) Geo's year-to-year gain of

see GEO, page 128



AUTOMOTIVE NEWS / MARTHA GRATTAN

Toyota admits its U.S. exports may be trimmed

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. conceded Friday it may have to join other Japanese carmakers in trimming U.S. exports over the next few months because of weakening car sales there.

Sales of domestically-built and imported cars and light trucks plummetted 27.8 percent in the United States last month as consumers, skittish over the Gulf war and the economic outlook, shunned auto showrooms. Toyota's U.S. sales were off 13.4 percent.

At a press conference here to announce earnings for the fiscal first half ended Dec. 31, Toyota officials said a "small adjustment" to U.S. shipments over the next few months is being considered in view of market weakness. Any cuts would not affect sales or production plans for the year, they said.

Honda Motor Co. and Mazda Motor Corp. already had announced cuts in U.S. shipments. Honda said Jan. 29 that it would cut U.S. and Japanese production of the Accord by 25,000 units in February and March, while Mazda said last week it will cut exports to the United States by 8,000 units this month and next.

The Mazda cutback amounts to about 15 percent of its normal shipments to the United States in a two-month period, but the carmaker said it expects the Japanese market to expand enough this year to absorb the additional units.

Meanwhile, Toyota said its net income slipped 0.7 percent and operating earnings fell 15.6 percent in the fiscal first half because of increased spending on research and development and personnel.

The automaker reported that net income slipped to 156.2 billion yen ($1.2 billion) and income from operations fell to 200 billion yen ($1.5 billion) from a year earlier despite a 16.6 percent rise in sales, to 4.4 trillion yen ($33.8 billion.)

Toyota said worldwide unit sales jumped 8.5 percent, to 2 million units, but the cost of sales rose to 3.8 trillion yen from 3.1 trillion.

AUTOMOTIVE NEWS/JOE WILSSENS

Iacocca: "The year ahead is even more uncertain than 1990."

Chrysler stays in black

But 1991 fears overshadow 1990 earnings

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

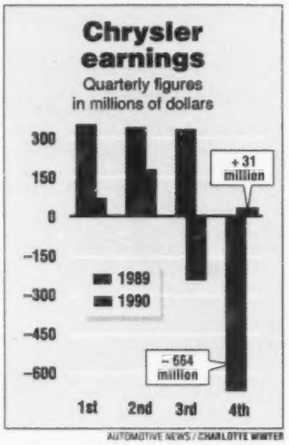
AUBURN HILLS, Mich. — Even as Chairman Lee Iacocca reported last week that Chrysler Corp. eked out a profit in 1990, he raised the specter of "horrendous losses" in the first quarter of 1991, and possibly further into the year.

Thanks largely to a $3 billion cost-cutting program and earnings from Chrysler Financial Corp., Chrysler Corp. reported 1990 net earnings of $68 million, or 30 cents per common share. That compares to 1989 earnings of $359 million, or $1.55 per common share.

Chrysler reported fourth quarter net earnings of $31 million, or 14 cents per common share, compared to a $664 million loss posted in the fourth quarter of 1989. The 1989 results included a $577 million one-time charge for restructuring.

Analysts had expected Chrysler to report a loss in 1990, or at best, to break even. And indeed, Vice Chairman Robert S. Miller Jr. said the corporation would have lost more than $1 billion in 1990 without the $3 billion cost-cutting program begun 18 months ago.

Jerome B. York, vice president and controller, said Chrysler's net loss in automotive operations totaled $7 million in the fourth quarter of 1990 and was $240 million for the full year.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

Chrysler posted a profit because its subsidiary Chrysler Financial Corp. earned $56 million in the fourth quarter of 1990 and $313 million for the entire year.

In addition, Chrysler's bottom line was boosted by an after-tax credit of $63 million in 1990. The

see EARNINGS, page 152

Green, Stempel say teamwork is vital

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Car manufacturers and dealers share a common key to success in 1991 — teamwork, according to Robert Stempel, chairman of General Motors, and Ray Green, outgoing president of the National Automobile Dealers Association.

Green offered words of encouragement and optimism to his fellow dealers Saturday in his last speech as NADA president.

In remarks prepared for his address to the opening session of the NADA convention in Atlanta, he said he was proudest of the new dealer/manufacturer relationship forged during his tenure and said "let's hold on to that relationship like never before. . .because I believe it holds the most promise for the future."

Green

He stressed the importance of a fair and equitable franchise agreement giving dealers "equal rights, equal responsibilities and equal opportunities."

Other good news reaped during the past year, according to Green, were GM's, Ford Motor Co.'s and Toyota Motor Sales U.S.A. Inc.'s 100-percent buy-back programs for fleet cars; the 5 percent carryover allowance reinstated by GM and Ford; and the new shared-hub/shared satellite dish agreement among NADA, GM, Chrysler Corp. and Hughes Network Systems.

Green also cited Ford's endorsement of NADA service systems consultants and its move to drop customer rebates as recognizable accomplishments.

Green touted NADA's new voluntary salesperson certification program and NADA's year-long warranty study as examples of good ideas that developed into excellent programs.

He warned the audience about the inevitable push in the coming years for further legislation that would adversely affect the automobile industry.

"But, as we have in the past, NADA will be watching and fighting to keep the government out of our business," Green said.

After further reflection on his year-long presidency, Green said that even though he thought he could do it all, he realized he was leaving "plenty on the plate" for the next president, Raleigh, N.C., dealer Frank Anderson Jr.

"To you dealers here today and throughout the country, my advice is the same as it was when I took office," he said. "Run your own business, play by the rules and be above reproach in all your dealings."

Stempel echoed the theme of teamwork in his keynote address, adding commitment as an additional ingredient in the formula for success in the 1990s.

Stempel

"The contribution of the dealer to a team, like the GM team, is invaluable, and in my mind, we are going to have to work more closely than ever before to get through the months ahead," he said.

He stressed the importance of outstanding products to this success, calling it "GM's highest priority."

Stempel outlined GM's policies to aid dealers' success, highlighting GM's increased interest credit days as one benefit it passed on to dealers.

"On Jan. 16, GM dealers received an additional 60 days of interest rate protection as a result of changes in the prime rate," he said. "We are pleased to announce that on Feb. 16, interest credit days will increase from 25 to 28. We've

see NADA, page 148

INDEX

Advertising awards	114, 116	Keith Crain	12
Around the world	20-28	Late news	8
Auction news	140	Letters	14
Auction dates	148	Opinion	12
Classifieds	141-147	Personnel	110, 112, 136
Coming events	150	Production	151
Dealing with dealers	134	Sales, car	132
Face of the Dealer	32-108	Sales, imported car	130
Incentive watch	152	Sales, truck	130
Inventories	4	Service management	16

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Correction

A story in the Feb. 4 issue should have said that an April 10-11 meeting between Japanese automakers and U.S. parts suppliers is being arranged by the U.S. Department of Commerce and the Japanese Automobile Manufacturers Association, not JAMA and the Motor and Equipment Manufacturers Association.

Volvo picks its new ad agency

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Volvo's "monster truck" ad scandal haunted Volvo Cars of North America as it searched for a new ad agency for the first time in more than 20 years.

Volvo's agency review was "a very, very tense one," said Robert Schmetterer, a partner at Messner Vetore Berger Carey Schmetterer, the New York-based agency that won the $40 million account last week.

Though he said the episode was "not at all in the forefront" of the agency's discussions with Volvo, he described the search as "more rigorous than virtually any other comparable experience I've had in the business."

Scali, McCabe, Sloves — Volvo's agency for 23 years — resigned the account after news of the deceptive ad broke last November.

Schmetterer is a Scali, McCabe alumnus, having managed the Volvo account for that agency from 1971 to 1984. He also used to work for Volvo, as market research director from 1967 to 1971. Messner Vetore Berger Carey Schmetterer was founded in September 1986.

The winning agency was one of three finalists in the search, out of close to 50 applicants. Its clients include MCI, *Life* magazine, New Balance shoes and Commodore computers. With Volvo, it will have billings of about $200 million.

Schmetterer said Volvo officials were "a very careful, very, very rational audience. They asked a lot of astute questions." He said the agency "spent enormous amounts of hours" with Volvo.

Volvo spokesman Robert C. Austin said that in choosing a new agency, Volvo paid particular attention to the "reputation for integrity of the people involved."

The monster truck ads, which were filmed in Austin, Texas, showed a truck crushing a line of cars, except for a Volvo 240 station wagon that remained more or less intact.

The Texas attorney general charged last November that Volvo specially reinforced its car and weakened the other cars. Volvo admitted no wrongdoing but pulled the ads, apologized and paid more than $300,000 in investigative fees to settle the attorney general's complaint.

Volvo officials claimed they didn't know the cars had been doctored and blamed the production company that Scali, McCabe hired to shoot the ads, Perretti Productions. A Perretti spokeswoman said last week that co-founder Jim Perretti has been advised by his attorneys not to comment.

Volvo said last November that it would share with the public the results of its internal investigation into the monster truck affair. But last week, it would say only that it has adopted more "checks and balances" in its internal procedure for reviewing ads.

"There are more reviews in the system than there were in the past," spokesman Austin said.

"Realistically, no matter how many checks and balances you build into the system, the system is only as good as the people who are in it."

New Ciera, Century delayed as GM trims its sails

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

The scheduled 1993 calendar year redesign of the Oldsmobile Cutlass Ciera and Buick Century has been delayed at least a year as part of General Motors' grand strategy to regain competitiveness in North America.

The delay clouds the future of two more GM assembly plants that build A-body cars.

As GM Chairman Robert Stempel announced last week that the board of directors had slashed the first-quarter dividend nearly in half, he also laid out a comprehensive cost-cutting plan that included lower capital spending through 1994.

"Clearly, in this highly uncertain economic environment, we must conserve cash and reduce costs further in order to provide GM with sufficient financial resources to maintain our important forward product development programs," Stempel said in a statement.

The key word in that sentence is "important," said a GM engineer, adding that the mid-sized Ciera and Century are not considered to be in that category.

One way to conserve capital is to delay spending the money, which is what GM plans with the Ciera and Century — both built off the A-body platform — according to four engineering sources inside and outside GM.

The delay was announced to some suppliers in late January, the sources said. The sources added that the very existence of the A-body platform is in serious jeopardy and that a decision on whether to keep it at all will depend in large part on 1991 sales.

Sales of the A-body cars in 1990 provided no encouragement.

- Sales of the Ciera plummeted 30 percent in calendar 1990, compared with 1989.
- Century sales dropped nearly 17 percent over the same period.
- Sales of the Pontiac 6000, also built off the A-body platform, fell 30 percent in 1990, but the car was scheduled to be dropped after the 1991 model year anyway.

Although the A-body cars have enjoyed success since their introduction in 1982, they became redundant after the 1988 release of the ballyhooed mid-sized W-body platform: Chevrolet Lumina, Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal.

In fact, the W-body platform was intended to replace the A-body platform, but GM kept some of the A-body cars because they continued to sell well.

Chevrolet immediately dropped the A-body Celebrity sedan, coupe and wagon in favor of the W-body Lumina line, and Pontiac began phasing out the 6000 line in favor of Grand Prix.

But the Century and Cutlass Ciera remained because they continued to fit with their divisions' marketing plans and customers continued to buy them.

The A-body and W-body cars were to share a number of chassis components beginning in 1993, when both platforms were to be redesigned. Now that plan has been mothballed, although the W-body cars will proceed as planned: Lumina and Grand Prix replaced in calendar year 1993, Cutlass Supreme and Regal in 1994.

One GM source said the delay of the A-body redesign means those vehicles will continue to be built with unique components at least until 1994, but added that sales will determine whether the platform survives until the mid-1990s.

Another GM source said all plans for the A-body platform are "in limbo now."

If the platform is axed, GM's Oklahoma City assembly plant would be left without a product.

The Ste. Therese, Quebec, plant

see GM CUTS, page 132

Other actions to cut costs

GM plans to:

- Reduce white-collar employment 15 percent, to 85,000.
- Reduce capital spending in 1991 to $7.0 billion, down from $7.5 billion in 1990.
- Seek price cuts from suppliers.
- Eliminate executive bonuses except in profitable subsidiaries.
- Cut employee stock-purchase programs.
- Continue $2 billion plan to close excess plants.

Dealers weigh-in lean

Scaling back, they say, is Job 1 in 1991

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Car dealerships are preparing for 1991 by turning themselves into lean, mean fighting machines.

Dealers across the country say they will run a tighter ship in the coming year to help them stay in the black.

"We're looking at everything — from little things like office supplies to bigger expenses like not hiring outside consultants," says Sheila Garcia, owner of Garcia Toyota-Honda in Albuquerque, N.M. Garcia is one of 44 dealers interviewed for the *Automotive News* feature that begins on Page 32: Face of the Dealer, 1991.

Face of the Dealer, Pages 32 to 108

Raymond Van Duren, owner of 12 franchises in New York and Florida, is expecting more out of a trimmed work force to keep his head above water in these trying times. Says Van Duren: "We've had to cut overhead and watch spending. People have to produce more and are expected to do a little bit more."

Also expecting more out of fewer employees is Peggy Kimnach, owner of Kimnach Ford Inc. in Norfolk, Va., who began to prepare for a worst-case scenario in the early 1980s.

Kimnach avoided over-hiring in the sales boom of the late 1980s and trained employees to handle a wider variety of tasks. She also diversified, investing in parts, repair and body work to cut dependence on new-vehicle sales.

But while most dealers agree that they plan to cut overhead, trim staff, and decrease inventory, they split on the question of maintaining advertising budgets.

"Advertising is a key element for us," says Scott Thomason, owner of Ford, Toyota, Nissan and Subaru dealerships in Portland, Ore.

"We spend what it takes to maintain a strong market presence, and we never back off."

On the other side, M.R. McIlwain, a Cadillac and Suzuki dealer in New Orleans, says: "There's no sense spending money on advertising if people aren't out there in the market."

Dealers believe that while people may not dish out the big bucks for a new car or truck, their aging vehicles will need repairs, parts or service — areas that dealers hope will pick up the slack from decreased new vehicle sales.

Many dealerships count on Yankee ingenuity and hard work to stay solvent in this difficult year. For instance, Kimnach is sponsoring auto-care clinics for women, a consumer group many dealerships admit they have neglected in the past.

Many will promote "consumers" to the ranks of royalty in 1991.

"You have to treat the customer as king," says Boston-area dealer William DeLuca III. "If he is satisfied, he will keep coming back."

Feeling the squeeze in the market for new vehicles, many dealers say they will increase emphasis on their used-car departments.

They are predicting that the aging U.S. car fleet will force many consumers to purchase replacement vehicles, whether they want to or not, and they believe the trend will be toward less-expensive used vehicles.

In 1989, the average age of passenger cars in use in the United States was 7.6 years.

So while dealers are slashing new-vehicle inventory, they are scrambling to boost the inventory of modestly priced used vehicles.

"We hired a new, aggressive used-car manager in the fall, and volume picked up in his first 30 days on the job," says Thom Lehman, owner of Hallett Pontiac-GMC in Miami. "There's a good market here for used cars and trucks."

But even with anticipated hardships and belt tightenings, all the dealers interviewed had positive outlooks, saying they have survived recessions in the past and plan on being around for years to come. They don't plan on letting negative vibes interfere with the success of their businesses.

Dealin' Doug" Moreland, owner of Cherry Creek Dodge in Aurora, Colo., is optimistic.

"For '91, we're going to maintain our inventory and go after a bigger piece of the pie," he says. "We're got the people, the product, the inventory, the advertising budget and the financing sources to make it a very successful year."

BUZANNE DE CHILLO

New York dealer Ed Hermann is convinced that by demanding that its dealers make substantial investments in facilities, BMW will be able to drop small-fry dealers like him. Hermann's Pace BMW store shares a showroom with his Oldsmobile store; his Honda showroom is in the same building.

BMW SHOWROOM BLUES

As sales fall, company pushes dealers to build for the future

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW ROCHELLE, N.Y. — Two years ago, Ed Hermann sold 120 BMWs, the most he ever sold in a year. Last year, like about half of the BMW dealers in the country, he sold fewer than 100.

Now, he's convinced that BMW of North America Inc. wants to dump him and other small-fry dealers like him.

"What they want to do is get rid of about one-third of their dealers," he says.

Not so, says BMW. The importer says it wants to keep its dealer count near its current total of 377. But the company is demanding that its dealers make substantial investments in people and facilities. If that means it makes "economic sense" for some dealers to drop the franchise — well, it's up to the dealers to decide, says James J. Ryan, BMW's executive vice president of automotive operations.

BMW has stirred up a hornet's nest among its dealers. They rated BMW near the bottom of the industry in J.D. Power and Associates' 1990 Dealer Satisfaction Index, while most of BMW's competitors scored near the top.

Dealers complain that BMW is demanding more from them precisely when they can least afford it, with a recession and war hanging over everyone's head.

But BMW says now is precisely the time, especially since BMW is competing with start-up franchises like Lexus and Infiniti, with their "Taj Mahal" dealerships.

To sweeten its demands, BMW announced last month that it will even lend money to dealers to improve their dealerships, provided they are in good financial shape and they agree to make BMW the only brand in their showrooms.

Meanwhile, without singling out Hermann, BMW's Ryan suggested that his sort of location is no Taj Mahal.

Hermann's Pace BMW store shares a cramped eight-car showroom with Oldsmobile. A $50,900 BMW 735i sits next to a $23,795 Olds Bravada sport-utility. The Honda showroom is a few feet away in the same building.

Three years ago, Hermann spent $1 million on renovations. Last year, Hermann sold 900 Hondas, 300 Oldsmobiles and 72 BMWs.

Outside the dealership, parking

see BMW, page 126

Car-truck sales battered by war jitters

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

New-car and truck sales took a whipping last month, caused in large part by the war in the Persian Gulf.

Ford Motor Co. took the biggest pounding among automakers building cars in the United States.

Domestic cars, as a whole, fared better than the imported models. Truck sales plummeted dramatically.

A total of 824,217 cars and light trucks were delivered in January, down 27.71 percent from last year.

Domestic carmakers delivered 416,644 units, a 23.5 percent drop. Only Mazda Motor of America Inc. and Nissan Motor Corp. in U.S.A. reported sales increases among the nine automakers with assembly plants in the United States.

Light-truck sales plunged 32.01 percent with 269,759 deliveries.

Imported-car sales for the month totaled 137,814, a 30.68 percent decline. Only seven of 39 import makes reported sales increases.

Ron Glantz, securities analyst with Dean Witter Reynolds Inc. in San Francisco, says the Jan. 16 at-

see SALES, page 130

Panda Motors shutting down U.S. unit, looking for partner

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Panda Motors Corp., the fledgling Chinese automaker, told its U.S. employees last week it is phasing out U.S. operations while it attempts to find a "major partner" to support the project.

Panda planned to establish the largest auto making plant in China by the end of this year with help from its U.S. offices, which would supply engineering, manufacturing and product planning expertise.

But the automaker has had trouble finding investors, a source said. And it has not been able to secure a licensing agreement with another automaker that would allow Panda to revive an out-of-production vehicle.

Because of low investor interest in providing additional funds, Panda has chosen to cut its costs and concentrate its operations in Hong Kong and China. The company also made several management changes.

Panda has named Sung-Kyun Moon, president of Tong-Il, a Korean auto components and machine tool producer, as its president. Panda is backed by members of the Unification Church, founded by the Rev. Sun Myung Moon. Church members also hold 28 percent of Tong-Il.

Sung-Kyun Moon's appointment is intended to give Panda the automotive expertise it needs to complete the project. Former Panda President Dr. Charles Kim was named vice chairman. Dr. Bo Hi Pak remains Panda's chairman and chief executive officer.

> Panda's U.S. offices include an executive office in Vienna, Va., an engineering office in Troy, Mich., and a former General Motors' stamping plant in Fairfield, Ohio.

In a statement to employees, Pak cited world overproduction of vehicles and a changing global marketplace as reasons for the consolidation of Panda's resources to Asia.

"The world situation is changing rapidly, and the overproduction of vehicles is having its influence on the size and availability of the marketplace," the statement said.

"To consolidate our resources and to make the best use of our investment, Panda is actively seeking a major partner to participate with us in our China enterprise. To support this strategic objective, our focus will emphasize China and Hong Kong, with less influence resident in the United States," said Pak.

The source said Panda has had problems attracting investors because of the opening of East Europe to capitalism and the impending European economic unification in 1992 has shifted interest from Asia to Europe. In addition, Japanese investors have been nervous because of dramatic losses in the Japanese stock market since last fall.

But the sources said Panda feels that if it brings on a major partner — such as another automaker — there would be a duplication in efforts for Panda's engineering and manufacturing functions now being done in the United States.

Panda's U.S. offices include an executive office in Vienna, Va., an engineering office in Troy, Mich., and a former General Motors' stamping plant in Fairfield, Ohio. Panda purchased the plant in January 1990. During negotiations, Panda said it only wanted to purchase the equipment but GM would only agree to the deal if the building were sold, too.

Panda is in the process of building a plant in Dan Shui, China, that would produce 300,000 vehicles a year, 10 times the number of vehicles produced annually at China's largest operating auto plant, Volkswagen-Shanghai. The vehicles would most likely be small sedans and pickups.

The company was expected to make a product announcement last month, but it didn't.

Staff Correspondent Stephen Vines in Hong Kong contributed to this report.

Yugo goes hunting at NADA again

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Yugo America is staging a modest, no-frills dealer recruitment effort at this week's National Automobile Dealers Association convention in Atlanta.

The convention has been the site of some of the highest highs and lowest lows in Yugo's short history. The company jettisoned about 100 of its 265 dealers — many by mutual agreement — after announcing its bankruptcy at the NADA convention in New Orleans two years ago.

But the company has eaten a lot of humble pie since then, and now Yugo has decided it's time to add a few dealers, said John Spiech, Yugo's president and chief executive officer. Spiech joined Yugo about three months after the bankruptcy.

Spiech said Yugo has added about 15 dealers in the last few months, but the company eventually needs about 120 more for a total of about 300.

He said Yugo has no plans for a three-ring circus at NADA. Its only scheduled events are a make meeting and a reception open to anyone with an NADA badge.

"I don't care how big they (dealers) are or how small they are. I'm not looking for a huge facility. Put us in whatever you have. All we ask is that you just represent us well," Spiech said.

Yugo spokesman Zoran Basaraba said the strategy represents "a different approach for us, to try and project an image that's more in line with our product. We want to keep people's expectations under control."

> "I don't care how big they are or how small they are. I'm not looking for a huge facility. Put us in whatever you have. All we ask is that you just represent us well."
>
> **John Spiech**
> Yugo America

Yugo has a history of eventful NADA conventions:

- Yugo America was unveiled with a flourish at the 1985 convention in San Francisco.
- Yugo founder Malcolm Bricklin, with much hoopla, announced the formation of Global Motors at the 1987 convention in Las Vegas. Yugo's new parent company also planned to import cars from Malaysia, along with "other quality automobiles" to be announced. None ever arrived.
- In 1989, about eight months after Bricklin sold his controlling interest, Global Motors crashed and burned. Out of the bankruptcy ashes, Yugo America emerged a year later as a subsidiary of Zastava, the Yugoslavian manufacturer.
- Just in time for the NADA convention in Las Vegas last year, Yugo paid its remaining dealers about $1.7 million, representing 50 cents on the dollar toward dealer IOUs.

Yugo is slated to pay its dealers another 25 cents on the dollar when it sells another 20,000 cars. The countdown began one year ago.

But Yugo sold just 6,359 cars in 1990, down about 40 percent from the previous year. That was less than half the 1990 volume Yugo predicted in its bankruptcy reorganization plan.

Spiech said Yugo's main problems continue to be the mistaken belief that Yugo never made it out of U.S. Bankruptcy Court and Yugo's poor quality reputation.

As a result, financing is a third major difficulty, both for dealer floorplanning and for retail customers, he said.

In an effort to address all three problems, Yugo recently mailed a promotion to 500 bankers nationwide. It stresses that Yugo is still in business, that it has Zastava's financial backing and that hundreds of improvements have been made to the Yugo car since it was introduced.

DOMESTIC CARS, DAYS' SUPPLIES

	Feb. 1, 1991	Jan. 1, 1991	Feb. 1, 1990
Summit	283	180	—
Talon	132	127	41
Premier	222	130	143
Total Eagle	**140**	**135**	**82**
Horizon	288	134	140
Laser	483	212	93
Sundance	180	94	63
Reliant	—	—	66
Acclaim	152	63	59
Total Plymouth	**95**	**88**	**75**
LeBaron A	354	187	662
LeBaron J	188	102	93
LeBaron GTS	—	—	98
Fifth Avenue (rwd)	—	—	46
Fifth Avenue (fwd)	194	90	70
Imperial	157	59	62
New Yorker C	227	126	74
Total Chrysler	**103**	**104**	**84**
Omni	236	136	142
Shadow	193	102	50
Monaco	166	35	688
Daytona	450	217	120
Spirit	187	77	75
Dynasty	101	41	47
Total Dodge	**81**	**73**	**72**
CHRYSLER CORP.	**93**	**87**	**76**
Escort	90	99	95
Mustang	127	111	88
Tempo	67	65	62
Taurus	67	59	56
Thunderbird	133	97	82
Probe	230	233	127
Crown Victoria	84	39	59
Total Ford Div.	**91**	**80**	**77**
Topaz	83	76	72
Sable	78	73	59
Cougar	114	75	85
Grand Marquis	110	118	54
Total Mercury	**95**	**86**	**65**
Continental	59	31	49
Town Car	51	23	59
Mark VII	119	74	80
Total Lincoln	**57**	**27**	**58**
Total L-M Div.	**79**	**57**	**63**
FORD MOTOR CO.	**87**	**72**	**72**
Skyhawk	—	—	74
Somerset/Skylark	57	70	46
Century	62	63	77
Regal	93	91	123
LeSabre	143	108	67
Reatta	72	73	176
Electra/Park Ave.	102	79	78
Riviera	146	144	91
Total Buick	**91**	**84**	**75**
Allante	217	100	91
Seville	39	59	54
DeVille	58	52	62
Brougham	114	79	87
Eldorado	136	76	87
Total Cadillac	**66**	**59**	**67**
Geo Prizm/Nova	91	54	97
Cavalier	68	82	42
Camaro	182	170	104
Celebrity	3	60	124
Corsica/Beretta	173	102	96
Lumina/Monte Carlo	92	82	70
Caprice	136	120	52
Corvette	118	53	97
Total Chevrolet	**89**	**79**	**72**
Calais	101	47	82
Cutlass Ciera	90	67	71
Cutlass Supreme	91	56	100
88	94	80	98
98	68	53	107
Toronado	155	65	101
Total Oldsmobile	**91**	**61**	**90**
Sunbird	94	60	38
Firebird	198	233	102
Grand Am	104	92	57
Pontiac 6000	121	74	72
Grand Prix	109	78	124
Bonneville H	107	86	82
Total Pontiac	**109**	**84**	**70**
Total Saturn	**60**	**24**	**—**
GENERAL MOTORS	**90**	**75**	**74**
HONDA	**88**	**70**	**39**
MAZDA	**94**	**99**	**79**
MITSUBISHI	**109**	**124**	**27**
NISSAN	**92**	**62**	**107**
TOYOTA	**55**	**27**	**36**
SUBARU	**187**	**125**	**—**
DOMESTIC TOTAL	**89**	**74**	**70**
Subcompact	**78**	**60**	**55**
Compact	**95**	**86**	**55**
Intermediate	**80**	**76**	**79**
Standard	**121**	**69**	**66**
Specialty	**[illegible]**	**61**	**110**
Luxury	**[illegible]**	**—**	**—**

Car inventories shoot skyward as sales dry up

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Slow sales have resulted in bulging inventories for most domestic and imported cars sold in the United States.

Even though January had one more selling day than December, 26 compared to 25, combined sales of domestic and imported cars fell 14.85 percent, and the supply of unsold cars rose to 95 days on Feb. 1, compared to 75 on Jan. 1.

Domestic cars fared better than the imports in terms of days's supply. There were 1,432,859 unsold domestic cars on hand Feb. 1 — an 89-day supply, up from 74 days the previous month. The imports faced an 111-day supply and 587,988 unsold units on hand. On Jan. 1, the imports had a 77-day supply.

Isuzu was the days-supply leader by far, sitting on an 897-day stock — 2½ years.

Mitsubishi Motor Sales of America Inc. cut its inventory to a 72-day supply from 92 days on Jan. 1. The figures include both imported and U.S.-built cars.

Among the Big 3, Chrysler Corp. had the highest days' supply — 100 days. General Motors had a 94-day supply; Ford Motor Co.'s stockpile represented a 92-day supply.

Forty-three domestic nameplates had a supply of 100-days-plus.

Toyota Motor Sales U.S.A. Inc. had a 39-day supply of domestic and imported cars, lowest of the Big 3 and transplant companies. But Toyota's days' supply was up from 24 days on Jan. 1.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Feb. 1, 1991	Jan. 1, 1991	Feb. 1, 1990
Car			
Chevrolet	213	207	82
Chrysler	227	185	123
Dodge	85	82	—
Acura	82	65	67
Daihatsu	52	57	59
Honda	80	50	50
Infiniti	86	40	—
Isuzu	897	569	193
Lexus	32	14	30
Mazda	62	72	61
Mitsubishi	152	73	49
Nissan	190	101	105
Subaru	98	71	127
Suzuki	137	155	252
Toyota	54	37	50
JAPAN	**102**	**67**	**75**
Audi	285	174	162
BMW	85	103	67
Mercedes-Benz	70	26	50
Mercury	151	133	47
Porsche	234	63	94
Volkswagen	224	178	143
GERMANY	**160**	**105**	**100**
Alfa Romeo	195	144	186
Ford	192	167	95
Hyundai**	86	83	59
Jaguar	150	27	44
Peugeot	68	81	98
Pontiac	67	70	164
Eagle/Chrysler	358	36	66
Saab**	60	53	51
Sterling	58	60	75
Volvo	145	118	63
Yugo	69	11	85
Other Countries	**113**	**88**	**71**
Total Import Cars	**111**	**77**	**77**
Truck			
Daihatsu	60	52	37
Geo Tracker*	119	122	139
Isuzu*	225	118	136
Mazda	100	93	74
Mitsubishi	70	41	89
Nissan*	80	103	99
Range Rover	67	65	45
Suzuki	124	170	171
Toyota	47	34	41
Dodge	153	77	127
Total Imp. Trucks	**91**	**75**	**90**
Total Imp. Vehicles	**106**	**77**	**86**

*Includes domestic vehicles.
**Estimated

Honda, Toyota franchises top Power wish list

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

The three most desirable franchises to own are Honda, Toyota and Mercedes-Benz, according to a new J.D. Power and Associates Dealer Attitude Study.

The study asked 12,000 dealers to name the franchise they would most desire to own other than the ones they own currently. More than 3,000 responded.

The three domestic makes in the top 10 were Ford (fourth), Chevrolet (fifth) and Cadillac (seventh).

Chrysler's franchises were rated from bad to worse, with its Jeep line placing 22nd in desirability out of 40 automotive franchises and Eagle showing up in the 35th slot. Only 2 percent of responding dealers voted the Eagle franchise an "excellent" franchise to own.

Chrysler-Plymouth dealerships placed 31st. But John Paladino, owner of Bronx Chrysler-Plymouth in New York City, says he wouldn't trade his dealership for the No. 1-ranked franchise.

"A Honda dealership is more desirable because it has a high profitability level because people are stupid," he said. "Hondas are pieces of junk just like anything else. They're no better than Chryslers, but people have a fixation about them in their heads. I make money, Chrysler is a good automobile and it's American, and that's what's important. I think it's awful dealers would want to own a Japanese dealership."

Paladino is in the minority on that issue.

Chip King, sales manager for Manchester Honda in Manchester, Conn., says dealers want Honda franchises "because the product is going to be there year after year after year. Since 1982, Honda has been the franchise to own."

> "A Honda dealership is more desirable because it has a high profitability level because people are stupid. Hondas are pieces of junk just like anything else."
>
> **John Paladino**
> Bronx Chrysler-Plymouth

The newest franchise member, Saturn Corp., was voted 24th, with only 10 percent of responding dealers rating the desirability of that franchise "excellent," compared to a 76 percent "excellent" rating for Honda.

Steve Norris, general manager of Saturn of Sunnyside in Cleveland, attributed the mediocre ranking to Saturn's newness.

"It's just a matter of time before the public becomes more educated about Saturn," Norris said. Saturn "had problems in the beginning, but they didn't ship the problem out the door. That's commitment. They're not looking for short-term profits, but rather the long-term customer."

Low-volume imports were the least desired franchises. There was a five-way tie for last place, with Suzuki, Peugeot, Alfa Romeo, Sterling and Yugo each receiving only a 1 percent "excellent" response. Of those importers, Suzuki sold the highest U.S. volume in 1990, with 20,504 cars and light trucks. Low-volume, exotic franchises were not included in this survey.

According to dealers, only strong, profitable car lines can be expected to survive in the "jungle-warfare automotive marketplace of the 1990s," the study reported.

FRANCHISE DESIRABILITY

Chart ranks franchises by percent of non-handling dealers who rate it "excellent." Chrysler Corp. franchises highlighted.

	Pct.
Honda	76
Toyota	71
Mercedes-Benz	57
Ford	54
Chevrolet	53
Lexus	47
Cadillac	42
Acura	40
Mazda	39
Nissan	37
BMW	33
Buick	33
Lincoln-Mercury	29
GMC	26
Mitsubishi	24
Geo	23
Pontiac	22
Volvo	22
Jaguar	19
Oldsmobile	18
Infiniti	18
Jeep	**12**
Volkswagen	11
Saturn	10
Porsche	10
Range Rover	8
Isuzu	6
Audi	5
Dodge	**5**
Saab	4
Chrysler/Plymouth	**4**
Hyundai	3
Subaru	3
Daihatsu	3
Eagle	**2**
Suzuki	1
Peugeot	1
Alfa Romeo	1
Sterling	1
Yugo	1

Source: J.D. Power and Associates

CAW tackles Hyundai Canada; work rules and pensions cited

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The Canadian Auto Workers union has begun an organizing drive at Hyundai Auto Canada Inc.

This is the first union test of a non-Big-3-related Asian transplant auto factory in Canada. The 600-employee plant began producing the Hyundai Sonata in 1989.

Union organizers in the Hyundai campaign said that a victory in an election could still be months away. Under Canadian law, the union is recognized without an election when more than half of the eligible workers sign union-certification cards.

Organizers said the drive's central issues have been work rules and the company's recently adopted sliding-scale pension plan. According to company policy, higher wage earners will receive a larger percentage of their annual salary upon retirement than lower wage earners.

Workers at the plant currently earn $12 ($10.37 U.S.) to $18 ($15.54 U.S.) an hour.

In comparison, average Big 3 hourly wages are $18 for CAW-represented assembly workers and $22 ($19 U.S.) for skilled workers, a CAW spokeswoman said.

Organizers said work rules also have been a key issue. Jack Denis, a CAW representative on the project, claimed that some Hyundai workers are unhappy with the company's practice of moving employees freely from job to job.

CAMI Inc., a 50-50 joint venture between General Motors and Suzuki Motors Ltd. in Ingersoll, Ontario, is unionized. Volvo AB also operates a small CAW-represented assembly plant in Nova Scotia.

Honda Motor Co. and Toyota Motor Corp. both operate non-union car plants in Ontario.

Hyundai Canada builds Sonatas for California

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Hyundai Auto Canada Inc., the North American manufacturing arm of South Korea's Hyundai Motor Corp., has begun building California-specification Sonatas.

The move is expected to increase production by at least 10,000 units at the Bromont, Quebec, plant this year. Those models, equipped for different engine and fuel emission requirements, were previously supplied from South Korea.

With the additional output, Hyundai expects to increase Canadian production by at least 24,000 units this year.

The production increase, to approximately 50,000 units annually, will enable the Bromont, Quebec, plant to supply all North American sales of the Sonata sedan.

A Hyundai spokesman said the Bromont plant expects additional production from a projected increase of 4,000 sales in Canada. Last year's total was about 7,000.

The remaining growth will represent increased Sonata sales in the United States, the spokesman said. Last year, Hyundai sold 29,840 Sonatas in the United States.

Hyundai Auto Canada does not plan to export vehicles to any country other than the United States this year. Approximately 1,000 were shipped to an independent distributor in Taiwan last year.

The expected production increase would effectively place Hyundai Auto Canada at the level projected earlier. It had appeared that the plant would fall short of its production goal.

A plan to supply Chrysler Corp. with approximately 10,000 Canadian-made Sonatas a year fell through when Chrysler canceled the arrangement.

Hyundai considered the possibility of adding a second, higher-volume product at the plant to compensate for the setback, but no plans have been finalized.

Hyundai recently opened an $85 million sheet-metal stamping operation in Bromont. It enabled the transplant to begin purchasing North American steel for the Sonata.

A total of 32 metal parts and body panels will now be produced on site using North American-sourced steel, the spokesman said.

Bill would strip Congress of CAFE control

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The auto industry has been arguing that any increase in fuel economy standards should be part of an overall energy bill. And last week, the industry got its wish.

A comprehensive energy bill introduced in the Senate would authorize the Department of Transportation, rather than Congress, to increase the corporate average fuel economy standard.

The bill, introduced by Sen. J. Bennett Johnston, D-La., would boost CAFE to the "maximum feasible" level determined by the secretary of transportation for the 1996 to 2001 model years. CAFE would be set again for 2002 and beyond.

Johnston's bill is far less stringent than other CAFE legislation introduced this year. A bill reintroduced by Sen. Richard Bryan, D-Nev., and three bills in the House of Representatives would force automakers to increase their CAFE scores 20 percent by the 1996 model year and 40 to 60 percent by 2001.

Japanese manufacturers are particularly opposed to the percentage increases because, as the companies with the highest CAFE scores, they would be required to make the biggest increases.

Although Johnston's bill is more lenient, the Japanese are still likely to oppose it because it also would mandate percentage increases.

All automakers now must meet the same 27.5-mpg CAFE.

Under Johnston's bill, the transportation secretary would make several assumptions in setting the standard:

- Automakers would use all known fuel-saving technologies.
- Vehicles would maintain 1990 model-year CAFE performance levels, and the size mix would stay the same.
- Vehicles would meet all emissions and safety standards.

Separate standards would be set for each manufacturer and each broad vehicle class — cars, light trucks and other truck classes.

The transportation secretary would determine the percentage increase achievable by all vehicles in the class and would apply that percentage to each manufacturer.

For each tenth of a mile per gallon below the standard, an automaker would be fined $20, multiplied by the number of vehicles in that class that the manufacturer built during the model year. The current multiple is $5.

Saturn production grows, now matches sales demand

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — Saturn Corp.'s production is accelerating rapidly, but it still is months behind schedule.

The Spring Hill, Tenn., factory produced 3,904 cars in January — more than double the December output of 1,620. At that rate, Saturn says it is producing enough to satisfy current sales demand. Saturn sold 886 cars in the 10-day period ended Jan. 31, bringing its total for the month to 1,520.

But production bottlenecks and quality precautions continue to hold the new $1.9 billion plant as much as four months behind earlier schedules.

When Saturn began pilot production last June, plans called for a volume of about 4,000 units a month by last October and more than 8,000 a month by January, according to internal documents obtained by *Automotive News*.

"We are still increasing our production levels to meet customer needs," said plant spokeswoman Nicole Merritt.

The company denied reports that labor shortages had also put Saturn behind schedule in hiring a planned second shift.

The company expects to complete hiring of 1,000 additional second-shift workers in time for a scheduled spring startup, Merritt said. The automaker now employs 4,300 at the Tennessee operation and has been adding about 250 persons a month.

The company will not say how many of the necessary 1,000 workers remain to be hired.

By agreement with the UAW, Saturn has limited hiring to General Motors personnel and has given first priority to laid-off GM workers. About 2,000 of the more than 3,200 factory workers were recruited from GM's pool of laid-off employees.

Merritt said Saturn still has about 15,000 applications from which to choose the remaining workers. About 4,000 are from laid-off workers, company spokesman Bruce MacDonald said.

While the second-shift hiring is taking place, Saturn has assigned 100 to 150 temporary contract workers to plant-support functions, he said. They are employed by Premier Cleaning Contractors Inc. of Cincinnati and are represented by the UAW. They will be replaced after three months.

Premier also provides a range of janitorial and plant maintenance and industrial support services to other auto plants. They include New United Motor Manufacturing Inc., GM's joint venture with Toyota Motor Corp. in Fremont, Calif., and Diamond-Star Motors Corp., the joint venture of Chrysler Corp. and Mitsubishi Motors Corp. in Normal, Ill.

Ford, Chrysler offer dealer diagnostic systems

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. and Chrysler Corp. are marketing new computerized service diagnostic systems for their dealers in the United States.

Both units — Ford's Service Bay Diagnostic System and Chrysler's Mopar Diagnostic System — and their programs are being launched at the National Automobile Dealers Association Convention and Exposition in Atlanta this week.

Both automakers are relying on the systems to improve customer satisfaction by increasing service technicians' ability to diagnose and remedy malfunctions in today's electronically controlled vehicles on the first try. The systems also are expected to reduce repair time and increase shop productivity.

"There is no substitute for a knowledgeable technician when it comes to performing repairs and satisfying customers," said Lee R. Miskowski, general manager of Ford Parts and Service Division. "The diagnostic system is a powerful tool designed to help technicians keep pace with the ontinuing growth of sophisticated vehicle systems."

Tom McRea, manager of dealer development for Chrysler's Service and Parts Operation, agrees.

"The Mopar system helps keep service people on top of technology as increasingly complicated onboard electronic controls are engineered in today's more sophisticated vehicles," he said.

The personal computer-based units are similar to General Motors' Computerized Maintenance System. The Chrysler and GM systems use IBM computers; Ford went to Hewlett-Packard Co. for its hardware.

The price of the Ford Service Bay unit is $35,000. Ford also has a rental plan where dealers can rent units for as low as $19,000 a year. The rental fee is geared to the size of the dealership.

Morey Church, Ford Parts and Service Division technician, demonstrates the new Service Bay Diagnostic System.

Chrysler's diagnostic unit, which dealers are required to have in their service departments, is being offered under a lease program, with monthly rates ranging from $295 to $595 a month, depending on dealership size and usage.

"We decided to go the lease route because we didn't want to stick the dealer with a piece of obsolete equipment down the road," McRea said. "What dealer doesn't have a piece of obsolete equipment that no longer applies to today's technology?"

GM's unit costs $17,879. A dealer with multiple GM franchises pays $1,070 for a unit for the second franchise, $385 for the third, $380 for the fourth and $171 for the fifth.

Ford dealership installations begin March 1. About 1,500 dealerships will have the system installed by year end, according to J. Frank Kery, manager of diagnostic service planning for the Parts and Service Division.

Comprehensive hands-on training will be provided for technicians. Most of the training will be held at the dealership and will include a system overview, application of diagnostic tools, data interpretation, access to technical information and troubleshooting, Kery said.

The Ford unit, Kery said, is designed to address the two most frustrating service occurrences — intermittent problems and hard-to-find problems — in the base engine, electronic engine controls and ignition and fuel systems.

While the diagnostic unit is most effective when connected to a two-way data communication link presently available on certain late-model Ford, Lincoln and Mercury vehicles, Kery said the system also is able to provide up-to-date service repair information from bulletins and shop manuals, as well as various measurement functions on vehicles with EEC-IV built since 1986.

Kery said that by 1995, approximately 75 percent of the company's vehicles on the road will be equipped with the communication link.

The Mopar unit combines computers on the vehicle, monitors in the service bay and a satellite to find and fix problems.

Chrysler's unit not only diagnoses electronic systems, but also gives a step-by-step repair procedure if a problem is detected. It also allows access to any page from the company's technical information library or automated parts catalog. The system is starting out with 1987 through 1990 model service procedures and has the capability to be updated.

McRea said the Mopar unit will access the circuits of electronic fuel injection, charging system, engine control and body computers, instrument cluster, air bag and seat restraint systems, security system, anti-lock brakes and electronic transmission, load levelers and air suspension on Chrysler vehicles.

Service index rises 5.7% in 1990

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Despite registering its sharpest drop of the year in December, new-car dealers' service and parts business for all of 1990 recorded a moderate gain, according to the Automotive News Service Index.

Shop volume in dealerships across the country in 1990 amounted to 105.7 percent of the business for all of 1989. Service and parts business for all of 1989 was 101.4 percent of the volume in 1988.

December's volume dipped to 95.4 percent of the parts-service business recorded in the year-earlier month, marking the largest monthly decline since September 1989, when volume was 95.3 percent of the year-earlier total. December also marked the first time since July that shop business failed to top the year-earlier volume.

SERVICE INDEX
95.4★

	Dec., '90 vs. Dec., '89	Jan.-Dec., '90 vs. Jan.-Dec., '89
Gross Profit on All Labor and P&A Sales	+ 1.5%	+ 5.8%
Repair Orders Written	– 7.8%	– 0.6%
Total Labor Sales (Customer & Warranty)	– 2.9%	+ 7.6%
Shop Parts Sales (Customer & Warranty)	– 0.4%	+ 6.7%
Sales of All P&A	– 9.0%	+ 4.2%

★ Survey by Automotive News shows that dealers' service and parts business in December 1990 was 95.4 percent of business in December 1989. Service business in 1990 was 105.7 percent of business in the corresponding period in 1989.

All indicators used in the Service Index, except repair orders written, made gains in 1990.

But in December, all indicators, except gross profit on all labor, parts and accessories — the most important indicator to dealers — were down.

Gross profit was up 5.8 percent for the year and 1.5 percent in December, while total labor sales (customer-paid and warranty) were up 7.6 percent for the 12-month period and were down 2.9 percent for December.

Shop parts sales (customer-paid and warranty) rose 6.7 percent for the year, but dipped 0.4 percent for December. Sales of all parts and accessories climbed 4.2 percent for the year, but declined 9.0 percent in the final month. Repair orders written dropped 0.6 percent for 1990 and 7.8 in December.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

Nissan cuts prices to fight non-OEM parts

CARSON, Calif. — Nissan Motor Corp. in U.S.A. has joined the battle against the use of non-original equipment parts in repairing vehicles by announcing a 33 percent price reduction in the suggested list price of 51 key bumper components.

The parts involved include bumpers, bumper covers and bumper reinforcements for selected Nissan vehicles.

Nissan becomes the second automaker and one of the first import original equipment manufacturers to cut component prices in the fight against the use of non-original equipment components by service facilities to repair vehicles involved in collisions.

Last year Ford Motor Co. reduced list prices an average of 14 percent on nearly 200 crash parts used in collision work.

The parts involved in the price cuts compete against non-original equipment sheet metal and plastic components certified by the Certified Automotive Parts Association and by insurance companies.

Jerry Butts, general manager of Nissan Parts and Service Division, said: "Nissan has been able to reduce prices on these select parts through continually improving inventory control and operating efficiency, as well as garnering cooperation from our suppliers. A number of recent developments in our industry have pressured shops to use cheaper non-original equipment parts, regardless of quality."

This movement to less-expensive non-original equipment parts has been opposed by collision repair shops, particularly those that have established a customer clientele based upon craftsmanship and reputation, Butts said.

"Customers don't always know that their car is being repaired with parts of less than original-equipment quality," Butts said. "This price reduction will help to ensure customer satisfaction in a marketplace that is being dictated primarily by price."

SERVICE BRIEFS

Ford ups repair times

DEARBORN, Mich. — Ford Motor Co. plans changes in its warranty labor standards for heavy trucks that will increase the time allowed for some major operations.

The revisions, expected to be announced in March, also will include time allowances for operations such as diagnostics and road testing, according to Norbert Reese, service and fleet support manager for Ford Parts and Service Division.

According to Reese, about two-thirds of the approximately 600 operations listed in the time standard book for heavy trucks are being studied, with a "majority probably being increased."

New warranty for Hino

ORANGEBURG, N.Y. — Hino Diesel Trucks (U.S.A.) Inc. is offering a new standard warranty for the 1991 model year.

The warranty includes basic vehicle coverage of 24 months/unlimited mileage, engine coverage of 36 months/unlimited mileage, anti-corrosion perforation coverage of 48 months/unlimited mileage, frame and crossmember coverage of 48 months/unlimited mileage and towing coverage of 24 months/unlimited mileage.

Hino also announced new parts warranty coverage for six months/unlimited mileage for replacement parts and 12 months/unlimited mileage for major component assemblies and air conditioner kits. Hino also introduced an extended powertrain warranty with coverage through the fifth year of use.

Western Auto expands

KANSAS CITY, Mo. — Western Auto Stores, a subsidiary of Sears, Roebuck and Co., will offer an automotive retail franchise under the name of Auto America in select markets.

The franchise has been developed specifically for medium markets not currently served by an automotive superstore, according to John Barlow, president and chief executive officer of Western Auto.

Modeled after Western Auto's four-stores-in-one strategy, Auto America will include a discount automotive parts store, a tire store, an accessory shop and a service center, according to Barlow. Fifteen stores are planned for 1991.

CAPA suspends firm

WASHINGTON — The Certified Automotive Parts Association has suspended one Taiwanese crash parts manufacturer for a minimum of nine months and has placed three others on probation for failing to meet the association's standards.

Chang Fu Cheng Enterprise Co. Inc. has been notified of the suspension and the decertification of 47 parts, resulting from failure to pass the association's annual quality approval inspection and because of the high number of complaints and decertified parts.

To re-enter the certification program, the parts firm must reapply as if it were entering the program for the first time.

Firms placed on probation for 30 days are Gordon Auto Body Parts Co. Ltd., Conjoin Key Industries Co. Inc. and Haur Tay Enterprises Co. Ltd.

If the companies fail to meet the association's quality re-approval process criteria within the 30 days, they, too, will be suspended from the program.

Ford keeps Australia sales lead despite Japanese gains

By Pedr Davis
SPECIAL CORRESPONDENT

SYDNEY, Australia — Ford Motor Co. of Australia retained its position as the country's sales leader last year, but lost nearly 2 points of overall market share to Japanese marques led by Toyota Motor Corp.

According to Paxus Corp. Ltd., which compiles data on the Australian market, combined passenger-car and light-truck sales rose 1.6 percent last year, to 617,298 units, despite a steep downturn in the final three months. Ford, the country's traditional sales leader, fell to a 22.66 percent share from 24.21 percent in 1989 as No. 2 Toyota gained 2 points, to 20.86 percent, on the strength of solid demand for both its cars and trucks.

AUSTRALIAN CAR MARKET SHARES

	1989 Percent	1990 Percent
Ford	26.97	24.94
GM-H	20.91	19.66
Toyota	15.07	17.52
Nissan	9.62	11.24
Mitsubishi	11.23	9.88
Others	16.2	16.76

SOURCE: Paxus Corp. Ltd.

AUSTRALIAN TOTAL MARKET SHARES
Includes passenger cars and light trucks

	1989 Percent	1990 Percent
Ford	24.21	22.66
GM-H	17.49	17.41
Toyota	18.76	20.86
Nissan	11.10	11.78
Mitsubishi	11.92	10.54
Others	16.52	16.75

SOURCE: Paxus Corp. Ltd.

According to the Paxus data, Ford also lost share in the key passenger-car segment, which accounted for more than 75 percent of Australia's total vehicle sales last year, or 462,500 units. Although Ford still accounted for a commanding 25 percent share of that market, it was down 2 points from 1989.

In the same period, Toyota's share jumped 2.5 points, to a third-place 17.52 percent, while No. 4 Nissan rose to 11.24 percent of the market from 9.62 percent.

No. 2 GM-Holden slid more than a point, to 19.66 percent of the market, while No. 5 Mitsubishi fell to 9.88 percent from 11.23 percent.

"Australia's market is notoriously influenced by new releases," said one Sydney-based analyst. "Toyota introduced an average of one new model every five weeks last year, and this paid off in increased share. Mitsubishi, on the other hand, offered nothing new, and lost share."

According to industry data, the most popular passenger models last year were the Holden Commodore, Ford Falcon, Ford Laser, Toyota Camry, Mitsubishi Magna, Toyota Corolla and Nissan Pulsar, in that order.

Ford finished the year 24,401 passenger cars ahead of Holden and 34,400 units ahead of Toyota. But Toyota sold more four-cylinder cars than any other marker.

Toyota also took a commanding lead in the commercial vehicle market with a 30.9 percent share, including a 40.4 percent share of the four-wheel-drive market.

Sales of four-wheel-drive vehicles boomed last year, rising to 66,329 units, or 11 percent of total sales. The most popular 4×4 model was the Toyota Land Cruiser, followed by the Toyota Hilux.

The locally-made Ford Capri outsold Mazda's Miata by 3-to-1. The locally-made Ford Fairlane was the top-selling luxury car, with 5,774 registrations.

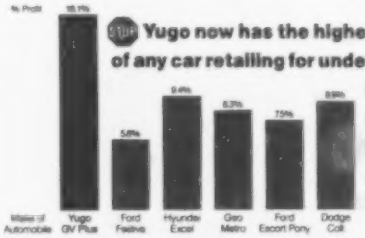
Compared with the previous year, the European segment of the 1990 market fell by 25 percent, to 13,912 units.

Only two makers managed a sales increase — Volkswagen AG's Audi unit and Automobiles Citroen. Fourteen others, ranging from Mercedes to Ferrari, slumped.

Worst hit was Fiat, which plunged 92 percent. It was followed by Ferrari, down 84 percent.

Why dealers no longer consider Yugo to be a four letter word.

It doesn't take heavy research to figure out why Yugo's picked up a lot of dealers recently. All you have to do is read the newspaper to figure out the economy isn't what it used to be. Add that to the fact that Yugo's the only car available for under $5000†, and it's just a simple case of being in the right car at the right time.



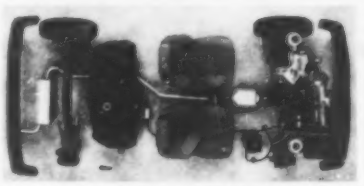
Yugo now has the highest profit margin** of any car retailing for under $10,000—16.1%. Plus being a Yugo dealer requires a low investment and no separate Taj Mahal.

Yugo America, Inc. is now a U.S. subsidiary of its Yugoslav manufacturer, Zastava. Which to Yugo means the extra backing of a couple of billion dollars. And to you it means Yugo's not only a better car, it's a better car company.

Zastava's presence also means Yugo now has better parts support; in fact, Yugo's initial fill rate for calendar year 1990 was 93%. Additionally, you can now count on Yugo for stronger field support, readily available personnel that can take the car apart and put it together again.

And speaking of taking Yugos apart, Yugo engineers have made more than 357 improvements, including the addition of a larger displacement engine and Bosch fuel injection. Because we've found there's always room for improvement. But now, there's a lot less.

We're so confident of our improvements we stand behind every new Yugo with a 4 year/40,000 mile warranty* and free maintenance for a year or 12,000 miles. Making the reliable new Yugo one of the best backed small cars anywhere. Which should be a comfy thought for every proud, new owner.


The Yugo has 357 improvements.

And now there's the Cabrio Convertible. It's not only the least expensive convertible available, it also has room for four and a power top that comes standard.

And if having great cars for the right times isn't enough, Yugo has something more. In fact, you're getting a taste of it right now. A substantial national advertising effort that was recently cited by *U.S.A. Today* as being one of the most outstanding in the entire automotive industry.

So these days, owning a Yugo is just plain smart. And as you can see, that goes for a dealership as well as a car. To find out how to become a Yugo dealer, call our Director of Dealer Development, Pete Haskell at (201) 825-4600.

YUGO
Peace of mind comes standard.

Visit the Yugo Hospitality Center at the Hyatt Regency Hotel during the NADA Convention.

DO NOT PASS

*Limited powertrain warranty. Call Yugo America, Inc. for details. †Manufacturer's suggested retail price 1991 model GV Plus. Freight, transportation, shipping, dealer prep, licensing costs, registration fees and taxes extra. Yugo America, Inc., P.O. Box 730, 120 Pleasant Avenue, Upper Saddle River, N.J. 07458-0730. **Source: PC Carbook,® 1991 Portland, OR.

Outboard Marine expands pact on Orbital 2-stroke

SYDNEY, Australia — Orbital Engine Corp. said last week it has signed a new agreement with Outboard Marine Corp. that expands Outboard's rights to use Orbital's two-stroke engine technology.

Under the accord, Outboard also will purchase an undisclosed number of marine engines made at Orbital's manufacturing plant in Tecumseh, Mich. Value of the agreement was not disclosed.

Outboard Marine signed its first agreement with Orbital's founder, Ralph Sarich, in 1986 and has since run its own development program. However, the marine engine maker said it has decided to use the improved technology developed by Sarich's research center in western Australia.

The new accord gives Outboard access to Orbital technology developed since 1986.

"We have conducted extensive research in the field of advanced two-cycle engine designs," said Outboard President James C. Chapman. "Based on that research, we believe Ralph Sarich and his engineering staff have produced fuel-injected two-cycle systems that are technologically superior to any others in development today."

Chapman said that under the accord, Outboard will have the right to purchase Orbital's X-series automotive engine — the unit to be produced in Tecumseh.

Orbital spokesman Steve Hill declined to say how many marine units are involved in the agreement, but he said the technology is suitable for all engines that Outboard Marine manufactures.

— Pedr Davis

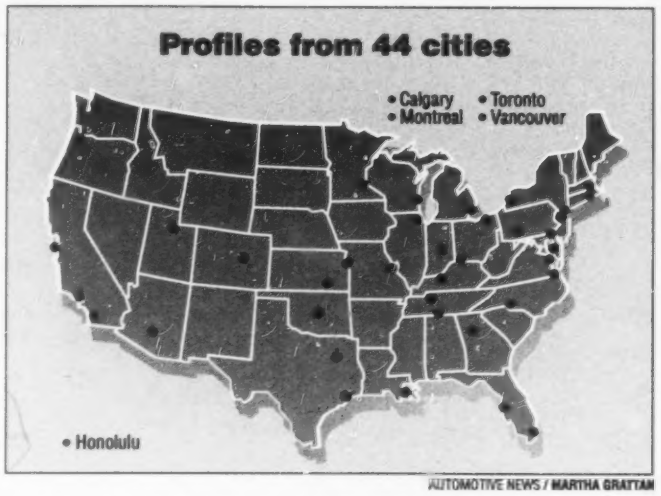
Secrets of selling cars, from 44 informed dealers

The men and women who operate auto dealerships in the United States and Canada keep their countries on wheels. They sell at least 15.5 million new cars and trucks each year, and they service many times that number.

In this section, *Automotive News* presents profiles of leading dealers in 44 U.S. and Canadian markets. Their backgrounds are diverse; their views of the industry differ; and their methods of operation reflect the characteristics of the makes they handle and the markets they serve. But they have one attribute in common: Each is successful in a mighty tough business.

Included are statistical profiles of the 40 U.S. and four Canadian metropolitan areas. The figures include population of the metropolitan statistical area, car and light-truck registrations for the 1989 and 1990 model years and the five top-selling nameplates in each area for those model years.

The population figures were supplied by the U.S. Bureau of the Census and the Canadian Census Bureau. Registration data was provided by R.L. Polk & Co.



AUTOMOTIVE NEWS / MARTHA GRATTAN

INDEX TO CITIES

Albuquerque	32
Atlanta	32
Baltimore	34
Boston	36
Buffalo	40
Calgary	44
Charlotte	48
Chattanooga	50
Chicago	56
Cincinnati	60
Cleveland	62
Denver	64
Detroit	66
Honolulu	68
Indianapolis	70
Kansas City	72
Los Angeles	76
Louisville	76
Memphis	78
Miami	78
Milwaukee	80
Minneapolis	80
Montreal	82
Newark	84
New Orleans	84
New York	86
Norfolk	88
Oklahoma City	88
Philadelphia	90
Phoenix	90
Pittsburgh	92
Portland	94
Providence	94
St. Louis	95
Salt Lake City	96
San Antonio	96
San Diego	100
San Francisco	102
Seattle	102
Tampa	104
Toronto	104
Vancouver	106
Washington	108
Wichita	108

Albuquerque

Sheila Garcia swam past sharks to smell the roses

By Paula Paul
SPECIAL CORRESPONDENT

There's a touch of class to Sheila Garcia's executive office suite on the top floor of the Garcia Toyota Honda building in Albuquerque, N.M. — antique Mexican chests filled with Spanish, Mexican and Indian artifacts, pricey hand-made Indian rugs, R.C. Gorman paintings.

There are books everywhere, and on her desk are "The Collected Poems of Emily Dickinson" side by side with Harvey Makay's "Swim with the Sharks." Those two books, perhaps, reveal the character of one of the most successful

Sheila Garcia

Honda, Suzuki, Toyota, Volvo

auto retailers in the state. She's a lady, in the best sense of the word, but she's nobody's fool.

"Times are tough right now for all of us in the car business, but I've managed to stay in the black, and I intend to keep it that way," she says. "But I won't do it at the expense of people. And the truth is, you don't have to."

Cutting overhead, she says, has kept her business, which includes Volvo and Suzuki franchises as well as Honda and Toyota, in the black.

"I think we'll be looking for more ways to cut corners and more ways to generate business for a while. For now, we're all saying, let's just wait and see."

After reviewing recent figures from NADA, which show 30 million older cars whose owners have them paid for, Garcia says she is less pessimistic about the latter half of 1991. "The theory is that they'll be buying new cars, replacing those old ones," she says.

In the meantime, Garcia says she's constantly reassessing, constantly looking at ways to make her ledger a little blacker.

"Of course we're cutting back on overhead, and that, quite honestly, is what's keeping us in the black. We're looking at everything, from little things like office supplies to bigger expenses like not hiring outside consultants. We're doing more work ourselves in the accounting department, for example, more sales training meetings ourselves."

ALBUQUERQUE, N.M.
7-1-88 Population: 493,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	20,665	21,312
Light trucks	10,412	11,546
TOTAL	31,077	32,858

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford Taurus	903	Ford Taurus	1,041
Ford Tempo	835	Ford Escort	707
Honda Accord	680	Ford Ranger	664
Ford Ranger	664	Ford Tempo	660
Chev. S10	649	Chev. S10	649

She's also taking a more aggressive ploy by recently adding more used cars, particularly in the modest price range. "We've used advertising to increase service business, too, and we're going after more wholesale parts business. I know a lot of my friends in the business are picking up some with light trucks, but that doesn't work for us, because of the heavy import taxes we have to add on."

Inventory control is also receiving more scrutiny. "Last year we had too many cars. We had a 100-day supply. Now, we're trying to stay at 45. That's difficult to do, of course, but we manage to stay between 45 and 60."

Last year Garcia sold "slightly over 1,600 cars and 800 trucks" in her four dealerships.

"That's not a significant increase over the year before," she says, "and the truth is, every one of those deals was a lot harder to make than the year before."

Garcia says she doesn't mind a challenge, though, and showed her ability to "hang tough" six years ago when she was suddenly widowed, left with five children, ranging in age from 3 to 19 and a business that no one expected her to be able to run.

"I remember my lawyer asked me how committed I was to keeping the business, and I said, 'I'll show you how committed.' Well, I've built this building," she says, as her arm sweeps across the spacious room with it's panoramic view of the Sandia Mountains, "And I've added two franchises. I've found out that if you can run a family, you can run a business."

Garcia's success has won her local, state and national awards of recognition, including the 1987 Import Car Dealer of Distinction Award sponsored by *Sports Illustrated* magazine and the American International Automobile Dealers Association and a ranking each of the past four years in *Savvy* magazine's top 60 U.S. businesses run by women.

Getting there wasn't easy, and one of the first hurdles Garcia had to overcome was the fact that she was a woman, she says.

"There weren't, and there still aren't, very many female car dealers in the country. I would go to meetings and get the feeling my colleagues had the attitude, 'Oh, look, isn't that cute, a woman trying to do this.' It took a while for some people to realize that I could do something besides play bridge, and once or twice I had to tell people my name's not Honey. But things have worked out. I'm lucky, I guess, that I got into this six years ago when business was better. It would be even tougher now."

Garcia's hands-on managerial style, she says, serves her well in a constricting economy. "I know my style is very different from my husband's. He was very talented. Very good at delegating, but I never tried to do things like Julian. I always knew I had to be myself."

That meant selling off the company's Honda, Mercedes and Saab dealership in nearby Santa Fe, N.M., four years ago. "I wanted to put the money here in Albuquerque where I'd be around to supervise," she says.

Her style includes developing a personal relationship with most of her 160 employees. "I haven't had to lay anyone off during these tight times, but I do want to make sure everyone is working to the top of his or her capacity. I want to hear if someone has problems at home that may be interfering with work. If someone isn't selling as much or bringing in as much business as he or she should, I want to talk to them, I want to hear any ideas they might have to improve. I used to be a school counselor, so I feel I'm at my best when I'm dealing with people one-on-one."

Factory policies that take her too far away from the hands-on or personal touch are the ones Garcia has the most complaints about.

"The add-on for advertising at the factory gives me a real concern. At $225 per car, I feel I could make better use of the money. Honda allows us to have our own input. That's the way it should be."

Fleet subsidy programs don't escape Garcia's criticism. "Car dealers should handle fleet sales, and we should buy them back for resale. I'm competing with someone who can buy cheaper than I can. It's hurting me. It's hurting all of us.

"I don't want to sound complaining," Garcia says, "I have a good life. I live very well, and I'm taking time to smell the roses," she says in true Dickinsonian style. "But," she adds, with an eye toward the sharks that swim in today's economic waters, "I'm going to make sure I keep it that way."

Atlanta

Family, business traditions work for McNamara

By Scott McDaniel
SPECIAL CORRESPONDENT

For Dennis C. McNamara, the new automobile and light truck business is a family tradition.

McNamara, the owner of McNamara Pontiac-GMC-Isuzu in Tucker, Ga., an Atlanta suburb, practically grew up in the dealership of his father, Dennis C. McNamara Sr. The elder McNamara has been a Pontiac dealer in Orlando, Fla., since 1945 and is still going strong at age 70.

"He is one of only a handful of Charter Masters Pontiac dealers in the country," said the younger McNamara.

The father obviously set a good example for the son. "I guess I always wanted to go into the business," said McNamara Jr., 45. "It's all I've ever known."

After earning a bachelor's degree in business administration at Stetson University in DeLand, Fla., McNamara served two years in the armed forces in "friendly Southeast Asia."

"I was stationed in Thailand and Vietnam," McNamara said. He rose to the rank of first lieutenant.

In February 1971, McNamara left the military and began his cho-

Dennis McNamara

Isuzu, GMC, Pontiac

sen career. He first moved to Atlanta to begin work at a dealership jointly owned by his father and Whitey Whiten. He would later purchase this dealership.

Three months later he joined his father's dealership in Orlando and worked there for eight years learning the business. During that time McNamara attended the General Motors dealers' sons' school and was a member of the first graduating class of Pontiac College.

In 1979, he moved back to Atlanta and bought the dealership from his father and Whiten. Today, 11 years later, McNamara owns a 10-acre dealership in the middle of a fast-growing Atlanta suburb.

In the face of a national decline, McNamara's dealership increased its business in 1990.

ATLANTA, GA.
7-1-88 Population: 2,736,600

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	133,978	150,356
Light trucks	60,357	65,810
TOTAL	194,335	216,166

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	9,025	Honda Accord	7,646
Ford Ranger	5,868	Chev. S10	6,927
Honda Civic	4,860	Ford Ranger	5,592
Chev. S10	4,689	Ford Escort	5,285
Toyota Camry	4,228	Ford Taurus	5,077

"We had the highest percentage of improvement of any Pontiac dealer in the Atlanta zone (total volume of $5.4 million in 1990 compared with $4.9 million in 1989), but that was because we had such a bad 1989," he said, laughing.

Unlike some dealers who depend heavily on new vehicle sales to stay afloat, 65 to 70 percent of his business comes from the body shop, service and parts departments. New vehicle sales, meanwhile, have steadily decreased from 3,009 units in 1985 to 1,900 last year.

McNamara noticed a marked decrease in floor traffic beginning last September, which he attributes to the crisis in the Persian Gulf.

"Big cars have slowed down dramatically," he said. "People are scared to death."

McNamara believes business in the next few months depends on how the crisis is resolved. "If there is a quick resolution, things might pick up, but if it drags out into a Vietnam-type situation, there will be economic chaos in this country."

McNamara plans to be extremely conservative in the next few months. "We tried some aggressive advertising back in the fall," he said. "We monitored the floor traffic carefully, and it didn't seem to be helping. You can shout all you want about great deals, but if no- ▶

FACE OF THE DEALER, 1991

body's listening, it's not going to do any good."

Help doesn't seem to be coming from the manufacturers, either. McNamara is concerned that Pontiac did not introduce any all-new models this year.

"I think they missed an opportunity there," he said. "The Japanese (manufacturers) bring out four or five new models a year and Pontiac didn't bring out even one. We are closing the gap quality-wise, but we are too slow to catch the leading edge of styling."

McNamara has only to look at his Isuzu franchise for an example, where the new Stylus, Impulse and Rodeo arrived for 1991.

As for manufacturers incentives, he generally discounts their lasting value in increasing sales. "You don't need an incentive program if you've got something that people want to buy," he said.

In such uncertain times, many dealers are worried about the future, but McNamara is confident he can continue to make a profit.

"We have a beautiful facility and we're on a major thoroughfare in a large metropolitan area," he said. "We're in a good market, although it's extremely overdealered. We have balance, too."

But perhaps the most important reason for his continued success, McNamara asserts, is his application of conservative business practices learned from his father.

"My father believes in sound expense control management," explained McNamara. "We don't overextend ourselves. We don't own airplanes or 15 franchises. The property is virtually paid for. We take a marginal profit and use the rest to retire debt service."

McNamara thinks that many new dealership fail because of unsound business practices.

"Dealers come in undercapitalized in overdealered markets," he said. "Many of them are barely there financially and they can't afford to stay for the long haul."

McNamara himself plans to be in the business for the long haul. "I'll be right here until I retire, but that won't be anytime soon."

Is there another McNamara growing up in his dealership? McNamara has a daughter, Kelley, who is a junior at the University of Alabama and "might come into the business." If so she would represent the third generation of McNamara Pontiac dealers, continuing the family tradition.

Baltimore

Consumer activist wears the mantle of an auto dealer

By Jayne O'Donnell
SPECIAL CORRESPONDENT

During his regular broadcasts over the area's biggest radio station, he tears apart his competitors' "deceptive" advertisements. His billboards blare the message that his customers are the smart ones in town. And he nominates himself to the post of unofficial watchdog of his factory's marketing activities.

Alan Abramson, the dealer principal of Archway Ford in Baltimore, is a consumer activist in car dealer's clothing. It hasn't won him a lot of friends in the industry, but he influences enough people so the floor traffic at his Ford dealership is steadily climbing higher and higher.

BALTIMORE, MD.
7-1-88 Population: 2,342,500

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	146,829	167,029
Light trucks	53,271	59,488
TOTAL	200,100	226,517

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford Taurus	11,937	Ford Taurus	14,303
Chev. Lumina	7,224	Ford Tempo	6,791
Chev. Cavalier	6,274	Chev. Cavalier	6,440
Honda Accord	5,425	Dodge D'sty	6,051
Dodge C'van	5,381	Dodge C'van	5,900

"I'm kind of like an anti-hero," says Abramson, whose father started the business in 1955. "After all, you have to stand for something."

Baltimore is a bastion of hard-driving, blue-collar domestic buyers.

Together they support an industrial community with just enough high-tech horsepower to keep it running in tough economic times. Abramson is a bundle of car-selling energy. The way he looks at it, the recent downturn in sales gives

Alan Abramson

Ford

him a chance to be like a sportsman, living for the hunt.

"I'm an old war horse who has been through god-awful times before," he says.

"I like the challenge, and I wouldn't give it up."

Abramson, a single-line dealer, is faring better than many in Baltimore, where 1989 saw a couple major dealers go out of business. He says he averages 1,000 to 1,200 car and truck sales a year.

In 1990, due to a serious slump in the fourth quarter, sales were down 20 percent.

"I'm doing pretty well, but for the last couple months, I've been treading water," the veteran dealer says.

"But there are several dealers around here who are hurting, and they are hurting badly.

"I don't want to be a harbinger of horror, but in the next couple months we're going to see a real squeezing in the market here."

Abramson credits some of his sales slowdown to the less-than-impressive showing of the new Ford Escort.

He doesn't believe that Ford has adequately expressed the "full significance of the newness" to consumers. He also laments that there was very little inventory available until August.

Abramson is also a big critic of the plethora of manufacturers' marketing incentives, which he thinks are making consumers increasingly cynical.

Car buyers, he says, "just want to know what the cost is going to be."

"With cash rebates, 99.9 percent of the assumptions go to the dealer, and many give the rebate in lieu of a dealer discount," says Abramson. "Rebates have been abused as a marketing tool."

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FACE OF THE DEALER, 1991

ahead, Abramson, like his Baltimore brethren, is carrying less inventory and has cut back on an advertising budget that is already anemic.

He has also "put a lid on personnel," although he went into the last few months as lean as ever.

"I've always tried to keep the organization lean, but I definitely don't want to cut people from parts and service because the dealers who don't emphasize service are the ones hurting the most," he says. "And I've never been a six- or five-figure-a-month advertiser."

But his no-cost, every-other-day consumer-oriented broadcasts on WBAL radio certainly help keep his name in the limelight.

In his three-minute spots, Abramson criticizes the advertising practices of certai other local dealers and attempts to educate consumers to "protect them" from any deception. He doesn't mention the dealers by name, but he says he hopes that his efforts help discourage errant dealers and any others who might copy the ads.

Ethics in advertising has long been a concern of Abramson's. Several years ago, he wrote to a somewhat junior marketing executive — Bob Rewey, now Ford Motor Co. vice president for sales operations — to get a feel for Ford's position on the subject.

"To his everlasting credit, he wrote back saying that he thought advertising should be honest, truthful, without caveats and easily understood by customers," says Abramson.

Abramson, who has headed an ethics panel on advertising for the Maryland New Car & Truck Dealers Association, notes that "relations with the consumer begin with the advertising, not the sale."

Toyota "begged" Abramson to take a franchise in the 1960s, he says, but he now has few regrets about staying a domestic, one-shop operation.

He admits that his theory never came to fruition that if compact vehicles were going to become popular with consumers, the domestic industry would fill the void. But he is glad he decided to stay with a winner.

"It cuts both ways," he says. "I still look at the market as an ever-expanding and cyclical one, and I'm still not sure what the right product line is or whether it's better to be a big megadealer or single line."

One thing he is sure of is that there is considerable room for improvement in how the automotive industry treats the consumer it is trying to court.

He cites research that indicates that consumers say that buying a car is the worst purchasing experience they ever encounter.

Every dealership, he notes, is a reflection of the dealer. He says that point is often lost on many dealers who distance themselves from the advertising and marketing side of their products. And that is a big mistake, he says, because there's a captive — albeit confused — market out there.

"The average person is not about to opt for a boat or an airplane in lieu of a car," Abramson says.

"The American public is not going to give up the automobile."

Boston

Sales slump buries mega-mall revival by GMAC venture

By A.S. Plotkin
SPECIAL CORRESPONDENT

When a huge automotive mall near here went belly up around Christmas in 1989, Massachusetts dealers were intrigued when William DeLuca III took it over less than two weeks later.

The 34-year old DeLuca — whose father, William DeLuca Jr., owns four leasing companies and was a partner in the effort — said

William DeLuca III

Chevrolet, Buick, Cadillac, Pontiac

he felt the opportunity was "terrific, a big challenge."

The mega-mall sits on 24 acres of land in Tewksbury, near the New Hampshire state line. It was developed by Peter Hallissey starting in 1987, when the area's economy was still booming. Hallissey, a prominent and large-volume area dealer, combined four points, at a reported cost of at least $24 million.

At peak, it held seven franchises and a crew of 330 — including 100 salespersons, 70 mechanics and 16 service writers. The main building covered 4½ acres. Customers were driven around the site.

BOSTON, MASS.
7-1-88 Population: 2,845,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	137,012	160,473
Light trucks	33,856	43,155
TOTAL	170,868	203,628

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Toyota Camry	7,140	Toyota Camry	6,824
Honda Accord	6,095	Honda Accord	6,085
Toyota Corolla	5,096	Ford Taurus	5,525
Ford Taurus	4,569	Toyota Corolla	4,711
Honda Civic	3,727	Ford Escort	4,679

The mall's demise under Hallissey has been attributed to the disastrous slump in the regional economy, to debts from high construction costs, and to his own ailing health.

The DeLucas have been in the automobile business for more than 35 years. The senior DeLuca, Bill, began as a used-car dealer when he got out of the Navy in 1954. He now runs four leasing companies with some 15,900 vehicles.

According to Billy DeLuca, Hallissey got the idea for his mega-mall from the much-publicized venture in San Francisco.

"We believed that what Hallissey did was terrific," he says. "There were big economies of scale possible. It was the finest facility east of the Mississippi. But he was 10 years ahead of his time."

General Motors Acceptance Corp. was Hallissey's biggest creditor, reportedly for about $12 million. He also was in heavy hock to three area banks. With the mall in big trouble by mid-1989, GMAC, says DeLuca, arranged for "a friendly foreclosure," taking over the land and buildings.

GMAC then asked if the DeLucas were interested in running the operation and in buying the vehicles and parts inventories, plus equipment such as the 75 lifts in the service shop.

"It sounded like a great opportunity," Billy DeLuca says. "It was the biggest investment in my career." He envisioned "filling the mall with 13 or 14 franchises. It would be one-stop shopping for the customers' benefit."

He knew there were risks. But shortly after he and his father signed up with GMAC, disaster struck — Toyota said it was yanking its franchise from the mall.

At peak, Hallissey was selling some 200 Toyotas a month and, to the DeLucas, the franchise was key to the business. "No question, if Toyota had not pulled out, we'd still be there," said the younger DeLuca.

Even as they were in the process of closing the mall "in orderly fashion," they have filed suit in state court against Toyota.

"We will pay our bills in a quality way. I think we'll come out of it with a whole skin. The only thing damaged will be a little eg."

The DeLucas think the Toyota litigation may take three years. Should they win, says Billy, they would readily use that valuable franchise in a new location.

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FACE OF THE DEALER, 1991

In anticipating the mall operation back in 1989, Billy DeLuca had merged his four existing stores in the area into two — one currently in Andover and one in nearby Haverhill.

"Ironically," he said, the merger turned out "to be the right thing to do, regardless of the scenario of the mall. Now we have less to worry about."

Besides winding down the Tewksbury mall affairs in 1991, DeLuca plans to open a Saturn dealership in Andover, probably this April. His Chevrolet-Buick-Cadillac store in that town sold an average of 125 units each month in 1990, and the one in Haverhill about 75 Chevrolets and Pontiacs. Total business dropped 20 percent from 1989 to 1990.

"Fortunately," he said, "we have not let any employees go (at his two existing regular points). Our service business is very good."

He has a long work day, about 14 hours between both stores. He is "making money, but just barely. We have been in business since my dad started and have a good reputation. We're in control."

His father, whose leasing offices are a mile away in a converted former woolen mill, helps out with his son's two stores occasionally. So does his grandfather, 82-year-old William DeLuca. "He comes in every day, drives our service customers home. He has a ball," he said.

Billy DeLuca likes what he does. "It's not like pushing a time clock. Every day there are different challenges. It's hard at times, but it's fun. I am very organized. I have a good handle on things, even though I'm not especially interested in mechanics."

He finds time for community affairs, relaxes with boating in the summer and skiing in winter. DeLuca is president for the second consecutive year of the 450-member state auto dealers' association, which is based in Boston, 35 miles away from Andover.

As for coping with the slump, DeLuca limits his inventory to a 45-day supply. He keeps overhead costs in line, tries to improve marketing tactics and, above all, strives to improve and sustain the quality of service.

"You need to treat the customer as king. If he is satisfied, he will keep coming back. He should be involved with only one service writer; he should see the same writer when he comes back to pick up his car, so he can get an explanation of his bill. It's good follow-through. We try to run it like a doctor's office, with appointments."

DeLuca said he has talked to GM officials about cutting costs of financing inventory. "But we think it falls on deaf ears. Relations with the factory are hard to live with. But I'm not a crybaby; we knew the rules when we signed up. It's gotten better in the last two to three years, and relations with them are less adversarial now."

As for rebates, DeLuca thinks they should end. "The factory should price the cars properly. Incentives mean they are overcharging for the product. Let the car speak for itself. Now it's a mishmash."

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Buffalo

Streng family tallies 68 years selling Olds

By James T. Madore
SPECIAL CORRESPONDENT

There isn't an historical marker outside Streng Oldsmobile Inc. but there probably should be.

The 68-year-old company is one of the oldest Oldsmobile dealerships in the country. It is part of our vanishing commercial heritage. A business owned by the same family for three generations that has not only survived but prospered throughout the tumultuous 20th century.

"We have been able to weather the storms; the good times and the bad," said Henry H. Streng, the company's president. "Our longevity is due to customer satisfaction. We're so concerned with satisfying people, that's why we've survived so long."

Over the years, Streng Oldsmobile has become a Buffalo landmark. The dealership's distinctive art deco building, featuring a green-marble facade topped off by a neon sign with a silver rocket, has become a favorite of architecture lovers.

And fathers and sons have been admiring the Oldsmobiles inside the 1940s structure for many years.

Henry Streng

Oldsmobile

They have purchased their first car and its successors from the Streng family.

Henry Streng and his brother, Herbert, acknowledge that automobile retailing has changed dramatically since they entered the business in the 1950s. Consumers have become more demanding as the number of models and dealers has proliferated. At the same time, the economy has been like a roller coaster, reaching new heights of prosperity and then falling into deep recessions.

"The mid-1980s were very good," said Herbert S. Streng, noting that Oldsmobile sold over 1 million new cars each year from 1984 to 1986. Since then, nationwide sales have plummeted about 50 percent.

New-car sales at Streng Oldsmobile totaled 515 units last year, a 23 percent increase over 1989's sales of 420. Cutlass Supreme continued to be the most popular model.

"Adapting to changing times is crucial," said Herbert Streng, the company's vice president. "You have to keep up with the times."

Herbert Streng said that in the 1990s dealers are going to have to sell more used cars that have been initially leased or owned by rental car companies. Some customers can no longer afford to buy a new car, he said, yet they also don't want worn-out vehicles with high mileage.

Like most dealerships, Streng Oldsmobile sells one used car for every two new-car sales. But Herbert Streng said he hopes to eventually reach parity.

▶

FACE OF THE DEALER, 1991

BUFFALO, N.Y.
7-1-68 Population: 958,700

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	42,073	48,931
Light trucks	13,202	13,845
TOTAL	55,275	62,776

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. Cavalier	2,076	Ford Escort	2,152
Ford Tempo	2,040	Chev. Cavalier	2,102
Ford Escort	1,680	Ford Tempo	2,031
Saab 900	1,631	Ford Taurus	1,603
Chev. Lumina	1,409	Chev. Corsica	1,519

A large and experienced service department also is vital in today's competitive marketplace, Herbert Streng said. "The credibility of everything you say upfront is backed up by the service department."

Henry Streng noted it was the company's service department that enabled it to survive the Great Depression when most people didn't have enough money to buy a new car, and World War II, when the government asked Detroit to produced tanks instead of autos.

Henry Streng and his sister, Patricia, recalled that their father and another Buffalo car salesman, George Eagan, started the dealership in 1923. Prior to going into business for himself, Herbert H. Streng worked for four years at the Meldrum Motor Co.

During that time, he also won a city-wide contest to determine Buffalo's best car salesman. The senior Streng used the $900 prize money to start his own dealership.

The 1920s wasn't an auspicious time to start any kind of business, but Eagan & Streng Inc. managed to survive because of the owners' work ethic and a talented band of mechanics who could keep the era's infamous jalopies on the road. The dealership received an Oldsmobile franchise in 1930, after initially distributing Maxwell and Chalmers vehicles.

The second- and third-generations of the Streng family credit the dealership's founders with establishing a reputation with consumers that has sustained the business long after their respective deaths.

Henry Streng and his two sons, Andrew and Kyle, recalled vividly how the family's patriarch learned "the automobile business from the ground up." They said Herbert H. Streng was still working at the dealership when he was in his 80s.

Although Streng Oldsmobile has moved in and out of several buildings during the last six decades, it has always been in the same Main Street neighborhood, near a 1913 brick factory built by Henry Ford to produce Model Ts.

The company's last major expansion occurred in 1973-74 when an adjacent building was converted into a 60-car showroom.

"The last four years have been pretty tough," said Andrew J. Streng, a member of the family's third generation. "Sustainability is important today . . . you just try to plug away and concentrate on what you do best," he said.

Like many dealers, the Strengs are keeping inventories low, concentrating on training their sales people and serving customers.

But the company also is capitalizing on its central location and longevity to lure customers into its showroom. Last year, Streng Oldsmobile joined three other dealers located on Main Street in a media campaign to get people to shop in Buffalo instead of the surrounding suburbs.

The group, known as the Main Street Motorcar Dealers Association, sought to remind western New Yorkers of the days when the Pierce-Arrow and Model T were produced in Buffalo. The dealers launched an advertising campaign and organized a classic car show featuring more than 200 vehicles.

Company president Henry Streng says the dealership has benefitted from Buffalo's recent transformation from rust-belt relic to boom town.

As people return to the city for work and play, Streng Oldsmobile's location is ideal; halfway between suburban homes and downtown office towers, he said.

Calgary

Golden touch aids perseverance in rocky market

By Ron Stewart
SPECIAL CORRESPONDENT

Defying risky odds in business is a game Gerry Wood likes to play.

And the 45-year-old Calgary entrepreneur is good at it.

Twice in 11 years he has plucked a rabbit out of the hat and almost magically turned the failure of others into success.

CALGARY, ALBERTA
6-1-90 Population: 724,800

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	28,557	28,656
Light trucks	17,930	16,901
TOTAL	46,487	45,557

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford F150	1,799	Ford F150	1,951
Chev. Cavalier	1,538	Ford Tempo	1,287
Ford Aerostar	1,274	Chev. Cavalier	1,209
Ford Tempo	1,248	Mer. Topaz	1,147
Ford Taurus	1,244	Ford Aerostar	1,032

Taking on crippled car dealerships isn't everyone's idea of a plum investment — but for Wood it's like "diving off the high board for the first time."

Today, Gerry Wood is an industry innovator.

But it wasn't always that way.

He has traveled the rocky road — like when he arrived in Calgary 21 years ago from Scotland with very little money.

"I was virtually broke," he said. But he vowed he would never be again.

After five years as a car salesman with MacLin Ford in Calgary, he was appointed sales manager.

Another five years passed before Wood the entrepreneur was ready to emerge.

A GM dealership was in trouble in Vulcan, a small farming town a little over 60 miles from Calgary, and Wood jumped at the challenge.

A deliberately uncomplicated man, Wood readily admits his business acumen has been strongly influenced by philosophies adopted from his father.

These include: Do what you say you will do; and earn a reputation.

Thus armed — and never accepting that something can't be done — Wood has developed into the quintessential entrepreneur.

"My father was in the car business and the older I get, I realized just how much he had to offer me," said Wood.

In its first year, the country dealership, Vulcan Motor Products, made a profit.

Soon Wood and his team were selling in the neighborhood of 300 new vehicles a year in a town of 1,600 people.

You could say such success was due to plain old Scots determination — but Wood prefers to refer to his instincts.

Gerry Wood

Lincoln-Mercury, Honda

"I knew that it was a strong farming community and strong truck country. The overhead was also attractive."

Wood said country folk were hard to deal with — but fair.

"I learned a lot from them which was to stand me in good stead back in the city," he said.

After four years on his own, Wood felt he'd outgrown the rural dealership and sold out.

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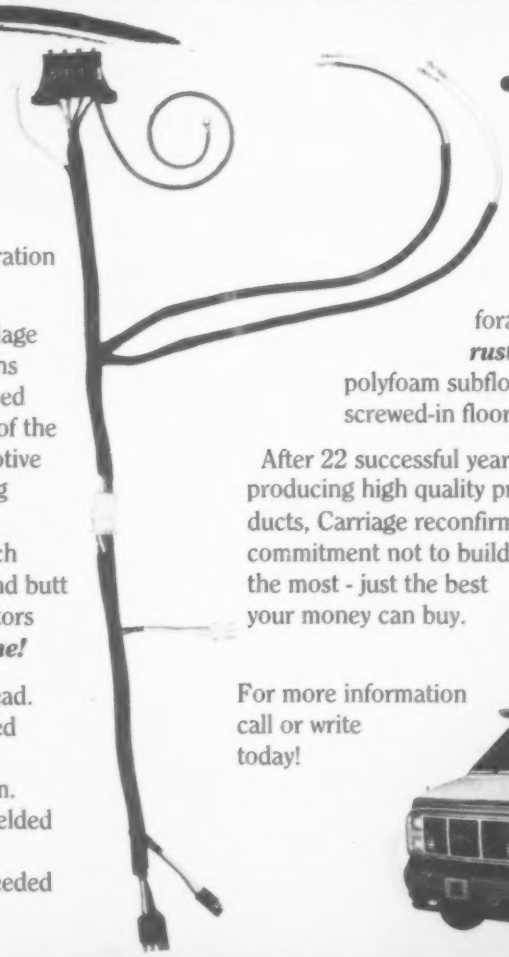

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FACE OF THE DEALER, 1991

It was 1983 and the province of Alberta, and particularly Calgary, was still in economic doldrums following the crash of oil prices in 1981-1982.

A major auto dealership in Calgary, Southridge Lincoln-Mercury, was suffering and on the verge of receivership.

That was the kind of challenge that Wood was after.

Scraping together enough cash, he as able to move into Southridge — which he quickly renamed Woodridge — as a 20 percent partner with Ford.

"It was exciting. I wasn't concerned about the economy at the time. I believed the dealership could work on its servicing and selling used cars and trucks if new vehicle sales weren't strong."

Once again Wood's instincts proved correct.

Used car sales and service did do well — and despite the doom and gloom of recession — so did new vehicles.

He'd also keyed in on leasing at an early stage in the city.

And from day one, history was repeating itself as Woodridge, like Vulcan, was profitable.

In one year, the dealership that had been on the verge of collapse was No. 1 in Canada.

And in only three short years, Wood was able to complete the buyout of Ford's 80 percent interest.

Wood has always been strongly service oriented.

His was the first major dealership in the city to open the service department on Saturdays.

He was also the first to introduce a fleet of service loaner vehicles for customers.

Strongly influenced by the auto industry in the United States, his advertising program has been spearheaded all along by Graham Advertising out of Colorado Springs, Colo.

Woodridge has been the top Lincoln-Mercury dealership in Canada for most of the past seven years.

In its best year the dealership sold 3,000 new vehicles.

Today it's become a $60 million to $70 million-a-year business.

And a bonus for Wood was the parts department, which is one of the largest in Canada for a dealership and accounts for revenues of around $500,000 a month.

This success has allowed the dealer principal, who is married with three children, to enjoy some of the finer things in life. He has a holiday condo in the United States and a home just outside Calgary.

The city has grown over the past few years, and so have the number of dealerships — particularly imports.

Not one to sit on his laurels, Wood was quick to recognize the inroads being made by the Japanese in the Calgary market. So it was no surprise three years ago when he opened Village Honda, a new Honda dealership.

After two years in leased property, Village Honda is now housed in its own surroundings.

And yes, it's doing well.

Today, the effervescent Wood is negotiating the setting up of a new Lincoln-Mercury dealership in Okotoks, another small town about 20 miles from Calgary.

"It has a population of 8,500 and we already have customers who live there. I'm excited about the prospect. There are good existing premises and again it's good truck country," said Wood.

He also shares the view locally that things look good for the auto business in 1991.

Recent high oil prices have been a major bonus to Alberta's economy.

Despite his success in business, Wood never forgets when he was a hungry salesman on the showroom floor.

And because of this he's earned a reputation for looking after his people and caring for the community.

The annual Woodridge Charity Celebrity Golf Tournament is now five years old.

It has become one of the highlights of the golf year — and raised thousands of dollars for the Canadian Downs Syndrome Society.

Last year, Chrysler, Ford, GM, Honda, Hyundai, Mazda, Mitsubishi, Nissan and Toyota managed to keep the roof over their heads.

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Charlotte

From cotton hand to $100 million, five-point dealer

By Susan Shackelford
SPECIAL CORRESPONDENT

When Charlotte car dealer Sam Johnson describes the current economy, he chuckles and says, "It's going downhill, like a runaway train."

Johnson, 51, one of the nation's most successful black car dealers, offers some levity despite the depressed car market because he's successfully weathered tough times before — as a dealer and as a person.

Born in West Memphis, Ark., to sharecropper parents, Johnson knows the meaning of tough times. One of 11 children in his family, he chopped cotton or sold nickel candy bars to field hands, earning $3 a day. At age 17, he moved to St.

Sam Johnson

Ford, Lincoln-Mercury

Louis to live with relatives and landed a $25-a-week job washing cars for a small used-car dealer.

That foothold in the car business diverted the enterprising teenager from a dream of becoming a postal carrier, and he is now a highly successful dealer.

Today, Johnson owns majority interest in five dealerships: two Lincoln-Mercury dealerships in Charlotte, one in Fayetteville, N.C., and Ford dealerships, in Tupelo, Miss. and Richmond. In 1990, *Black Enterprise* magazine listed him as the third largest black dealer in the country, up from 11th in 1989.

In 1989, Johnson's Metro Lincoln-Mercury dealership in Charlotte won the coveted President's Award from Ford Motor Co. He was the first black dealer to win the award based on customer satisfaction and market penetration.

"He is a man of total character," says John Hurley, who owned a Chevrolet dealership in Charlotte in the 1970s. "He gives you his

▶

FACE OF THE DEALER, 1991

CHARLOTTE-GASTONIA ROCK HILL, N.C.-S.C.
7-1-88 Population: 1,112,000
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	52,608	53,653
Light trucks	23,777	25,967
TOTAL	76,385	79,620

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	3,730	Honda Accord	3,062
Volvo 740	2,987	Ford Escort	2,416
Volvo 240	2,192	Chev. S10	2,392
Chev. S10	2,029	Ford Ranger	2,295
Ford Ranger	2,016	Ford Taurus	2,265

word and you can depend on it. He knows where he came from, and he's never changed. He is humble yet astute."

In launching his career, Johnson says, the owner of the dealership he first worked for, Jerry Ackerman, played a key role. "He was my mentor," recalls Johnson, whose five dealerships posted sales volume of about $100 million in 1990. "I saw how he lived as a dealer, and he was someone I could look up to. And as he grew, I grew."

Though it was the late 1950s and Ackerman was white, Johnson says, "He never showed prejudice and I never felt it."

After five years working as a handyman for Ackerman, Johnson became a salesman for the dealership, which two years earlier had added Buick. Today, on the walls of the Lincoln-Mercury dealership bearing Johnson's name in Charlotte, he displays the plaques he won for seven straight years as the top sales producer in Buick's St. Louis zone.

With that success, Johnson plunged into the ownership ranks in 1973. With the help of Ford, he bought a struggling enterprise in an area of high crime and unemployment in East St. Louis, Ill.

Though the economy was struggling, and soon to settle into a recession because of soaring oil and gas prices, Johnson sold 400 cars his first year in business — twice what the previous owner sold the year before.

Johnson paid off Ford — which put up 80 percent of the $250,000 purchase price — in 2½ years. He sold the dealership in 1980.

Working his way up through the business gave Johnson a keen appreciation for customer service — something that has helped him stay afloat in rough economic waters.

"We have a high percentage of return customers," he says. "My philosophy is anybody can sell customers out front but if you aggravate them in the back (in service), they won't come back."

Johnson personally spends more time overseeing service than sales — from washing cars if needed to fielding customer concerns. "None of my calls are screened," he says.

If someone has a complaint, Johnson generally gives the customer the benefit of the doubt, offering to absorb or share a disputed cost.

For example, he got a call from a customer who bought a car with a variable rate loan over 48 months. The customer was surprised he owed $322 more at the end of the 48 months because of interest-rate variations. The customer "said he didn't understand or had forgotten about the variable rate," Johnson recalls. "He didn't ask for help, but I agreed to pay half the $322. We want to keep good customers."

The current car slump has hit his five dealerships like it has socked everyone.

For example, Sam Johnson Lincoln-Mercury sold a third fewer new cars in 1990 compared to 1989 — 558 vs. 869. Used car sales declined about 10 percent from 1,106 to 1,028 over the same period.

But the dealership is still healthy. No employees have been laid off, although attrition has been allowed to reduce the work force.

"We're kind of self-sufficient because we don't have much debt," he says. "We had four to five good years before this, and we made ourselves as debt free as possible if and when something like this comes along. So basically all we have is our operating expense."

Another key is recognizing a downturn early and immediately cutting inventory and other expenses — "swimming to the nearest point of land," he says.

Johnson says he's reduced his television, radio and newspaper advertising by half over the last six months. "You don't shoot your guns if the ducks aren't flying," he says.

He believes factory incentives were helpful in depleting 1990 stock, but he's not enamored with rebates. "I hope they'll eliminate the $1,000 rebates by just lowering the price of a car by $1,000," he says. "The rebate programs often change every few weeks, and it's frustrating."

Johnson's family is involved in the business. His wife, Hester, is vice president. Son Dana is a parts trainee manager, Sam Jr. is in a dealer training program and Ken is a sales manager. His oldest son, Darryl, was president of the Metro Lincoln-Mercury in Charlotte until his death in 1984 from injuries sustained in a motorcycle accident. Darryl, who was 25 when he died, had been a dealer for two years after going through a Ford dealership training program.

Active in the Charlotte community, Johnson is a director of the year-old Crown National Bank in Charlotte, a former board member of the Charlotte Chamber of Commerce, and was vice chairman of a fundraising drive for the local Afro-American Cultural Center.

Chattanooga

Dealer adds Saturn to supply frosting for job he loves

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

As Nelson E. Bowers II gazes silently out the office window of his new Saturn showroom in Chattanooga, Tenn., he knows he's getting what he wanted out of the car business: the thrill and challenge of operating a company.

The Middle Tennessee dealer — with stores in Chattanooga, Nashville, Oak Ridge and Cleveland — concedes that he's like many in the industry these days: apprehensive about the economy; uncertain of the future; reluctant to predict too far ahead; turning a profit but not selling quite as many cars as he would like.

But Bowers isn't complaining.

Those are the realities of the moment.

New-car sales nationwide fell 4.8 percent in 1990 to 9.3 million units.The National Automobile Dealers Association reports that dealer profits rose only marginally in 1990, from an average of 1.0 percent of sales to about 1.1 percent, following four consecutive year of decline. ▶

CHATTANOOGA, TENN.
7-1-88 Population: 438,100
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	12,606	15,584
Light trucks	7,183	8,681
TOTAL	19,789	24,265

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. S10	959	Chev. S10	1,133
Honda Accord	875	Honda Accord	799
Ford Ranger	597	Chev. C1500	607
Chev. C1500	502	Ford Ranger	577
Chev. Cavalier	491	Ford F150	569

Nelson E. Bowers II
Honda, Saturn

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FACE OF THE DEALER, 1991

He acknowledges that the industry has been in a slump for two years — a problem that he says is made worse by factory overproduction. But he isn't discouraged.

He entered the car business because he wanted to be his own boss, run his own business and do something, in his words, "that rewarded me for the amount of work I put into the job."

For the most part, the payback of the past 16 years has been rich. Since 1976, sales have marched steadily upward. Sales at his two Honda stores in Oak Ridge and Cleveland totaled 1,250 cars last year, up 6 percent from 1989.

The organization has grown, and his scale of operations has expanded.

He is one of only a few dealers nationwide to receive two Saturn franchises, one in his native Chattanooga and one 150 up the road in Nashville. Since there are no other franchises between the two, his territory stretches from northern Georgia to southern Kentucky.

Aside from the efficiencies that will come from sharing inventory between the two territories, the Nashville Saturn dealership promises to become one of the easiest Saturn markets in the country, since the new General Motors car is made near there.

"There's no place in America where Saturn awareness is greater than in Nashville," Bowers points out. "On top of that, 4,000 Saturn employees and their families live there."

Setbacks don't seem to faze the 45-year-old retailer. A slow startup at Saturn left dealers around the country sitting in expensive new facilities with few cars for throngs of customers.

Bowers is concentrating on minimizing expenses, swinging support staff among his dealerships and promoting used-car sales until new-car volume rises. The Chattanooga store had only 14 Saturns on site in mid-January, but careful arrangement of the cars around the lot created the appearance of more.

"We're planning to do well at this the only way we've ever done well in our business," Bowers says. "And that's by concentrating on what people want. We were working on our CSI back in the '70s, long before it became an industry buzzword."

For Bowers, customer satisfaction means "following through on everything. Being responsive. Continual follow-up. Correcting mistakes and not letting wounds fester." His strategy might find him meeting with customers in the service lanes in the morning or phoning buyers himself.

It's also a strategy of holding up profits by holding down expenses, but not at the cost of employees.

"We've tried to promote from within, which builds loyalty and commitment and cuts turnover," he explains.

"We've also maintained an industry-leading compensation package for each market we're in. Everybody here — from the lot attendant to the general manager — is on some kind of incentive program. That gives each person a clear picture that the harder he works to please the customer and make the operation succeed, the better his reward."

Reward was a big motivation in his early career, he says. He started as a manufacturer's rep, selling the Tom Sawyer line of children's clothing in eastern Tennessee, Georgia and the Carolinas. The rewards were good, he recounts — good enough for him to accumulate enough cash, by age 29, to buy a passive 51 percent interest in a friend's Volvo dealership in Chattanooga.

But by the mid-1970s, he was tired of traveling and was thinking increasingly about operating his own business.

He got the chance sooner than he expected. In 1976, after three tough years for Volvo sales, his friend's dealership went under. Bowers bought the remains out of bankruptcy from a local bank.

"I knew the product was a good value, and I knew I could make it work," he says.

The Volvo dealership was profitable from the outset, a turnaround due largely to Bowers' long hours and willingness to wear different hats — making appraisals, selling, helping in the parts and service departments and running the business operation.

He added BMW in 1977, and for the next several years he exceeded his sales quota.

In its first year, the store sold 100 BMWs and 150 Volvos. By the early 1980s, it was selling about 200 BMWs and 300 Volvos a year. By the mid-1980s, sales reached 350 BMWs and 500 Volvos a year.

More diversification came in 1984 when Bowers opened a Honda store in Cleveland, near Chattanooga. "We've been fortunate to be in a growing market," he points out. "This area has attracted more points over the past few years, and sales here have increased steadily."

Oak Ridge, a smaller, white-collar city about 100 miles north of Chattanooga, became Bowers' first real out-of-town expansion in 1987 when Honda awarded him another new point. Simultaneous with that expansion, Bowers sold the Volvo-BMW dealership.

His success with European and Japanese imports has put him into a market niche he's happy with. "I've been approached by domestic lines, because of our penetration numbers and our CSI," he says. "But you've got to go where you feel most comfortable. I know the import buyer intimately. I don't know the domestic buyer."

Yet he jumped at the chance to be one of the chosen dealers for made-in-America Saturn. And not once but twice. Original plans were for him to operate the Chattanooga territory, a market that spills over into northern Georgia. But when Nashville dealer Lee A. Beaman, one of architects of the Saturn retail program, opted out of the Nashville territory, Bowers snapped it up last year.

"Saturn was attractive to me because its key focus is on the import buyer, which is also my focus," he says. "I don't think I've meandered too far."

Concentrating on business — and more specifically, concentrating on your strengths — will be a key to surviving the current downcycle, Bowers says.

"The trend is away from the mom-and-pop business toward larger dealers with several stores," he notes. "I'm not sure yet how I'll fit into that trend. But however you end up, the important thing will still be taking care of the customer. That won't change."

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Chicago

Tamraz switched from ad boss to auto mall host

By Peter Elstrom
SPECIAL CORRESPONDENT

Paul Tamraz has seen many hills and valleys in the cyclical automobile industry during his 17-year ride as a dealer. But he thinks this may be the deepest downturn of them all.

The long-term trends of lighter profit margins and surging costs are squeezing Tamraz along with other dealers across the country. And sagging consumer confidence is depressing car sales.

CHICAGO, ILL.
7-1-88 Population: 6,216,300
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	320,308	356,593
Light trucks	88,836	94,192
TOTAL	409,144	450,785

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford Taurus	14,968	Ford Taurus	17,220
Chev. Cavalier	13,171	Ford Escort	14,941
Honda Accord	10,527	Chev. Cavalier	14,154
Chev. Lumina	10,063	Hyundai Excel	10,036
Ford Escort	10,036	Honda Accord	9,597

"This is probably as difficult a period as any of the recent difficult times," said the 46-year-old owner of Motor Werks of Barrington Inc., located northwest of Chicago. "Maybe even more difficult."

Still Tamraz thinks there's room for measured optimism. Cars continue to be considered a necessity by most Americans and he believes that with his nine-franchise auto mall he will be able to survive the continuing dealer shakeout and provide customers with the selection, service and price they desire. That, he expects, will translate into a healthy profit in the long term.

"This is a cyclical business," said Tamraz, a Flint, Mich., native. His father spent his entire career working on the line at Buick. "But people are still going to need an automobile to go to work, to go to the store or get around in. I think the future is bright."

While Tamraz now expects to have to wait out the industry slowdown, he showed little patience when it came to taking advantage of business opportunities at the beginning of his career.

After graduating from Michigan State University in 1966 with a major in advertising, he took a position in the advertising department at the *Chicago Tribune*. Only two years later, the 24-year-old

Paul Tamraz

BMW, Cadillac, Honda, Infiniti, Mercedes-Benz, Pontiac, Porsche, Saab, Sterling, Suzuki

struck out on his own and founded an advertising agency with two fellow *Tribune* employees, Jordan Tamraz Caruso Advertising Inc.

Why did he leave the security of a big company for the uncertainty of a fledgling ad shop?

"You get to work a lot of hours," he quipped. More seriously, he added, "I think it's probably the desire to be self-employed, the ability to make decisions and act on them immediately."

The entrepreneurial bug bit again five years later. The ad agency had been specializing in car dealerships and Tamraz decided he wanted to try his hand at the business. Unfortunately, car manufacturers didn't think advertising experience constituted the proper qualifications to run a dealership. The search was frustrating.

Tamraz finally found the perfect match in AMC-Jeep: The car maker couldn't find anybody else to operate its new outlet in the Chicago suburb of Olympia Fields and Tamraz couldn't find another manufacturer that would entrust him with a dealership.

"It was the only franchise I could get," said Tamraz.

Nevertheless, through a combination of business savvy and good, old-fashioned luck, the dealership took off. "It did well," said Tamraz. "This was in the middle of the first oil embargo and the Gremlins and Hornets were seen as fuel efficient."

Tamraz kept the dealership one year because the one-way commute between his home in the northwest suburb of Long Grove to Olympia Fields, south of Chicago, took one hour and 45 minutes.

As a result of his experience in Olympia Fields he was able to buy a Pontiac dealership in Barrington, a wealthy enclave northwest of Chicago where he maintains his business to this day.

Tamraz has changed his operations dramatically over the 16 years he's worked in Barrington.

The most important shift occurred in 1987 when Tamraz built an auto mall, a 60,000-square foot enclosed structure with five franchises: Mercedes-Benz, BMW, Porsche, Sterling and Suzuki. (Pontiac was not willing to put its cars in a mall setting.) Motor Werks of Barrington has since expanded to slightly less than 100,000-square feet and added Cadillac, Saab, Honda and most recently Infiniti.

Tamraz said the idea to build the mall grew from years of watching trends in the automobile industry and other businesses. "The complexion of the business seemed to be changing," he said. "It just seemed to be a pattern of many more nameplates vying for the same size pie."

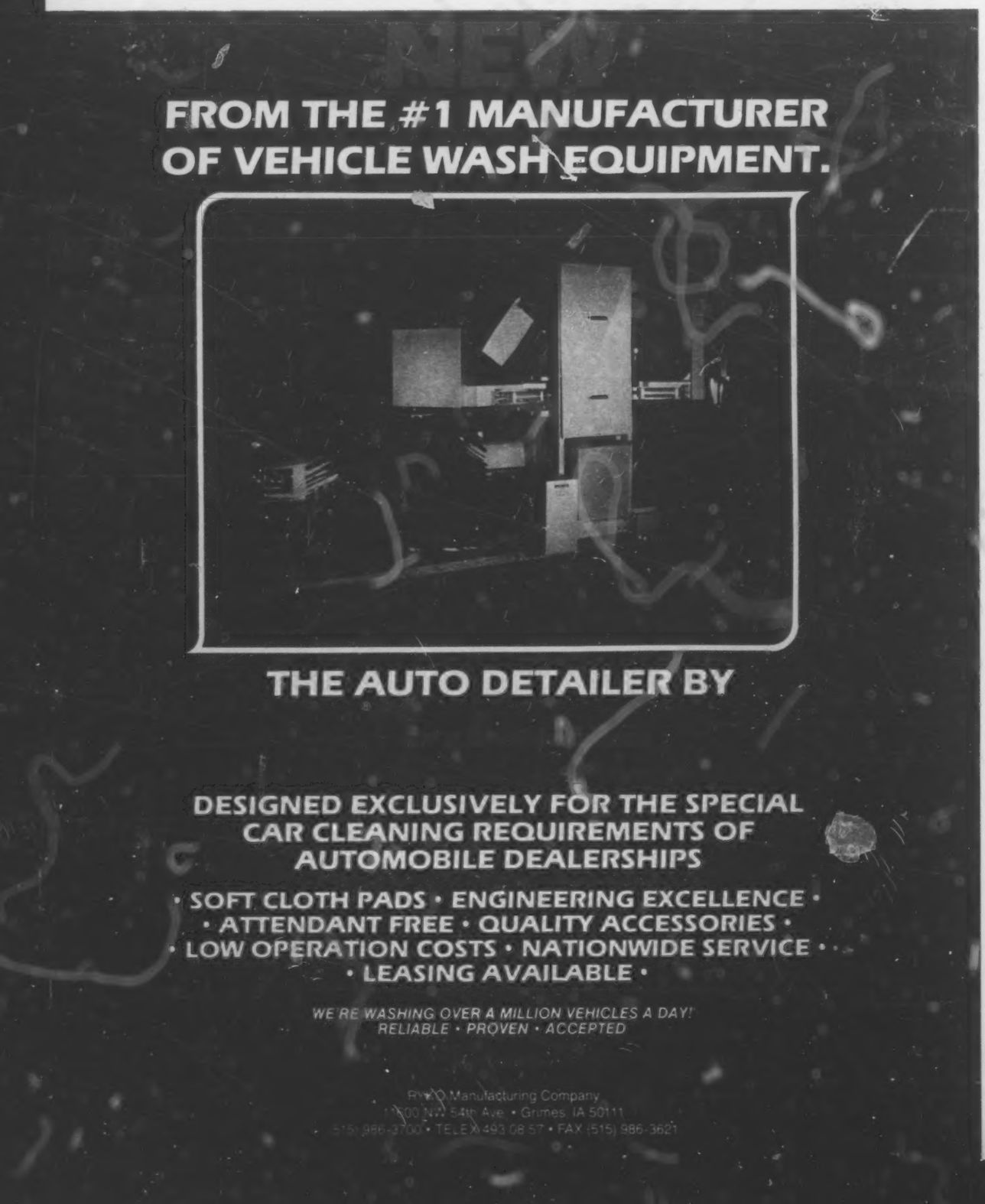
Tamraz pointed out that the auto mall concept has two distinct advantages over more traditional dealerships with only one or two franchises.

A mall is more convenient. Tamraz tells the story of a customer who wanted to trade his car for a Mercedes-Benz, a Cadillac or an Infiniti. At Motor Werks, he could get one estimate for his trade-in and test drive all three brands. "Would you rather do that three different times or just once? It's called one-stop shopping."

Tamraz said the mall is less expensive to operate. He pays for one building and one service department instead of nine separate facilities for each of these franchises.

"There are a lot more economies here in my opinion," he said.

The mall strategy appears to be paying off. Sales increased 19 percent to $104 million in 1990. Tamraz explained that the addition of Infiniti, which opened in May, accounted for about $10.5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million of the increase. But even without the new line sales rose a relatively healthy 7 percent. New units sold totaled 2,440 in 1990, up from 1,775 in 1989, with Infiniti accounting for 362 units. Parts and service have been particularly healthy. Combined sales in those areas rose 23 percent to $12.5 million in 1990.

Tamraz has had to tighten his belt in some areas. He reduced his workforce about 10 percent to 210 employees last year and may have to make more cuts. He trimmed advertising about 20 percent and is keeping inventory minimal.

Still Tamraz wants to grow and take further advantage of the mall concept. He'd like to add less expensive cars to expand his business' reputation beyond high-priced automobiles.

Cincinnati

When a name isn't enough, service to customers helps

By T. Anthony Lamb
SPECIAL CORRESPONDENT

An old newspaper advertisement hangs framed on Tom Sweeney's wall. Above a group of children arranged from the smallest to the tallest, the headline reads:

"Seven Good Reasons Why Walter J. Sweeney Must Sell Cars!"

Tom was in this photo, and so was his dealer brother Jake. Two other Sweeney children were born after the ad ran, and today Tom has nine of his own children. A total of 10 Sweeneys are now in the auto business in Cincinnati.

Tom Sweeney says the immediate recognition of the Sweeney name has helped in building his Nissan dealership.

CINCINNATI, OHIO
7-1-88 Population: 1,448,800

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	65,767	70,207
Light trucks	23,955	24,702
TOTAL	89,722	94,909

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Toyota Camry	3,017	Ford Taurus	2,917
Chev. Cavalier	2,835	Chev. Cavalier	2,722
Honda Accord	2,555	Toyota Camry	2,588
Ford Taurus	2,370	Honda Accord	2,538
Chev. S10	2,298	Ford Escort	2,425

But today he has found that it takes more than name recognition to sell cars and make a profit, especially as a single-line dealer competing in a depressed Cincinnati auto market.

A few years ago as sales and profits began to sag for Tom Sweeney Nissan, he analyzed the problem and discovered that the customer had changed and his dealership had not.

"I realized that this became more of a people business almost overnight," Sweeney recalls.

"And I'll be the first to admit that we were doing a lot of things wrong. So the first change was in my attitude toward how we would serve the customer.

"And I wanted managers who shared my vision. Our managers needed to be interested in people, not just the money. The money will come if you treat people right because it's the customer who pays our salary."

To transform his company into a more people-centered dealership, he handpicked the managers and employees who could lead the customer service charge.

Tom Sweeney

Nissan

"Customer service from people who care is the main way we compete with the larger dealers," Sweeney says.

"We stress the people aspect. That's what sells cars and keeps customers coming back. The large dealers have a lot of mechanics and sales managers, but they aren't all good. The customer never knows what he's going to get.

"We have the best. Our employees know we care about them, and we seek people who also care and have a good attitude.

"I honestly believe that today's dealership must have people who can pamper the customer," he adds. "I see many of the larger dealers still trying to sell new cars only. Today, we are selling new cars through our service department. And customers will pay if they believe they are receiving the best service available."

This philosophy seems to be paying off.

Even though sales are down 16 percent, profits for Tom Sweeney Nissan are up. Used car sales, up 20 percent, have played a key role, but the service department has been the real winner for the dealership.

To make the service department more convenient, Sweeney extended the hours to 7 a.m. to 7 p.m., and he has boosted the operation by advertising over the radio a "unique grand opening" of the service department.

Along with the extended hours and advertising support, the change in service attitude helped the dealership garner a 76 percent increase in service revenues for the year and a 35 percent increase in parts.

"The last six months were profit months for us, and only two months of the last 12 were not profit months, and that's great in a very slow market," Sweeney says. "We stress excellence in our service department. There's no doubt that we have assembled one of the best groups of mechanics in the city. I put my son Shawn back there to organize the department and he's doing a great job.

"We are listening to customers. And we acknowledge when we are wrong. We are looking for criticism. That's how we get better and that keeps us on the leading edge."

The extended hours, Sweeney explains, also helped considerably because "it allows customers to bring their cars in before work and pick them up afterward. This is all part of our goal to give the customer what he wants, but it's also a way to make more during hard times.

"Our goal is not to participate in the recession," Sweeney adds.

"I want to get a bigger percent of a bad market and that's what we're doing. I want to get our CSI up and it's rebounding. And our goal here ▶

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is to be No. 1 in the region in CSI."

While Tom Sweeney Nissan is the largest Nissan dealership in Cincinnati, it is dwarfed by the super dealers. But Sweeney uses his relatively small size to his advantage.

Unlike many super dealers, he was able to turn his company around with lightning speed. And he is ready to change again if his business or the consumer makes another shift. "We track our business daily. We track sales, service revenues, everything. We meet about the results and see if we can spot a trend and then we make adjustments daily."

The best selling models for Sweeney have been Maxima, Pathfinder and 300ZX. Sweeney says that sales were lost when Pulsar was discontinued.

Cleveland

Mullinax always on lookout for a good idea

By Lori Ashyk
CRAIN NEWS SERVICE

Ed Mullinax, one of the top-volume Ford dealers in the country,, says the business of selling cars is "a game" and that his aim is to have fun playing it.

"Business itself is pretty much a gamble," says the man who is best known to northern Ohio consumers as a down-home kind of guy (the voice of his TV commercials used to sing "Ed Mullinax is a friend of mine"), who loves the Cleveland Browns and despises foreign cars.

But judging from his strong financial results in an increasingly tough economic environment, the car business is a serious game that Mullinax seriously intends to win. And he's constantly coming up with new marketing plans and quality improvement strategies to prove it.

CLEVELAND, OHIO
7-1-88 Population: 1,845,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	113,859	113,575
Light trucks	28,756	27,849
TOTAL	142,615	141,424

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. Cavalier	6,805	Chev. Cavalier	5,687
Ford Escort	4,046	Chev. Corsica	4,200
Chev. Corsica	3,930	Ford Escort	3,979
Ford Taurus	3,793	Chev. Celeb.	3,840
Toyota Corolla	3,785	Ford Taurus	3,692

Ed Mullinax Ford consists of dealerships in Amherst, Ohio, about 35 miles west of Cleveland; Wickliffe, a suburb about 20 miles east of Cleveland; and Broward County, Fla. The Florida dealership opened at the end of 1989.

The company's sales totaled $161.6 million in 1990, compared to $114 million in 1989. Ed Mullinax Ford sold 4,443 new cars last year, compared to 3,639 in 1989. New-truck sales in 1990 numbered 4,068, compared to 2,692 the year before.

Mullinax says 1990 sales at his Ohio dealerships were about the same as in 1989, so the increases in vehicle sales and revenue came mostly from the new Florida operation. Despite the so-so sales, net income for Ed Mullinax Ford was up 50 percent in 1990. Mullinax declined to reveal specific profit figures.

He says he managed to have the third best profit year in the 20-year history of the company by slashing his advertising budget 15 percent,

Ed Mullinax
Ford

or $260,000; increasing the productivity of his employees; and reducing inventory.

"We used to buy 200 cars at a time and figured we'd apply enough pressure (on ourselves) to get them sold quickly. Now, we're working on a 60-day inventory instead of 90 days," he says.

Mullinax says he can't predict the near-term future of the economy, but he seems prepared for whatever lies ahead.

He's pushing hard on improving the quality of service for his customers, expanding his service operations and putting more emphasis on selling used cars.

Sales for his Ohio dealerships probably will be flat again for the first six months of 1991, he says. In the second half, some new marketing strategies will kick in and, he hopes, boost total sales for the year.

He's aiming to increase the percentage of repeat customers to 60 percent from 50 percent through an "organized campaign" to contact everyone who's done business with Ed Mullinax Ford in the last five years.

Another of Mullinax's goals for 1991 is to increase sales of used cars 15 to 20 percent. In 1990, his company sold 3,824 used cars, compared to 2,829 in 1989.

"I see used cars as an opportunity for growth," he says. In order to encourage used-car sales, Mullinax will institute a 30-day return policy in the second half of the year. Customers who buy a used car and are dissatisfied with it will be able to exchange it for another one if they return it within 30 days of the purchase.

If the exchange plan sounds like something a clothing or department store would offer, that's not a coincidence.

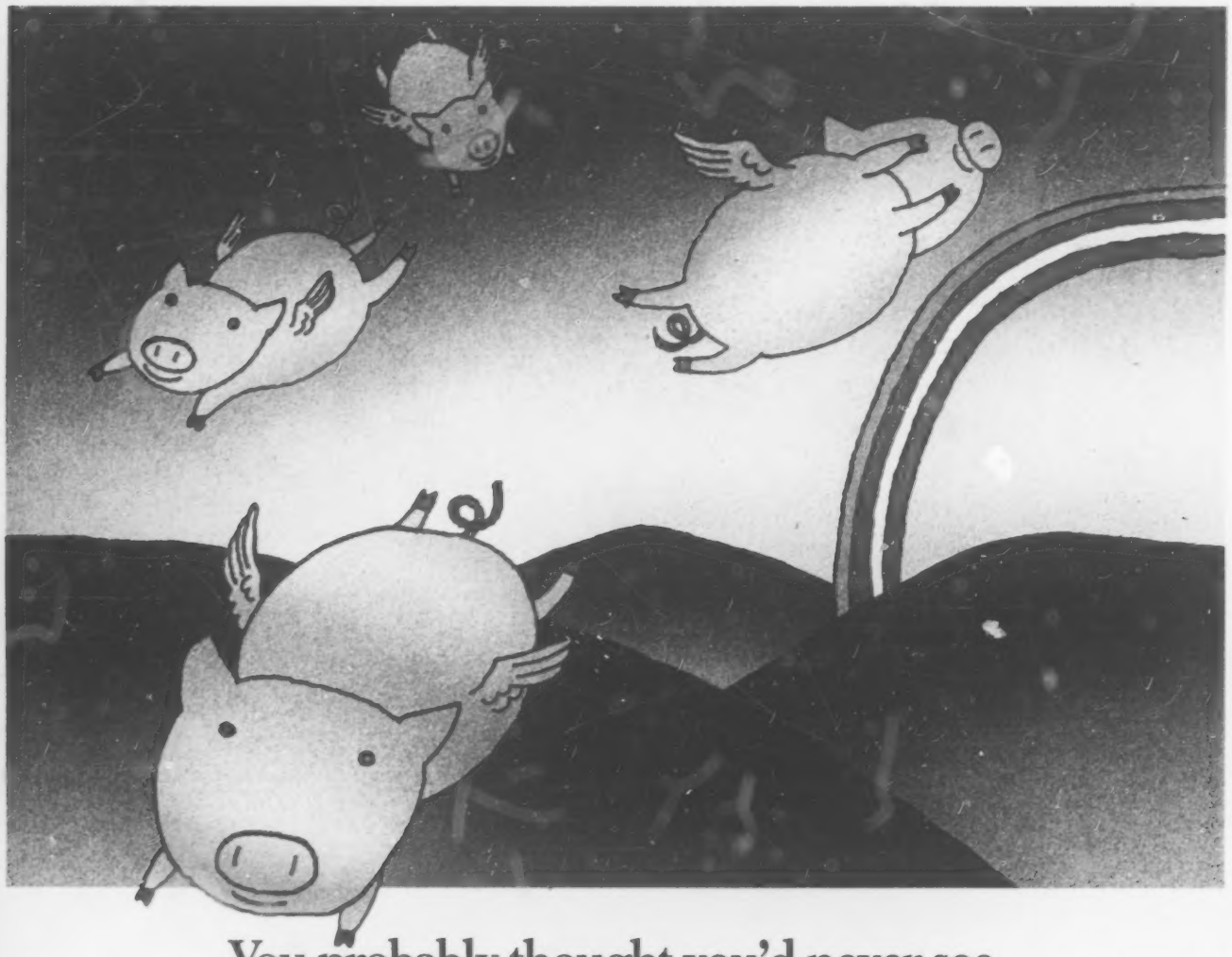
"I steal all the ideas I can get" from other industries, Mullinax says. "I use a lot of ideas from outside the auto industry. I've always tried to sell cars different than everybody else."

His ideas about car selling, pilfered or not, seem to have paid off. He's been ranked among the top 20 Ford dealerships nationally for several years.

Mullinax grew up in the Akron area and began his career as salesman in Canton, Ohio, in 1957. He had owned part of a dealership in North Canton before buying a bankrupt operation in Amherst in 1970.

One of the ways Ed Mullinax West grew was through "an awful lot of promotions." In late 1970, for example, he held a "grand ole opry" in which country-western singers performed six shows in two days for an audience of potential customers.

Mullinax credits the "selling technique" his dealerships have used since 1980 as one reason for his success. He said his salesper- ▶



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sons don't discount the price of cars through negotiations with customers.

"Our first price is our best price. We do the discounting before the customer gets there," he says.

Size and visibility also have helped Mullinax sell Fords. Five years ago, he opened the Wickliffe dealership, which he believes has enabled his business to draw from a larger regional market.

The Wickliffe dealership, which has 95 employees, draws customers from as far east as Ashtabula, on Ohio's far eastern border; the Amherst dealership draws business from as far west as Toledo. Because the Amherst dealership can be seen from the Ohio turnpike, it's drawn the interest of travelers passing through from Michigan.

In late 1989, Mullinax launched the Florida operation, which has 110 employees and is run by his son, Jerry. His son, Larry, oversees the Amherst dealership. The Mullinax clan, along with Pat O'Brien, a fourth partner, own the company.

The company has spent much of its money and time in the last few years on upgrading the staff and on the parts and service business, Mullinax says.

In 1986, the company opened a 55,000-square-foot service center in Amherst, which Mullinax says is one of the largest operated by a Ford dealer nationally. A new service facility also is under construction in Wickliffe. Parts and service accounted for 9 percent of the company's revenue in 1990.

Service employees also are receiving training in how to interact with customers.

Salespersons are graded according to the quality-of-service surveys that Ford sends to its car buyers.

"Ford is doing such a good job in quality control," Mullinax says, adding that his dealerships tie bonuses and incentives to the quality rating that the salespersons receive.

"This (the quality rating) is the most important thing we do next to our financial statement," Mullinax says.

Mullinax thinks Ford is doing another thing right — ending rebates to customers. The automaker has said that it now will refund money to dealers, a move which Mullinax said will effectively cut his costs and the price of the cars he sells.

Denver

'Dealin' Doug' wants a bigger piece of the pie

By Bud Wells
SPECIAL CORRESPONDENT

The most readily recognized automotive personality by a country mile in Colorado is Dealin' Doug with his Cherry Creek Dodge dealership in Aurora.

This claim to fame is no challenge to Lee Iacocca. After all, the Chrysler Corp. chairman makes his pitch on a national basis.

The man from Colorado is Doug Moreland, and his television commercials have made Dealin' Doug and Cherry Creek Dodge almost household words in the state.

DENVER, COLO.
7-1-88 Population: 1,640,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	71,185	72,7[illegible]
Light trucks	35,561	34,[illegible]
TOTAL	106,746	106,928

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	3,962	Ford Taurus	4,062
Ford Taurus	3,343	Chev. S10	3,304
Chev. S10	2,824	Honda Accord	3,273
Toyota Camry	2,587	Jeep Cherokee	3,082
Honda Civic	2,530	Subaru Loyale	2,681

In fact, near the end of 1990, Cherry Creek Dodge had climbed to No. 7 in retail sales among Dodge dealerships. Ironically, the climb came even though the dealership experienced a sales decline in 1990.

There's more to Moreland's operation than his Cherry Creek dealership — lots more. Since his purchase of the Cherry Creek business 11 years ago, he has expanded into six other new-car dealerships.

And he's probably not through, "depending on what opportunities arise," he says.

Sales were lean for Chrysler Corp. products when Moreland bought Cherry Creek Dodge in suburban Aurora on Jan. 5, 1980. But he jumped right into it with little fear. He'd been associated with the products since getting into the business as a salesman for a Dodge dealership in Reno, Nev., in 1969.

"Don't forget that back then and through the mid-'70s, Dodge had some really rough stuff to sell, but we did it," Moreland says.

With the little front-wheel-drive Omni on the showroom floor and

Doug Moreland

Chrysler, Dodge, Eagle, Jeep, Mitsubishi, Plymouth, Pontiac, Yugo

what would become an excellent-selling K-car on the horizon, Moreland optimistically launched his Denver business career in 1980.

With lots of hard work and long hours and a good local advertising campaign by Dealin' Doug, plus the benefits of the Aries K-car, the business showed steady progress during the next several years.

Moreland's first expansion came in 1985, when he purchased a dealership 70 miles north in Fort Collins, Colo. His Foothills Auto Plaza there now handles Chrysler, Plymouth, Dodge, Yugo, Jeep and Eagle.

In 1987, a deal was made for the Colorado Chrysler-Plymouth dealership in Denver.

He moved into the impressive "auto row" along Interstate 25 in Colorado Springs in 1988 with the Jeep-Eagle franchise.

His first venture outside the Chrysler Corp. circle of cars came in 1989, when he purchased Grand Pontiac in the Denver area. That was one of Denver's old downtown dealerships until it moved to the north suburbs five years previously.

The expansion move got heavier than ever last year.

Moreland purchased Colorado Jeep-Eagle in Denver in March; the Mitsubishi line was added to Grand Pontiac in July; and later ▶

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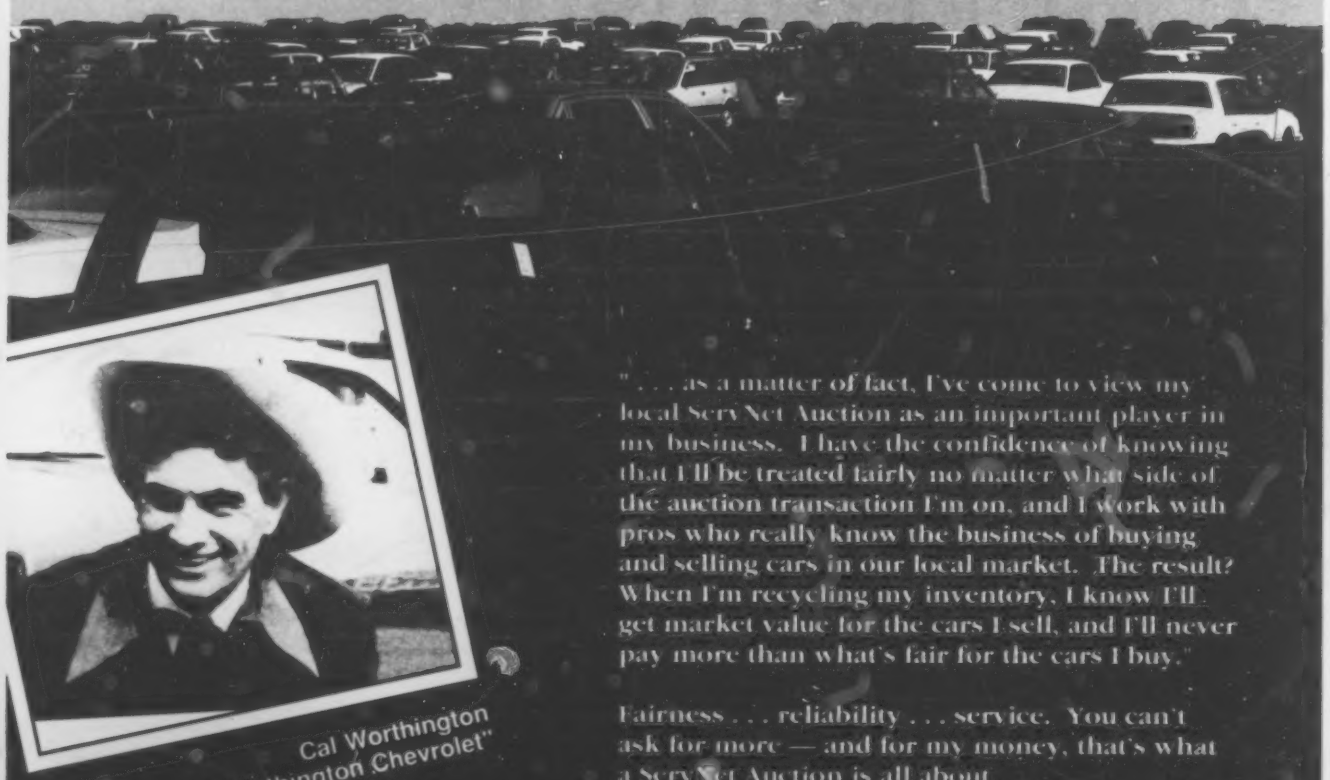

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the same month, a Reno, Nev., Chrysler-Plymouth dealership was purchased.

How does he keep up with all those locations? (Headquarters still is the Cherry Creek firm in Aurora.) "I'm on the phone frequently with each of them," Moreland says.

In addition, he visits each store in the Denver metro area at least once a week, and gets to those in Colorado Springs, Fort Collins and Reno at least once a month.

"But we have really good general managers at each of the businesses," he says. "Lots of times when discussing business matters with them by phone, they'll say what I'm thinking before I say it. We're on the same mind track most of the time."

The megadealer moves are expected to continue.

"I would say I probably will broaden my car lines, depending on the opportunities that arise, of course," Moreland says. "This casts no reflection on Chrysler, it's just a matter of broadening the base."

Sales for Cherry Creek Dodge were down about 25 percent in 1990 but, in the perspective of sales nationally, apparently were not all that bad. Cherry Creek had ranked no higher than 12th nationally in sales until reaching the seventh position late last year.

Sales declined slightly at the other locations, except for the Fort Collins auto plaza. Sales at the recently purchased Colorado Jeep-Eagle were ahead of those of the previous operation, Moreland says.

What's the plan for regaining the sales level of 1989?

"For '91, we're going to maintain our inventory and go after a bigger piece of the pie," Moreland says. "We've got the people, the product, the inventory, the advertising budget and the financing sources to make it a very successful year."

The front-drive Caravan minivan, in its seventh year of production, continues to be the big seller for Dodge, and the four-wheel-drive Cherokee remains popular in the Jeep line.

Moreland says the Eagle Talon is making strong sales inroads in early 1991, "but we need a much better inventory of the car."

"Dealin' Doug" television spots have been a trademark for Moreland. His photo is also carried in many of his firms' newspaper advertisements.

"Our television approach has worked really well," Moreland says. "I wouldn't consider dropping it, or even changing it. The exposure lets people know we're very human, it's very down-to-earth.

"With Dealin' Doug, I tell them 'If we can't meet or beat any other deal, we'll give you a car free.'

"We've never had to give away a car.

"We had a survey taken, asking people what they most frequently associated with the words 'Cherry Creek,' and a majority of the respondents identified Dodge."

An ad in a different medium drew attention in December.

"Merry Christmas to the World's Greatest Boss . . . Doug Moreland," signed by 440 employees of the seven dealerships and a used-car center was a full-page ad in the *Denver Post*.

It was an inspirational bonus for Moreland.

"It was a total surprise to me," says Moreland, obviously pleased with the message from his workers.

Depending on opportunities arising, and given a decent sales performance in 1991, Moreland is a good bet to become boss to many more automotive employees in coming years.

Detroit

Meade looks past the bad news to find the positives

By Colleen Belli
SPECIAL CORRESPONDENT

Kenneth Meade is an aggressive megadealer, and his latest venture seems to be in the right place at the right time.

He opened Lakeside Toyota and Lakeside Lexus 18 months ago on what used to be farmland in Detroit's northern suburb of Utica.

Today, the two stores, which stand side-by-side next to state highway M-59, are bustling with activity in an area busy with growth and construction of new homes and businesses. In 1990, the first full year in business, 1,000 Toyota cars and trucks and 700 Lexus cars were delivered.

"I'm very happy with what we've done here; M-59 is just being developed. It's going to be fantastic when it's all done. It's a very healthy place to be for long-term growth," Meade says.

While there are other Toyota dealerships in the Detroit area, Lakeside Lexus is the sole Lexus dea-

Kenneth Meade

Chrysler, Dodge, Lexus, Plymouth, Toyota

lership and serves customer from both the east and west sides of Detroit and beyond. Meade described Lexus — the division, the product, the dealer body and the customers — as a wonderful relationship. The dealership sells every Lexus car it can get. At year end, there were only three in stock.

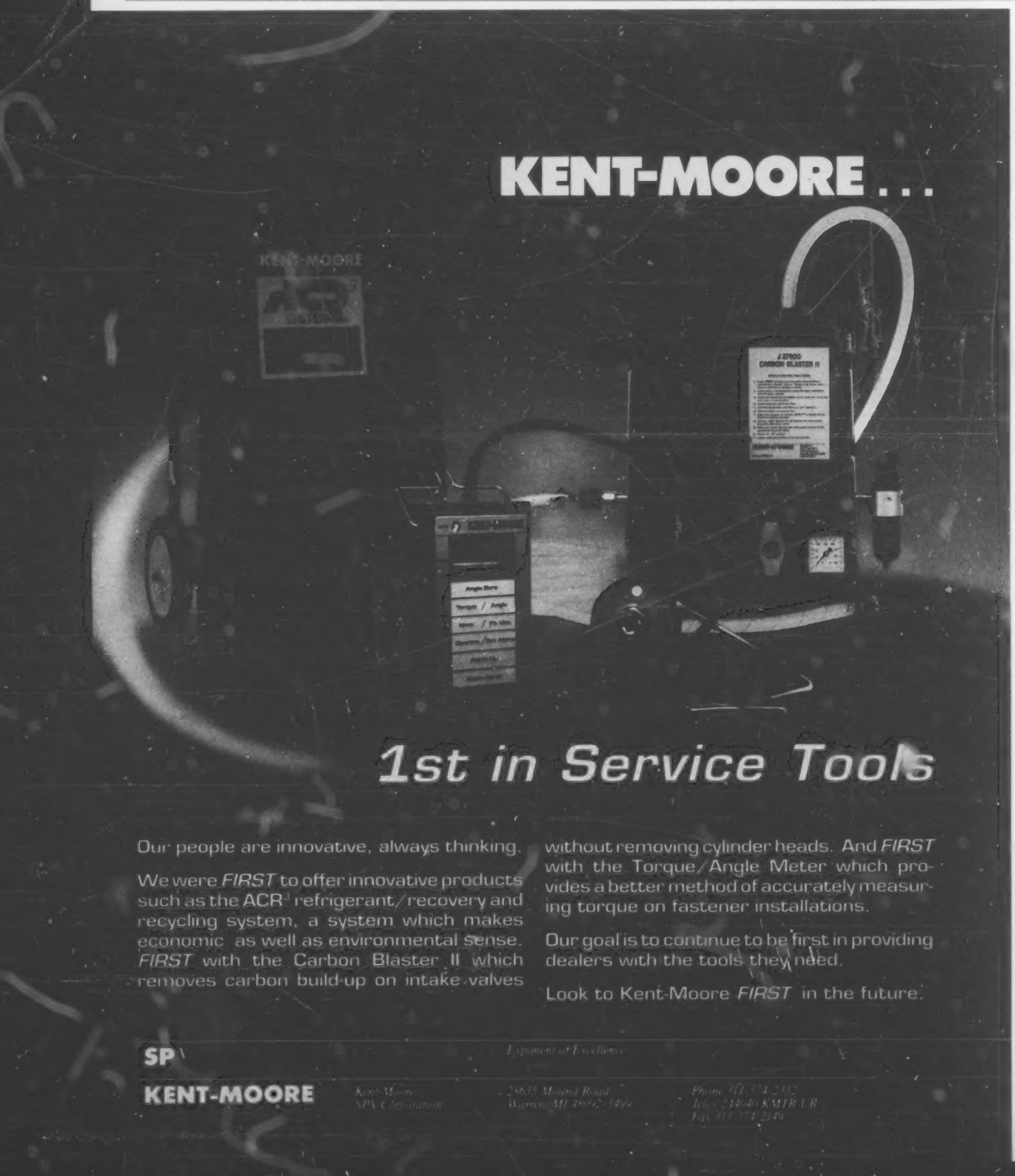
As chairman of the Meade Group, Meade also owns and operates Champion Chrysler-Plymouth in nearby Mount Clemens, Mich., and Pointe Dodge in Grosse Pointe, Mich., on the east side of Detroit. Both stores reported gains in volume and profits for 1990. Pointe Dodge sold 1,300 new cars in 1990, up 5 percent from 1989. Champion Chrysler-Plymouth delivered 1,100 units, up 2 percent.

"We had a positive 1990. We had some peaks and valleys, but overall it wasn't a bad year. It was good," Meade says.

Being a dealer in the Detroit area has been an advantage during the past six months. He notes that the Northeast and other areas of the country have been harder hit by the recession.

Meade looks to 1991 as a year of hard work with some uncertainties and further expansion. He expects industry sales to be about the same as last year.

"The industry will do exactly ▶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FACE OF THE DEALER, 1991

DETROIT, MICH.
7-1-88 Population: 4,352,400

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	271,240	295,952
Light trucks	116,520	117,238
TOTAL	387,760	413,190

TOP 5 MODELS, MODEL YEAR

1990	No	1989	No
Ford Escort	13,620	Ford Escort	16,228
Ford Taurus	10,978	Ford Taurus	12,242
Ford Tempo	10,696	Ford Aerostar	10,689
Ford Aerostar	10,084	Ford Tempo	10,455
Ford Ranger	8,646	Ford Probe	9,731

like it did in 1990," he says. "The first six months will be tough but it will rally. I don't think Detroit is going to have as hard a time in this recession as in 1981. The factories are healthier cashwise, and the cutbacks were made earlier."

Car and truck sales in 1991 will depend on the situation in the Middle East. Meade, like all of the American public, is waiting to see what will happen. He looks to the job ahead.

"We just have to work harder and be a good merchandiser and take advantage of all the factory programs that are available to the dealer," he says.

Far too many people are taking the negative headlines too seriously when there are a lot of positive things to look at, Meade says.

"There are a lot of people working and a lot of people with savings accounts. There are a lot of cars out there four or five years old. People are going to need new cars. They're tired of their cars. They want new cars, new technology," he says.

Another positive indication was the drop in the prime rate to 9½ percent at the start of the new year. Meade looks for the prime rate to drop to around 8½ percent by April 1.

Another bright spot for Meade in 1991 is the opening of his fifth store. "We just got a Mitsubishi franchise," he says. "We will open Champion Mitsubishi, adjacent to Champion Chrysler-Plymouth, in March. I think we will do well. Mitsubishi has a great line of cars and trucks."

Meade expects to see more rebates from Chrysler, Plymouth and Dodge when needed on slower-moving models, but if he had his way, there would be no rebates. He prefers the Toyota way of doing business.

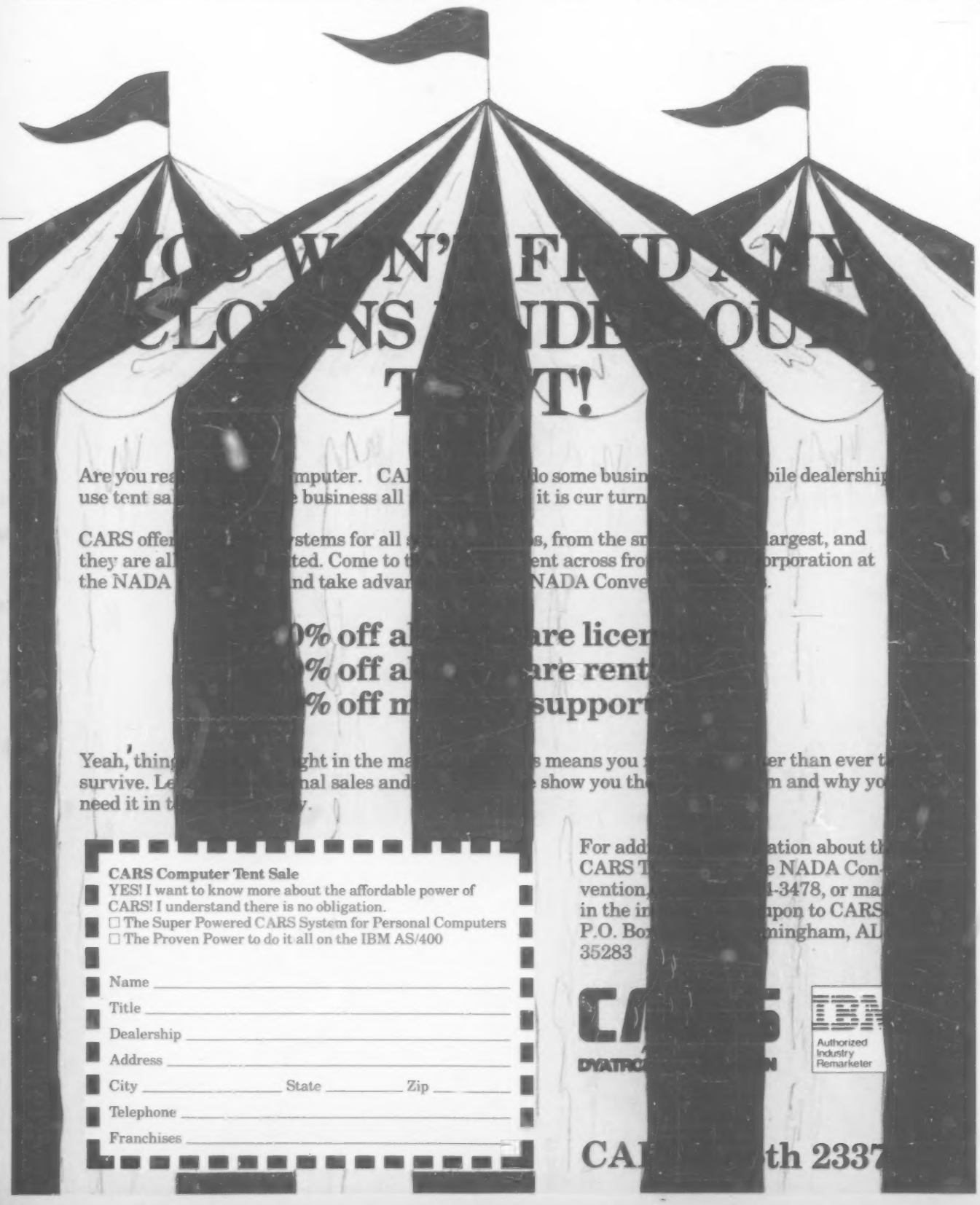
"Toyota doesn't offer rebates. They give cash to the dealer and let the dealer make the best deal with the customer," he says.

Meade also chastises the domestic automakers for failing to bring better products to market in a shorter period of time. And he thinks they are missing the boat by not marketing their cars more aggressively overseas. He cites three definite growth markets: Europe, the Pacific Rim and South America.

He explains, "The American automaker has to do better in product, technology and turnaround time. I think the life cycle of a car should not be more than five years. We've got to get rid of old cars and get smaller, better cars with new technology and materials on the road. We've got to get our American cars accepted overseas."

He criticizes the federal government for letting the deficit run wild: "The federal government is constantly trillions of dollars in debt. I think that's unfair to leave to the next generation.

"If we ever got the deficit under control, the prime rate would come down. That gives small businesses and all businesses more capital to invest and gets the economy going. We can't let the federal government continue to print money. They have to run the government like a business."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Honolulu

After humble start, Fukunaga empire moves 10,000 cars

By Lolly Winston
SPECIAL CORRESPONDENT

HONOLULU — Tom Fukunaga's first job was selling newspapers on the streets of Honolulu at age 9. He wanted to shine shoes, a much more lucrative occupation, but his dad wouldn't allow him to, because shoe-shiners worked in the grubby part of town, bustling with sailors on shore leave.

Fukunaga now is president and chief operating officer of Servco Pacific, one of Hawaii's largest locally owned companies and foremost automotive dealers. It employs more than 2,000 people in automotive, marine, general merchandising, financial services, research, planning-development and international service companies.

Servco operates in the Marshall Islands, Guam, Saipan, Japan and the mainland United States as well as in Hawaii.

Among Servco's automotive operations in Hawaii are eight Toyota-Suzuki dealerships, two

Tom Fukunaga

Chevrolet, Hino, Lexus, Suzuki, Toyota

Chevrolet dealerships, a Lexus dealership, a Toyota industrial forklift dealership and a Hino truck and bus distributorship.

Over the years, Fukunaga has worked in just about every area of the car business. He started out as a grease monkey, gas attendant and delivery boy for his father's appliance business, then moved from lot boy, to office clerk, to salesman to lot manager. His first dealership was a used-car operation, which Fukunaga believes is the toughest area of the business.

"If you can sell used cars, you can sell anything new," he says.

In 1990, Servco Pacific sold 10,000 cars and trucks with a dollar volume of more than $200 million.

Servco's 1990 dollar volume was higher than in 1989, but that was due largely to the pricing of cars. Unit sales remained stable. Retail went up, and rental car sales went down because rental sales based on six-month buybacks are too tough to compete with.

According to Fukunaga, the most popular cars recently have been mid-sized and mid-priced — such as the Chevrolet Lumina and the Toyota Camry and Corolla.

Although Toyotas are the bulk of Servco's sales and are very popular ▶

FACE OF THE DEALER, 1991

HONOLULU, HAWAII

7-1-88 Population: 838,500

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	41,416	36,400
Light trucks	15,052	13,491
TOTAL	56,468	49,891

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Pont. Sunbird	3,687	Honda Accord	3,116
Honda Accord	3,089	Nissan Sentra	2,443
Toyota Corolla	2,569	Honda Civic	1,959
Honda Civic	2,263	Ford Mustang	1,411
Nissan Sentra	1,787	Toyota Corolla	1,211

in Hawaii today, Fukunaga remembers the 1960s, when it was almost impossible to sell the Toyopet, which was the name of the earlier Toyota.

"It had no power to climb hills except in first gear at about 5 miles per hour, causing a 'funeral procession' for miles," he says. "But the cars were built super solid, like tanks. Gas mileage was great. The brakes worked well because you heard them a hundred yards away.

"The squealing sure aggravated a lot of owners. The original cars were so bad that when the new, improved models were to be introduced, we recommended that the name Toyopet be changed to the family name, Toyoda, and almost lost our franchise for doing so. The name was finally changed to Toyota, because it sounded better, among other things."

Tom Fukunaga's father, Peter Fukunaga, was born in Hiroshima, Japan, and moved to Hawaii in 1906 at age 16. He started his business in 1919 when he opened a two-car shop for $1,500, with a $25 down payment, on Oahu's North Shore in the now-famous surfer's village of Haleiwa.

In 1926, he obtained Hawaii's first Chevrolet franchise, and in 1958, a year before statehood and two years before his death, he negotiated an exclusive import-distribution franchise for Toyota vehicles, which catalyzed the huge growth of Servco.

Tom Fukunaga says the tricks of the trade his dad taught him are, "Work hard. Sell hard. Take care of your customers. Motivate your sales and service people and have more service outlets than other dealerships. The emphasis was always on service, hence the name of our company, Servco Pacific."

Today, factors contributing to the struggle for Hawaii dealers doing business in already-difficult times are the rise in television advertising rates, health insurance and, most significantly, property rental charges.

"Most of Hawaii's dealers are located on leased land, with rent escalating at a 3 to 30 times rate," Fukunaga says. "Although Servco has a number of leases, we're fortunate because some of our dealerships are on fee properties owned by the company. The lease rent problem hasn't hit us quite as hard.

"But land prices have increased from $50 a square foot to $500 a square foot in Honolulu locations, forcing dealers and many other businesses to more remote parts of the island, which is inconvenient for our customers.

"There may even come a time when we will have to buy a huge car carrier and operate off of it out in the ocean. It may sound funny, but you never know, with our limited land and prices going up with no end in sight."

Labor costs have also gone up tremendously, but in Fukunaga's opinion if they don't, you can't compete for good sales, service and parts people.

There is a shortage of good people because of Hawaii's low unemployment rate. Sometimes, Servco Pacific runs help-wanted ads and receives no response. That is the case for companies throughout the state. Unlike the mainland, there have been no layoffs. "That's the least of our worries," says Fukunaga.

"The upcoming months and years look even tougher," Fukunaga says. "A lot of Hawaii's buying power is tied to military personnel and their families, who have everything on hold now because of the situation in the Middle East.

"Also, the glutted U.S. market has affected Hawaii tremendously, as manufacturers bring cars into our rental market that are eventually bought by our retail customers. This may seem to be good for consumers, but it will squeeze a lot of smaller dealers out, as gross margins decrease while our operating expenses increase."

What does Hawaii have going for it? "The fact that the recession hasn't hit quite as hard as on the mainland, yet, thanks to our strong tourism industry, military expenditures and foreign investment, although that has tapered off recently. And outstanding weather all year round."

As for handling today's industry challenges, Fukunaga says, "It's a time to look very closely at expenses. It's a difficult time for anyone in the industry to relax."

INDIANAPOLIS, IND.

7-1-88 Population: 1,236,600

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	52,203	58,212
Light trucks	23,493	25,414
TOTAL	75,696	83,626

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. S10	2,407	Chev. S10	2,622
Chev. Cavalier	2,238	Chev. Cavalier	2,419
Honda Accord	2,015	Ford Escort	2,147
Ford Escort	1,709	Subaru Loyale	2,005
Ford Ranger	1,525	Ford E'line	1,758

In fact, executives here say real estate and other costs may retard the megadealer trend.

"I think you'll see a decrease in megadealers," said Lynn Kimmel, vice president and daughter of chief executive Freda Lockhart. "I would hate to be in a position to support 15 to 20 franchises."

Added her half-brother, Marc Lockhart, the vice president and general manager:

"We're too hands on. There's always an owner around."

The two spoke in a recent interview because Freda Lockhart was

Freda Lockhart

Cadillac, Saturn

recovering from a back operation. They say the family dealer can survive in the 1990s by being smart and nimble.

During much of the past decade, Lockhart said, "You had a number of good years. Anyone could be successful in the car business."

Now, the executives say, dealers must watch expenditures and rethink marketing approaches.

Lockhart Cadillac is maintaining a conservative inventory, currently around a 45-day supply. That may be increased to about a 60-day supply later in the year, but the dealership watches inventory carefully.

Another expenditure under evaluation is for advertising and marketing.

Lockhart Cadillac is doing less advertising in newspapers. In its place, Lockhart sends direct mail advertisements to customers and would-be buyers.

The dealership avoids prime-time advertising on network affiliated television.

Instead, it buys time on shows that executives feel Cadillac customers are more prone to watch. For instance, Lockhart Cadillac buys local spots on the syndicated "Wall Street Journal Report" as well as local spots on CNN and ESPN.

"You have to be smarter in your advertising dollar," says Kimmel.

Lockhart Cadillac also is using leasing as an alternative to traditional sales.

Kimmel said that option arises from five-year or longer financing programs for car purchases. "Five- and six-year financing has been a killer," she said. As a result, the dealership hopes lease programs bring customers back more often.

Freda Lockhart has owned the Cadillac store since 1973. She had an accounting background and later worked as an executive at dealerships in Indiana and Florida.

She bought the store on North Keystone Avenue in Indianapolis following the death of its owner.

Enthusiasm for the ca

Indianapolis

Smart, nimble family dealerships will survive '90s

By Bill Koenig
SPECIAL CORRESPONDENT

This is supposed to be a time of megadealers, multiple locations and a new era of publicly held dealers.

If that's the case, Lockhart Cadillac Inc. here is an anomaly — a family-owned business with a single location.

That doesn't mean the Lockhart group is standing still. The company last fall opened a Saturn franchise, and two others are planned.

Still, this isn't even close to megadealer status.

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FACE OF THE DEALER, 1991

spread to her children.

"We're in it by choice, not because we inherited it," Lockhart says.

Family members, in fact, have spread around duties, attempting to play to the individual strengths of each.

Kimmel's main expertise is in financial and administrative matters. Her husband, Charles, is general manager of the new Saturn dealership. Lockhart's primary area is sales; she is the chief executive.

"You cannot let egos and personal feelings get involved in the day-to-day operations," Lockhart said.

Enthusiasm also is helpful for getting through the current downturn in the car market.

The Cadillac store normally sells about 1,000 new cars a year. For 1990, the dealership estimates it sold about 850 units and expects slightly lower sales this year.

"We've been through crises before," Kimmel said.

"We'll probably be there again. We don't feel like we'll be hurt too badly. We have a lot of repeat business."

Like other Saturn dealers, the Lockhart store has been affected a slow supply of cars coming out of the Spring Hill, Tenn., plant.

But the executives say it's something they can cope with. "At least Saturn has kept quality ahead of numbers," Lockhart said.

And they say Saturn was the right move.

"If we were going to diversify, we didn't want to take on a car line where we'd be competing against ourselves," Kimmel said, referring to the Cadillac line.

"They (Saturn) are on the right track. That's what it's going to take."

Looking ahead, Lockhart executives say they need to get younger buyers — as well as import customers — interested in Cadillac.

Kimmel said the dealership wants to attract more buyers in the 35 to 50 age range, especially those who have bought BMW or other imports.

"One of the challenges we have is to reach that buyer who has been with an import to at least consider our product," Kimmel said.

Lockhart said Cadillac's winning the Malcolm Baldrige quality award "is a stepping stone."

Kimmel said she feels good about upcoming Cadillac models. "I'd be more negative about the '90s if we didn't have the product we have," she said.

The executives acknowledge they'll need good models as Japanese automakers accelerate their luxury-car efforts.

"They got a foothold in the late '80s," Lockhart said. "They're going to try to dominate in the '90s."

Indeed, while the Lockhart offerings — Saturn and Cadillac — differ in sizes, Kimmel said they share similar marketing challenges. Saturn is intended by GM to lure back customers from Japanese marques.

Kimmel even sees some benefits from the next 12 months. "A slowdown period makes better dealers out of you," she said. "You get to the basics. You can make a profit."

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Kansas City

Service emphasis keeps Thompson's bottom line in tune

By Don Lee
SPECIAL CORRESPONDENT

At 7 p.m. on the second Tuesday of every month, Frank Thompson leads an unusual class at his Jeep-Eagle dealership in Overland Park, Kan., a suburb of Kansas City.

His students are new-car buyers from the previous month and they're there, usually in a group of 30 to 40, to learn about Thompson's service and parts departments and body shop.

"Forty-seven percent who buy cars here attend the Tuesday seminar," Thompson says while flipping through dozens of records. "I've found that as time passes, this group of people turns out to be my most loyal customers after they're out of warranty."

Thompson has been building a solid base of customers for years with such programs that emphasize service. In recent months, that investment has paid big dividends.

"My service, parts and body shop business has been excellent," de-

Frank Thompson

Eagle, Jeep

clares Thompson, who's owned the Overland Park Jeep-Eagle dealership since 1981. "But now that we're in tough times, it's actually carrying my whole business."

Indeed, Thompson says that the back end now pays all the dealership's fixed overhead, well above the 75 percent shop absorption rate for the industry. Along with improved used-car sales, that has enabled him to remain profitable despite a 33 percent decline in new-car sales since last October.

For all of 1990, Thompson says his revenue was $30 million, about $3 million higher than the previous year. He sold about 770 new cars last year, 80 fewer than in 1989, but his used-car sales in 1990 jumped 22 percent to 732.

"For the year totally, it was the best for profits since I've been a dealer," he says. "The reason is my service, body shop and parts."

Thompson, 59, believes his attention to service comes from his background. After graduating from high school in Kansas City, he went to work full-time in the parts department for a new-car dealer.

That job, with a Pontiac dealer in Kansas City, lasted 10 years. "Through those years of experience," he says, "I discovered how important it was to take care of customers after the sale."

The ensuing years saw Thompson slowly work toward his goal of becoming a new-car dealer. After running an independent used-car operation for four years, he spent 10 years with a new-car dealer, managing used-car sales.

In 1973, when what is now Overland Park Jeep-Eagle opened on 4.5 acres along this city's main thoroughfare, Thompson became the dealership's manager. He bought out the owner in 1981 and

▶

FACE OF THE DEALER, 1991

KANSAS CITY, KAN.-MO.
7-1-88 Population: 1,575,400
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	70,650	71,890
Light trucks	31,350	32,198
TOTAL	102,000	104,088

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	3,151	Ford Taurus	3,411
Ford Taurus	2,995	Ford Escort	3,176
Ford F150	2,705	Ford Tempo	2,917
Ford Tempo	2,382	Honda Accord	2,848
Chev. Cavalier	2,313	Ford F150	2,846

almost immediately began refining the dealership's service operation.

The progress he has made is evident in the awards he's received. They include recognition by *People* magazine, which has named his store one of the country's top five Jeep-Eagle dealerships for the last four years. Thompson's dealership has also won awards from Chrysler Corp. for achieving the highest customer service index of any volume Jeep-Eagle retailer in the United States.

"For years, we've been told by manufacturers to take care of customers after sales," says Thompson, "but I feel other dealers have neglected the back end."

Thompson, who's also an avid collector of antique cars, attributes his success partly to quick service and competitive prices. For example, an oil change, lube and filter costs $19.95 at his Jeep-Eagle dealership. That's less than some nearby independent auto shops charge, and it can be done just as quickly, Thompson contends.

"I want them coming here for the lube and the tuneup," he says.

Thompson has an experienced staff. The mechanic with the least seniority has been with him for eight years. And among top managers, all those who started in 1981 are still around. "They stay long because my shops are very busy, and they make large paychecks," he says of his mechanics and many of his other staff of 47.

Even with a top-rated service department, Thompson figures to have his hands full this year. He expects sales to remain anemic at least through the early part of 1991. "The last time it was down this much was 1982," he says.

Indeed, many in this area have not done as well as Thompson, as the closing of a dozen Kansas City-area dealerships in the last year attests. That included the demise of a Jeep-Eagle dealership, one of six in Kansas City.

There are about 110 new-car dealer locations in the metropolitan area, making it an extremely competitive market.

Like other dealers, Thompson plans to stock fewer cars during the downturn. His inventory has dropped about 20 percent since sales began slipping in October. He's also cut advertising spending by 40 percent since last fall.

Thompson doesn't blame manufacturers for dealers' troubles, but he thinks automakers can help by giving incentives to dealers in addition to incentives to customers. "The dealer needs an incentive to leverage a car deal," Thompson argues. "I want a little bit of both. That's when it works the best."

Thompson also would like manufacturers to assist dealers in providing better health and welfare benefits for workers.

"As a small businessman, I can't afford to pay for the best hospitalization or retirement," Thompson says. "They could help us by creating benefits that factory people have. We could attract better salespeople if we could offer bigger and better fringe benefits."

Whatever 1991 brings, Thompson says he'll be ready, greeting customers not only on the showroom floor, but in the back.

"Car sales are important, but you can never forget about the back end, taking care of customers," he says. "Most people come for warranty work and then don't come back. But we want them for a long haul."

Los Angeles

Boeckmann sees opportunities in down market

By Jeff Horne
SPECIAL CORRESPONDENT

After 44 years in the car business, Bert Boeckmann figures even a recession has its up side.

"You have unique opportunities in a down market," says the president and owner of Saturn of the Valley and Galpin Ford-Hyundai-Lincoln-Mercury in Sepulveda in the San Fernando Valley.

"Some come (from) buying used cars. Some come (from) working with the factory on a promotion.

Bert Boeckmann

Ford, Hyundai, Lincoln-Mercury, Saturn

You may be able to dominate advertising more easily because others feel they can't afford it," he says.

Liquidity and a "do-as-others-don't" philosophy are Boeckmann's keys to thriving in tough times.

"When I'm talking about being well capitalized, it's not that I've got the dollars to survive by offsetting what we lose; it's that I have the dollars to go out and create activity in a down market where others might not have that opportunity," he says.

"When other dealers are selling used cars because they want to meet payroll, I'm buying used cars. When they're cutting inventory, I'm stabilizing inventory to show strong displays."

In 1990, a year in which most dealerships struggled to simply survive, Galpin Ford's volume rose: 6,734 vehicles sold in 1990, 6,208 in 1989. New car sales were down (from 3,479 in 1989 to 3,033 in 1990), but new truck sales more than picked up the slack, jumping from 2,729 in 1989 to 3,726 in 1990.

But the other Galpin stores felt the effects of the economic slowdown. The Lincoln-Mercury outlet sold 820 new cars in 1990 compared to 1,065 in 1989. Galpin Hyundai sold 1,124 new vehicles in 1990, down from 1,594 in 1989.

"With Hyundai, you had a number of hits," Boeckmann explains. "Typically, they're first-time buyers so the financing is very difficult because you have a higher incidence of collection and repossession cost. Secondly, the J.D. Power reports regarding quality had a negative bearing on the product."

Galpin's Lincoln-Mercury and Hyundai stores were also adversely impacted by the Oct. 25 opening of Boeckmann's new Saturn of the Valley store. He had planned to build a new facility to house the Saturn franchise, but the high cost of Southern California property rendered such a project unfeasible. Instead, the Hyundai and Lincoln-Mercury operations were merged, and Saturn of the Valley took over Hyundai's former site.

LOS ANGELES-LONG BEACH, CALIF.
7-1-88 Population: 8,587,800
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	342,965	393,434
Light trucks	128,230	142,255
TOTAL	471,195	535,689

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	25,990	Honda Accord	21,028
Toyota Camry	18,103	Toyota Camry	19,327
Toyota Corolla	15,747	Toyota Corolla	16,902
Honda Civic	14,849	Nissan Sentra	15,135
Toyota s'bed	13,204	Toyota s'bed	14,300

Saturn of the Valley's biggest problem is inventory. In its first two months, it sold 118 cars; every car it had except demos and showroom vehicles. "The product has been coming in very slowly," Boeckmann says. "We're running between 20 and 30 percent of projected production."

Boeckmann thinks 1991 will be much the same as 1990 in the car business.

"If you said to me, 'Do you see something so extreme that dealers should really be fearful?' I'd say, 'No.' If they made money last year, they should be able to make it this year. If they lost money last year, they're going to continue to lose money unless they change their operations."

The recession offers the perfect opportunity for dealers to scrutinize and streamline their operations.

"During periods like this, you have to do more training with your salespeople, have more contact with them, be more upbeat with them and look at programs that stimulate their income so they respond and do a better job for you," he says.

"This is a great time to improve your staff from top to bottom, either through training or replacement. Assess your store and evaluate each person working for you. Ask, 'Is this person doing the job I want him to do or did I hire people that may not reflect what I want to reflect in my store.' "

Exceptional customer service is especially important in this type of market, Boeckmann says. "Customers anticipate more when they buy, both in the way they're treated and in the quality of the car. Instead of asking the customer to come by and sign this, say, 'Let me bring it to you so you're not inconvenienced.' A dealer needs to exceed a customer's expectations."

At a time when many dealers are cutting their marketing budgets, Boeckmann is increasing his advertising. His ads emphasize good buys on a wide selection of vehicles rather than one-of-a-kind offerings.

"We go out with real values," he explains. "I say we have 27 of these to offer them. We let people know that these are not price leaders."

With new-car buyers programmed to expect rebates, Boeckmann has mixed feelings regarding Ford's replacement of most of its customer cash-back programs with dealer incentives.

"Short term, I think it's a profit stimulus to the dealer," he says. "He may not have quite so many people coming in, but he's in a better position to deal with those that do.

"The problem may come when salesmen get more used to it and give away more than they should, or in raising the customer's expectations so that the next time he comes in to buy, he doesn't believe you when you tell him you don't have the margin he's looking for."

Boeckmann suggests blending customer cash-back on selected models with a dealer incentive program. "I would try to stay in that rebate market as long as the others are in there, just to let them know we're still in the ball game."

Whatever happens with rebates, dealer incentives or, for that matter, the economy in general, Boeckmann is optimistic about his company's future. "In every downturn, our penetration of the market has increased," he says.

Louisville

Swope turned down mall idea; his auto park thrives

By T. Anthony Lamb
SPECIAL CORRESPONDENT

Dick Swope keeps his finger on the pulse of the auto industry and looks for new trends. A few years ago, as auto malls came on the scene, he was intrigued by the idea of selling multiple lines under one roof.

Faced with expansion and consolidation of his Swope Automotive Group Inc. dealerships in Louisville, he examined the concept. His expertise is finance, and he immediately saw that an auto mall could reduce construction, utility and manpower costs. He considered all those advantages before rejecting the idea.

Instead, the 41-year-old dealer and his uncle, Sam Swope, developed the Louisville Auto Center two years ago. It is an auto park

Dick Swope

BMW, Cadillac, GMC Truck, Honda, Mitsubishi, Pontiac, Saturn, Volkswagen

that helped the Swopes increase sales in an era of declining revenue for auto dealerships. Today, it is seen as a model for a successful auto park.

Located on 24 acres along one of Louisville's busiest corridors, the Louisville Auto Center is an attractive campus of individual Cadillac, Mitsubishi, Honda and Pontiac stores and satellite offices for GMC Truck, BMW and Volkswagen outlets located in other parts of the city.

The cluster of modern buildings of brick, steel and glass set on well-manicured grounds looks more like a new suburban office complex than a car dealership, more like individual department stores than a mall.

"The mall idea looks good, and we talked with a lot of people about it, including manufacturers," Swope says. "The manufacturers told us that they believed each line needs its own, distinct image, and they were right. We have found that this is the way to maximize both gross and volume.

"We probably don't have a lot more overhead than a mall, but our personnel costs are higher. But each store is fully staffed with people who sell just the lines at that store. They know the products better, and our profit opportunity is higher."

LOUISVILLE, KY.
7-1-88 Population: 967,000
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	31,614	33,647
Light trucks	14,837	14,491
TOTAL	46,451	48,138

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. S10	1,561	Chev. S10	1,549
Ford Ranger	1,341	Ford Taurus	1,448
Chev. Cavalier	1,172	Ford Escort	1,327
Toyota Camry	1,074	Ford Ranger	1,321
Ford Escort	1,056	Chev. Cavalier	1,098

From the very beginning, customers have liked the concept. The consolidated stores' sales volume rose in the first year and stayed about the same during 1990, a good record in a depressed national auto market.

"The manufacturers were very pleased with our facilities when they first saw them, although a few expressed concern that the buildings were too much for the product," Swope says. "We stopped their fears through gross."

Manufacturers play an important role in Swope's business; that is evident by the number of times he refers to them in conversation. And the manufacturers' arguments against the mall option played a definite role in his decision to build the Louisville Auto Center.

Says Swope, "We have a philosophy here: 'You never win a fight with manufacturers.' We have always had a good relationship with them. Our mutual success relies on our spirit of teamwork and what comes out of it."

It might seem that Swope's respect for the manufacturer/dealer relationship was forged during the four years he worked in the finance department at Ford Motor Co. in Dearborn, Mich. But Swope says the most important management tools garnered from that experience were finance and budgeting techniques that he still uses today.

Swope's respect for the power of teamwork most likely springs from the influence of his family. His father opened a Chrysler-Plymouth dealership in Elizabethtown, Ky., in 1951 and his father's brother, Sam, started Sam Swope Pontiac in Louisville in 1961. Dick's older brother, Carl, now runs the Chrysler-Plymouth dealership.

"I'm probably not that different from other second- and third-generation dealers who grew up living, eating and breathing the business," says Swope, adding that he feels he may have an advantage over some others. "This organization is the result of the vision and strong leadership of Sam Swope. I am the beneficiary of that, and that puts us in a good competitive position."

Having grown up in the business, Swope has seen recessions and knows how to respond to a downturn. But he says sales have not slumped at his dealership or in his market.

"New-car registrations are off only 4 percent from 1988. Louisville has been somewhat insulated, so I would have to say that business has been good here."

But he does acknowledge a change in the marketplace. "Our task as dealers is changing because it is less of a market driven by price advertising," he says. "To distinguish a dealership today means bringing the customer back with better service.

▶

FACE OF THE DEALER, 1991

"And it's no longer an issue of satisfying them; we have to make them enjoy the experience," he continues. "To do that, it takes good people who are trained in hospitality. Employees need to understand that customers want a warm, pleasant experience.

"That is why we adopted a training program used by the hotel industry. It focuses on customer service to help increase the perceived value of their visit."

Currently, Swope's hottest selling new cars are the Honda Accord and Pontiac Grand Am. He has a letter of intent to sell the Infiniti in Louisville, and by next fall Swope Automotive Group will have two Saturn dealerships — one that is already in operation in Orlando, Fla., and a new one in Louisville.

Memphis

New kid in town is doing fine, but it's a tough market

By T. Anthony Lamb
SPECIAL CORRESPONDENT

So far, Russell Gwatney's experience in Memphis has been like that of the rich kid who moves to a tough neighborhood in Brooklyn. The boys are bigger, and they play a little rougher.

But Gwatney, a 39-year-old second-generation dealer, seems to be

Russell Gwatney

Chevrolet, Saturn

standing his ground with his two Chevrolet dealerships and is poised for future growth now that the first of his three Saturn points in Memphis is open.

Gwatney came from Jacksonville, Ark., a suburb of Little Rock,

MEMPHIS, TENN.
7-1-88 Population: 979,300

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	34,843	41,640
Light trucks	18,393	21,046
TOTAL	53,236	62,686

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. C1500	1,724	Chev. C1500	2,091
Toyota Camry	1,589	Toyota Corolla	1,864
Ford Ranger	1,531	Ford E'line	1,580
Ford F150	1,407	Ford Escort	1,556
Honda Accord	1,383	Toyota Camry	1,524

where his family owns Gwatney Chevrolet, a high-volume operation. The Arkansas dealership has been so dominant that in 1990, a down year for most dealers, it was only five units short of its record for new-car sales.

With 30 years of success in Arkansas, Gwatney and his father decided to enter the Memphis market in 1988 by buying an existing Chevrolet point.

Suddenly, they were outsiders, a small dealership among giants. Competitors included a regionally dominant Chevrolet market leader, one of the nation's largest import dealers and a couple of the country's largest megadealer families.

"We thought that success in Memphis would be as easy for us to attain as it was in Arkansas," recalls Gwatney. "But that is definitely not the case. This is a very competitive market. There are so many good dealers here, larger dealers. They are professional car people, and many have dozens of dealerships.

"Instead of being the largest, I'm the little kid here. It's much harder to make inroads than we imagined."

Despite that tough competition, Gwatney increased his presence in Memphis by purchasing another Chevrolet dealership in 1989. The strategy was to create a synergy between the two dealerships, which are 18 miles apart.

"In the short run, it looks like our strategy has hurt us," says Gwatney. "We seem to be competing a little with ourselves, with one store being up for the year and another being down. I'd say we've about broken even.

"But compared to what the previous owners of the stores did, we are doing all right. But I believe it's just a matter of time. We really haven't given it enough time to work or get all our systems in place."

If Gwatney does not succeed, it won't be because he didn't work hard enough. In each of his three years in Memphis he has opened a dealership; in 1990 he built a Saturn facility.

"The most strenuous work I can remember in the three years is the week we held interviews for Saturn salespersons," he says.

"More than 120 people came in and filled out applications. We followed Saturn's way of hiring people by showing candidates presentations about Saturn. And we reduced the candidate pool to a smaller number. I'll bet we spent a hundred hours in a week just hiring people."

Gwatney believes that working hard combined with working smart is paying off.

"We have a great sales team at Saturn, and I think the Saturn criteria we used for hiring people is right on target," he says. "I wouldn't have believed it, but only three out of the 10 people we hired had ever sold cars before.

"Then, instead of focusing on trade-in values and prices, we spent 25 days teaching the product and the Saturn way to do business, and only two of those days were for talking about price and trade-in value.

"We've been open three months, and our customers have been extraordinarily complimentary about our sales staff. If this works here, we are going to take this training model to our other stores."

Gwatney says that Cavalier, Corsica, Beretta and almost all trucks are selling well in Memphis, and no Chevrolet model is doing unexpectedly poorly.

Miami

Ex-pitcher makes the majors in a tougher game

By Jack Walsh
SPECIAL CORRESPONDENT

Thom Lehman never made it to the major leagues in baseball, although he was only a "pitch" away. But he's made it to the big time in auto retailing, and he's finding that it's as tough or even tougher to compete in the automotive world.

"The car business today is the toughest since I've been in it, more than 20 years," says Lehman, owner and president of Hallett Pontiac-GMC in Miami. "The No. 1 problem is the Middle East. The economy here is weakening, and consumers are leveraged to the hilt — credit cards, high mortgage payments and long-term financing on their cars and trucks.

"But at age 43, I enjoy the challenges," he says. "Competition is getting tougher — major league all the way. Maybe it's my background in sports that makes me determined to stick it out."

Lehman expects new-car sales to continue soft until this summer or fall, but he says light trucks have been selling well and should continue to do well in 1991.

Baseball and the auto business have been in Lehman's blood since his school days in the early 1960s

MIAMI-HIALEAH, FLA.
7-1-88 Population: 1,813,500

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	118,540	122,388
Light trucks	28,349	28,571
TOTAL	146,889	150,959

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Pont. GrndAm	5,765	Chev. Cavalier	5,517
Geo Prizm	4,859	Pont. GrndAm	5,442
Cad. DeVille	4,853	O. CSupreme	4,857
Honda Accord	4,161	Chev. Corsica	4,838
Chev. Corsica	4,080	Honda Accord	3,962

in the Buffalo (N.Y) area. Ed Hallett, a friend of his father's, operated a Don Allen Chevrolet dealership in Buffalo and hired Lehman to do odd jobs.

"I started working for Ed when I was 13 years old," Lehman recalls. "During high school summer vacations, I worked in the dealership in the daytime and pitched for teams in several leagues at night and on the weekends."

Lehman received a baseball scholarship to the University of Miami in 1965. He also had a standing offer from Hallett: "Anytime you want to get into the car business, I'll provide the training, and you can eventually have your own dealership."

After graduation from Miami with a marketing degree, Lehman was drafted in 1969 by the National League's Houston Astros and pitched in their minor-league system until 1971. "At that time, they sent me a Triple A league contract, and I was expecting one to join the Astros," he says. "They wouldn't trade me or release me, so that ended my baseball career."

Thom Lehman

GMC, Pontiac

Meanwhile, Hallett had purchased Sunshine Pontiac in Miami in 1967, and Lehman had worked in the business office during vacations and after the baseball season.

"After turning down the Astros' contract, I told Hallett I was ready to begin his training program," Lehman says. "My first job was dispatcher in the service control tower. I was a little skeptical after looking at my first paycheck. With my degree in marketing, I thought, what am I doing here?"

During the next six years, he worked about every job in the dealership.

"I moved from dispatcher to car and truck make-ready, assistant business manager and later manager, assistant parts manager, service adviser, new and used-car sales, F&I, accounts payable and receivable and prepared financial statements," he says.

After a month at the General Motors dealers' sons' school in Flint, Mich., late in 1976, Lehman continues, "I was appointed general manager, and I became a partner in the firm and bought my first shares in 1978. Ed told me he wanted to keep 51 percent of the business, and my goal was to get to 49 percent as quickly as possible."

Hallett died unexpectedly at age 59 in 1980. Lehman owned 25 percent of the stock at the time. "Other dealers were interested in acquiring the business," he says. "With my 25 percent interest, I qualified with GM and was awarded the franchise. I completed the buyout in 1986."

Hallett took on the GMC light-truck line after moving to the Dixie Highway location in 1970, but gave up the franchise in 1972. "After Ed's death, I acquired a GMC franchise from Bill Grant, a Miami Ford dealer," Lehman says. "It's been a good addition, especially with the public's growing acceptance of the wide selection of trucks, which have most of a car's comfort and luxury features."

Lehman has no plans to change the dealership's name. "Hallett Pontiac had a good reputation in the community for all-round service," he says. "It's not that important that my name be on the building. Besides, there are other Lehman dealerships in this town." The other Lehman — Bill — handles Buick and some imports, and is no relation to Thom.

Lehman attributes his success to "long hours, hard work and a dedicated work force. I'm here daily, usually at 8 a.m. and often until 8 p.m., and I'm involved in every phase of the business. I have good people running each department. Basically, my job is to oversee, advise and direct."

He blames manufacturers for many of the problems that dealers face in today's fiercely competitive market.

"Rebates and other incentives that vary widely from model to model and the sameness in the vast number of nameplates on the market have thoroughly confused the public," he says. "And high prices have forced too many buyers into long-term financing to keep monthly payments at manageable levels. Most people finance their purchases for five years, and many still owe more than the vehicle is worth after 60 months."

Unit sales of new cars at Hallett Pontiac-GMC last year were the lowest in five years, according to Lehman, and volume was down in most other profit centers. Truck deliveries, on the other hand, were higher in 1990 than in any of the previous four years.

New-car sales last year totaled 503 units, Lehman says, compared with 671 in 1989; 1,041 in 1988; 919 in 1987 and 1,093 in 1986. Deliveries of new trucks in 1990 totaled 238 units, compared with 185 the previous year; 178 in 1988; 149 in 1987, and the former high of 212 in 1986.

Personnel and spending cutbacks have been necessary to offset the decline in revenue.

"We've cut back nearly 20 percent of the personnel in some departments without jeopardizing productivity," Lehman notes. "We haven't laid off any mechanics, but a couple of body shop employees have been dropped.

"With floorplan costs going out of sight, we've cut back our new-car inventory to a 45-60-day supply. We trimmed inventory costs by about 10 percent in 1990, and we had cut back in 1989, too. In better times, we normally carry a 90-100-day supply."

Lehman says he's counting on an increase in used-car sales to pick up some of the slack in 1991. "We hired a new, aggressive used-car manager in the fall, and volume picked up in his first 30 days on the job. There's a good market here for used cars and trucks.

"Our parts sales — wholesale and retail — have been strong and should continue this year. And because of our service reputation, we have a lot of good repeat customers. Shop volume should be a big help in offsetting a drop in new-car sales."

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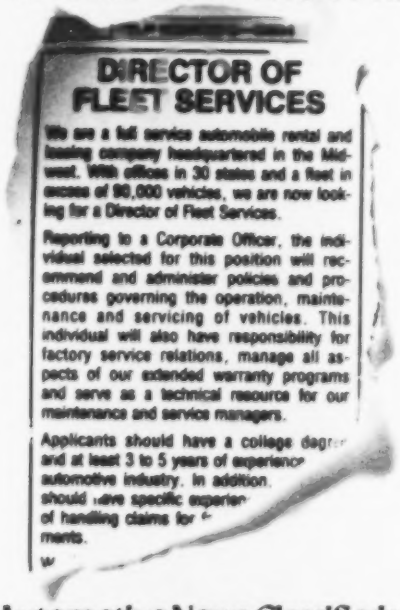
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FACE OF THE DEALER, 1991

Milwaukee

Boucher upbeat despite business, personal tests

By John McDonnell
SPECIAL CORRESPONDENT

If Gordie Boucher ever writes his autobiography, he might be tempted to call it *Somebody Up There Likes Me.*

Too bad Rocky Graziano beat him to the punch. There has been plenty of justification in the last couple of years for Boucher to use such a bold title.

Boucher (pronounced boo-SHAY) has been in the automobile

Gordie Boucher

Chevrolet, Lincoln-Mercury, Saturn

business 30 years. He acquired his first store 20 years ago and now owns two Chevrolet outlets (in Racine and Waukesha, Wis.) and a pair of Lincoln-Mercury dealerships (in West Allis and Madison).

But Boucher's mini-empire is about to become a great deal larger. He's been appointed the exclusive Saturn dealer for southeastern Wisconsin. In five years, if all goes according to plan, Boucher figures to be selling 2,500 Saturns annually.

MILWAUKEE, WIS.
7-1-88 Population: 1,398,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	58,532	63,062
Light trucks	24,073	24,264
TOTAL	82,605	87,326

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. Cavalier	2,481	Ply. Voyager	2,581
Ply. Voyager	2,443	Ford Taurus	2,459
Ford Escort	2,302	Ford Escort	2,316
Ford Taurus	2,256	Chev. Cavalier	2,271
Toyota Camry	1,886	Chev. S10	1,794

Of course, not all has gone according to plan so far. Slow initial production has meant only a trickle of cars into his Saturn of Waukesha, which opened last November. And though that limited number has meant that anxious customers have been willing to pay full sticker to get their hands on the new marque, the volume is not yet anywhere near the initial planning potential of 55 a month.

With an investment of $1.2 million at stake, one might expect to find Boucher running in place on the ceiling in frustration. To the contrary, he is relaxed and smiling.

"I don't get upset over things I have no control over," he says. And he's sure the Saturn folks will do right by him and other dealers who have been shackled by the slow startup in production.

"The whole Saturn concept is based on teamwork — a mutual trust and partnership between the factory, the dealers, our employees and our customers," Boucher says. He thinks the Saturn approach to selling and servicing cars could revolutionize the retail automobile business.

He's already borrowed one Saturn idea for his other dealerships.

"That idea is empowerment — giving your employees more decision-making responsibility," he says. "We used to run a pretty tight ship around here, but now I'm convinced that all wisdom doesn't reside in the dealer or the general manager."

The result has been a marked improvement in employee morale. Customer requests and problems are solved a lot quicker. And when new dealerships are built, Boucher figures those dealers would be wise to adopt Saturn's recommended frugal approach and not put up what too often can become mausoleums.

His Saturn store, for instance, has 14,000 square feet of floor space on a two-acre site. Contrast that with the average 30,000 square feet and eight acres that his Chevrolet and Lincoln-Mercury outlets occupy.

Saturn's top-to-bottom training program for all dealership personnel is another major plus that Boucher believes should be adopted by other makes.

When his Saturn volume reaches its full potential in five years or so, he figures to be operating two full-sized stores and a pair of service locations that will have mini-showrooms. He's already begun negotiating for land for the second store.

Being the only Saturn dealer within hailing distance should make for a firm pricing policy.

Just how firm is open to question. Prospects still have the option of shopping competing makes. If they find Saturn prices firm, but other makes willing to offer discounts, they might go for what appears to be the "better deal."

Years of rebates and other discounting practices have made buyers reluctant to pay full sticker when they figure that a discount is just around the corner. Still, having an exclusive franchise for a particular make, especially if it is well received by the public, is something most dealers can only dream about.

But it's not the prospect of a real-life game of Monopoly that Boucher is most grateful for. A year ago, he didn't know if he'd even be around to see things grow.

Boucher was sitting at his desk one day in January 1990 and noticed that he couldn't hold a pen in his hand. He dismissed it at first, but then his other hand became weak, and he knew something was seriously wrong. By the time he was whisked to the hospital, the symptoms had grown worse. His mouth was starting to sag on one side.

"I figured it was a stroke, but the doctors determined right away that it was something called Guillain-Barre syndrome," he said.

Boucher got worse before he got better. Guillain-Barre is a paralyzing nerve disorder, and soon he was paralyzed from his nose to his toes. Recovery involved two months in the hospital and two more in a wheelchair, plus hundreds of hours of rehabilitation therapy.

Boucher figures he's about 90 percent recovered. His work days are a little shorter, made possible by family members who have helped keep the business going.

When Boucher was hospitalized, his son Frank, who had been running the Chevrolet dealership in Racine, jumped in to oversee operations at the other Chevrolet store and the two Lincoln-Mercury outlets. Daughter Julieanne, who had worked at the Boucher-owned ad agency that handles the dealerships' accounts, went to the National Automobile Dealers Association's school for prospective dealers. She's now running the Saturn store.

New-car volume at the Boucher stores totaled about 5,000 units last year, off slightly from the record sales of 1989. Business at the Lincoln-Mercury stores was off nearly 20 percent, but Chevrolet held about even, Boucher says.

Although the Milwaukee market has never been a volatile peaks-and-valleys one like some other sections of the country, business has been soft. Final registration figures for 1990 are likely to show overall sales in the metro area off more than 10 percent from 1989.

To soften the impact on his own business, Boucher has beefed up his service and parts business (it was up 10 percent at his Lincoln-Mercury outlets) and extended his hours to evenings and Saturdays to lure more customers.

There hasn't been any need to cut back the payroll. Boucher said he doesn't load up on personnel when sales go up, so he doesn't have to eliminate any jobs when sales slacken. He has temporarily reassigned some of the staffers at the Saturn store to his other facilities, but it's only a matter of time before Saturn of Waukesha assumes a dominant role in the mix.

And now that he's licked the illness that felled him last year, time is something that Boucher has plenty of.

Minneapolis

A little fun in ads brings recognition and more sales

By Dave Phelps
SPECIAL CORRESPONDENT

Jim Paul likes to poke fun at car dealers. That wouldn't be unusual if Paul were a stand-up comedian. But he's a dealer himself and has had a fair amount of success with his self-mocking approach at Valley Oldsmobile-Pontiac-GMC in Apple Valley, Minn., a suburb of Minneapolis.

With a series of unique radio ads, Paul has attempted to set him-

Jim Paul

GMC, Oldsmobile, Pontiac

self apart from the dealers who flood the airwaves with gimmicks and dress up their lots with bunting and balloons.

"You know, I signed up to be a car dealer . . . not to join the circus," Paul says in one of his radio commercials. In another, he says: "When I see those guys in Uncle Sam hats shouting at people on TV, I get embarrassed. I really do."

Paul says he gets results with his approach; 1990 was a record year, despite a slowing economy. And he says he has no plans to change in the future.

"I don't know that this business is as complicated as we make it," he says. "You pick up some people skills, you learn that the public's going to have to trust you and get along with you if they're going to buy anything from you. I think when we try to get a lot more scientific than that, we probably get ourselves in trouble."

Paul, 41, grew up in the Minneapolis suburb of Minnetonka. During his last year at the University of Minnesota, he began selling cars at nights and on weekends for Suburban Chevrolet, where his father was service manager. Paul concluded that the business of car and truck sales was preferable to anything else he saw.

"I was nearing graduation and found myself standing in lines with hundreds of other students interviewing with companies that had one or two positions somewhere on the West Coast. I realized that the jobs I was applying for weren't as good as the one I had," he says.

Paul was a salesman for Harold Chevrolet in a Minneapolis suburb before becoming truck sales manager, new-car sales manager and finally general sales manager.

After 12 years at Harold Chevrolet, Paul received a partnership offer from the man who gave him his first job in sales, Bernie Wagnild. In early 1986, they purchased Valley Oldsmobile-Pontiac-GMC.

"The CSI was among the lowest in the region, and that covers three or four states, depending on the division," Paul recalls.

Paul revamped the sales force and the service department during the next eight months to improve customer satisfaction, raise the dealership's profile and increase sales.

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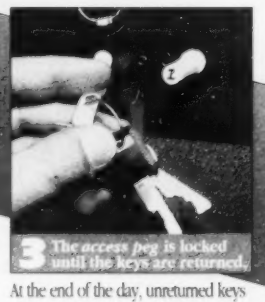

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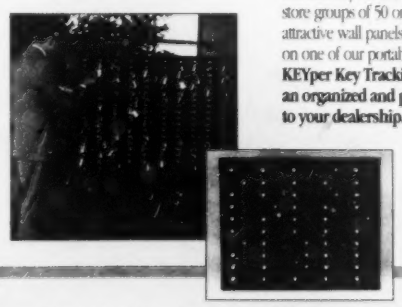

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FACE OF THE DEALER, 1991

MINNEAPOLIS-ST. PAUL, MINN.
7-1-88 Population: 2,387,500
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	100,555	124,000
Light trucks	49,264	59,674
TOTAL	149,819	183,674

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford Taurus	8,371	Ford Taurus	9,679
Ford F150	4,411	Ford F150	5,726
Dodge C'van	3,956	Dodge C'van	4,972
Ply. Voyager	3,620	Olds. Cierra	4,843
Chev. Lumina	3,376	Ford E'line	4,581

1986, Valley sold 800 new cars and trucks, 450 used vehicles and did $16 million worth of business. In 1990, Valley sold 1,000 new cars and trucks, 800 used vehicles and sales reached $26 million, up from $24 million in 1989.

"Now, we're way above the average in CSI in all three (GM) divisions," Paul says.

Paul began his unique advertising campaign three years ago, after he felt confident that the dealership had the right people in place to live up to an image campaign. With the help of radio whiz Craig Wiese, who runs a Minneapolis radio production company, Paul concocted a set of spots that quickly set him apart from other dealerships in the area and ultimately won several awards, including a 1988 National Automobile Dealers Association award for best automotive radio campaign.

"We put together a campaign that tells what we are, who we are, what we do, and it sets us apart from most of the clutter, most of the screaming, shouting double rebate type of advertising," Paul says. "It's worked very well for us. It's mentioned frequently by our customers. They say the place operates like we say it operates. Contrary to common opinion, there are a lot of honest car dealers who are good businessmen and who are pillars of the community. But they have a hard time finding an avenue to express that."

Paul said 52 percent of Valley's new-car sales last year were to people who live outside the dealership's principal trade area. Since Valley Olds is located in a suburb in the extreme south end of the Minneapolis-St. Paul metropolitan area, Paul said the draw of customers from as far away as the Twin Cities' northern suburbs has to be because of radio advertising.

A new Valley radio ad is released about every three months, he says. "We've poked fun at the car business and car advertising," he says. "I don't think we've been mean-spirited. Granted, a few dealers have taken offense and think we're doing something that's anti-industry. But I think it's been kind enough, gentle enough, where we shouldn't be offending anybody. If you can't laugh at the kind of advertising in the car business, you don't have a sense of humor."

While sales and volume have grown since Paul and Wagnild took over, the owners have approached business conservatively, especially in terms of inventory. Paul says dealers learned their lesson about controlling floor plan expenses in 1989. In 1990, dealers became more conservative, he says.

"Everybody paid way too much floorplan interest in 1989," he says. "Rather than trying to sell 100 per month while stocking 400, we decided to sell 80 or 90 a month and stock 200 or 250."

Paul says he expects to approach 1991 even more conservatively — especially in light of economic uncertainties at home and the crisis in the Middle East.

He says General Motors dealers are confused about GM's plans for the future and its grand strategy for the marketplace. Dealers want to know if GM intends to regain some of its lost market share or dig in its heels to prevent loss of further market share, he says.

Paul says he no longer can assume that new-car sales will be his main profit source. As a result, the dealership is turning to its service, parts and body shop and used-car department to pick up the slack. He hopes to avoid any layoffs.

"I'm not thrilled with the whole premise of rebates and dealer incentives," Paul says. "There are better ways to market an automobile. Everybody accepts the fact that people walk in and get sticker shock. It would appear that we have a lot money built into that sticker for rebates, and we've created some of the sticker shock."

As a GM dealer, and specifically an Oldsmobile dealer, Paul thinks GM must target its marketing efforts better.

"I think part of Oldsmobile's problem is they were so strong and did so well that when they started to lose market share they didn't perceive it as anything other than a blip in the curve," he says. "They were a little slow reacting to what was really a crisis."

Montreal

Out on his own, son finds the fun of being a winner

By Marc Lachapelle
SPECIAL CORRESPONDENT

"I hated the car business when I worked in my father's dealership: He put me to work in service and I hated it," recalls Jean-Claude Gravel. "I hated filling out work orders. I hated selling cars. I just hated all of it."

MONTREAL, QUEBEC
6-1-90 Population: 3,068,100
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	138,260	152,348
Light trucks	32,692	37,246
TOTAL	170,952	189,594

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Civic	10,932	Honda Civic	8,346
Honda Accord	6,944	Ford Tempo	7,804
Chev. Cavalier	6,472	Chev. Cavalier	6,612
Toyota Corolla	5,932	Mer. Topaz	5,781
Ford Tempo	5,823	Pont. Sunbird	5,640

But hate it or not, selling and servicing cars got into his blood. He had been working in father John Gravel's successful Chevrolet-Oldsmobile dealership, part- and full-time, in various capacities since the age of 14. In 1978 he and his brother Roger bought the family business, but four years later he sold back his share.

Soon after, at age 26, Gravel took over a small Pontiac-Buick-

Jean-Claude Gravel

Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac

Cadillac dealership in St. Jean, Quebec, some 25 miles from his father's Saint Lambert dealership, located on Montreal's South Shore.

"At the time, the dealership had 17 employees and it was selling 225 cars a year; I had no comptroller, no sales manager, no used-car manager, no one running the body shop" says Gravel. "With a newborn little girl at home, I had mortgaged the house, sold all the stock I had, and convinced the bank manager to front the rest without any personal guarantees to offer. There were no two ways: I had to make money the first day."

He did, and he was hooked at last ". . . because I was alone and it was my money. I did everything for a while at the dealership, seven days a week. I didn't know a soul in St. Jean, but I found my way into every social event or party in town."

That first year, the young dealer had forecast profits of $20,000 and a salary of $40,000. The business made $185,000 that year, $385,000 the second and more than a half million the two following years. From little more than 200 cars a year, annual sales grew to 600 new and 400 used cars.

Then one day, as Gravel was sailing off Cape Cod: "I told my wife I wasn't happy. I had taken three months vacation that year and rented a super sailboat and yet, I was fed up with my job and fed up with vacations. Here I was, 30-years-old, making $40,000 a month, much more than I managed to spend, but there was no challenge left in it for me."

Soon after, General Motors called up with an offer to take over another South Shore dealership. That prompted brother Roger to offer Jean-Claude a new form of partnership where the two would jointly own both dealerships bearing the name Gravel. "It got me going again," he said. "That's when I decided that I would never again let myself lapse into a comfort zone."

Things have happened quite fast ever since. In 1989, it was older brother Roger's turn to want out, eager to pursue interests in other fields. A deal was struck between the Gravel brothers, making Jean-Claude the majority shareholder. He was gradually on the way to total ownership and sole operator of the two South Shore dealerships.

Then, an opportunity arose to acquire a major dealership located on Ile Des Soeurs, right across Champlain Bridge over the St. Lawrence river from Gravel Chevrolet-Oldsmobile's new Brossard location.

Champlain Pontiac-Buick-Cadillac had once delivered as many as 4,800 cars in a year, but sales had plummeted to 1,000 units since. Gravel met Champlain's former owner on November 23, 1989, and moved in with his troops on December 1. GM required that Gravel sell his dealership in St. Jean. There, young Michel Rondeau took over after working his way up from the parts counter under Gravel's tenure.

The Ile des Soeurs dealership, only a five-minute drive from the heart of Montreal, was turned around in spectacular fashion during the course of 1990, in spite of the economic situation. Gravel is not surprised, even though he says that "99 percent of the people in the industry thought we wouldn't make it. We knew the place had serious problems, but our dealership in Brossard also had a problem with CSI when I took over and it is now ranked second in the Montreal region."

Gravel believes his greatest quality is an ability to create a good working environment. "Our strength is in operations; I could do nothing without my people. Who am I to tell a specialist how to do his job? I just try to provide them with the best tools and conditions possible," he says.

"In Ile des Soeurs, for example, I moved in with five of my 11 directors and we implemented the same methods that had succeeded in Brossard. There, the break-even point in sales went from 98 to 12 vehicles a month and in Ile des Soeurs, we have already brought it down from 125 to 40.

"Low operation costs and customer satisfaction are the secret when you consider that profits on new cars are the same amount as in 1971 — with prices five times higher."

Gravel is adamant about the vital importance of service, added to the two main elements of success in his view: location and reputation. "Just consider that in a market that was down this year by 10 to 25 percent, our sales in Brossard grew by 8 percent, mainly because of our reputation for service. Sales were down by 20 percent in Ile des Soeurs, but I believe it will take two years to rebuild customer confidence in the dealership."

Some may have pessimistic views on the future of the car business in the coming years, but such is not the case with Gravel. "When I sit down with my directors, we are looking ahead over a fifteen year period. That makes you less worried about the short term," he says. "Of course, we expect two or three bad years among these, but this approach gives you the confidence to keep investing and progressing as planned even when the going gets rough and others just think of cutbacks, or worse."

Along these lines, Gravel and his people are working on two or three major projects for the coming year. Some could become major innovations for a Canadian operation. "With the Free Trade Agreement, the business is bound to change drastically in the coming decade," says Gravel. "So, I am always ▶

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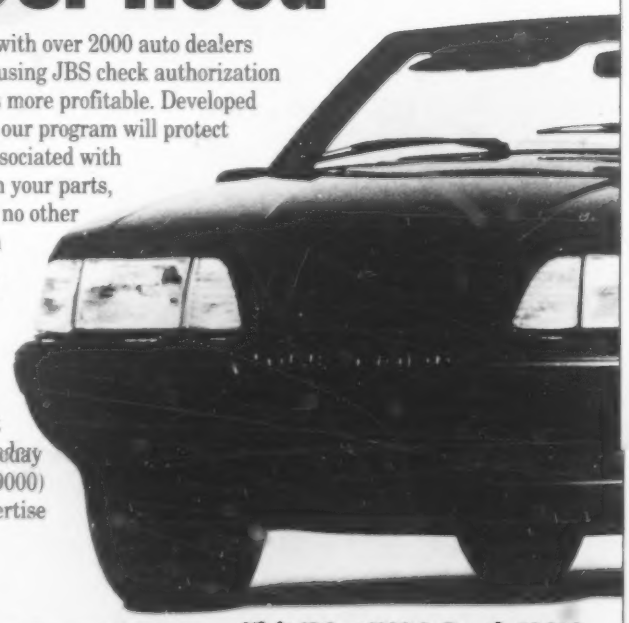

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FACE OF THE DEALER, 1991

looking for new trends here and abroad. But at the same time, among other things as president of the Quebec GM Dealers' Marketing Group, I try to help find better ways of reaching the Quebec buyer. We think and do things differently here than in other parts of the country."

What does this 34-year-old father of two (a daughter now 8 and a 5-year-old son) see for himself 15 years ahead? "If all goes according to plan, my directors will own 50 percent of the business at that point; they could buy me out and I could stay on as chairman of the board or as an advisor. I imagine sometimes that I will want to slow down and enjoy life a little more at 50, take more time off and see less of the day-to-day action, but my friends tell me it will never happen."

Newark

Van Duren strikes gold by mining niches

By Stephanie Stokes
SPECIAL CORRESPONDENT

From his youth on a farm in rural northern New Jersey, Raymond Van Duren well knows that big things can grow from small seeds.

His experience as an auto dealer has taught the same lesson: The tiny dealership from which Van Duren sold Chrysler Corp. imports in the 1960s has grown to include 12 franchises in two states — among them, the nation's largest Saab store.

That kind of growth doesn't necessarily succeed unless it's been carefully nurtured.

"We're not expanding out of our control," says Van Duren, whose Ramsey Auto Group stores in New Jersey are located within a four-mile radius in Ramsey — a borough near the New York state border — and neighboring Upper Saddle River, N.J. "I attribute everything to hard work and total control."

NEWARK, N.J.
7-1-88 Population: 1,886,200

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	112,276	121,458
Light trucks	24,687	28,006
TOTAL	136,963	149,464

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford Taurus	5,896	Ford Taurus	7,448
Ford Tempo	5,767	Ford Tempo	4,541
Toyota Corolla	4,639	Mercury Sable	4,143
Toyota Camry	4,211	Honda Accord	3,934
Honda Accord	4,088	Toyota Corolla	3,779

Raymond Van Duren

Alfa Romeo, Chrysler, Eagle, Hyundai, Infiniti, Jeep, Mazda, Mitsubishi, Plymouth, Saab, Subaru, Volvo

Despite the current tough selling climate in New Jersey and nationwide, Van Duren is continuing to grow in hopes of better times ahead. In December, Ramsey Auto Group opened an Infiniti store in Ramsey, and two months earlier acquired an existing Mazda store and added a Hyundai franchise.

The Infiniti franchise is Van Duren's second. The first opened in late 1989 on Federal Highway in Lighthouse Point, Fla., where Van Duren in the past four years has established Saab and Alfa Romeo stores.

"Infiniti has been good," Van Duren says. It's a franchise he's proud to have been selected to open. "It's the car of today — a lot of value, low maintenance, lots of customer service. And the manufacturer's helping us to do what had to be done."

Van Duren runs Ramsey Auto Group with a niche strategy, concentrating on selling smaller-market cars. "We've always had a franchise that you have to work on — it's made us stronger," he says.

Van Duren, 49, grew up on a farm in Wyckoff, a once-rural borough just south of Ramsey. His first foray into the car business came during high school, when he worked in the repair shop of a used-car lot in working-class Elmwood Park.

He eventually bought into the business, but when it came time to renegotiate the lease, Van Duren decided he would be better off moving elsewhere. So in 1966 he set up his own shop on state Highway 17, the main thoroughfare in thinly developed Ramsey, repairing used cars during the day and selling them at night.

Since Ramsey wouldn't license used-car dealerships, Van Duren launched his business for $5,000 by acquiring the least-expensive new-car franchises he could find: Chrysler's Rootes Group cars from Britain and Simcas from France.

Every few years, Van Duren added to his stable of offbeat franchises. In 1968, he began selling Subaru, then still a newcomer to the U.S. market and imported by a firm based in South Jersey. Three years later, the Ramsey Auto Group took on Fiat and soon became the nation's largest Fiat dealer — a run that ended when the Italian automaker stopped exporting cars to the United States in 1981.

In 1979, Van Duren added Saab — echoing his Fiat success by becoming the nation's top Saab dealer in 1984 and remaining near that spot since. Other additions include Yugo in 1985 as well as Chrysler-Plymouth (which replaced the Fiat franchise), Jeep-Eagle, Alfa Romeo, Volvo and Mitsubishi.

All the dealerships are at the north end of Route 17, one of North Jersey's most heavily traveled state highways and a key truck, commuter and shopping corridor.

The past two decades have seen a development boom transform the area surrounding Van Duren's business. "We're a hometown dealership, even though we're on the highway," Van Duren says.

The dense circle of dealerships allows Van Duren to keep a close eye on the business, with as many as two or three visits to each outlet each day.

"I'm a hands-on dealer," Van Duren says. That means long hours — 55- and 60-hour work weeks. "Obviously," he adds, "we have to work harder than we have in the last three or four years."

The long hours and hard work have kept Ramsey Auto Group profitable in the past year, even as New Jersey slipped into recession during the summer.

For the 1990 fiscal year, which ended in November, gross revenue from new cars was $66.9 million (excluding projected revenue from the new franchises) with 2,827 new units sold, according to Ramsey Auto Group Vice President Leigh Rzasa.

Revenue was up slightly from 1989, when gross sales from new cars were $66.2 million. Unit sales were off nearly 15 percent from a total of 3,310. In 1988, revenue was $68 million on sales of 3,605 new units.

Throughout the Garden State, new-car and truck sales are down about 10 percent, according to the New Jersey Department of Motor Vehicles and the New Jersey Automobile Dealers Association.

To get through the squeeze, Van Duren is pursuing various money-saving strategies.

"We've had to cut overhead and watch spending," he says. "People have to produce more and are expected to do a little bit more." The auto group currently has about 260 employees in New Jersey — including two of Van Duren's three children.

Van Duren says the auto group works to keep motivation high and turnover low by hiring inexperienced salespersons, training them in-house and giving them the opportunity to work their way up through the ranks.

And despite the nation's grim economic picture, Van Duren is optimistic about the car business. "I think we will have an upswing this spring," he says. "People have to buy cars — their cars are getting old — instead of paying expensive repair bills."

After 25 years, Van Duren hasn't grown tired of selling. He says it's hard to stay away from the showroom floor.

"You have to enjoy this business — it's a tough business," he says. "We make it a fun business: No one calls me 'Mr. Van Duren' — it's 'Ray.'"

New Orleans

Cadillac man added Suzuki line and beat oil bust

By Janet Plume
SPECIAL CORRESPONDENT

M.R. McIlwain may appear a bit old-fashioned in an age that markets sizzle instead of steak. But as far as the veteran Cadillac dealer is concerned, the basic tenets of good business never go out of style. Good service has been McIlwain's trademark since he first opened his Cadillac dealership 20 years ago in the suburb of Kenner.

"Dealers should always be concerned about service," McIlwain explains. "It's what keeps us in business." And staying in business has been foremost on the minds of most car dealers in New Orleans since the oil bust flattened the local economy in the mid-1980s.

The survivors hung on by sweating through some of the toughest streamlining programs they had ever undertaken. Labor was cut to a minimum, marketing shifted, and new lines were added to meet demands of a more austere buyer. In McIlwain's case, he added a Suzuki dealership late in 1989 when property adjoining his went on the market.

M.R. McIlwain

Cadillac, Suzuki

"I had been wanting to add another line for some time," McIlwain said. "But I never had the room." The additional property hiked the land size of his dealership to some five acres. His expansion turned out to be timely, because the only other Suzuki dealership in the city closed in 1990, and overall sales posted their largest gain since the oil bust in 1986.

McIlwain liked the Japanese line because it had just started to expand into sedans and other product lines, diversifying from its personal-sport-utility vehicles, the Sidekick and Samurai.

"The Suzuki line fit in perfectly with what I was looking for: a non-competitive line at the other end of the Cadillac," McIlwain said. "They seem to be popular with the economical buyers, as second cars and for kids for school."

In 1990, McIlwain sold 679 new ▶

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		Mitsubishi
		Subaru

Antioch, CA	Oakland, CA		Seaside, CA
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NEW YORK LONDON LOS ANGELES

FACE OF THE DEALER, 1991

NEW ORLEANS, LA.
7-1-88 Population: 1,306,900
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	39,137	43,859
Light trucks	18,115	17,493
TOTAL	57,252	61,352

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Toyota Camry	1,986	Hyundai Excel	1,923
Honda Accord	1,901	Toyota Camry	1,907
Toyota Corolla	1,402	Honda Accord	1,838
Ford Taurus	1,345	Ford Taurus	1,688
Chev. C1500	1,322	Chev. Cavalier	1,503

cars — of which 70 were Suzukis — and more than 500 used vehicles for a volume increase of some 15 percent over the previous year. "The Suzuki sales were about what I expected the first year," he said. "As far as the Cadillac sales went, I was very pleased. I think it's a real sign this area is beginning to recover."

McIlwain realized that a combination of the market's downturn and the escalating price of cars shut many families out of the new car market. To counter the shift in buying demand, he beefed up his used car inventory.

The West Texas native supplements his used car inventory with units from factory auctions after manufacturers buy back daily rentals and fleet cars.

"We realized people were putting off new car purchases and tending to repair rather than replace," McIlwain said. "Our service department became crucial to the business. And when people did buy, they were more frequently looking for used cars."

Besides the hike in volume, his sales in 1990 failed to reflect the traditional seasonal buying habits, McIlwain said. As far as McIlwain is concerned, the trend is additional proof that the local market is recovering.

"We usually see strong buying patterns in the spring and in October and November after the new cars come out," McIlwain said. "In 1990, every quarter had higher sales than the previous one."

McIlwain expects the trend to continue at least through the first quarter of 1990. But like most businessmen, he hesitates to forecast too far ahead these days.

With new nameplates swamping the market and buyers delaying purchases, dealers face a basic problem.

"Each dealer is looking at taking a much smaller slice of a smaller pie," he said. "I would caution other dealers to watch expenses early in the game; to take a hard look at even fixed costs such as operating overhead." Another tactic McIlwain used to survive the depression involved reducing his inventory from a 90- to 100-day stock down to 60 days.

He slashed his advertising budget. "There's no sense spending money on advertising if people aren't out there in the market," McIlwain said.

While most manufacturers have hinged much of their advertising in recent years on rebates and incentives, McIlwain says his life would be a lot easier without them.

"We don't use the word rebate anymore," he said. "I think the time will come when Cadillac and other manufacturers will get out of the incentive business," McIlwain said. "We will get back into the car marketing business instead of marketing incentives.

"The problem with incentives is that people get hooked on them," he said. "They say, 'If you don't have an incentive now, then I'll wait until you do.' "

The biggest problem that incentives pose is the difficulty they present wnen the dealers tried to decide on the size of his inventory.

"We have a pretty good hand on seasonal demand," McIlwain said. "But when you don't know when the incentive is going to arrive, you can't know what the proper inventory is and you can't plan. Incentives have us out on the sales floor selling pamphlets instead of product," he said.

"But with the public on the hook, how do you get them off it without a tremendous withdrawal period?"

New York

Recession fears keep buyers on sidelines

By John A. Russell
SPECIAL CORRESPONDENT

Recession reared its ugly head in the New York market long before other parts of the nation felt its effects. The stock market crash in 1987 was the beginning of a seemingly continuous downward slide in the New York economy that has touched everyone. No segment has been spared.

NEW YORK, N.Y.
7-1-88 Population: 8,567,000
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	194,931	218,813
Light trucks	40,415	45,479
TOTAL	235,346	264,292

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Toyota Camry	11,664	Honda Accord	9,452
Honda Accord	10,082	Toyota Camry	9,220
Toyota Corolla	8,370	Toyota Corolla	6,678
Ford Taurus	5,564	Ford Taurus	6,612
Honda Civic	5,536	Pont. GrndAm	6,262

Eli Bloom, president of Bloom Pontiac in Queens and a member of the Pontiac National Dealer Council, has seen the car business at its best and its worst. He calls 1990 "the toughest auto market in many years." The reason is simple: Fear.

Throughout 1990, New Yorkers have received a constant barrage of bad news. Major layoffs in several of the area's principal businesses have contributed to the atmosphere of fear permeating the city.

Wall Street has gone through major retrenchments, sending thousands to the unemployment lines. The major banks have announced significant layoffs as they face heavy losses on bad loans. Major retailers have been on the ropes, some forced out of business. And real estate, the crown jewel of the speculative 1980s is tottering on the brink of disaster.

"Even if someone is comfortable," Bloom says, "they don't know how long they will be." He notes that every day, more bad news about the economy from the S&L crisis to the looming banking crisis, contribute to the general trepidation in the market. And the Middle East situation spreads double fear through the marketplace.

"People read every day about the financial problems and the Middle East," he says. "They feel that if they buy a car now, they'd be looked at as crazy.

"People are more budget conscious. They are holding onto their cars longer and would rather spend $600 to $700 servicing their old cars than $15,000 to buy a new car, particularly if their cars are paid off." Consequently, his service business is doing well, Bloom says.

But that is not unusual for Bloom's operation. Over the years,

Eli Bloom
Pontiac

he has stressed service, maintaining that a good service business helps dealers weather the storm, and for a single-franchise dealership like his, it is particularly important to have the back end turn profits in bad times.

Sales at Bloom's dealership are down. His best-selling models, Grand Am, Sunbird and Grand Prix, account for 60 percent of his sales.

And the Grand Am and the Sun- ▶

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FACE OF THE DEALER, 1991

bird indicate the psyche of the buyer today, Bloom says. They want lower-priced, nicely designed cars.

"Today, people are buying a car if they need one," he says, and the days of the impulse buyer are over. At least in the New York market.

Used cars also have become important. There is a greater emphasis on good, clean used cars, he says. Customers often decide not to buy a new car when they see the prices, and they look toward the used car, particularly low-mileage cars.

Bloom expects that trend to continue, and he describes the used-car market as stable.

Leasing also has become an important factor in the business. When Pontiac announced a $199-per-month lease program on the Grand Am at the beginning of the year, Bloom says he started getting telephone activity, which was encouraging. Especially because December was his worst month ever.

As a former president of the New York State Automobile Dealers and the Greater New York Auto Dealers Association and as a current member of their boards of directors, Bloom sees a crisis facing dealers in general.

Dealers today are facing terrible cash flow problems, he says. Some are in the worst shape in 10 years, from a cash standpoint. The cash flow problems have spread to import dealers as well as domestics.

Many import dealers are confronting problems that their domestic counterparts have had to deal with for years. Those problems include inventory management and floorplanning expense because of higher inventories.

Of course, during the go-go years of the 1980s, many dealers overbuilt their facilities and overextended themselves. That also will cause a consolidation as dealers retrench.

As for single-line dealers, Bloom says it is more difficult than ever to succeed with one make. He has taken on Saturn and is awaiting its introduction in this market. He is convinced Saturn will be the right car for the marketplace.

Despite all the doom and gloom in the New York market, Bloom says he is confident it will bounce back. The auto business always has, he says.

Yet, for the first time in his career as an auto dealer, he says he does not know when it will recover. Factors beyond the auto industry will influence the recovery. Bloom says his objective is "to be there" when the business does recover.

Norfolk

Kimnach bolstered defenses against recession, war

By Allen S. Roberts
SPECIAL CORRESPONDENT

At first blush, you'd figure Peggy Kimnach has one of the toughest jobs in the country.

Not only does her dealership face the usual trials of a recession, but it also is among those hardest hit by the war in the Middle East. From the Norfolk area, where the Pentagon maintains huge naval bases and airfields, about 35,000 personnel — who tend to buy American — have been called to Operation Desert Storm.

Also, Ford Motor Co.'s Norfolk plant, which builds full-sized

Peggy Kimnach

Ford

trucks and supplies a lot of customers, is suffering more than its share of shutdowns.

"We're hard hit now," Kimnach concedes. "Our area is suffering more than it would under normal recession conditions."

To make matters more complicated, Kimnach, 64, is "a woman in a man's world."

But Kimnach Ford Inc., the second highest-volume Ford dealership in the area after Beach Ford Inc. of Virginia Beach, is not about to buckle under all those pressures.

On the contrary, Kimnach expects to weather the storm better than most.

"I'm probably one of the only dealers in the area who has not laid off employees," Kimnach said. "I have not laid off the first employee and I don't look to. For a store this size, that's just unheard of."

NORFOLK-VIRGINIA BEACH NEWPORT NEWS, VA.
7-1-88 Population: 1,380,200

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	42,195	50,025
Light trucks	20,314	22,806
TOTAL	62,509	72,831

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	1,868	Nissan Sentra	1,922
Ford F150	1,741	Honda Accord	1,906
Ford Escort	1,617	Ford Escort	1,897
Chev. Cavalier	1,563	Ford F150	1,741
Ford Ranger	1,497	Hyundai Excel	1,593

Kimnach Ford learned its lessons the hard way, back in the recession of the early 1980s, and it's not going to make the same mistakes again, even as this recession combines with war to create unprecedented stress.

Long before the recession and the Persian Gulf situation took hold last fall, the firm took several steps to insulate itself:

- The dealership avoided over-hiring in the sales boom of the late 1980s, holding payroll to about 100 by training each employee to handle a wider variety of tasks.
- It strived to retain more of those employees, and thus recover the investment in training them, with financial incentives tied to performance.
- It diversified, stressing parts, repairs and body work, to cut its dependence on new-vehicle sales.
- It reached out to neglected consumers, particularly women, with auto care clinics and other promotions.
- It paid for those programs in cash, while paying off the last of its debts, to build a more recession-resistant balance sheet.

"We're not high rollers and big spenders," Kimnach said. "There's a difference between wants and needs, and I did only what the consumer wanted and what I needed."

Rather than going into debt to finance a fancy new showroom and offices, for example, Kimnach plunked down $2 million cash to restore her 30-year-old facilities. That left her free to invest in a new paint booth for the body shop, which now generates more profit than any other department.

"I'd love to have one of those massive things like the Lexus dealers, but no," Kimnach said. "I don't think the consumer cares whether you have carpet or marble or tile on the floor, as long as it's clean."

Kimnach Ford watched new vehicle sales dwindle 23 percent last year, to 773 cars and 894 trucks from 1,085 cars and 1,075 trucks. Used-vehicle sales also fell 23 percent, to 528 from 690.

But the dealership held the decline in revenue to 18 percent and actually increased profits — by a whopping 56 percent.

Kimnach Ford, which saw sales plunge below $20 million in the last recession, managed to post sales of nearly $34 million last year, down from $40 million in 1989. And while many dealerships slipped from profit to loss because of the free-fall in revenue, Kimnach doubled its after-tax profits to more than $700,000, or 2.1 percent of gross receipts, from about $450,000, or 1.1 percent of gross.

That gave Kimnach a return of almost 33 percent on its investments, nearly twice the average of 17 percent among 72 Ford dealerships in the Washington district.

Kimnach has come a long way since 1963, when she joined the dealership as a file clerk in the service department. She soon became secretary in charge of service and then went to technical school, which propelled her to manager of service.

In 1971, she married the dealership's sole owner, Charles A. Kimnach Jr. She continued to run service until 1984, when her husband was bedridden with illness, leaving her to run the whole show.

She's since served as president of the Tidewater Automobile Dealers Association and now serves as an economic adviser to Virginia Gov. L. Douglas Wilder.

"I ran parts and service for 20 years," Kimnach recalls. "I had to learn what it was to hone cylinder walls, to fit piston rings."

After local sailors began heading for the Middle East last fall, Kimnach reached out to the Navy wives left behind. She staged two car-care clinics at local bases, using actual parts — gummed-up valves, worn piston rings, shot oil filters — to demonstrate the wages of negligence. And it was not some male mechanic, but Kimnach herself, who spoke to the women.

"There are so many military wives left here," Kimnach notes. "A lot of them have no family here, no friends, and they don't know whom to trust."

While running such high-profile promotions, Kimnach also attends to the details behind the scenes, largely by listening to her customers and employees.

The recession and war and the intensive media coverage of events have scared most consumers away from the lots, Kimnach says. Although the reality may not be as bad as the perceptions, she adds, the result cannot be denied.

"I think the news has scared the living hell out of the average American," she says. "We've got doom and gloom, and who is interested in buying an automobile when we're looking at survival?"

Kimnach hopes that automakers will pay more attention to their dealers in the future.

"Some of the ones that had it so good have gone ass-backwards," she notes. "I don't think Ford's going to get fat, dumb and happy."

Meanwhile, Kimnach is going to continue to run her dealership her way — against all the odds.

"I don't think the manufacturer wants a dealer to be but so profitable," she says. "But if you work hard — and you've got to work it — you can be a profitable business."

Oklahoma City

Worst is over; Bolen says growth will continue

By K.L. Davis
SPECIAL CORRESPONDENT

Don Bolen shrugs off national warnings of a recession, banking trauma and real estate collapse.

"Oklahoma City is going to outpace the United States carwise," says the 46-year-old owner of Bolen Oldsmobile-Jeep-Eagle. "Current-model cars have a very good chance of being up 10 percent here this year, at the very least."

From his downtown dealership, Bolen expects to sell more than 1,570 new and used vehicles in 1991, up from 1,200 in 1990. His new-car prediction is about 900 for 1991, up from about 600 last year. He expects his new Jeep-Eagle lines to account for 250 of those sales, and he projects an increase of 5 to 10 percent for Oldsmobile if the war in the Persian Gulf ends in six months or so.

"Our customers aren't paying a bit of attention to this talk of recession," he says. "They take a look at all this talk of a 2 percent or 4

Don Bolen

Eagle, Jeep, Oldsmobile

percent downturn and they think, 'I've been through worse.' And they have. And financially, they're strong enough to survive it."

Bolen has first-hand experience with that. Through three generations, his family has sold cars in downtown Oklahoma City, but no decade brought his clan as much adversity as the 1980s.

In an economy whipped by plunging oil prices, a fallout in agriculture and a rash of bank failures, Bolen's new-car sales fell from an average of 150 a month in 1982, the last of the "oil boom" years, to about 60 a month in 1990.

"I mean, there were some months (in 1987) when I didn't sell 20 cars," he says.

While other dealers folded or merged, Bolen took strong steps to maintain his business.

- He trimmed employment from 120 in 1982 to 58 as sales dwindled. It now is 80.
- He tripled his advertising budget, from less than $100,000 in 1982 to $300,000 in 1990. He foresees increasing that by as much as $50,000 this year.
- He quadrupled his showroom space through the downturn, choosing to renovate a 24,500-square-foot facility rather than build a new location.

"I just thank God I don't have a $4 million to $5 million operation out on the highway," he says.

Bolen swallowed losses for four years through the mid-1980s and saw the value of his downtown real estate fall 50 percent.

"My dad told me this in 1987 — he said, 'Don, it wasn't this bad in the Depression.' And I mean it wasn't. At least then, there were still people willing to make deals."

Oklahoma City's fortunes began to change in 1989. As the Sooner ▶

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FACE OF THE DEALER, 1991

OKLAHOMA CITY, OKLA.
7-1-88 Population: 963,800
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	28,238	30,243
Light trucks	20,547	20,140
TOTAL	48,785	50,383

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. C1500	2,381	Chev. C1500	2,498
Honda Accord	1,636	Ford F150	1,353
Ford F150	1,372	Chev. S10	1,331
Chev. S10	1,296	Honda Accord	1,304
Isuzu Trooper	1,129	Pont. GrndAm	1,084

State economy showed signs of bottoming out, downtown became more accessible with the opening of the Centennial Expressway, which links the district with the metropolitan area's three main thoroughfares.

The dealership has since enjoyed two profitable years, though not close to the boom times. Sales in 1990 rose about 10 percent, which Bolen attributes in part to the expressway.

"It's like my favorite saying — 'You can't fall out of a basement window.' What else can happen around here? I've been saying that about five years, and it's certainly held true."

Bolen expects Jeep-Eagle to bring a 40 percent increase in his dealership's $7 million volume of new and used-car sales this year. With overhead rising only 15 percent, he projects that Jeep-Eagle will "translate to at least a 50-70 percent increase in profits."

The Chrysler Corp. franchises, acquired in September, hold three advantages, according to Bolen:

- A new, younger buyer.
- Additional service business.
- The potential of the Eagle line.

"The people that buy a Jeep are younger, family oriented, more recreational types than the people who buy an Olds," he says.

"Most Olds buyers are in their 50s. They've had it with the lake, camping. But the Jeep buyers are their 30s. They spend more time with their families, camping, boating, skiing."

Drawing new and younger buyers is crucial to Bolen, who considers a strong commitment to customer service a basis of future growth. "We have a CSI (customer satisfaction index) of 95," he notes. "About 20 percent of our buyers have bought five or more cars from us."

Maintaining his service business, meanwhile, is the central strategy for his downtown dealership. During his 1987 lean year, when auto sales dipped 60 percent from 1982, service department revenue was down only 30 percent.

"Service is the backbone of the business," he says. "If you're downtown, you're near where they work."

He expects Jeep to bring additional shop business.

"From what we've seen so far, Jeep people tend to put a higher premium on maintaining their cars than our traditional customer does," he says. "The average ticket on labor sold per Jeep is running 30-40 percent higher than it is on an Olds."

The other Chrysler advantage, the room for growth in the Eagle line, reflects Oldsmobile's lack of product growth and differentiation through most of the 1980s.

"Olds at one time really believed it would go out and get the younger buyer," Bolen said. But the efforts failed, and Oldsmobile sales soured nationwide.

Additional Oldsmobile models and his Jeep-Eagle lines could raise his floorplan expenses from $250,000 a year to as much as $350,000 in 1991, he says.

Despite an average inventory of 125 Oldsmobiles, 50 Jeeps, 25 Eagles and 100 used vehicles, "I simply cannot afford to stock all the cars that I believe the customers want now because there are too many choices," he says.

In Bolen's eyes, the biggest problem facing the factories is how to treat program cars — the low-mileage current-year cars formerly used by rental-car companies or manufacturer/dealer executives.

He has stocked low-mileage "brass-hat" cars since the early 1980s. His new-car volume consists of about 65 percent new and 35 percent program cars. He believes the percentage of program cars could grow.

Bolen sees the program cars as "a win for dealers" over the rental-car companies, a beneficial "third choice" for customers and a boon to cash flow.

"Selling a program car is in many cases up to $2,000 better immediately than selling a new car," he says. "I'm not waiting for the holdback, and I'm not funding the rebate."

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Philadelphia

Dealer's choice: Courtroom loses to showroom

By Laura Loro
SPECIAL CORRESPONDENT

A third-generation automobile dealer, Henry Faulkner III grew up around the car business, but he once considered a different career.

After graduating from Penn State University, Faulkner attended Dickinson School of Law in Carlisle, Pa.

In 1974, his final year of law school, Faulkner was given the choice between practicing law and taking over the family's Philadelphia Oldsmobile dealership during the energy crisis. He chose the dealership. "That says a lot for law, I guess," he quips now. He loves the car business and wouldn't have it any other way.

Henry Faulkner III

Acura, BMW, Buick, Cadillac, GMC Truck, Honda, Hyundai, Isuzu, Mazda, Mitsubishi, Nissan, Oldsmobile, Pontiac, Saturn, Subaru, Suzuki, Toyota

His grandfather started the family's original Oldsmobile dealership in 1932, and his father developed the business into 16 dealerships in Philadelphia, Lancaster, Harrisburg, Bethlehem and Lower Bucks County in Pennsylvania and in New Castle, Del. His death a year and a half ago has left the third-generation Faulkners — Henry and his siblings Joe, John and Judy — in charge.

The family now sells 16 lines and in April will open a Saturn dealership. Henry runs 10 of the 16 dealerships, yet he says the other Faulkner children are equally in charge.

The Faulkner Organization's sales volume in 1990 was $372 million, down 1.2 percent from 1989. New-car sales were way off, but used car sales were up.

Faulkner had projected that 1990 would be about even with 1989. He attributes the decrease in sales to the general slowdown in the economy in Philadelphia and the whole Northeast.

"The decrease in the new-car market is directly proportional to the decrease in consumer confidence, and that is directly proportional to the downturn in the economy," he says.

Used-car sales have profited from program cars, the cars that come back from the daily rental companies. "That's an emerging business," he says. "They are fully depreciated. They are excellent values for consumers who don't want to pay full price."

PHILADELPHIA, PA.
7-1-88 Population: 4,920,400
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	203,227	230,125
Light trucks	66,087	73,625
TOTAL	269,314	303,750

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford Taurus	9,177	Ford Taurus	10,315
Honda Accord	8,399	Honda Accord	8,057
Chev. Cavalier	6,663	Chev. Cavalier	7,278
Tuyota Camry	5,732	Ford Escort	7,015
Pont. GrndAm	5,348	Ford E'line	6,123

Faulkner says used-car business would have been flat without the program cars.

The Faulkner Organization is performing extremely well despite the hard times. Collectively, the dealerships are making money. "The net profit increase was substantial. It's so high, no one would believe the figure," Faulkner says, declining to give it.

The profit increase is due to the increase in the used-car business, a tremendous increase in the profitability of fixed operations (parts, service and body shop) and general reduction of expenses, he says.

Parts, service and body shop "have always been important to us. We can't make money selling new cars anymore," he says.

Dealers can't make money selling new cars today, he says, because "the gross margin is the same as it was 10 years ago — maybe a 10 percent increase. But in 10 years, our expenses have increased so much."

Faulkner has cut costs to try to ride out the tough times. "We reduced advertising about 30 percent in 1990, compared to 1989," he says. "There's been a reduction in inventory as well. We strive to carry a 30-day supply but we're rarely successful. We end up with a 60-day supply. In better times, we've carried as much as 90 days."

Also, personnel cuts have been made, mostly through attrition and mostly in areas impacted by new-car sales.

Faulkner is concerned about some factory policies. "In the long run, it is not healthy for dealers not to be profitable selling new cars," he says. "Programs that don't enhance a dealer's gross profit don't serve the dealer very well."

Faulkner says multiple-level dealer rebate programs tend to encourage lower gross profits. But consumer incentives have their place. "This is a major market with substantial competition, so you can't ignore consumer incentives. But you need to have a balance between consumer incentives and fair dealer incentives," he says.

The outlook for the first quarter of 1991 is grim. "It will be very, very difficult," he says. "It will probably be the most challenging quarter I've ever gone through."

He projects that first-quarter new and used-car sales will decline 20 percent from 1990. Fixed operations will be off 10 percent. Even a former bright spot, the truck market, has softened — sales are down. "I'm not sure why. Maybe the small businessman is delaying the purchase of a new truck," he says.

Faulkner projects that second-quarter sales will be about even with 1990. And for the second half, he expects "a very mild upturn."

"Overall in 1991, the expense reduction measures we've taken will allow us to have a reasonable year," he says.

He says that as the industry becomes more competitive, it will become more user-friendly. "On the manufacturers' side, there will be an expansion of user-friendly concepts, such as give-back privileges (allowing consumers to exchange a car) and extension and scope of warranties."

Marketing tools, such as manufacturers offering to show the car by bringing it to the prospect's home or office, "will become more common. It's important that all manufacturers do things like that."

Faulkner looks forward to the April 4 opening of his Saturn dealership in Philadelphia. "Any location where Saturn has opened, the retailer has met with a real enthusiastic market," he says. "Reception is five to 10 times the magnitude anyone expected. The bad news is that the product is not readily available."

Getting the Saturn dealership was "an incredibly strenuous process. Saturn demanded financial information, customer satisfaction information and sales performance data. They interviewed our employees to measure their level of satisfaction. The screening process was very rigorous."

Saturn will be profitable from day one, Faulkner predicts.

Faulkner was a 1986 nominee for the Time Magazine Quality Dealer Award in Pennsylvania. He was president of the Philadelphia Automobile Dealers Association in 1985, is in his ninth year as president of the Pontiac Pacesetters Advertising Association and is a past president of the Cadillac Advertising Association.

Are there fourth-generation Faulkners primed to take over one day? "Our children are quite young, but it would be terrific if they did decide (to join the family business) and terrific if they didn't," he says. Spoken very much like a lawyer.

Phoenix

From the pits, Brock built a $47 million chain

By Steve Bergsman
SPECIAL CORRESPONDENT

The world looked wonderful to Linda Brock in 1969. She and her husband had decided to become financial backers for a friend who wanted to open a Volkswagen dealership in Scottsdale, Ariz.

Brock was looking forward to the move, taking her family, which then numbered four small children, from Oklahoma to the warm weather of Arizona. Unfortunately, the move didn't turn out as she expected. Soon after they arrived in Arizona, Brock's husband ran off with another woman.

Linda Brock

BMW, Eagle, Jeep, Oldsmobile, Volkswagen

"Here I was with four preschoolers," Brock says, "and I was thinking, 'What do I do now?' The only thing I did know for certain was I was not going back to Oklahoma."

The fellow who had the Volkswagen dealership solved that problem. He asked Brock if she would like to come in as a 50/50 partner. With no other opportunities in sight, she said yes, and in Jan- ▶

FACE OF THE DEALER, 1991

PHOENIX, ARIZ.
7-1-88 Population: 2,029,500
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	67,851	74,169
Light trucks	44,702	48,546
TOTAL	112,553	122,715

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford F350	4,008	Ford E'line	5,044
Honda Accord	3,350	Nissan Sentra	3,824
Nissan H'body	3,076	Honda Accord	3,632
Ford E'line	3,035	Chev. S10	2,954
Nissan Sentra	2,924	Toyota C/C	2,834

uary 1970 they opened the dealership on Scottsdale Road, the main thoroughfare through the growing, wealthy suburb of Phoenix. That was at the height of the Beetle craze, and in some months the dealership moved as many as 200 of the Bugs.

The partnership prospered. Brock, who had a bachelor's degree in business administration and had worked toward a master's degree in finance before cutting off her studies to get married, crunched numbers in the office while her partner worked up front selling automobiles.

The partnership lasted nine years, until Brock's partner retired because of ill health; Brock bought his share of the business.

Today, the number of women auto dealers has risen to about 200, but when Brock started 21 years ago, they were few and far between.

"The resistance isn't there like it once was," Brock says. "The manufacturers are much more willing. Years ago, there was terrible resistance. The industry flat didn't know how to treat a woman. They were such macho men, they didn't know how to treat a woman as a peer."

They have learned. If nothing else, business success breeds admiration and Brock has been eminently successful. In 1972, her company added a BMW dealership; in 1986, she took on Oldsmobile; and three years, later Jeep-Eagle.

In 1987, Brock built what she calls an auto mall on 12 acres of land, also in Scottsdale, a couple miles from her first location. Today, her company is called Linda Brock Automotive Plaza. In 1990, it racked up $47 million in gross sales, moving 1,005 cars and 441 Jeeps.

While things look good, gross sales have puttered along in recent years. In 1988, Brock sold 1,139 cars and grossed $44 million. In 1989, she handed out the keys to 1,062 cars and 143 trucks (the new Jeep dealership), but gross sales slipped slightly to $43 million.

The recession hit Arizona in 1988. In 1989, the banking, savings and loan and real estate industries in the state all but rolled over and played dead, taking down thousands of workers. "That year was the worst for Arizona," Brock says, "and it was for me."

As the red ink began to mount, Brock made significant changes in the organizational structure of her company, including laying off workers and coming back herself as an on-line manager.

Her automotive plaza is now divided into three separate businesses in three separate buildings: Volkswagen-BMW, Oldsmobile and Jeep. Brock is general manager of all three.

Underneath her on the organizational chart is a sales manager, then a manager for each store. Each line has its own sales staff, but Brock has consolidated all the other operations from computerization to accounting. At peak, she employed 200 people; now, it's 130 to 135.

A lot of that employment reduction has been achieved by attrition. "The sales department balances itself out," Brock says. "You can't keep too many salespeople unless you put them on salary, because they just can't make a living. If there aren't enough people coming in, salespeople will go away and get another job. The same for technicians. Their compensation is based on the amount of work they do."

But reorganizing and trimming staff aren't enough. As Brock notes, to sell cars in the 1990s, the dealer just has to work smarter: A large dealership has to be computerized, customer satisfaction is extremely important; and advertising dollars have to be monitored closely.

"It's a tough business right now," Brock says. "It's trying to hold down costs below income when income is really thin."

She adds, "As the business has gotten more competitive, we've got more nameplates out there, and consumers have more choices. It gets incredibly more difficult to attract people to the showroom in the first place."

Brock has focused her advertising dollars much more intensely than ever before. If advertising isn't expected to bring an immediate response, she doesn't use it. Currently, she concentrates on the daily newspaper, particularly the Saturday edition.

She uses television periodically, but how she does it involved some tough decisions. As a woman dealer, she felt she could not come across as a dingbat or airhead and do the silly commercials common to local dealerships. Instead, she opted to stress her professionalism.

"Our message is the lines we carry, the location and that we care about you," Brock says. "That, in fact, has become Brock Automotive's slogan, 'We care and it shows.' "

Brock has a particular dislike for the advertising approach of some manufacturers. "It takes some of my money and mixes it up with my arch competitor's," she says. "They won't let us say anything, and you end up with a mushy, nothing message that skims off the dollars that I would use to differentiate myself in the market."

Last year was a tough but improved year for Brock Automotive, and Brock doesn't expect much change in 1991. For the industry in general, she predicts another six months of "tough sledding." In the local market, Brock says that with a little luck, Arizona can pull out of the recession earlier than the rest of the nation. She's planning for a 5 percent increase in sales and expects 1992 to be even stronger.

"People aren't buying cars. Not mine, not anyone else's," she observes. "We should experience pent-up demand and when that releases, people will be back in the showrooms again."

Pittsburgh

Cochran aims at 20-30% of the metro market

By Chet Wade
SPECIAL CORRESPONDENT

R.E. Cochran, executive vice president of No. 1 Cochran Inc. in suburban Pittsburgh, doesn't find it lonely at the top. He'd rather put even more distance between his family's string of auto dealerships and the competition.

With sales last year reported at more than $200 million on some 10,000 cars and trucks plus parts and service, Cochran is by far the

R.E. Cochran

Buick, Cadillac, GMC Truck, Infiniti, Isuzu, Lincoln, Mazda, Mercedes-Benz, Mercury, Nissan, Oldsmobile, Pontiac, Saturn

largest dealer in southwestern Pennsylvania. Those numbers would give it roughly 10 percent of the new-car market in the region, with the closest competitor perhaps only half that size.

But Cochran, known as "Rob" to family and friends, said the goal is to become the true market leader.

"If you look at other industries, the market leader has 20 or 25 or 30 percent of the market," he said. "I think that opportunity exists here for an automotive dealer."

Cochran sees the dealership's commitment to customer service, the ability to spread overhead over a large operation and the judicious selection of its three sales locations as some of the keys to the firm's growth. In a market where sales are expected to be flat to lower for the fifth consecutive year and where at least 10 dealers went out of business last year, every edge is important, he said.

"I would look at 1990 as a year that was our most satisfying," he said. "That's not because of unit sales. Certainly, the market out there is competitive.

"But from a company and a corporate standpoint, we have expanded a whole lot in this market in the last two or three years. . . . When I look back one year ago, I could not have forecasted such quick progress."

Cochran's father, R.W. Cochran, started the business 25 years ago with a Pontiac dealership in North Braddock, Pa. The community is one of dozens that line the Monongahela River valley to the south and east of Pittsburgh, a region that was once the heart of the nation's steel-making industry.

That dealership, since moved to the eastern suburb of Monroeville, Pa., on a 16-acre site that formerly held a department store, still forms the core of the business. In 1989

PITTSBURGH, PA.
7-1-88 Population: 2,094,300
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	88,168	99,727
Light trucks	33,086	33,008
TOTAL	121,254	132,735

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. Cavalier	5,178	Chev. Cavalier	4,835
Honda Accord	3,362	Chev. Celeb.	3,932
Chev. S10	3,309	Chev. S10	3,735
Pont. GrndAm	2,847	Ford Taurus	3,315
Ford Taurus	2,805	Honda Accord	3,207

Cochran Pontiac was the largest retail Pontiac dealer among the 10 biggest overall; he sold 3,065 retail units and grossed $110.5 million overall.

But Cochran has added a long list of other truck and car lines.

The Monroeville complex also includes Cadillac, Oldsmobile, GMC Truck, Isuzu, Infiniti and — its latest addition — one of two Saturn dealerships to open in the Pittsburgh area.

The second site, about 20 miles north of the city, has Mercedes-Benz, Mazda, Lincoln, Mercury and Nissan. It was originally operated by another dealer with Cochran as an investor, but Cochran took over when the operator decided to leave.

The third, on 21 acres 10 miles west of downtown Pittsburgh, opened in late 1989. It has Buick, Pontiac and GMC Truck.

Total employment at the three sites tops 400.

Cochran would like to add a fourth location, to fill in the final point of the compass, but that may have to wait until the auto market improves.

Pittsburgh's population fell by more than 10 percent in the 1980s, as many of its younger people moved out after the collapse of the steel industry. That, along with a 15 percent growth in the number of new- and used-car dealerships in the region, has made competition extremely tough.

Cochran said the war in Iraq is keeping many people out of auto showrooms. The war situation will have a lot to do with how business goes in the first half of 1991, he said.

"I think it all hinges on how long this thing takes," Cochran said. "If this thing keeps proceeding favorably . . . and is able to be wrapped up in a short time, I think you'll see a pretty decent-sized upturn in sales immediately.

"It's not going to be a record year by any means. It's not going to be an about-face. But it's going to be a lot better than the last five or six months."

Some dealers in the region have trimmed expenses by limiting inventory and cutting back on advertising and personnel. Cochran said he believes that running a tight ship is important to a strong bottom line.

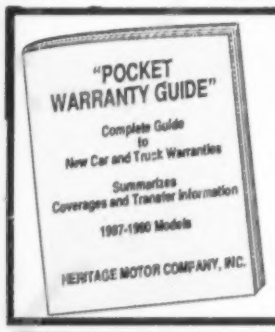
But that has not kept his company from pushing hard to achieve its goal of market dominance. It spends heavily on television, radio and newspapers. Surveys have shown near-100 percent recognition for the Cochran name, he said.

If there has been a problem with the campaign, it is that many people still don't realize the breadth of the firm's offerings. Many still connect it only with Pontiac and some other GM lines.

"The awareness of our products is not quite as strong as we'd like it to be," Cochran said. "Do we promote Cochran or do we promote line XYZ?"

The region's topography — four river valleys and endless hills —

▶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FACE OF THE DEALER, 1991

and the lack of a highway "belt" around the city have had a strong hand in shaping the dealership.

"The road pattern (in the Pittsburgh area) is the reason we need several different locations," Cochran said. "If it were in a different city, we could probably service the market with one location. But it's just such a hassle to get from one part of town to the other."

None of the three Cochran locations sits in an "auto row" or in the middle of business districts. Instead, the strategy was to pick spots where people could get in and out easily on the few highways that exist, even if it meant traveling greater distances. For example, the home store is at the end of a suburban business district, within 100 yards of an exit of the Pennsylvania Turnpike and the region's main commuter line, the Parkway East.

"I think a lot depends on the ease of traveling, not just the time," Cochran said. "A lot of people would rather drive an hour on the highway than half an hour in stop-and-go traffic."

Portland

While some moan, Thomason reaches sales, profit peaks

By Brian Cour
SPECIAL CORRESPONDENT

Recession. Slump. Unprofitable. Those words are being tossed about liberally in the auto industry these days.

But in suburban southeast Portland, Ore., Scott Thomason has banished them from his vocabulary.

"Business is good, and as long as the press doesn't talk the Northwest into a recession, I think it'll

Scott Thomason

Ford, Honda, Nissan, Subaru, Toyota

stay that way," says Thomason, a bespectacled 35-year-old who is a second-generation dealer.

Thomason says 1990 was a record year for sales and profits at his five stores, four of which are clustered within two blocks of each other along Southeast McLoughlin Boulevard, a traditional "auto row" in the suburb of Gladstone.

"We did about $170 million in sales last year, which was a record for the company," Thomason says.

Profits?

"Well, let's just say they set (company) record too," he adds with a cat-ate-the-rat smile.

Thomason's franchises — Ford, Toyota, Honda, Nissan and Subaru — are modest, single-point operations that, at a glance, would not appear to be capable of grinding out the sales volume that they do.

The Ford dealership, for example, formerly was a small Lincoln-Mercury store that went out of business in the industry shakeout of the early 1980s. Last year, it was the top-selling dealership in Ford's Seattle sales district, which includes the Portland metro market. It pumped out 3,600 units.

Thomason's Toyota store, located in Milwaukie, Ore., six miles north of his other four dealerships, was selling about 1,200 cars and trucks a year when Thomason acquired it in January 1988 from longtime import dealer Irv Leopold.

PORTLAND, ORE.
7-1-88 Population: 1,188,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	52,405	51,402
Light trucks	30,539	27,444
TOTAL	82,944	78,846

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	3,215	Honda Accord	2,785
Toyota S'bed	2,975	Toyota S'bed	2,485
Toyota Camry	2,602	Ford Taurus	2,436
Ford Ranger	2,528	Ford Escort	2,003
Ford Taurus	2,496	Honda Civic	1,922

Last year, it matched Thomason's Ford store selling about 3,600 new Toyota cars and trucks.

His Honda dealership, which he acquired from multi-franchise Oklahoma dealer Don Carlton in November 1989, sold 1,600 new cars in 1990. But Thomason says sales were limited by product availability in a market where imports account for about 40 percent of all new car and truck sales and Honda is the top-selling car.

He acquired his Subaru and Nissan franchises late in 1990, so they figured only marginally in the company's overall sales.

Thomason says his secret is no secret at all. A strong market presence and consistent market-setting prices are an unbeatable combination, he says.

"Advertising is a key element for us," he says. "We spend what it takes to maintain a strong market presence, and we never back off" — not even when sales taper off and market conditions might dictate it.

"We're dominant in the media" in the Portland market, he says, "and we'll stay dominant. We'll spend more money on advertising in 1991 than we did in '90."

Thomason appears in all print and television ads for his dealerships, and he delivers his well-worn pitch — "If you don't come see me today, I can't save you any money" — in his radio spots.

"My goal is to have each and every potential car buyer in the Portland market think 'Thomason' whenever he or she decides it's time to buy a new car," he says.

Price is the other key element in Thomason's equation for success.

"We don't turn too many people away, that's for sure," he says. "If there's a way to sell a car, we're gonna sell it. But while price certainly is a key factor in our customers' decision to buy from us, it's not the whole picture. We're out there (advertising) all the time, which gives us an edge when a buyer decides to shop."

Like most second-generation dealers, Thomason cut his teeth in the business at an early age — washing cars at the tiny Dee Thomason Ford dealership in the affluent suburb of Lake Oswego. His father had operated the dealership since 1955.

Still, while he was attending the University of Oregon in the mid-1970s, Thomason was "not convinced" the new-car business was his destiny.

"I really didn't make the decision to get into the business until I finished school," he recalls.

The family's Ford store operated in Lake Oswego until January 1983, when Scott Thomason recognized the need for a larger facility and moved the dealership into a vacant, former Lincoln-Mercury store on the east side of the Willamette River.

"The Ford store in Oregon City (a stone's throw south of Gladstone) had gone out of business, too, so the point was open, which worked nicely for us," Thomason recalls. He bought the dealership from his father in 1986.

About the same time as the Ford store was moved, Thomason acquired a majority interest in a small Toyota dealership in McMinnville, Ore., which only whetted his appetite for expansion.

"I held onto it until 1986, when I had a good offer for it and sold out," he says. "I wanted to concentrate on the Portland market, and my goal then was to acquire a Toyota store in the metro area."

That opportunity came in 1988, when he bought the small Irv Leopold Toyota dealership in Milwaukie. Within a few months, it became the top-selling Toyota point in Toyota's Portland region, which includes the larger and more dynamic Seattle metro market.

The other acquisitions were "opportunities I couldn't pass up," Thomason notes, and he continues to be expansion-minded, "although it would take an awfully good deal" to make him step up again.

In Thomason's view, the Portland market remains strong "because, for once, we have a lot of growth — new people moving into the state — and a stronger employment picture than the rest of the nation."

While he sees some slowdown in sales in the first quarter of 1991, he believes his company can match last year's sales and profits.

He has made contingency plans in case of a slowdown.

"We're going to watch the inventory a little closer, and we're looking hard at unprofitable departments and the personnel count, too," he says "We have about 375 employees, which is quite manageable in the current market.

"But overall, I'm not contemplating any major cutbacks, and we're going to advertise a little more and try to move the market to us."

Providence

Kaplan proves 'Jake's Way' is THE way

By Ken Parker
SPECIAL CORRESPONDENT

Past, present and future. Jake Kaplan has it all in his palatial dealership, opened last June at a cost of some $4 million.

The past is all around him, in big color blow-ups and renditions of scenes from his racing days in Jags and Alfas at Sebring and other tracks in the 1950s.

The present is the airy showroom ▶

How many of these people do yo

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FACE OF THE DEALER, 1991

PROVIDENCE, R.I.

7-1-88 Population: 646,800

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	24,732	29,265
Light trucks	7,046	9,099
TOTAL	31,778	38,364

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Toyota Camry	1,302	Toyota Camry	1,176
Ford Tempo	948	Ford Escort	1,172
Ford Escort	937	Toyota Corolla	973
Honda Accord	905	Hyundai Excel	967
Toyota Corolla	834	Olds. Ciera	854

containing Jaguars and Range Rovers, his current franchises, plus an occasional Ferrari or Lamborghini. And Kaplan's initials in the Italian granite floor just inside the door.

Especially, it's his office — the sanctum — replete with the accouterments of success: cherry desk, leather swivel throne, big brass and glass mantel clock, wet bar and mirrored wall behind him.

The future? Kaplan raises his arms and grins. There's the mortgage on what observers call the Taj Mahal of Rhode Island auto dealerships. This is sweetened some, though, by a 50 percent tax abatement for the next five years, probably voted by the Providence City Council in expectation of the boost the tony business may have on the somewhat seedy surrounding neighborhood.

Kaplan could have built elsewhere, but he's done business at the same corner since 1946. "It's my home," he says.

Kaplan even bought a side street from the city for several thousand dollars and named it Jake's Way. It separates his used-car lot from his new-car lot, which is beside his immaculate, high-tech service department and cushy waiting rooms.

"I'm not sorry; I love it. If things get rough, you work harder - never lay down. Business is 20 percent off normal, but I'm happy with what I'm doing. Besides, the luxury car business is different from the rest of it. Your customers are loyal; they come back."

Kaplan also is involved in the Port of Providence, where Mitsubishis, Saabs and Volkswagens, arriving by ship, are processed and delivered to East Coast dealerships from Maine to Maryland.

His first enterprise, while still in his teens, was buying bald tires from a neighbor and regrooving

Jake Kaplan

Jaguar, Range Rover

them in his home on a side street nearby, then selling the tires for a meager profit.

"Then I got into cars," he says. "I was selling cars for $50 or $100 before I went in the Army (World War II). When I got out of the Army in 1946 I had $2,500 saved up, so I started here on a vacant lot, selling used cars. If the upholstery needed replacing, I did it myself. I polished the cars. I was the whole agency."

It wasn't long before there was a saying on "automobile row" — "If you want a Caddy, see Jake."

He seemed to be able to get them although Cadillacs were in short supply, not having been produced during the war. Recently, he said his sources were out-of-state dealers, including one as far as Wisconsin.

"A guy I knew in the Army. I sold Lincolns and Packards, too. The state police came down once to check if a Packard was a stolen car," he recalled.

Kaplan went into foreign cars in 1950, when "I fell in love with the first Jaguar I saw." Early franchises included VW and Mercedes.

Building a showroom and service facilities, he also sold obscure and mildly exotic cars including Sunbeam Alpine roadsters like the one Grace Kelly drove on the French Riviera in "To Catch A Thief."

How do you grow from regrooving tires to selling $50,000 saloons and sports utilities?

"It's a lot of work. You can't sit on your ass and count nickels. I was on the road at five in the morning going to pick up cars. And in particular, it's taking care of your customers.

"Whether I sold a guy a car for $20 or $5,000, if something went wrong with it six months later, I'd take care of it for free. That makes word of mouth advertising — the best there is. Success is built on good will," he said.

About 15 years ago, Rover invited Kaplan to England for three days to teach its dealers how to sell cars. They kept him there, making the rounds, for a week and a half.

Facing a combination of slow sales, inflation and the new 10 percent luxury tax, dealers might have to "drop the price and throw it (the tax) in," Kaplan suggests.

And to all dealers, regardless of the level of their franchise, this patriarch (he admits to 70 years) of Rhode Island car dealers says, "You got to make your customers feel that your agency is home for taking care of their car. And whenever you can afford it, you've got to give them a break."

St. Louis

Be on the lookout for market trends, Bommarito says

By Jack Bernstein
SPECIAL CORRESPONDENT

To achieve success and profits during lean and fat times, Frank Bommarito, chairman of the Bommarito Automotive Group, believes that a dealer should devote time to long-range planning and be able to spot trends in the market as they develop. Like adding imports and cellular phones.

Reading the demand provides a dealer with extra ammunition to fight the car and truck wars, especially during such challenging conditions as the present.

Although he is a megadealer, Bommarito tries to remain close to his flagship dealership and resist

ST LOUIS, ILL.-MO.

7-1-88 Population: 2,466,700

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	113,696	121,880
Light trucks	47,765	47,278
TOTAL	161,461	169,158

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. Cavalier	5,354	Ford Escort	5,579
Chev. S10	4,695	Chev. S10	4,755
Ford Escort	4,387	Ford Taurus	4,607
Ford Taurus	4,202	Chev. Cavalier	4,522
Honda Accord	4,022	Ford F150	3,474

temptations and offers to wander far away in other states. He has concentrated four "major franchises" on 18 acres in Ellisville, a suburb of St. Louis. But he has others.

"From an expense standpoint, it makes sense and dollars to have one general manager, one general service manager and one general office for the four lines here," he says. "This cuts expense."

His philosophy is simple: "If you can walk to your dealerships, it's easy to run them. If you have to drive or fly, they run you."

Frank Bommarito

Chrysler, GMC Truck, Hyundai, Infiniti, Mazda, Nissan, Oldsmobile, Plymouth

The Big Four in Ellisville are Bommarito Oldsmobile, his first dealership; Bommarito Mazda; Bommarito GMC Truck and Van Center and Bommarito Infiniti. Annual sales are about 12,000 cars and 2,000 trucks.

Ellisville enjoyed "an excellent year" in 1990, Bommarito says. His Nissan dealership in Dellwood "is holding its own" but the Chrysler point in South St. Louis "had a fairly rough year, mainly because of its South Kingshighway location rather than its product."

The Hyundai dealership in south St. Louis County "has just begun to pick up after a fairly poor spring and summer. The pickup is due to new products and a new advertising approach."

Generally, the car business has suffered since the crisis in the Persian Gulf began last August. Sales are down about 15 percent and have been slow in every month except October, which showed a small gain.

Bommarito looks for a quick resurgence in car and truck sales when peace is restored, perhaps to an annual market of 16 million cars and trucks. "But there's no guarantee, even then," he says.

"There will be more players and if you are not doing everything right, you won't benefit. The secret is putting the right people in the right job with the emphasis on loyalty, honesty and a passion to totally satisfy the customer.

"The dealer must find some way to retain people for long periods of time. Turnover kills the business."

Bommarito is 55 and is in the business he has loved since boyhood. He says he has "made a good living in good and bad times. Tough people stay and make money in any business climate, but you have to be durable and have staying power."

His love affair with cars began at the age of 10 when he enjoyed hanging around a gas station in South St. Louis. His first chore, he recalls, was washing and cleaning parts. He worked in the used-car ▶

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FACE OF THE DEALER, 1991

operation at the old McMahon Pontiac and later climbed the ladder from sales to management at Vincel Pontiac. In 1971, he opened his Oldsmobile dealership.

The key to survival in this recession, he says, is to watch expenses closely in all departments, especially in inventory control and advertising.

Other business hints: "Work with the minimum in each department. Trim some slightly. But above all, don't waste. Eliminate waste by effective cutting."

During difficult times, many dealers debate whether they should cut or increase advertising. Bommarito achieves the most with daily newspaper advertising. He uses "some radio" but avoids television because he feels it hasn't been as effective since the arrival of cable. And besides, he notes, it's expensive.

"Service and parts business are excellent," Bommarito says. "A dealer should know how to fix a car. I have a good body shop and a service department with 115 bays in Ellisville. I made a major commitment years ago by making a big investment in service facilities, especially the body shop."

But you have to be good in all departments, not just service. He referred to new cars, used cars, finance and insurance.

Bommarito says he doubts that incentives can help the current market because "the factory-to-customer rebate has lost its impetus. The customer no longer responds. All factories must give the dealers total cash rebates because they stimulate the market."

As long as the factory gives $1,500 to $2,500 to the leasing company, the dealer needs that same type of cash to keep the customer even in the marketplace, Bommarito believes. The new-car market for dealers is diluted, he adds.

"The customer's equity is hurt by the fleet," he notes.

Bommarito says he has noticed an improvement in relations with the factory, terming them "better now than they have ever been. The factory has moved the power base closer to the zones and regions. They are listening more and responding to front-line people."

"As a matter of fact," he adds, "they are listening to suggestions that will solve problems."

Another indication of Bommarito's farsighted, long-range view was the establishment of Bommarito Cellular Telephone Co., a division of his auto group.

The Bommarito dealerships give away a cellular phone with each car. The phone enterprise is in its third year and is selling 4,000 to 6,000 phones a month.

Salt Lake City

Miller rides high with 15 stores and the Utah Jazz

By Thomas R. Dowell
SPECIAL CORRESPONDENT

It's hard to tell which will hold more cars, the 15 dealerships in the four-state Larry H. Miller Group or the parking lot that will surround the new Salt Lake City sports arena for the Utah Jazz basketball team, all of which Larry H. Miller owns.

Miller, a portly 45-year-old with thinning hair and a penchant for Jazz purple polo shirts over a suit and tie, also bought the local International Hockey League Triple A franchise last year and sponsors a fast-pitch softball team.

SALT LAKE CITY-OGDEN, UTAH
7-1-88 Population: 1,065,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	29,110	33,672
Light trucks	20,109	20,116
TOTAL	49,219	53,788

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	1,485	Ford Taurus	2,050
Ford F250	1,443	Honda Accord	1,377
Ford Taurus	1,342	Ford F250	1,310
Jeep Cherokee	1,068	Jeep Cherokee	1,290
Honda Civic	969	Hyundai Excel	1,175

He was thrust into the limelight when he became sole owner of the Jazz in June 1986, rescuing the National Basketball Association team from being sold out of state by the financially strapped owners who had moved the team from New Orleans several years earlier.

When Miller bought the Jazz, the Intermountain Area was going into an economic recession, which is just now being felt in other parts of the country. "When I hear talk about a recession, I feel like saying, 'Tell me something new.' " he says.

Besides playing in one of the smallest markets in the NBA, the Jazz play in the smallest arena. So it took a real commitment when Miller announced he was building an $86 million, 21,000-seat facility

Larry H. Miller

BMW, Chrysler, Chevrolet, Dodge, Hyundai, Lexus, Mercedes-Benz, Plymouth, Subaru, Toyota

that will replace the 12,600-seat, county-owned stadium the Jazz now play in. It will also host concerts and ice shows and will be the home of the Salt Lake Golden Eagles hockey team.

Financing is being handled through Sumitomo Trust of Tokyo, which isn't too surprising, considering the success Miller has had working with the Japanese.

Five of his stores are Toyota dealerships. He is quick to defend local banks, which support his car business, noting that banking laws precluded them from financing the stadium project.

When car sales fell off, Miller focused on expense control and customer relations. He notes that two-thirds of car dealers' expenses are in three categories — personnel, advertising and floorplanning.

"The good news is, all three are controllable expenses to a large degree. We have focused on those," he says. "Overall inventory levels have been cut, and we are being cautious about advertising expenditures and are sticking closer to previously established guidelines."

Using that belt-tightening strategy, Miller has cut $400,000 to $500,000 per month from the total operating costs. "Focusing on the control side is not as much fun as focusing on the operating side, but I think that's what's necessary and has been necessary for us the past couple of years," he says.

Even before auto sales in the region started to pick up, he managed to expand, adding a Lexus dealership last year and building a new Chevrolet dealership/automobile operations headquarters.

"Last October was the first time in 26 months that we sold more cars than in the same period a year earlier," he said.

The sales gains continued with November sales up 101 percent and December sales up 113 percent over the year before.

Miller had expected his Lexus and Mercedes-Benz sales to rise in December as luxury car buyers moved to avoid the new federal tax. But he was surprised by the volume of medium-priced cars.

That indicates his market area is picking up, he says. "Are we making money? Yes, but not what we would like to be making," he says. "It's certain that if this is the worst that has ever happened to us, we sure couldn't complain."

In 1990, the Miller Group sold more than 11,200 new cars and trucks and 7,925 used cars and trucks. Total annual volume was $337 million, up from $325 million the previous year. Miller expects 1991 to substantially mirror 1990.

"While the rest of the country sees a 3 to 5 percent decline, we think we'll be up 3 to 5 percent" he says. "So we feel fairly optimistic about where we're going and what we're doing. And even though we can't say business is great, overall we feel it's good."

Even though he has branched out to professional sports, he still enjoys the automobile business. "I think the car business has its frustrations and challenges, which I'm sure any other business does," he says. "But I believe it is still the best place for a person to utilize the free enterprise system. It allows a person to test himself, to see what he can accomplish through the use of financial and human resources.

"Despite the changes and the ups and downs, it's still the best place to be. I had a lot of jobs between high school and when I got into the car business, and what most of them taught me was what I didn't want to do for the rest of my life."

Before he bought the Jazz, Miller was more a fan of fast pitch softball, which he used to play, than pro basketball.

Miller entered the car business in the Salt Lake area in 1968 as a parts manager with a group that included a Toyota franchise. When he left for Denver in November 1970, it was as much to play for a national-caliber softball team as for the job opportunity.

He spent 23 "enjoyable" seasons pitching on world-class, fast-pitch softball teams before "time caught up with me" and he retired about five years ago. What was expected to be a short stay in Denver lasted 8½ years.

"Things went well both job-wise and softball-wise," he says. "We went there with two kids and came back with five. And in the late 1970s, we thought we would be there forever."

In 1979, Miller got an unexpected opportunity to return to the Salt Lake area with his own Toyota franchise. Expansion was the farthest thing from his mind. "If you had asked me in the first six weeks or three or four months after coming back here when we would be getting another store, I'd have looked at you real funny because it hadn't crossed my mind," he says. "As it turned out, we got a Toyota store in Spokane, Wash., in September of that year."

A year later he bought a Toyota store in Phoenix, Ariz., and six months later another Toyota store in Moscow, Idaho. His first departure from Toyota was in October 1981, with Subaru in Salt Lake.

"At that time, I bought out my partner, Reid Horne, which took all our capital resources, and we went on a two-year 'buying' sabbatical," he says. It wasn't until September 1983 that we bought Gordon Wilson Chevrolet, which was our first domestic.

"Since then, we have sold the stores in the Northwest and have grown to 15 stores in four states — Utah, Colorado, New Mexico and Arizona."

Miller hopes that by offering a quality product, both his dealerships and his arena parking areas will be filled.

San Antonio

Competitor Ancira finds opportunities in difficult times

By Tom Wolfgang
SPECIAL CORRESPONDENT

Operating effectively and profitably in the automobile business these days demands more skills than ever before.

It just doesn't seem to be enough to know the car business: The successful dealers are those who see the big picture and translate what they see to day-to-day dealership operations.

Ernesto Ancira Jr., owner and president of Ancira Enterprises in San Antonio has learned the hard way that you have to know how to translate the information into profits.

Ancira sometimes gets a high view of the business, when he is soaring high above San Antonio in a plane or helicopter. He is a licensed pilot with both commercial

Ernesto Ancira Jr.

Chevrolet, Eagle, GMC Truck, Jeep

pilot and helicopter ratings.

And sometimes he sees cars as part of a bigger economic picture, when he is acting in his position as commissioner for the state's Strategic Planning Commission and as a commissioner for the Texas Department of Commerce.

Always, Ancira has learned, when you look at the whole picture, you make better decisions.

"The rest of the country is beginning to go through some tough times economically with the downturn in business we've seen in recent months," Ancira says.

"And dealers who are experiencing the contractions of falling sales and profits for the first time will undoubtedly go through many of the fat-cutting experiences we have been going through for the last several years here in Texas."

The national downturn has seemed to slow down the recovery of business in Texas. While San Antonio is still behind Houston and Dallas in the recovery process, dealers here generally had a little better year in 1990 than they did in 1989.

"Profits were up for us, and we had about $30 million more in sales." Ancira says.

"The key, I feel, is that when the market is down, you have to be aggressive.

"You can cut out all the fat and trim expenses to the bone, but if you let that cost-saving fever carry over to your advertising, you're cutting your own throat."

In terms and illustrations that would delight his college econom- ▶

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FACE OF THE DEALER, 1991

ics professor, Ancira continues with his lesson:

"When consumer confidence is low, as it has been for the last few months, potential buyers delay major purchase decisions. They hold on to that car or truck a little longer.

"It gets a lot harder to get them to make that long-term commitment with so much uncertainty surrounding them."

The point Ancira makes is that in a down market, the only way to improve your position is to increase your share of the market and "get some of your competitor's sales."

It wasn't economics that brought that realization home to Ancira, the competitor. Active in many sports, he thrives on competition.

"I really get into competitive sports," he says, "but I began to notice that more often than not, the matches I would lose were the ones where I had been ahead 8-to-1 or so.

"I figured out that when things are going well and you get ahead, there is a natural tendency to let down, and it seemed to work the same in business.

"When business is good, you tend to drop your guard and the fat comes creeping right back in, in the form of extra people and equipment."

SAN ANTONIO, TEXAS
7-1-88 Population: 1,323,200

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	41,579	41,168
Light trucks	23,423	22,101
TOTAL	65,002	63,269

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford F150	2,187	Ford F150	2,594
Chev. C1500	2,065	Hyundai Excel	2,100
Honda Accord	1,806	Chev. C1500	1,924
Cad. DeVille	1,500	Honda Accord	1,650
Ford Escort	1,428	Ford Escort	1,528

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(Also available by make brand sold.)		
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Cadillac	1,719	115
Chevrolet	5,053	220
Chrysler-Plymouth	3,218	140
Datsun-Nissan	1,263	95
Dodge	2,691	120
Ford	4,863	200
Honda	1,093	95
Isuzu	673	95
Jeep	1,540	115
Lincoln-Mercury	2,687	120
Mazda	933	95
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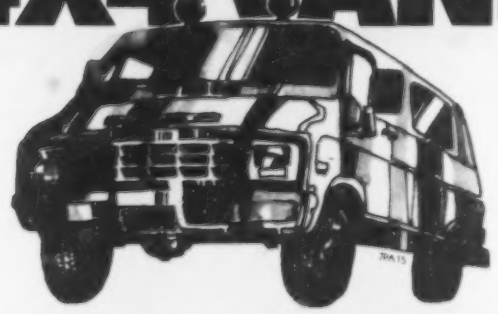

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San Diego

Racing enthusiasm drives prospects to dealer-racer

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Richard "Rug" Cunningham is a car guy's car dealer.

The San Diego area BMW dealer has been racing cars for 25 years, 10 years longer than he's been selling them.

He started working in and around his Dad's Ford dealership when he was 11. But it was six years earlier, when he was five, that he went to his first race and fell in love with racing.

"Cars are my life's passion. Racing is a way to indulge my passion," says Cunningham. "I've driven stock cars, hot rods and Indy cars. I'll drive anything that's safe."

Richard Cunningham
BMW

Cunningham insists that his love of racing is not an idle passion. It's a way to differentiate himself as a dealer. And he says motorsports are the key to the success of his 15-year-old BMW franchise.

Cunningham BMW has been the largest volume BMW dealer in the greater San Diego area for the last six years. That's despite the store's far-flung location in El Cajon, about 30 miles northeast of downtown San Diego.

Not only is the dealership off the beaten track, but El Cajon is a primarily blue-collar community and its demographics don't match BMW's typical customer profile. So Cunningham uses racing to get his name in front of the right audience.

"The people who buy my cars don't necessarily live around here and drive by the showroom everyday. We have to take the cars, and our enthusiasm, to where they are," Cunningham says.

He says 94 percent of his customers live or work closer to one of the other five dealers in San Diego county.

"We have a reputation for racing and for being enthusiasts, and that means people will drive out of their way to do business with us.

"It still amazes me that what we're doing here — using racing as a marketing tool — is unique. Thirty, thirty-five years ago, if you were selling a foreign car you had to race. That was the battlefield," he remembers.

Cunningham sold 252 new and 188 used BMWs last year for $15 million in sales. During BMW's heyday in 1986, he sold 464 new and 300 used BMWs for $26 million in sales. "We're black, but we're not big-time black, he says.

As sales and profits fall, so does Cunningham's racing activity. "Our racing budget is part of our advertising budget. When sales decline the money in the till for both of those declines too," he says.

BMW of North America helps offset some of Cunningham's racing costs. Cunningham BMW is the only BMW dealer in the country getting money from the distributor for racing. He got $26,000 for that purpose last year, an amount he calls "not nearly enough."

He and his dealership staff participated in four races last year and spent $100,000 on those efforts.

Cunningham says he'd like to do at least six races a year. During stronger sales years, he's spent more than $125,000 on motorsports promotions. If he could get more money out of BMW, he says he'd race a lot more.

In March 1990, Cunningham and his general sales manager, Jeff Gerken, raced an M5 and M6 on a 115-mile open road race in the Mexican desert of Baja California. Gerken finished second, behind a Ferrari Testarossa.

To highlight the race and the cars, Gerken and Cunningham shot a video during the race from inside the cars. They shot it for fun, but it has turned into a promotional tool and they have sold 9,000 copies.

Last fall, the pair finished first and second in the BMW Cup at the Vintage Fall Festival at Lime Rock Park. Each was driving one of Cunningham's pride-and-joy 2002ti racers. The two 1968 models are the heart of Cunningham's dealership-based racing program.

The Lime Rock victory was featured as the cover story for the November issue of Roundel, the monthly magazine of the BMW Car Club of America. That was the third cover for Cunningham in 1990.

"The kind of press we're getting and the success we've had racing makes it clear that racing heritage should be the focus of BMW's marketing and image-building in the United States," Cunningham insists.

To that end, he has appeared before a number of BMW of North America executives in recent months to request more money for his efforts and to talk about integrating racing into a national marketing program.

He says it is what BMW needs to effectively market in the 1990s.

"During the mid- to late 1980s, a whole lot of people bought BMWs to improve their love life. They wanted the cars to convey wealth and social status," he recalls. "Now the theme for the '90s is: Simpler is better. Cars don't change love lives. And BMW needs a new strategy to give the cars new appeal."

The center of that new strategy should be racing, he insists.

He says that racing is a fundamental part of BMW's heritage, and that "heritage is all that distinguishes BMW and other Europeans from the Japanese."

Cunningham says Lexus and Infiniti have hurt his business, especially sales of the high-end 7-series. He's taken two Infiniti Q45 sedans in trade. He says both customers complained that the car "was too high-tech.

"The cars were too much like their VCRs — too much technology and gimmickry that they didn't need or know how to use," he says.

Cunningham is confident that ▶

SAN DIEGO, CALIF.
7-1-88 Population: 2,370,400

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	81,313	94,029
Light trucks	42,842	49,798
TOTAL	124,155	143,827

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	5,292	Toyota S'bed	5,280
Nissan Sentra	4,623	Ford Ranger	4,925
Toyota S'bed	4,432	Honda Accord	4,746
Ford Ranger	4,152	Hyundai Excel	4,476
Nissan H'body	3,873	Nissan Sentra	4,445

FACE OF THE DEALER, 1991

BMW can ride out the current slump. BMW's U.S. sales were down 1.9 percent last year.

He says that while the weak economic climate will make things tougher, BMW can survive if it reminds prospects that its cars are drivers' cars, not strictly luxury cars.

"In the old days of BMW in the U.S., back in the 1970s, people bought BMWs instead of Mercedes as a rebellion against old money. Then, in the 1980s, we put them in front of country clubs and polo matches and competed with Mercedes," he recalls.

"Now we need to go back and stress what makes BMW so different from Mercedes, from the Japanese."

San Francisco

Quakes or slumps, Brooks still enjoys the car business

By Tom Lankard
SPECIAL CORRESPONDENT

The Loma Prieta earthquake that rattled the Bay Area on Oct. 17, 1989, and its economic aftershocks haven't shaken the satisfaction Marie Brooks gets from selling new cars in San Francisco.

"We had a 20 percent drop in business," says Brooks, president of Ellis Brooks Chevrolet-Nissan-Geo, the oldest dealership on auto row along Van Ness Avenue.

But she doesn't blame all of that drop on the effects of the earthquake on the area's economy. Her dealership's two-story-tall plate-glass windows were the earthquake's only victims along auto row, and she guesses that the boarded-up windows led some shoppers to believe the dealership was temporarily closed.

Despite that setback, Brooks still gets a kick out of being a new-car dealer. "If I were just looking to build an estate for my children," she says, "I would have sold the property at least 12 years ago. But the car business is exciting and challenging."

SAN FRANCISCO, CALIF.
7-1-88 Population: 1,590,100

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	109,165	112,696
Light trucks	30,741	32,039
TOTAL	139,906	144,735

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Ford Taurus	5,503	Ford Taurus	8,674
Toyota Corolla	4,318	Honda Accord	4,178
Geo Prizm	4,154	Toyota Corolla	3,744
Honda Accord	4,053	Ford Mustang	3,730
Ford Tempo	4,001	Honda Civic	3,579

Marie Brooks

Chevrolet, Geo, Nissan

Brooks' dealership has been on Van Ness Avenue since 1940. That was the year her husband, Ellis, incorporated Ellis Brooks Motors, a Studebaker outlet. In the early 1950s, for obvious reasons, he went searching for a new nameplate, and in 1955 signed with Chevrolet.

Marie Brooks started running the dealership in 1963, when her husband became ill. He lived until 1972, but she became the operator of record in 1970.

Asked the secret of her dealership's longevity, she answers, "Until 10 years ago, it had a great deal to do with Chevrolet." But imports took bigger and bigger bites out of domestic sales, especially in California. Today, she says, half the new cars bought in the state are imports; in San Francisco, imports have 70 percent of the market.

That is why Brooks acquired a Nissan franchise two years ago. A smart move, too, because in 1990 Nissan provided 60 percent of Ellis Brooks Chevrolet's estimated 900 new-car sales. On the "domestic" side, Geo and Chevrolet split the remaining 40 percent evenly.

When trucks are included, the sales graph sheds some of its uniquely California look: About 300 of the nearly 400 new trucks Brooks sold in 1990 wore a bow tie. Counting cars and trucks together, the Chevrolet-Geo share was 51 percent.

Despite the recession and soft new-car market, Brooks is cautiously optimistic that 1991 will be another $27 million year.

As for the local economy, she is not terribly concerned. "The city has adjusted to living without a lot of outside commuters," she says.

She explains that during the few months when closed bridges and freeways severely limited travel, suburban residents discovered they didn't need the city to satisfy their entertainment and shopping needs.

In the ensuing shakeout — evidenced by the closing of a number of smaller restaurants, a few big-name eateries no longer opening for lunch and an occasional automobile dealership bankruptcy — "the economy has found a new level."

Brooks is not passively waiting for whatever may happen. To hold or increase her market share, she's planning additional advertising. She intends mainly to tie in with "manufacturer-driven" television advertising. For Chevrolet, she prefers institutional ads over price ads.

On the import side, she'll go the other way. "Nissan price ads get more response than Chevrolet price ads," she says, surmising that "the foreign car shopper doesn't have the brand loyalty that the Chevrolet buyer or the Ford buyer has."

She's still trying to figure out Geo buyers. "They don't want to buy foreign," she says, but she adds that she still makes sure they're told Chevrolet doesn't make the cars, "except for the, um, Prizm, I think it's called."

Brooks is no fan of factory incentives, rebates and special purchase programs. "I'd like to see the manufacturers cut prices across the board, sell the cars to dealers and let the dealers sell to the buyers," she says. "The manufacturers are dictating what we have to sell the car for. . . . They're making us an outlet to service their programs with a big dollar investment and very little return on it."

Even worse, Brooks says she has to allocate the equivalent of a full-time position to make sure her dealership collects all the money the manufacturers owe it.

Parts and service almost always increase in uncertain economic times when people hold on to their cars longer, and they are already picking up for Brooks. "Last year was the best parts and service year we've ever had," she says. From $340,000 a month in 1988, the volume of the parts and service department increased to $500,000 a month in 1990. To keep pace with the growing volume, Brooks has purchased additional shop equipment and hired a wholesale parts person and a full-time delivery driver.

In customer service, Ellis Brooks Chevrolet offers several courtesy programs. One, and by no means a Brooks exclusive, is a downtown shuttle for owners having their cars serviced.

Another, and growing in popularity, is 24-hour road service. Although limited to one year and to the Bay Area, Brooks' Auto Night offers everything auto clubs do except towing. During the five years the dealership has offered Auto Night, an average of 10 to 15 customers have used it each month.

The dealership also has a unique program that reflects its owner's singular status in the city's automotive circles. And one she talks about only when prodded. Called "Under the Hood," it is a three-hour seminar designed specifically for women and conducted for about 20 attendees on a half-dozen Saturdays during the year.

"It has nothing to do with buying a car," Brooks says. "It's a maintenance seminar . . . on how to touch the hoses and tell if they need to be replaced" and things like that.

"Twelve years ago," she muses, "I was too young to hang up the shingle. I didn't want to go someplace and start a new identity, and I didn't want to stay home and clip coupons. So I stayed in the car business on Van Ness, as foolish as it may seem."

Brooks doesn't sound as if she's any closer to hanging up the shingle today than she was a dozen years ago.

Seattle

Cloudy year ended in storm; time to cut staff

Ashly A. Knapp and Jean Swenson
SPECIAL CORRESPONDENTS

William E. McIntosh, Jr. might be selling computers for Big Blue instead of cars for Chrysler. Why did he pick cars?

McIntosh, owner and president of North-Seattle Chrysler Plymouth, figures, "It's just the mystique about automobiles. I've always liked automobiles. I drove a Corvette through my time at the University of Minnesota."

William E. McIntosh, Jr.

Alfa Romeo, Chrysler, Maserati, Plymouth

After completing grad school there he chose the Chrysler Corp. over IBM and Ford to begin a sales career.

McIntosh worked his way through half a dozen jobs at Chrysler; his last post was as staff executive to E.T. Pappert, vice-president for North American auto sales. He was hired by Joe Shady, who is now director of dealer enterprises for the Chrysler dealer body, and followed him for eight years through his career.

"Shady was an infectious leader," he says. "Lots of managers came through his school." Given the chance to go with another auto maker years later, he again stuck with Chrysler this time because of another great leader, Lee Iacocca. "Because of Iacocca I stayed. He keeps us competitive." He also thinks Iacocca's staying with the corporation now is good for Chrysler.

When he left the corporate offices in 1985 he invested in his own dealership because he enjoys selling cars. McIntosh stands behind the product he sells and the corporation he represents.

SEATTLE, WASH.
7-1-88 Population: 1,861,700

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	78,124	73,183
Light trucks	45,522	37,894
TOTAL	123,646	111,077

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	4,993	Honda Accord	4,078
Ford Taurus	3,938	Ford Taurus	3,615
Honda Civic	3,648	Honda Civic	3,224
Chev. S10	3,327	Chev. S10	2,960
Ford Ranger	2,933	Ford Ranger	2,536

But 1990 wasn't the stellar year he'd hoped for, and it ended on a sour note when the biggest snow storm of Seattle's history paralyzed the city. He had trouble keeping staff motivated and traffic through the store. The snowstorm played havoc with one of the most lucrative economic events in the Seattle business year; the Boeing bonus given on Dec. 15. Totaling $183 million for 1990, it usually accounts for an upsurge in sales at the end of the year.

But this year, the mayor of Seattle asked people to stay home. "I didn't get my first Boeing deal until Dec. 27, which was a Chrysler Maserati, and then I only did five more deals after that and I think it was due to the weather.

"From the 26th to the 31st we will usually do 50 cars and it just didn't happen this year."

Weather aside, 1990 was a year where the typical car buyer began hedging and slowing down. "My profits compared to 1989 will probably be down about 30 percent," he said.

In 1989 he delivered 1,600 new cars, and he finished 1990 with 1,200 units. "I'm wondering where my other 400 cars are. Figuring on a monthly basis we normally sell 150 new cars and 50 used vehicles or 200 per month, right now we're only selling 150 both new and used."

To cope, McIntosh plans to trim his staff of 64 employees to 58. "The store has got to stay healthy," he says. "The best way to get expenses out of the store is you walk 'em out."

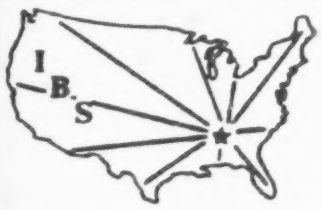
McIntosh says buyers are having a harder time getting financing, and banks want more money down. "The reason we're not seeing real good buyers is that things are out of sync." He feels the C and D buyers he's seeing are a testament to uneasy times. "That real good buyer reacts to what's going on around him, he's worldly and when there's something out of sync he sits on his hands."

The Middle East situation and recession have good buyers waiting. "Once these things are resolved then the A and B buyer will be back. I think pent-up demand is building up right now."

McIntosh goes on, "Its a consumer market out here, it's a very competitive market, there's eight Chrysler-Plymouth dealers in the Seattle/Tacoma area and we all pay Chrysler the same amount of money for cars . . . the difference is me, how I handle that particular customer."

His philosophy at sales meetings is very clear:

"Three things sell a car and price is third. The No. 1 item that sells a car at North Seattle Chrysler-Plymouth is how that customer perceives us as a dealer. No. 2 is the rapport. We have a policy if you're not building rapport turn them ▶



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over. And third is price. We do not give the lowest price over the phone because we want to get people out here to see the dealership.

"There's a chemistry you build between people," McIntosh says. "We've got a female salesperson in each of our three crews. They have a lot of patience and they are very successful here. The female market right now is probably making 60 to 70 percent of the buying decisions on cars."

Car sales may be down but in parts of the dealership things are looking up. McIntosh attributes his success in service to his hands-on customer service. "My service has been excellent. I will have had the best year I've ever had in service and parts."

He's also renovating the service and parts area of this Chrysler-owned property to handle an even greater volume.

But still he wonders where all the new car buyers are hiding. His typical ad campaign of $50,000 a month just doesn't seem to have the same pull it used to. He claims the buyer is not responding to radio, television and newspapers.

"When I was at my height," he recalls, "I was on four television stations, seven radio and 12 newspapers and Ackerley billboards. I can't shotgun anymore. I've got to start pinpointing."

He's putting more energy into direct mail pieces and mailing lists. Direct mail campaigns to higher income neighborhoods as well as Boeing employees has worked. As a consequence he'll pull back on typical ad campaigns in larger media.

McIntosh also believes in "idea sessions" with his managers. "I've got to sit down now and develop a new strategy, a new game plan and new business plan. If I want to continue at the height and level that I am, then I need to come up with a new idea."

Could Chrysler help him on the road to more sales? "The only thing we really got for this year was the Sundance America and the all-wheel-drive Voyager." He feels new product is needed in his division, something on the order of the Dodge Stealth, to pick up foot traffic in the store.

He's definitely been happy about Maserati. "We're the No. 1 Maserati dealer for Chrysler in the country. We have delivered 94." He has not had similar success with Chrysler's other Italian import, the Alfa-Romeo. "I just haven't been able to reach the Alfa market."

Tampa

Downturn prompts Dimmitt to shed franchises, costs

By Patricia A. Kelsey
SPECIAL CORRESPONDENT

It's been a tough go for the auto industry, but it's not half as bad in Florida as in other markets like the Northeast "where there's barely a pulse of activity," says Lawrence H. Dimmitt III, president of Dimmitt Chevrolet.

That's not to say that stores like Dimmitt's have not had to make adjustments in big-ticket items to better reflect current market conditions.

"The trick," says Dimmitt, "is not to cut back so severely that you end up cutting business."

Dimmitt Chevrolet is one leg of the Dimmitt Affiliated Dealerships network that once included about 10 outlets.

It is now focusing on its two mainstay GM stores — Chevrolet and Cadillac in Clearwater — along with the Toyota franchise in nearby Inverness, Fla.

TAMPA-ST. PETERSBURG CLEARWATER, FLA.
7-1-88 Population: 1,995,100
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	106,613	111,049
Light trucks	35,042	37,017
TOTAL	141,655	148,066

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Toyota Corolla	4,161	Chev. Corsica	3,828
Pont. GrndAm	3,132	Ford Mustang	3,503
Honda Accord	2,982	M. GMarquis	3,214
Linc. T'car	2,961	Dodge C'van	2,981
Chev. Lumina	2,811	Chev. S10	2,939

"In the 1985-86-87 time span, people were buying cars like mad. It didn't matter what nameplate you carried. At this time, it's better to focus on the franchises you feel offer the best opportunities," Dimmitt says.

On the selling block went Hyundai, Subaru, Volkswagen and Nissan points, four former occupants of the Dimmitt Auto Mall established two years ago for the Tampa Bay area.

"The mall never achieved the necessary sales volume to make it fly," Dimmitt notes, "nor had we anticipated the current sales drop when the mall concept was put in place."

Lawrence H. Dimmitt III

Cadillac, Chevrolet, Toyota

Other victims were the BMW and Jeep-Eagle stores.

The next order of business was to address major expenses like personnel, advertising and floorplanning.

Personnel was rearranged, but only in small ways, Dimmitt says.

For instance, a drop in sales calls meant that telephone calls no longer had to be routed from a central receptionist to a sales force operator. Calls now go direct to the sales department, which reduced to one the number of telephone operators.

Direct-dial long-distance telephones now are restricted to five throughout the dealership. That cut Dimmitt's $6,200 monthly phone bill to $4,200. Most long-distance cars now are placed by the operator.

Cutbacks in advertising have occurred, but Dimmitt would not specify the degree. Promotional efforts have been beefed up in some areas, however, as part of an effort to bring in more bucks into the body shop and the service and parts departments.

Inventory is being tightened to maintain a 60- to 90-day supply.

The dealership took a hard look at outside services like trash collection and plant watering, which were taking as much as $9,000 a month out of Dimmitt's coffers. Trash costs were reduced by shopping around, and Dimmitt personnel now water the plants.

Dimmitt declines to disclose unit sales or dollar volume, but he admits that sales "were off a bit in 1990."

There has been a domino effect from other industries, he says. The buying public's disposable income is down, restricting their car-buying plans.

As 1991 rolls along, he anticipates more downward pressure. "As more businesses cut down, there will be less money floating around. It's a multiplier effect," Dimmitt says.

While Dimmitt wants to stay within a 60- to 90-day inventory, he admits that it's difficult because of multiple model lines. "You always have high-demand vehicles and others with virtually no demand. It's an ongoing balancing act," he says.

Another cloudy issue is rebates. Manufacturers tend to alter rebates continually, running them up and down like a yo-yo, Dimmitt says.

"You may have a $1,500 rebate on one vehicle and when the sun comes up the next day, it's changed to $500. This drastically affects the demand for that vehicle," he says.

The worth of incentives shows up most significantly when the rebates are biggies, Dimmitt says. People react favorably, and those vehicles move out the door at a faster pace.

He believes 1991 will bring a trend of more cash-to-dealer incentives and fewer customer rebates.

"These would be paid out according to your achievement of certain pre-established sales goals," Dimmitt says. "If you hit, say, 25 percent of a sales goal, the cashback would be $100 or $200; 50 percent would double that, and so on."

Best-moving models are also affected by the rebate programs.

"Last year, our best mover was the Camaro with a rebate high of $1,500," Dimmitt says. "That makes a big difference in a $10,000 to $12,000 price range."

Camaro is now falling off and Caprice is picking up steam, he says, again due to a generous rebate.

The Geo line is showing greater promise this year, helped by its gas-mileage capabilities in a higher-than-normal gas price period brought on by the Persian Gulf situation.

The new luxury tax on the portion of a car's price that exceeds $30,000 has not affected Dimmitt in any measurable way.

Sales of Corvettes in the $35,000 to $40,000 range are not being deterred by the tax because "such buyers can always find an extra $500 in their mattress to handle the excess tax of 10 percent above the $30,000 mark," he says.

The tax may, in fact, help Corvette sales and sales of some of his other lines, Dimmitt says, because of the effect on European imports. Those prospects "may rethink to the Caprice and Cadillac lines," he says.

Toronto

Menzel sells cars, but he's in the 'people business'

By Alex Law
STAFF CORRESPONDENT

When Peter Menzel says, "I'm not really in the car business," it's something of a shock, since he's been a Volkswagen-Audi dealer in Toronto for 15 years and recently served as president of the Federation of Automobile Dealer Associations of Canada.

The remark makes more sense when he adds: "I'm in the people business. It's just coincidental that I'm in the car business."

That is Menzel's first response when he's asked why he's been so successful as dealer-principal of Agincourt Autohaus in Toronto's northeast corner. In terms of unit sales, his store is in Canada's top five for VW and Audi. But more important to Menzel, it's the No. 1 metropolitan operation in terms of customer satisfaction in VW's Canadian empire.

TORONTO, ONTARIO
6-1-90 Population: 3,751,700
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	166,837	212,384
Light trucks	59,585	74,820
TOTAL	226,422	287,204

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. Cavalier	9,649	Chev. Cavalier	9,733
Honda Accord	8,194	Ford Tempo	8,579
Honda Civic	6,510	Honda Civic	7,348
Ford Tempo	6,073	Honda Accord	6,694
Toyota Corolla	5,791	Dodge C'van	6,572

Menzel's other criteria for success include:

- Base your marketing effort on word-of-mouth, rather than advertising. Put more effort into satisfying customers. In a dispute, always give them the benefit of the doubt.
- Anybody who trusts a dealer enough to do business with him should be shown the same level of trust.
- Strive for a quality product, including service.

Peter Menzel

Audi, Volkswagen

Menzel admits that those things are "no big deal. No big secret. Just fundamentals."

But he maintains that not every dealer practices those principles, even though they should at all times and especially now. He describes business in early January "as if it was cut off. New business was half of what it was."

That is contrary to expectations, since the lower car prices (about 4 percent) caused by a new federal tax structure were supposed to boost sales, which were sluggish in December.

Menzel's explanation: "The public didn't believe the government or the automobile industry" that prices were going to fall. He thinks some of January's sales actually took place in 1990.

Also, early-1991 sales were not helped by concern over the Persian Gulf and the future price of gasoline, Menzel notes.

Despite the early sales slump, Menzel predicts that his dealership will move about 600 units in 1991, down slightly from 617 in 1990 but still way up from 408 in 1989.

Even with such strong sales, Menzel says it's unlikely that his dealership will make money this year, and he doesn't seem to take any comfort from the fact that he's not alone. "As far as the new-car department goes, I don't know a single dealer who actually makes money now," he says.

Menzel maintains that the biggest problem for Canadian dealers is the adoption of American marketing policies by the Canadian companies, particularly the domestics and the Japanese. He says those policies are designed to presell a manufacturer's product before the customer gets to the dealership, which is likely to have ▶

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other car lines in the United States.

Canadian law, however, pretty well forces a store to be an exclusive point, Menzel says, so the costs to the dealers of supporting the American-style marketing effort are unnecessary.

VW does not use such tactics, and Menzel feels the other companies will have to change their marketing strategies or the dealers will have to ask the federal government to change the Competition Act to permit more dualing.

Aside from a change in exclusivity or marketing tactics, Menzel says, "The other thing is for dealers to put a genuine marketing effort into the service and parts aspect of their business.

He says that when he left VW Canada to take over the dealership in 1976, "I was not affected by the 'retail practices' of the automobile business, so my brain was uncluttered with preconceived ideas or practices. I could develop a business plan based strictly on dollar turnover and gross profit retention and totally divorce the dealership from unit sales."

In light of that, he quickly reasoned that "the most direct influence I had — and the most profitable one — was in the service and parts area. In the new-car department I had maybe 20 percent influence because I was not designing the cars, I was not building them, and I was not pricing them. So, as an entrepreneur, I had no input on 80 percent of the whole."

On service, however, Menzel calculated that "I at least had 60 to 70 percent influence because 30 percent still depended on the factory — whether or not they built a good car."

To get the customer satisfaction that generates good word-of-mouth (which Menzel says has "unbelievably tremendous strength"), a dealer has to practice "marketing through association, which is essentially the information processing of customers when they look at things and set up associations."

For example, Menzel says, "If they see a clean shop floor, they associate that with well-managed. This reduces risk perception. If they see clean-cut mechanics, they associate that with expertise and integrity, reducing risk perception.

If parking and service processing are made easy for them, it's a sign of good management. If they have a complaint — justified or not, it doesn't matter — settle the complaint."

Menzel says a dealership that wants to succeed in the profitable service and parts business has to have "a structural approach to service." That structure has to define the product, recognize the risk-reduction process and pay homage to the power of word-of-mouth.

In addition, he says, is the need to "instill in everyone in your service department that anyone who comes in is your customer. He's not the factory's customer, he is *your* customer."

He maintains that Agincourt Autohaus has eliminated the two classifications, "He bought from us" and "he didn't buy from us."

Menzel believes that today's dealers "are too immersed and too occupied with tactical matters without thinking about the broader strategic concepts of a business." He says that "a business cannot be run on tactics, you have to have a strategy."

The auto business is tough these days, but it never crosses Menzel's mind to sell his valuable Toronto property and go into another line of work.

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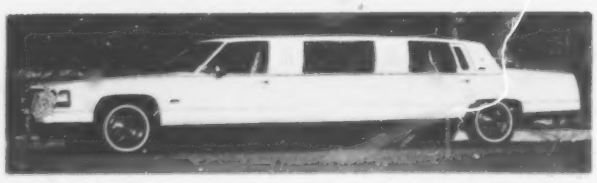

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Vancouver

Pattison group will be prepared if slump comes

By Steve Mertl
SPECIAL CORRESPONDENT

Don Connors thinks a sustained economic downturn will produce a severe shakeout among both auto manufacturers and dealers.

But he's sure the Jim Pattison Automotive Group in Vancouver, British Columbia, will survive, even prosper.

"It's an opportunity for us," says Connors, group president. "We love tough times. We've been getting ready for it for the last three years."

It sounds like bravado but one glance around group headquarters tells a visitor that Jim Pattison, founder of the group, hasn't spent his treasure building monuments to his success.

From a suite of nondescript offices above Pattison Pontiac-Buick-Cadillac, Connors, 45, controls seven British Columbia dealerships (four Toyota and two General Motors stores and a newly acquired multi-brand import outlet), two leasing firms and a cellular phone operation. The company also owns a dealership in the Seattle-Tacoma area in Washington.

VANCOUVER, BRITISH COLUMBIA
1-1-90 Population: 1,547,000

REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	62,907	64,970
Light trucks	29,257	27,294
TOTAL	92,164	92,264

TOP 5 MODELS, MODEL YEAR

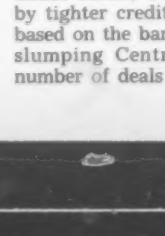
1990	No.	1989	No.
Honda Civic	5,008	Honda Civic	4,388
Honda Accord	3,801	Honda Accord	2,816
Toyota Corolla	2,746	Toyota Corolla	2,463
Chev. Cavalier	2,486	Ford Tempo	2,271
Dodge C'van	2,187	Toyota Tercel	2,262

Last year, the group sold 17,000 new and used cars and trucks, up about 2,000 from 1989.

Pattison, who opened his first dealership in Vancouver in 1961, no longer personally directs the automotive group's fortunes. It's a core business in his empire that ranges from a supermarket chain to fish packing to outdoor advertising to periodical distribution, even a New York-based investment and arbitrage firm.

With $1 billion (Canadian) in assets and $2.2 billion in gross revenue in 1989, it's the fourth largest privately held company in Canada.

The Saskatchewan-born Connors, who joined Pattison in 1968 after college, has headed the auto-



Don Connors

BMW, Buick, Cadillac, Chevrolet, GMC Truck, Jaguar, Nissan, Oldsmobile, Pontiac, Subaru, Suzuki, Toyota, Volvo

motive group since 1982, stepping over from Pattison's RV-manufacturing operation and, before that, catalogue merchandising.

Canada has been in a recession since last spring, but despite layoffs in the forestry industry, British Columbia hasn't been hit hard, so far.

Auto sales last year in this province of more than two million people (about three-quarters of them clustered in Vancouver and its suburbs) at least matched 1989, slipping slightly in December.

The recession psychology scaring the Rockies from hard-hit Central Canada, but the outlook remains fairly optimistic. Barring the unforeseen, dealers here expect any dip to be short-lived, with the vehicle market buoyant again by the end of the year.

Connors believes that any slump should hit in earnest by this spring. "I just don't know how deep it will be," he says.

Deep and long might spell trouble for greater Vancouver's dealer-saturated market, he says.

"The Lower Mainland is probably the most over-dealered in North America," he says. "And this is the beachhead for the Japanese."

One out of two vehicles sold here is an import, compared to about one in three in the rest of Canada, compounding competition and cutting profits.

"We sell more cars for much less money," Connors says.

He says the volume approach has chopped profits on new vehicles to as little as 8 percent.

Displaying a Western Canadian's antipathy for Toronto-based national banks, Connors is angered by tighter credit on auto buyers, based on the banks' experience in slumping Central Canada. The number of deals that fall through because of loan rejections has more than doubled since fall. If this keeps up, Connors says Pattison may try to shift more deals to open-end leases financed by its own leasing operation.

He sees pressure on dealers caused by the approaching parity between the quality of imported and domestically produced vehicles, which will put even more emphasis on value and after-sale service, while transplants will put even more production into the pipeline.

Something has to give, and Connors wants the Pattison group to be ready when it does.

The group last year extended its performance enhancement program to lower levels of dealership management and the parts and service staff. The program trains staff and managers in inventory control, asset management and customer satisfaction.

The group has also concentrated on hiring and training business people in management instead of promoting sales personnel. The strategy improved the quality of group managers, Connors says, and, aided by incentive programs, it has reduced the turnover rate — now near zero for managers, compared with about 90 percent annually for the sales staff.

More recently, Connors dropped three dealerships, Nissan and Suzuki stores in Vancouver and a Hyundai dealership in the Vancouver Island logging town of Duncan.

Pattison also acquired Park Valley Motors in Kelowna, which sells BMW, Jaguar, Volvo, Subaru and Suzuki. Kelowna is the heart of the fruit-growing and tourist-oriented Okanagan Valley 175 miles east of Vancouver. It is a growing retirement haven, and a new freeway puts it in easier reach of Vancouver. Connors thinks that will help turn Kelowna into the second-largest city in the province.

Pattison is also moving south to counter the impact of the Canada-U.S. Free Trade Agreement, which will phase out import restrictions on used cars by 1993 and will open the border to cheaper low-mileage vehicles from U.S. dealers.

Connors recently closed a deal to buy Nissan-Suzuki of Tacoma in the Seattle-Tacoma area and is eyeing a couple more. They will add new-car volume and give Pattison a pipeline for used cars that could be sold in Canada.

The Pattison group has less control over its dealings with automakers, and the frustration is evident. Connors mirrors the widespread unhappiness with manufacturer-controlled advertising associations, consumer rebates and automakers' side deals with daily rental companies that put nearly new cars onto the market at bargain prices.

A sustained slump might spur dealers to stop ordering new cars altogether, he says.

"We'll go stand in line at the auction and buy the cars 30 to 40 percent cheaper," he says. "There's going to be some blood spilled."

However, Gary Cowell, first vice president of the Federation of Automobile Dealers Associations of Canada, calls such a boycott unrealistic. Cowell of Cowell Volkswagen in Richmond, British Columbia, doubts that enough dealers would join for it to be effective.

Connors wants to re-establish the arms-length relationship between dealers and automakers.

"Give us the best car you can at the best possible price, then get out of our hair," he says.

▶

FACE OF THE DEALER, 1991

Washington

Pohanka wears the mantle of dealer statesman

By Jayne O'Donnell
SPECIAL CORRESPONDENT

He has the statesmanlike stature of an aging ambassador or the senior senator from South Carolina — a tall, lean, graying eminence who would seem more at home waxing eloquent on the wrongs of war than the right way to treat a car customer.

But in a city where everyone from junior congressional aides to political talk-show hosts have a part in running the country, John J. Pohanka has resisted the pull of power and decided to stick to what he does best — selling cars.

In the 42 years he's been in the business, however, he has come

John J. Pohanka

Acura, Chevrolet, GMC, Honda, Hyundai, Oldsmobile, Saturn, Suzuki

close to succumbing to the Potomac fever that has stricken even the most far-away of farmers.

Big-wheel Washington customers frequently mention the possibility of foreign service to Pohanka. When President Reagan took office, Pohanka's name was even being bandied about for a top post at the Transportation Department. But a position never materialized, and Pohanka now says with believable conviction that it's just as well.

"I graduated from Princeton and traveled in circles with people who did a lot more than sell cars," says the 63-year-old chairman of the Pohanka Automotive Group in Marlow Heights, Md. The group has eight franchises and seven stores.

"I knew there had to be a lot more to life than making money, but I thought I could do more good working for dealers than trying the solve the world's problems."

Pohanka has done his part to help the dealer community. In 1976, he served as president of the National Automobile Dealers Association, and he continues to be active in the association's Project 2000. He also helped found the National Institute for Automotive Service Excellence and was the first chairman of the National Automotive Technicians Education Foundation.

WASHINGTON, D.C.
7-1-88 Population: 3,734,200
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	208,608	229,553
Light trucks	71,026	76,670
TOTAL	279,634	306,223

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Honda Accord	13,697	Honda Accord	11,923
Toyota Camry	9,813	Toyota Camry	8,416
Honda Civic	9,623	Honda Civic	8,301
Ford Taurus	7,804	Ford Taurus	7,873
Toyota Corolla	6,643	Ford Escort	7,819

Among Pohanka's principal areas of concern in business are the shortage of qualified technicians and the much-maligned image of the automobile dealer. Improvements in dealer image, he notes, "are not going to be achieved through public relations." Dealers must make a concerted effort to do business in a professional manner, he says.

Pohanka has a rather novel solution for dealing with another of his business worries — the highs and lows of income for sales personnel. He laments that his employees, unlike his business, were not prepared when lean times arrived.

So, he says, "the next time a boom time comes around, I'm going to offer — on a volunteer basis — a delayed compensation program. I wish I had thought of this four years ago."

During his years of industry politicking, Pohanka was careful to keep strict controls on expenses and management. His efforts have served him well during these rough recessionary times. He says he's always tried to run a "tight ship," although he seems to place more importance on promoting from within.

His son, Geoff, has risen through the company to become the fixed operations manager for all the dealerships, as well as the dealer-principal at four stores. He will be the Saturn dealer when that outlet opens. Pohanka also has three nephews working in management in the automotive group.

Pohanka's rewards are evident in his results. New-car sales for 1990 were up 5 percent over 1989, and increased import sales compensated for a downturn in domestic deliveries. Net profits increased 25 percent.

Pohanka has Oldsmobile, Honda, Hyundai, Chevrolet, Acura, Suzuki, GMC and soon-to-be Saturn franchises.

His in-house customer satisfaction index department contacts every car and service customer, and each employee is ranked and rewarded based on those findings. "Taking care of the customer has always been our No. 1 job," says Pohanka.

He has not allowed what he calls "non-productive personnel numbers" to get out of control. As a result, he has not had the high numbers of layoffs that many of his dealer colleagues have had. Like most Washington-area dealers, the Pohanka Automotive Group has reduced advertising expenses and car inventories.

"There's an old saying that overhead walked in on two feet and out on two feet," says Pohanka, whose grandfather started the business in 1919.

Still, he sees some trying times ahead.

Gerry Murphy, president of the Automotive Trade Association, National Capital Area, is not given to hype — but he's also almost always the optimist. Not so in these tough times in the dealership industry, which supports the association his grandfather founded.

"The car business in Washington is not good, and it hasn't been for at least a year and a half," says Murphy. "Washington was always about 5 percent better than the rest of the country until 1989, and then the Washington economy wasn't as sound as the nation's."

Murphy notes that only one Washington-area dealership, Anton Motors, has filed for bankruptcy in the last year, and he says that had little to do with outside economic influences.

Says Pohanka, "The seeds of failure are sown when times are good, and dealers who have allowed expenses to get out of hand or who have failed to develop all their profit centers will have a tough time of it." He adds that single-line dealers and others who have expanded without the needed depth of financial and people resources will be hard-pressed to make it in the business.

But as Pohanka's emphasis on CSI shows, there is far more to making it in the Washington-area dealership business than financial acumen. The personable Pohanka, who as a 33-year-old nearly got out of the business and sold his valuable chunk of real estate, now drives one of his neighbors' cars for the 32-mile commute to his dealership properties in Marlow Heights about two days a week for service.

"I sleep with the classes and do business with the masses," he says.

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Wichita

Not the biggest, not the richest, but Lesline is content

By Bob Cox
SPECIAL CORRESPONDENT

Walt Lesline is not the largest automobile dealer in Wichita, Kan., and, he claims, certainly not the richest.

Indeed, he says his "only claim to fame is I survived for 16 years."

WICHITA, KAN.
7-1-88 Population: 483,100
REGISTRATIONS, MODEL YEAR

	1990	1989
Cars	13,421	14,206
Light trucks	8,701	8,837
TOTAL	22,122	23,043

TOP 5 MODELS, MODEL YEAR

1990	No.	1989	No.
Chev. C1500	631	Ford Escort	711
Honda Accord	617	Chev. S10	704
Ford Escort	610	Ford F150	696
Chev. S10	606	Ford Taurus	661
Ford F150	589	Pont. GrndAm	632

As 1991 began, Lesline, 61, was taking steps to make sure he'll survive for a few more years.

Just last summer, Lesline, owner and president of Plaza Buick Inc., opened a $2.5 million dealership and showroom on Wichita's east side. Like many another dealers, he was following the traffic out of downtown to the faster growing suburbs.

Initially, he planned to maintain his facilities near downtown Wichita. But in December, he decided to throw in the towel on the downtown operation.

"It was just eating us up," he says. "You asked me why I decided to expand. Well, now, I realize I probably shouldn't have."

Two events made Lesline reconsider his decision to maintain two sales outlets. The first was Iraq's invasion of Kuwait, and the resulting run up in gasoline prices; the

Walt Lesline

Buick

second is the existing economic uncertainties that were made worse by the crisis in the Persian Gulf.

Lesline embarked on the expansion two years ago, after years of watching the business dwindle downtown.

In the late 1970s, he sold as many as 1,800 new cars a year, compared to 550-600 in recent years. In 1978, what was then Robinson-Lesline Buick was one of the top 60 Buick dealerships in the nation.

But the 1980s brought one economic crisis after another to the Wichita area, compounding the typical urban problems of suburbanization and a declining downtown area. So a few years back Lesline began to give serious consideration to following the people out of downtown.

"A lot of businesses that employed a lot of people have left downtown," he says. "There's nothing downtown to draw traffic at night."

In the seven months since the new location opened, it has shown a gradual increase in business.

"That's when I began to see that we were our own biggest competitor," Lesline says, adding that the five or six miles between the two outlets was not enough for both to prosper.

And as the months went by, the accounting began to tell the true tale. There was only a marginal improvement in total revenue, from both sales and service, over the downtown location alone.

With a new showroom and service facility, there was no question about what to do.

"You have to go where the traffic is," Lesline says. "My only error was that I probably waited five years too long."

Lesline's gross sales, which have been as high as $30 million a year, topped $25 million in 1990.

Business was slower in the second half of 1990 than he anticipated, largely because of uncertainties brought about by the Persian Gulf crisis and political wrangling over the federal budget. But he looks for improvement in 1991.

"I think it's going to start off a little slow, but I think it will end up all right," he says.

The outlook for the Wichita and south-central Kansas economy is generally upbeat, local economists say, barring a deep and prolonged national recession or worse.

The city's business aircraft manufacturers are, for the most part, enjoying steady to expanding business, and they predict that they will be adding to their work forces in 1991. Demand for airliners continues to buoy the local operations of Boeing Co., and local oil producers are enjoying the price fallout from events in the Middle East.

Lesline has 40 years' experience in the automobile business. He started as a salesman in Yates Center, Kan., in 1950.

Yates Center was so small that "if someone walked into the showroom and I didn't know their name, I knew they were from out of town," he says.

In 1965, he moved to Wichita as a salesman for Ben Robinson Buick. He became used-car sales manager and finally general manager. He became a partner in the dealership in 1974 and sole owner in the early 1980s.

The years and the business have been good to Lesline.

"I haven't made a lot of money, and I haven't any desire to make a lot of money," he says.

"I want to be the most honest car dealer in Wichita, not the biggest. I want somebody to know that if I look them in the eye and tell them something, that's the way it is."

His goal is to create customer satisfaction and loyalty. "I can't make every customer happy, but I try."

Lesline said his surveys of customers have shown that 90 to 94 percent have been satisfied with the service and attention they have received.

"When you're in a service industry, you should strive for more, but it's good to get 94 percent," he says.

The automobile business will continue to get more competitive, he says, with thin profit margins on sales of new cars. That means paying more attention to used-car sales and, especially, the service business.

"I think that the dealer who survives is going to do it on customer satisfaction."

A pilot for more than 40 years, Lesline owns his own single-engine Beechcraft Bonanza — a product of Wichita's biggest industry — and flies to many meetings and car auctions. He says there are parallels between the aircraft business and automobiles.

"We see a lot of airplanes that are 20 and 30 years old because they're well maintained," he says. "We're going to see that in the future in the car business."

If his health holds, he hopes to be greeting potential customers 10 years from now. A diabetic, Lesline watches his diet and walks three to five miles a day, except when the fickle Kansas weather coats the streets and sidewalks with ice.

"The farthest thing from my mind is wanting to retire," he says.

FORD: *Company leads industry with 245 black dealers, but progress gets tougher as business declines*

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. acknowledged its need to help minorities in business in 1967, after Detroit was ravaged by a race riot. Henry Ford II led the company to establish affirmative action directives, including appointing minority dealers.

Now, Ford is the clear leader in minority dealer development. With 245 black dealers at the end of 1990, it had more than General Motors and Chrysler Corp. combined.

The company began a minority dealer placement program in 1968 and a training program in 1971.

But black dealers were usually placed in inner-city stores that white dealers didn't want, according to Ford officials and black Ford dealers. The turnover was high, and by the late 1970s, Ford was forced to find other locations.

Ford's black dealers were hit hard by the Iran oil embargo in the late 1970s. In 1980, Ford's 19 surviving black dealers formed the Black Ford Lincoln Mercury Dealers Association.

Ford's black dealer body was not growing as fast as the association wished, and it brought in civil rights activist Jesse Jackson in 1982 to meet with Ford brass.

Ford agreed to increase the number of black employees, suppliers and dealers. Within the year, Ford nearly doubled its black dealer total to 56.

In 1984, Philip E. Benton Jr., now Ford president and then vice president of Sales Operations, set a goal of 320 black Ford and L-M dealers by the end of 1989.

Bernard "Rusty" Restuccia, head of Ford's dealer development program, said Ford prefers to have candidates with auto-related business experience, although other business/entrepreneurial experience helps.

Secondly, dealers must have access to $100,000 in unencumbered cash. Ford must also determine that the individual has what Restuccia calls "street smarts," or entrepreneurial skills.

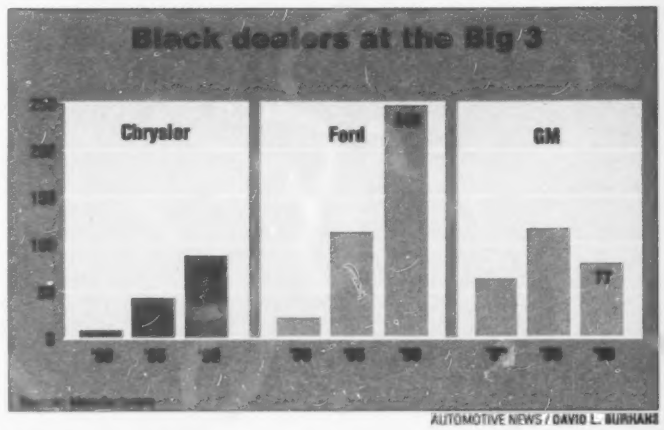
In the current minority dealer training class, Ford accepted 20 people from among 125 applicants.

The training runs for 24 to 36 months. Ford pays each trainee $3,500 per month.

After a two-week introduction, the participant is sent to a "mentor" dealership, usually a successful minority dealership, to train in parts, service, new vehicles, used vehicles, business office and general management. The trainee receives classroom training in Dearborn and takes tests after each stint in the dealership.

But not everyone gets a dealership. Until 1989, Ford placed 97 percent of its candidates. The other 3 percent either dropped out, decided to work as dealership managers or pursue other careers.

Out of a most recent class of 26 dealer candidates, only 14 purchased stores. Ford is attempting to help the other 12 graduates find dealership management positions.



AUTOMOTIVE NEWS / DAVID L. BURHANS

When a candidate has selected a store, Ford suggests that he or she put up 20 percent of the purchase price, though Restuccia said Ford may allow dealers to go as low as 12.5 percent. Ford acquires the store from the old owner and sets up an investment partnership.

Take a store sold for $500,000. The dealer candidate puts in 20 percent, or $100,000, which goes into common stock. Ford pays the remaining $400,000, half as a loan and half as preferred stock.

"That individual will retire our preferred stock with the profits," Restuccia says.

Restuccia says the typical buyout in good times is six to seven years. In the current downturn, Ford expects the buyout period to take "substantially" longer.

Minority dealer total falls; GM plans 40% increase by '93

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

General Motors is revamping its minority dealer program in an effort to increase its number of minority dealers by 40 percent by the end of 1993.

Unlike Ford Motor Co. and Chrysler Corp., GM's black dealer total has shrunk — from 114 in 1986 to 77 now. Most of GM's 176 minority dealers are not black.

Joseph Vasquez, general director of GM's Minority Dealer Development Department, blames the economy and a competitive marketplace, which he says makes it harder for minority dealers.

Many minority dealers, however, say red tape and lack of communication with GM make it almost impossible to address unique problems that minorities face during the current sales downturn.

The new GM Minority Dealer Steering Committee, comprising GM officials and two minority dealers, will study the types of candidates that GM trains at its Dealer Development Academy and the viability of locations that GM offers to minorities.

GM will not convene a new class at the academy in Troy, Mich., until the committee's work is done later this year.

In 1988, GM began a "Fast Start" program that allows minority dealers to get into a store for up to a year and leave with their investment intact if the dealer feels he cannot survive at that location. GM spokesman Harold Jackson said some dealers have abandoned dealerships after the year-long period; he declined to say how many.

GM started its minority training program in 1972. Since the program commenced, 223 candidates have been accepted.

Class sizes generally range from 15 to 18 and run for 12 months. Candidates receive a $3,000 monthly stipend, use of a car, all meals and lodging plus medical care. Instruction alternates three-week periods of classroom training and on-the-job training with dealers across the country.

Since the program began, the academy has graduated 223 students; 112 of them have been appointed dealers, and 47 of the 112 had stores at the end of 1990.

Candidates need $85,000 in unencumbered cash to qualify. Vasquez says most of of the candidates have an average of $115,000 to invest.

GM doesn't own any dealerships, so when a candidate is appointed a dealer, the company generally finds a store for sale and goes into partnership with the minority dealer, who generally needs 15 percent of the purchase price.

There are complaints that many minority-owned GM dealerships fail because of the sites they are offered. They say the stores often are in depressed, urban areas.

Vasquez acknowledges that minority dealers may not get the best locations but says it's partly due to their lack of finances.

"We're not stupid," Vasquez said, stressing that GM would not put its money into property that the company thought would fail. He also admits that GM needs a better plan needs to ensure success of the company's minority dealers.

The company has agreed to begin a pilot program in Houston, Detroit and Chicago to determine how urban stores can be better marketed.

Charles Harrell, president of the GM Minority Dealers Association, has presented the company with a list of suggestions to enhance the profitability of minority dealers.

They include:

- Audits of all existing minority dealerships by an outside concern to ascertain their viability.
- A subsidized rent program when rent is out of line with rent per unit of planning volume.
- More dualing opportunities, since the majority of the minority dealers have single points.
- More minority employees in strategic positions within the dealer development department.

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CHRYSLER: *Recruiters look at entrepreneurs, and black dealers increase 10-fold*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Early in the 1980s, Chrysler Corp. stepped up its recruiting of black dealers, and in a decade increased its numbers more than ten-fold.

In 1980 only seven black people owned Chrysler dealerships. When 1990 ended, Chrysler had 86 black dealers.

Chrysler believes the catalyst for the increase is its Chrysler Corp. Dealer Development Program.

Established in 1983, the program trains minorities and women to become automobile dealers. Cecil M. Ward, manager of Chrysler's retail dealer development program, is charged with recruiting minority dealer-candidates.

About 15 percent of the training is classroom study at Chrysler's Marketing Institute in Highland Park, Mich., says Ward. The rest is training at a Chrysler dealership.

The program covers every aspect of dealership operation, says Ward — "from the lot boy to actually running a dealership."

Chrysler recruiters canvass functions sponsored by such organizations as the National Association for the Advancement of Colored People and the Urban League. Ward says ideal candidates have strong retail management or dealership management experience, plus some capital.

In 1989, Chrysler signed a "fair share" agreement with the NAACP, meaning that Chrysler has accepted a corporate social responsibility to include black employees, suppliers and dealers within its operation.

Candidates must have $65,000 in unencumbered capital or at least 12½ percent of the total investment. The program allows dealers to buy out Chrysler, usually over five years.

The program has been a learning experience for Chrysler as well as its dealers. In the beginning, Chrysler tapped black people from the corporate sector for its dealer training program. But many of those, who had been used to a guaranteed salary, had trouble coping with the uncertainties of owning a business.

Chrysler now sets its sights on more entrepreneurial types.

Ed Fitzpatrick, 48, is a risk-taker. After a short stint as a school teacher and a career with Chrysler, he became owner of Puget Sound Chrysler-Plymouth-Alfa Romeo in Renton, Wash., a suburb of Seattle.

That was five years ago. He said he's been through the ups and downs of owning a business. But fortunately, the ups have outweighed the downs. He expects to buy out Chrysler this year.

"After a year I wondered why I got into this," he said jokingly. "My store is a good store. I knew Seattle had a good climate. This is my foundation. It is a springboard for my sons."

At one time, Chrysler and other manufacturers usually placed black dealers in points in "black neighborhoods" — often economically depressed.

Neighbors typically lacked the means to buy a car, and people who lived elsewhere did not journey into depressed areas to buy.

Consequently, many of those dealerships withered and died.

Now Chrysler will not put any dealer, black or not, in a store where a he or she cannot sell at least 500 units annually.

LIGHT-TRUCK MARKET SHARES
(Domestic and import)

	January Sales	Pct. of Total
C pickup	68,326	25.33
FS pickup	62,796	23.28
Minivan	56,861	21.08
FS van	16,782	6.22
C sport-utility	56,545	20.96
FS sport-utility	8,449	3.13
TOTAL	269,759	100.00

C = Compact, FS = Full-sized

LIGHT-DUTY TRUCK SALES, JANUARY

	Jan. 1991	Jan. 1990
Vans	6,578	11,523
Aerostar	8,336	15,613
Club Wagon	1,124	1,864
Ranger	17,720	23,796
Bronco	1,925	4,993
Bronco II/ Explorer	16,621	8,011
Pickups	24,229	45,106
Ford	**76,533**	**110,906**
Vans	4,595	7,932
Sportsvan	370	591
Geo Tracker	2,226	2,484
Astro	6,653	11,253
Lumina APV	2,938	3,472
S-10	13,959	16,221
S-10 Blazer	10,379	12,221
Blazer	648	1,702
Suburban	2,704	4,102
Pickups	25,911	40,300
Chevrolet	**70,383**	**100,278**
Pontiac		
Trans Sport	**1,341**	**1,938**
Olds Silhouette	**1,565**	**1,348**
Vans	2,038	3,844
Ram Wagon	563	1,359
Voyager	11,127	29,847
Caravan	14,509	33,376
Caravan C/V	523	998
Town & Country	217	510
Ram 50	426	1,380
Raider	0	317
Ramcharger	552	1,054
Dakota	5,326	6,701
Pickups	5,398	7,365
Chrysler	**40,679**	**86,751**
Vans	1,514	2,488
Safari	1,905	2,847
S-15/Sonoma	2,975	3,787
S-15 Jimmy	2,264	3,145
Jimmy	224	483
Suburban	993	1,882
Pickups	6,987	11,706
P Model	133	197
W-4	138	79
GMC	**17,133**	**26,614**
Wrangler	2,876	2,905
Cherokee/ Briarwood	9,381	13,032
Grand Wagoneer	513	672
Comanche	514	1,373
Jeep	**13,284**	**18,417**
Daihatsu	**263**	**253**
Pickup*	2,080	2,200
Amigo	493	620
Trooper	2,031	3,939
Rodeo*	1,183	0
Isuzu	**5,787**	**6,759**
Pickup	3,737	5,550
MPV	3,968	3,129
Navajo	895	0
Mazda	**8,600**	**8,679**
Pickup	1,799	3,260
Montero	829	1,476
Van	24	90
Mitsubishi	**2,652**	**4,826**
Pickup*	8,607	5,879
Pathfinder	2,651	1,971
Axxess	134	751
Van	2	4
Hawaii	244	138
Nissan	**11,638**	**8,743**
Range Rover	**210**	**367**
Samuari	414	410
Sidekick*	772	963
Suzuki	**1,186**	**1,373**
Pickups	10,939	13,332
Previa	3,298	836
4 Runner	3,267	4,302
Land Cruiser	680	451
Van	0	141
Toyota	**18,184**	**19,062**
Volkswagen	**321**	**450**
Imports	**48,841**	**50,512**
Industry Total	**269,759**	**396,764**

*Includes domestic vehicles

Sales charts compiled by Karen Dettkowski

SALES

FROM PAGE 3

tack on Iraq certainly had an impact on sales. He said foreign makes were hurt by Big 3 discounting, and Japanese and German makes suffered because of their "lackluster support for the Persian Gulf war."

Domestic new-car sales table, Page 132

Infiniti and Isuzu were the only Japanese imports to report sales increases; none of the German makes performed better than they did during January last year.

Ford Motor really took a tumble. Every nameplate nosedived, and its domestic-car sales fell 33.18 percent.

Chevrolet Division outsold Ford Division by 5,599 units to top the car sales chart for the month. Chevrolet sold 82,286 cars in January, compared to Ford's 76,687. In January 1990, Ford led Chevrolet by 1,620 deliveries.

Ford Division continued as the leader in total vehicle sales, delivering 153,220 cars and light trucks, 551 more than Chevrolet. In January last year, Ford was 12,248 vehicles ahead of Chevrolet.

General Motors didn't get much performance from any of its car divisions; sales fell 21.84 percent. Each GM division reported lower sales, led by Pontiac with a 35.6 percent decrease. For the month, Pontiac was the No. 6 car seller, down from No. 4 last January. Pontiac lost its No. 4 ranking to its sister division Buick.

Chrysler Corp.'s total car sales were down 15.33 percent, and Chrysler was the only Big 3 maker to get a sales increase from one of its divisions. Led by higher sales of its Monaco, Spirit and Dynasty lines, Dodge was up 0.5 percent.

In combined sales of cars and light trucks — import and domestic — the Toyota nameplate outsold Dodge by 89 units, and Toyota was third behind Ford and Chevrolet in total vehicles sold for the month. Last January, Dodge was third and was 17,048 cars and trucks ahead of Toyota.

Transplants American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. also took a plunge. Honda's sales of U.S. cars dwindled 30.4 percent, and Toyota's fell 25.7 percent. Their sales of imported cars also dipped; Honda was down 13 percent, and Toyota was off 7.5 percent.

DOMESTIC CAR MARKET SHARES

	January Sales	Pct. of Total
Subcompact	72,150	17.33
Compact	95,343	22.88
Intermediate	162,023	38.88
Standard	42,735	10.26
Specialty	1,512	0.36
Luxury	42,881	10.29
TOTAL	416,644	100.00

IMPORTED CAR SALES, JANUARY

	Jan. 1991	Jan. 1990
Acura	9,141	10,087
Alfa Romeo	252	109
Aston Martin*	5	5
Audi	843	1,283
BMW	2,548	4,919
Chevrolet/Geo	5,523	14,601
Chrysler	73	944
Daihatsu	448	1,402
Dodge	2,683	1,717
Eagle	603	1,199
Ferrari*	80	80
Ford	2,616	5,985
Honda	13,807	15,871
Hyundai	7,509	11,883
Infiniti	1,862	1,071
Isuzu	455	208
Jaguar	511	1,523
Lamborghini*	13	13
Lexus	3,128	4,135
Lotus*	27	27
Maserati*	20	20
Mazda	10,423	13,524
Mercedes-Benz	3,378	4,654
Mercury	4,455	2,503
Mitsubishi	4,949	15,700
Nissan	15,245	26,560
Peugeot	345	336
Plymouth	1,045	1,740
Pontiac	2,289	1,407
Porsche	242	695
Rolls/Bentley*	100	100
Saab	1,025	1,967
Sterling	205	505
Subaru	4,282	6,528
Suzuki	391	615
Toyota	25,257	27,316
Volkswagen	6,410	7,868
Volvo	5,256	8,834
Yugo	370	879
TOTAL	**137,814**	**198,813**

* Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Jan. 1991	Jan. 1990	Percent Share
Alfa Romeo	252	109	0.0
Aston Martin*	5	5	0.0
Am. Honda	45,375	58,199	8.2
BMW	2,548	4,919	0.5
Buick	38,470	44,065	6.9
Cadillac	18,514	20,950	3.3
Chevrolet	82,286	112,314	14.8
Chrysler	9,597	15,789	1.7
Daihatsu	448	1,402	0.1
Dodge	31,016	29,907	5.6
Eagle	3,551	5,358	0.6
Ferrari*	80	80	0.0
Ford	76,687	113,934	13.8
Hyundai	7,509	11,883	1.4
Isuzu	455	208	0.1
Jaguar	511	1,523	0.1
Lamborghini*	13	13	0.0
Lincoln	12,555	17,805	2.3
Lotus*	27	27	0.0
Maserati*	20	20	0.0
Mazda	15,904	17,920	2.9
Mercedes	3,378	4,654	0.6
Mercury	22,923	34,025	4.1
Mitsubishi	9,435	21,846	1.7
Nissan Motor	24,705	32,829	4.5
Oldsmobile	28,734	38,880	5.2
Peugeot	345	3[illegible]	0.1
Plymouth	17,806	22[illegible]	3.2
Pontiac	32,499	48,262	5.9
Porsche	242	695	0.0
Rolls/Bentley*	100	100	0.0
Saab	1,025	1,967	0.2
Saturn	1,520	0	0.3
Sterling	205	505	0.0
Subaru	7,064	6,578	1.3
Suzuki	391	615	0.1
Toyota Motor	45,384	54,326	8.2
Volvo	5,256	8,834	0.9
VWoA	7,253	9,151	1.3
Yugo	370	879	0.1
TOTAL	**554,458**	**743,468**	**100.0**
GM	**202,023**	**264,491**	**36.2**
FORD	**112,165**	**165,764**	**20.2**
CHRYSLER	**61,970**	**73,590**	**11.2**
JAPANESE	**149,161**	**193,923**	**26.9**
EUROPEAN	**21,630**	**33,817**	**3.9**
KOREAN	**7,509**	**11,883**	**1.4**

*Estimate

U.S. CAR AND LIGHT-TRUCK SALES, JANUARY — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	76,687	113,934	13.8	15.3	76,533	110,906	28.4	28.0	153,220	224,840	18.6	19.7	−1.1	−31.9
Chevrolet/Geo	82,286	112,314	14.8	15.1	70,383	100,278	26.1	25.3	152,669	212,592	18.5	18.6	−0.1	−28.2
Toyota	42,256	50,191	7.6	6.8	18,184	19,062	6.7	4.8	60,440	69,253	7.3	6.1	1.3	−12.7
Dodge	31,016	29,907	5.6	4.0	29,335	56,394	10.9	14.2	60,351	86,301	7.3	7.6	−0.2	−30.1
Buick	38,470	44,065	6.9	5.9	—	—	—	—	38,470	44,065	4.7	3.9	0.8	−12.7
Honda	36,234	48,112	6.5	6.5	—	—	—	—	36,234	48,112	4.4	4.2	0.2	−24.7
Nissan	22,843	31,758	4.1	4.3	11,638	8,743	4.3	2.2	34,481	40,501	4.2	3.6	0.6	−14.9
Pontiac	32,499	48,282	5.9	6.5	1,341	1,938	0.5	0.5	33,840	50,220	4.1	4.4	−0.3	−32.6
Oldsmobile	28,734	38,880	5.2	5.2	1,565	1,348	0.6	0.3	30,299	40,228	3.7	3.5	0.1	−24.7
Plymouth	17,806	22,536	3.2	3.0	11,127	29,847	4.1	7.5	28,993	52,383	3.5	4.6	−1.1	−44.8
Mazda	15,904	17,920	2.9	2.4	8,600	8,679	3.2	2.2	24,504	26,599	3.0	2.3	0.6	−7.9
Mercury	22,923	34,025	4.1	4.6	—	—	—	—	22,923	34,025	2.8	3.0	−0.2	−32.6
Cadillac	18,514	20,950	3.3	2.8	—	—	—	—	18,514	20,950	2.2	1.8	0.4	−11.6
GMC	—	—	0.0	0.0	17,133	26,614	6.4	6.7	17,133	26,614	2.1	2.3	−0.3	−35.6
Jeep	—	—	0.0	0.0	13,284	18,417	4.9	4.6	13,284	18,417	1.6	1.6	0.0	−27.9
Lincoln	12,555	17,805	2.3	2.4	—	—	—	—	12,555	17,805	1.5	1.6	0.0	−29.5
Mitsubishi	9,435	21,846	1.7	2.9	2,652	4,826	1.0	1.2	12,087	26,672	1.5	2.3	−0.9	−54.7
Chrysler	9,597	15,789	1.7	2.1	217	510	0.1	0.1	9,814	16,299	1.2	1.4	−0.2	−39.8
Acura	9,141	10,087	1.6	1.4	—	—	—	—	9,141	10,087	1.1	0.9	0.2	−9.4
Hyundai	7,509	11,883	1.4	1.6	—	—	—	—	7,509	11,883	0.9	1.0	−0.1	−36.8
Subaru	7,064	6,578	1.3	0.9	—	—	—	—	7,064	6,578	0.9	0.6	0.3	7.4
Volkswagen	6,410	7,868	1.2	1.1	321	450	0.1	0.1	6,731	8,318	0.8	0.7	0.1	−19.1
Isuzu	455	208	0.1	0.0	5,787	6,759	2.1	1.7	6,242	6,967	0.8	0.6	0.1	−10.4
Volvo	5,256	8,834	0.9	1.2	—	—	—	—	5,256	8,834	0.6	0.8	−0.1	−40.5
Eagle	3,551	5,358	0.6	0.7	—	—	—	—	3,551	5,358	0.4	0.5	0.0	−33.7
Mercedes-Benz	3,378	4,654	0.6	0.6	—	—	—	—	3,378	4,654	0.4	0.4	0.0	−27.4
Lexus	3,128	4,135	0.6	0.6	—	—	—	—	3,128	4,135	0.4	0.4	0.0	−24.4
BMW	2,548	4,919	0.5	0.7	—	—	—	—	2,548	4,919	0.3	0.4	−0.1	−48.2
Infiniti	1,862	1,071	0.3	0.1	—	—	—	—	1,862	1,071	0.2	0.1	0.1	73.9
Suzuki	391	615	0.1	0.1	1,186	1,373	0.4	0.3	1,577	1,988	0.2	0.2	0.0	−20.7
Saturn	1,520	—	0.3	0.0	—	—	—	—	1,520	—	0.2	0.0	0.2	—
Saab	1,025	1,967	0.2	0.3	—	—	—	—	1,025	1,967	0.1	0.2	0.0	−47.9
Audi	843	1,283	0.2	0.2	—	—	—	—	843	1,283	0.1	0.1	0.0	−34.3
Daihatsu	448	1,402	0.1	0.2	263	253	0.1	0.1	711	1,655	0.1	0.1	−0.1	−57.0
Jaguar	511	1,523	0.1	0.2	—	—	—	—	511	1,523	0.1	0.1	−0.1	−66.4
Yugo	370	879	0.1	0.1	—	—	—	—	370	879	0.0	0.1	0.0	−57.9
Peugeot	345	336	0.1	0.0	—	—	—	—	345	336	0.0	0.0	0.0	2.7
Alfa Romeo	252	109	0.0	0.0	—	—	—	—	252	109	0.0	0.0	0.0	131.2
Porsche	242	695	0.0	0.1	—	—	—	—	242	695	0.0	0.1	0.0	−65.2
Range Rover	—	—	0.0	0.0	210	367	0.1	0.1	210	367	0.0	0.0	0.0	−42.8
Sterling	205	505	0.0	0.1	—	—	—	—	205	505	0.0	0.0	0.0	−59.4
Rolls/Bentley*	100	100	0.0	0.0	—	—	—	—	100	100	0.0	0.0	0.0	0.0
Ferrari*	80	80	0.0	0.0	—	—	—	—	80	80	0.0	0.0	0.0	0.0
Lotus*	27	27	0.0	0.0	—	—	—	—	27	27	0.0	0.0	0.0	0.0
Maserati*	20	20	0.0	0.0	—	—	—	—	20	20	0.0	0.0	0.0	0.0
Lamborghini*	13	13	0.0	0.0	—	—	—	—	13	13	0.0	0.0	0.0	0.0
Aston Martin*	5	5	0.0	0.0	—	—	—	—	5	5	0.0	0.0	0.0	0.0
TOTAL	**554,458**	**743,468**	**100.0**	**100.0**	**269,759**	**396,764**	**100.0**	**100.0**	**824,217**	**1,140,232**	**100.0**	**100.0**	**0.0**	**−27.7**
TOTAL BIG 3	**376,158**	**503,845**	**67.8**	**67.8**	**220,918**	**346,252**	**81.9**	**87.3**	**597,076**	**850,097**	**72.4**	**74.6**	**−2.1**	**−29.8**
TOTAL JAPAN	**149,161**	**193,923**	**26.9**	**26.1**	**48,310**	**49,695**	**17.9**	**12.5**	**197,471**	**243,618**	**24.0**	**21.4**	**2.6**	**−18.9**
TOTAL EUROPE	**21,630**	**33,817**	**3.9**	**4.5**	**531**	**817**	**0.2**	**0.2**	**22,161**	**34,634**	**2.7**	**3.0**	**−0.3**	**−36.0**
GM	202,023	264,491	36.4	35.6	90,422	130,178	33.5	32.8	292,445	394,669	35.5	34.6	0.9	−25.9
Ford	112,165	165,764	20.2	22.3	76,533	110,906	28.4	28.0	188,698	276,670	22.9	24.3	−1.4	−31.8
Chrysler	61,970	73,590	11.2	9.9	53,963	105,168	20.0	26.5	115,933	178,758	14.1	15.7	−1.6	−35.1
Toyota/Lexus	45,384	54,326	8.2	7.3	18,184	19,062	6.7	4.8	63,568	73,388	7.7	6.4	1.3	−13.4
Honda/Acura	45,375	58,199	8.2	7.8	0	0	0.0	0.0	45,375	58,199	5.5	5.1	0.4	−22.0
Nissan/Infiniti	24,705	32,829	4.5	4.4	11,638	8,743	4.3	2.2	36,343	41,572	4.4	3.6	0.8	−12.6
Geo	18,922	22,871	3.4	4.1	2,226	2,484	0.8	0.6	21,218	25,355	2.6	2.2	0.0	−19.5
VW/Audi	7,253	9,151	1.3	1.2	321	450	0.1	0.1	7,574	9,601	0.9	0.8	0.1	−21.1

†Estimate

Excalibur charged with fraud

By Sally Garbo Wedde
SPECIAL CORRESPONDENT

MILWAUKEE — The district attorney's office filed two criminal charges against Excalibur Automobile Corp. for allegedly putting used seat tracks and motors in a 1989 Excalibur, changing the car's vehicle identification number to make it appear to be a 1990 model and selling it to a New Jersey dealership.

The charges of theft by fraud and fraudulently altering a vehicle identification number carry potential maximum fines of $30,000 for both Excalibur and its marketing arm, Excalibur Marketing Inc.

Production ended last June because of the neoclassic luxury car maker's financial problems.

The charges follow an investigation by the Department of Transportation that started Aug. 8 after it seized company records based on statements by former employees that the company put used parts in new cars and altered odometers.

The state is still investigating the company's conduct for possible licensing action, according to Eric Szatkowski, Department of Transportation investigator. The most extreme action the state could take would be to revoke current licenses or deny new ones.

Meanwhile, Judge James Shapiro in federal Bankruptcy Court in Milwaukee ordered the company's officers to sell the company by Feb. 19 to satisfy a debt of more than $2 million to First Wisconsin National Bank of Sheboygan, according to the judge's law clerk, Michael Hayes. After that date, the company would be liquidated under Chapter 7.

The company has been bankrupt under Chapter 11 reorganization since Sept. 25. At that time, Scott Dennison, who was then president but is no longer with the firm, said Excalibur had $4.7 million in assets and $3.9 million in debts.

Sale negotiations with J.E. Liss and Co. Inc., a Milwaukee financial consulting firm, have since fallen through, according to a spokeswoman for Excalibur Chairman Henry Warner. Warner owns 58 percent of the company.

The spokeswoman said talks with potential buyers continue.

GM CUTS

FROM PAGE 3

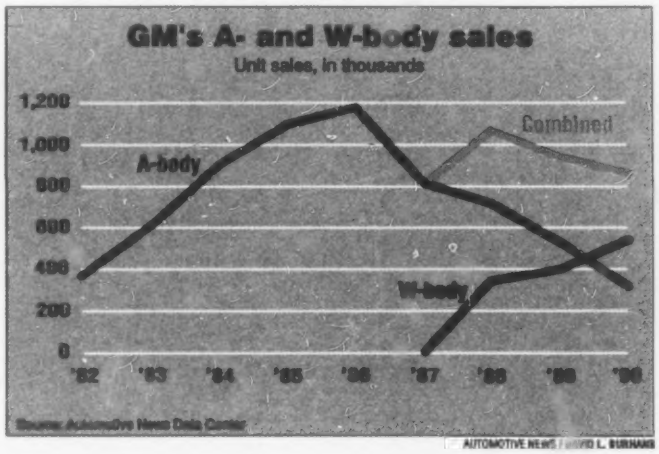
was scheduled to lose the A-body cars anyway because it is scheduled to get the F-body replacements — Pontiac Firebird and Chevrolet Camaro — when those cars are redesigned.

The Mexico City plant builds the A-body cars alongside the J-body Chevrolet Cavalier. No other products have been scheduled for Oklahoma City or Mexico City.

Neither Oklahoma City nor Mexico City were among those GM considered when it took a third-quarter 1990 writeoff of $2 billion for facilities that have been closed or are likely to be closed.

Stempel said last week that "planned capital spending is being reduced by approximately $500 million per year to about $7 billion annually over the 1991-1994 period." But that figure actually is $500 million higher than the figure GM estimated in its 1989 annual report that it would spend in 1990.

Two weeks ago, a GM spokesman said GM's actual capital spending was about $7.5 billion in 1990, when Saturn Corp. finally came on-line, and that $7 billion per year was needed through 1994 to "make sure all the major programs continue in place." The A-body platform redesign is not considered a major program, sources said.



The 1991 to 1994 capital spending figure compares with $7.5 billion in 1989 and $5.6 billion in 1988. During the 1980s, GM spent $77 billion on worldwide capital projects, including eight new assembly plants and the modernization of 19 others. The height of the spending spree was in 1985 through 1987.

The GM board's decision to cut the dividend on its common stock from 75 cents per share to 40 cents per share signaled that the company intends for all of its constituencies to join in its cost restructuring, industry analysts said.

Some analysts said the dividend cut showed GM was accepting a worst-case economic scenario: that the Persian Gulf war and the recession at home would cause a long, deep downturn. GM did invoke the war and recession as partial reasons for the dividend cut, but not all analysts took the bait.

"The issue of the war is face-saving to General Motors," said Philip K. Fricke of Prudential-Bache Securities. "It allows them to do (without much debate) a thing they probably were going to do all along. So seize the moment, because in May the war may be over and recovery may be beginning. If they cut the dividend then, people might wonder why."

Other analysts said the announcement had nothing to do with the war or recession. They said the dividend cut and a long list of cost-saving measures announced by Stempel were long-term strategies for saving GM's North American operations, which have been losing money for years despite a host of new products.

But some pieces of Stempel's plan, including capital spending cuts and efforts to obtain price reductions from suppliers, have been in place for weeks and months, and some had been announced by other GM officials previously.

Financial analysts reacted positively to the GM board's dividend cutting, the first since 1980, and to Stempel's announcement that GM had taken fundamental steps to cut costs. But they admitted they were surprised the board didn't wait until the second quarter to cut the dividend.

Meanwhile, the board raised the dividend on GM's Class E stock — based on the performance of the EDS subsidiary — from 14 cents per share to 16 cents per share.

The board left intact the 18 cents per share dividend on Class H stock, based on the performance of Hughes.

David Healy, an auto industry analyst with Barclays de Zoete Wedd Research, said there wouldn't be much fallout from the common-stock dividend cut.

"I don't honestly think that car buyers read the dividend columns in the *Wall Street Journal*," he said. "Are white-haired ladies going to go out and sell their GM stock? I doubt it."

Maryann Keller, an analyst with Furman Selz Inc., said all the cuts taken as a whole "suggested a company that has recognized the complex nature of its non-competitive costs."

"The company made this announcement because the company is fundamentally unprofitable in North America," she said. "General Motors' problems are going to take a long, long time to cure, and that's what this press release was all about."

HOW THE A-BODIES AND W-BODIES STACK UP

	W-body cars	A-body cars
Wheelbase	107 inches	105 inches
Curb weight	3,200 pounds	2,800 pounds
Width	71 inches	69-72 inches
Length	192-198 inches	190 inches

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DOMESTIC CAR SALES, JANUARY

	Jan. 21, to Jan. 31, 1991	Same Period, 1990	Jan. 1991	Same Month, 1990	Jan. 1 to Dec. 31, 1991	Same Period, 1990
Summit	261*	0	386	0	386	0
Talon	1,197*	990	2,160	2,460	2,160	2,460
Premier	224*	836	402	1,699	402	1,699
Total Eagle	**1,681***	**1,826**	**2,948**	**4,159**	**2,948**	**4,159**
Horizon	37*	709	91	1,907	91	1,907
Laser	812*	1,941	1,799	4,190	1,799	4,190
Sundance	2,759*	1,665	3,340	5,155	3,340	5,155
Reliant	0	247	0	669	0	669
Acclaim	4,509*	3,579	11,531	8,875	11,531	8,875
Total Plymouth	**8,125***	**8,141**	**16,761**	**20,796**	**16,761**	**20,796**
LeBaron A	678*	81	1,481	121	1,481	121
LeBaron J	1,894*	2,105	1,938	5,502	1,938	5,502
LeBaron GTS	0	153	0	324	0	324
Fifth Avenue (rwd)	0	148	0	268	0	268
Fifth Avenue (fwd)	1,670*	1,569	3,343	3,831	3,343	3,831
Imperial	622*	505	1,242	1,199	1,242	1,199
New Yorker C	740*	1,676	1,520	3,600	1,520	3,600
Total Chrysler	**5,603***	**6,237**	**9,524**	**14,845**	**9,524**	**14,845**
Omni	50*	731	104	1,874	104	1,874
Shadow	3,139*	2,096	4,935	6,242	4,935	6,242
Monaco	193*	68	195	112	195	112
Daytona	693*	1,176	1,059	3,074	1,059	3,074
Aries	0	184	0	538	0	538
Lancer	0	231	0	326	0	326
Spirit	3,278*	3,434	10,732	7,140	10,732	7,140
Dynasty	5,245*	3,306	11,308	8,884	11,308	8,884
Total Dodge	**12,607***	**11,226**	**28,333**	**28,190**	**28,333**	**28,190**
CHRYSLER CORP.	**28,016***	**27,430**	**57,566**	**67,990**	**57,566**	**67,990**
Escort	8,839	9,417	20,446	22,987	20,446	22,987
Mustang	1,879	3,622	5,439	9,494	5,439	9,494
Tempo	6,310	7,050	13,507	20,255	13,507	20,255
Taurus	8,295	10,629	21,329	28,023	21,329	28,023
Thunderbird	1,619	3,356	4,505	8,697	4,505	8,697
Probe	1,746	3,990	3,557	9,551	3,557	9,551
Crown Victoria	1,551	3,436	5,288	8,942	5,288	8,942
Total Ford Div.	**30,239**	**41,500**	**74,071**	**107,949**	**74,071**	**107,949**
Topaz	1,490	2,663	3,936	7,260	3,936	7,260
Sable	2,612	3,527	5,852	8,527	5,852	8,527
Cougar	1,181	2,466	3,526	6,002	3,526	6,002
Grand Marquis	2,237	4,036	5,154	9,733	5,154	9,733
Total Mercury	**7,520**	**12,692**	**18,468**	**31,522**	**18,468**	**31,522**
Continental	1,304	2,833	3,637	5,593	3,637	5,593
Town Car	4,307	3,892	8,282	10,394	8,282	10,394
Mark VII	257	858	636	1,818	636	1,818
Total Lincoln	**5,868**	**7,583**	**12,555**	**17,805**	**12,555**	**17,805**
Total L-M Div.	**13,388**	**20,275**	**31,023**	**49,327**	**31,023**	**49,327**
FORD MOTOR CO.	**43,627**	**61,775**	**105,094**	**157,276**	**105,094**	**157,276**
Skyhawk	0	73	0	216	0	216
Roadmaster	15	0	15	0	15	0
Somerset/Skylark	4,657	4,187	9,245	8,619	9,245	8,619
Century	3,786	4,793	6,871	10,189	6,871	10,189
Regal	3,545	1,840	8,170	4,474	8,170	4,474
LeSabre	3,040	5,054	7,407	11,479	7,407	11,479
Reatta	160	221	323	377	323	377
Electra/Park Ave.	2,742	4,015	5,390	7,277	5,390	7,277
Riviera	572	616	1,049	1,434	1,049	1,434
Total Buick	**18,517**	**20,799**	**38,470**	**44,065**	**38,470**	**44,065**
Allante	51	111	156	314	156	314
Seville	327	988	3,321	2,125	3,321	2,125
DeVille	2,498	6,770	11,967	14,130	11,967	14,130
Brougham	446	1,147	2,058	2,615	2,058	2,615
Eldorado	336	720	1,012	1,766	1,012	1,766
Total Cadillac	**3,658**	**9,736**	**18,514**	**20,950**	**18,514**	**20,950**
Geo Metro	2,399	355	6,867	578	6,867	578
Geo Prizm/Nova	2,863	3,752	6,602	8,270	6,602	8,270
Cavalier	9,292	10,543	24,737	27,791	24,737	27,791
Camaro	1,027	2,234	2,833	5,715	2,833	5,715
Celebrity	67	766	3,647	1,853	3,647	1,853
Corsica/Beretta	5,135	9,871	8,374	22,462	8,374	22,462
Lumina	6,383	6,458	13,950	19,465	13,950	19,465
Caprice	3,231	4,415	8,720	10,102	8,720	10,102
Corvette	501	524	1,033	1,477	1,033	1,477
Total Chevrolet	**30,898**	**38,918**	**76,763**	**97,713**	**76,763**	**97,713**
Calais	2,016	2,621	4,999	6,370	4,999	6,370
Cutlass Ciera	2,468	3,867	6,113	10,326	6,113	10,326
Cutlass Supreme	2,576	3,125	6,013	9,487	6,013	9,487
88	2,719	3,383	7,337	8,235	7,337	8,235
98	1,571	1,448	3,770	3,550	3,770	3,550
Toronado	231	502	502	912	502	912
Total Oldsmobile	**11,581**	**14,946**	**28,734**	**38,880**	**28,734**	**38,880**
Sunbird	2,682	4,304	6,601	10,690	6,601	10,690
Firebird	479	1,298	1,655	3,138	1,655	3,138
Grand Am	5,257	5,624	10,383	16,060	10,383	16,060
Pontiac 6000	781	1,498	1,527	4,173	1,527	4,173
Grand Prix	2,832	2,596	6,078	6,923	6,078	6,923
Bonneville H	1,545	2,647	3,966	5,891	3,966	5,891
Total Pontiac	**13,576**	**17,957**	**30,210**	**46,875**	**30,210**	**46,875**
Total Saturn	**886**	**0**	**1,520**	**0**	**1,520**	**0**
GENERAL MOTORS	**79,116**	**102,366**	**194,211**	**248,483**	**194,211**	**248,483**
Civic	3,153	7,253	6,851	13,956	6,851	13,956
Accord	7,110	12,216	15,576	18,285	15,576	18,285
HONDA	**10,263**	**19,469**	**22,427**	**32,241**	**22,427**	**32,241**
MX-6	1,166	1,349	1,986	2,315	1,986	2,315
626	2,177	1,285	3,495	2,081	3,495	2,081
MAZDA	**3,343**	**2,634**	**5,481**	**4,396**	**5,481**	**4,396**
MITSUBISHI	**2,329**	**2,884**	**4,486**	**6,146**	**4,486**	**6,146**
NISSAN	**3,650**	**2,582**	**7,598**	**5,198**	**7,598**	**5,198**
Corolla	4,034	4,130	6,529	8,326	6,529	8,326
Camry	6,215	7,217	10,470	14,549	10,470	14,549
TOYOTA	**10,249**	**11,347**	**16,999**	**22,875**	**16,999**	**22,875**
SUBARU	**1,568**	**50**	**2,782**	**50**	**2,782**	**50**
DOMESTIC TOTAL	**182,161**	**230,487**	**416,644**	**544,655**	**416,644**	**544,655**
IMPORT TOTAL			**137,814**	**198,813**	**137,814**	**198,813**
INDUSTRY TOTAL			**554,458**	**743,468**	**554,458**	**743,468**

*Estimate

AUCTION DATES

Chrysler Corp.

Feb. 12 — Columbus Fair Auto Auction Inc., Columbus, Ohio; Dallas Auto Auction Inc., Dallas; Clanton's Auto Auction Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Southwest Auto Auction Inc., Chandler, Ariz.; and Portland Auto Auction, Portland, Ore.

Feb. 13 — Manheim Auto Auction, Manheim, Pa.; and Minneapolis Auto Auction Inc., Maple Grove, Minn.

Feb. 14 — Amarillo Auto Auction Inc., Amarillo, Texas; Northway Auto Exchange Inc., Clifton Park, N.Y.; Southern States Vehicle Auction of Atlanta Inc., Newnan, Ga.; Arena Auto Auction Inc., Bolingbrook, Ill.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Florida Auto Auction of Orlando, Ocoee, Fla.; Riverside Auto Auction, Riverside, Calif.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; and Butler Auto Auction, Gibsonia, Pa.

Feb. 15 — St. Louis Auto Auction Inc., Bridgeton, Mo.

Feb. 19 — Fredericksburg Auto Auction Inc., Fredericksburg, Va.; Indianapolis Auto Auction Inc., Indianapolis; Utah Auto Auction Inc., West Bountiful, Utah; San Antonio Auto Auction, San Antonio; South Seattle Auto Auction Inc., Kent, Wash.; and Nashville Auto Auction Inc., Nashville, Tenn.

Feb. 20 — American Auto Auction, Walpole, Mass.; and Minneapolis Auto Auction Inc., Maple Grove, Minn.

Feb. 21 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Aptco Auto Auction Inc., Taylor, Mich.; Greensboro Auto Auction Inc., Greensboro, N.C.; Hatfield Auto Auction, Hatfield, Pa.; Omaha Auto Auction, Omaha, Neb.; and Golden Gate Auto Auction Inc., Fremont, Calif.

Feb. 22 — Tri-State Auto Auction Inc., Cicero, N.Y.

Feb. 26 — Columbus Fair Auto Auction Inc., Bolingbrook, Ill.; Dallas Auto Auction Inc., Dallas; Clanton's Auto Auction Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Southwest Auto Auction Inc., Chandler, Ariz.; and Portland Auto Auction, Portland, Ore.

Feb. 27 — Manheim Auto Auction, Manheim, Pa.; and Minneapolis Auto Auction Inc., Maple Grove, Minn.

Feb. 28 — Northway Auto Exchange Inc., Clifton Park, N.Y.; Southern States Vehicle Auction of Atlanta Inc., Newnan, Ga.; Arena Auto Auction Inc., Bolingbrook, Ill.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Florida Auto Auction of Orlando, Ocoee, Fla.; Riverside Auto Auction, Riverside, Calif.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; Butler Auto Auction, Gibsonia, Pa.; and Big Sky Auto Auction Inc., Billings, Mont.

Ford Motor Co.

Feb. 12 — Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction Inc., Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

Feb. 13 — Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction Inc., Omaha, Neb.

Feb. 14 — Auto Auction of Billings, Billings, Mont.; Greensboro Auto Auction, Greensboro, N.C.; Manheim Auto Auction, Manheim, Pa.; Southwest Auto Auction, Chandler, Ariz.; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and St. Louis Auto Auction, Bridgeton, Mo.

Feb. 18 — Auto Dealers Exchange of Memphis, Memphis, Tenn.

Feb. 19 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; Texas Hobby Auto Auction, Houston; Bay Cities Auto Auction Inc., Hayward, Calif.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Feb. 20 — Northway Auto Auction, Clifton Park, N.Y.; Albuquerque Auto Auction, Albuquerque, N.M.; Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 21 — Ohio Auto Auction Inc., Grove City, Ohio; Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Maple Grove, Minn.; Nashville Auto Auction, Nashville, Tenn.; and Skyline Auto Exchange, Fairfield, N.J.

Feb. 26 — Georgia Dealers Auto Auction, Atlanta; Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction Inc., Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

Feb. 27 — Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City

Feb. 28 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; Southwest Auto Auction, Chandler, Ariz.; and St. Louis Auto Auction, Bridgeton, Mo.

General Motors

Feb. 12 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction Inc., Harrisonburg, Va.; Metro Milwaukee Auto Auction, Caledonia, Wis.; National Auto Dealers Exchange, Bordentown, N.J.; Dealers Auto Auction of Oklahoma City, Oklahoma City; Florida Auto Auction of Orlando, Ocoee, Fla.; and San Antonio Auto Auction, San Antonio

Feb. 13 — Puget Sound Auto Auction, Auburn, Wash.; Indianapolis Auto Auction Inc., Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Auto Dealers Exchange of Memphis, Memphis, Tenn; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

Feb. 14 — Mid Ark Auto Auction, North Little Rock, Ark.; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Nashville Auto Auction, Nashville, Tenn.; Butler Auto Auction, Evans City, Pa.; and State Line Auto Auction, Waverly, N.Y.

Feb. 19 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; Dothan Auto Auction, Dothan, Ala.; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 20 — Albuquerque Auto Auction Inc., Albuquerque, N.M.; Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Mid-America Auto Auction, Louisville, Ky.; Mississippi Auto Auction, Hattiesburg, Miss.; and Omaha Auto Auction, Omaha, Neb.

Feb. 21 — Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auto Auction, Columbus, Ohio; Portland Auto Auction, Portland, Ore.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; St. Louis Auto Auction, Bridgeton, Mo.; Dealers Auto Exchange of Tucson, Tucson, Ariz.; and Utah Auto Auction, West Bountiful, Utah

Feb. 26 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction Inc., Harrisonburg, Va.; Metro Milwaukee Auto Auction, Caledonia, Wis.; National Auto Dealers Exchange, Bordentown, N.J.; Dealers Auto Auction of Oklahoma City, Oklahoma City; Florida Auto Auction of Orlando, Ocoee, Fla.; and San Antonio Auto Auction, San Antonio

Feb. 27 — Puget Sound Auto Auction, Auburn, Wash.; Indianapolis Auto Auction Inc., Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Auto Dealers Exchange of Memphis, Memphis, Tenn.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

Feb. 28 — Mid Ark Auto Auction, North Little Rock, Ark.; American Auto Auction, Boston; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Los Angeles Dealer Auto Auction, Rosemead, Calif.; Nashville Auto Auction, Nashville, Tenn.; Butler Auto Auction, Evans City, Pa.; and State Line Auto Auction, Waverly, N.Y.

Mitsubishi Motor Sales of America

Feb. 12 — Greensboro Auto Auction, Greensboro, N.C.; Minneapolis Northstar Auto Auction, Minneapolis; and Southwest Auto Auction, Phoenix

Feb. 14 — Dallas Auto Auction, Dallas; and Golden Gate Auto Auction, Fremont, Calif.

Feb. 19 — Florida Auto Auction, Orlando, Fla.; Greater Chicago Auto Auction, Chicago

Feb. 20 — Southern California Auto Auction, Fontana, Calif.

Feb. 21 — Denver Auto Auction, Denver

Feb. 26 — Texas Hobby Auto Auction, Houston; Ohio Auto Auction, Columbus, Ohio; and Puget Sound Auto Auction, Seattle

Feb. 28 — Atlanta Auto Auction, Red Oak, Ga.; and Baltimore-Washington Auto Auction, Baltimore

Nissan Motor Corp. in U.S.A.

Feb. 13 — Atlanta Auto Auction, Red Oak, Ga.

Feb. 14 — Greater Chicago Auto Auction, Chicago

Feb. 20 — Dealers Auto Auction, Grand Prairie, Texas

Feb. 21 — Manheim Auto Auction, Manheim, Pa.

Feb. 27 — Fredericksburg Auto Auction, Fredericksburg, Va.

Subaru of America

Feb. 13 — Southern Auto Auction, East Windsor, Conn.

Feb. 14 — Indianapolis Auto Auction, Indianapolis

Feb. 19 — Florida Auto Auction, Ocoee, Fla.

Feb. 20 — Utah Auto Auction, West Bountiful, Utah

Feb. 21 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 26 — Puget Sound Auto Auction, Auburn, Wash.

Feb. 27 — Bay Cities Auto Auction, Hayward, Calif.

Toyota Motor Sales U.S.A.

Feb. 12 — Southern Auto Auction, East Windsor, Conn.; Southern California Auto Auction, Fontana, Calif.; Georgia Dealers Auto Auction, Atlanta; and Gulf States Auto Auction, Mesquite, Texas

Feb. 14 — Baltimore-Washington Auto Exchange, Baltimore; and Denver Auto Auction, Denver

Feb. 19 — South Seattle Auto Auction, Kent, Wash.; Aptco Auto Auction, Taylor, Mich.; and Newburgh Auto Auction, Newburgh, N.Y.

Feb. 21 — Clanton's Auto Auction, Darlington, S.C.; and Greater Chicago Auto Auction, Chicago

Feb. 26 — Southern Auto Auction, East Windsor, Conn.; Southern California Auto Auction, Fontana, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 28 — Ohio Auto Auction, Grove City, Ohio; and Dallas Auto Auction, Grand Prairie, Texas

Volkswagen of America

Feb. 19 — Georgia Dealers Auto Auction, Atlanta, Ga.

Feb. 22 — Utah Auto Auction, West Bountiful, Utah

Feb. 26 — South Seattle Auto Auction, Kent, Wash.

Feb. 28 — Ohio Auto Auction, Grove City, Ohio

Volvo Cars of North America

Feb. 12 — West Palm Beach Auto Auction, West Palm Beach, Fla.

Feb. 13 — Atlanta Auto Auction, Atlanta

Feb. 14 — Golden Gate Auto Auction, Fremont, Calif.

Feb. 15 — American Auto Auction, Boston

Feb. 20 — Riverside Auto Auction, Riverside, Calif.; and Dealers Auto Auction of Dallas, Dallas

Feb. 26 — Arena Auto Auction, Chicago

Feb. 27 — Nashville Auto Auction, Nashville, Tenn.

Oct. imports up as exports fall

WASHINGTON — The value of automotive imports increased 12.3 percent in October, while U.S. exports dropped 1.6 percent. As a result, the U.S. automotive trade deficit was 16.0 percent higher in October than in October 1989.

Every major automobile-producing country except Japan boosted exports of U.S.-bound cars at the start of the traditional U.S. model year, according to the latest trade statistics released by the U.S. International Trade Commission.

Canada — the largest exporter — increased its car shipments 24.8 percent. The value of car imports from Germany were up 23.5 percent, while South Korea's shipments were worth 29.4 percent more than in October 1989.

The value of car imports was up 416.1 percent from Mexico, where Ford Motor Co. builds the Escort and Tracer in a plant that was not in operation a year ago. Brazil, which shipped no cars to the United States in October 1989, sent $6.6 million worth in October 1990.

In Europe, car imports were up 63.6 percent from the United Kingdom and 176.5 percent from Italy. France increased the value of its car shipments from less than $185,000 a year ago to more than $3 million in October.

U.S. AUTOMOTIVE TRADE
(x $1,000)
Passenger cars

Country	Trade	Oct. 1989	Oct. 1990	Annualized trade Nov. 1988-Oct. 1989	Annualized trade Nov. 1989-Oct. 1990
Japan	from U.S.	$ 41,238	$ 82,057	$ 317,810	$ 575,515
	to U.S.	1,924,129	1,852,294	20,665,420	19,020,575
Canada	from U.S.	543,682	470,076	6,142,448	6,273,683
	to U.S.	1,167,313	1,456,732	12,630,464	13,778,017
W. Germany	to U.S.	421,731	520,683	5,528,154	5,744,501
S. Korea	to U.S.	103,849	134,395	1,826,885	1,107,556
Sweden	to U.S.	144,549	145,968	1,695,106	1,567,510
Mexico	to U.S.	55,890	288,457	1,241,588	1,848,943
Yugoslavia	to U.S.	0	0	12,561	5,558
United Kingdom	to U.S.	47,523	77,765	901,538	896,140
Italy	to U.S.	13,091	36,202	252,271	289,800
France	to U.S.	185	3,062	78,399	21,596
Brazil	to U.S.	0	6,557	268,229	120,486
Others	from U.S.	256,774	288,363	2,277,425	2,690,526
	to U.S.	44,352	57,879	405,337	581,173
Car total	from U.S.	841,694	840,496	8,737,683	9,539,724
	to U.S.	3,922,612	4,579,995	45,505,952	44,981,854
CAR TRADE BALANCE		(3,080,917)	(3,739,498)	(36,768,269)	(35,442,130)
Truck total	from U.S.	153,533	139,192	1,875,158	1,591,919
	to U.S.	795,256	716,257	8,186,225	7,847,337
TRUCK TRADE BALANCE		(641,723)	(577,065)	(6,311,067)	(6,255,418)
Car and truck total	from U.S.	995,227	979,688	10,612,841	11,131,643
	to U.S.	4,717,868	5,296,252	53,692,177	52,829,191
VEHICLE TRADE BALANCE		(3,722,640)	(4,316,563)	(43,079,336)	(41,697,548)
TOTAL U.S. Merchandise trade	from U.S.	31,437,000	34,773,700	358,882,400	388,605,000
	to U.S.	41,589,300	46,384,800	472,366,100	491,182,200
TRADE BALANCE		(10,152,300)	(11,611,100)	(113,503,700)	(102,577,200)

NADA

FROM PAGE 2

advanced that change from the normal date of March 1."

He praised other GM enhanced policies to benefit dealers, and cited quickened dealer reimbursement through electronic transfers and the GM-dealer open account system. Stempel also reiterated GM's commitment to the franchise system and said "we plan to continue to market our products exclusively through our dealers."

Worries about additional regulations and restrictions on vehicles also were prevalent in Stempel's speech. He listed the Clean Air Act of 1990, new emissions standards, chlorofluorocarbon elimination and corporate average fuel economy standards as challenges for the future.

"We manufacturers need you dealers to help us sell our commitment to safety, fuel economy and environmental compatibility to the American public," Stempel said. "We have to think about those things every day, but it's also important to plan for the future — to look for the opportunities that will be out there in the 1990s and figure out how we — dealer and manufacturers, working as a team — can climb aboard that trip to a better future."

Stempel concluded by reminding the audience of his three key messages: "sell, sell, sell."

DEALERS

FROM PAGE 1

Betts

Beyer

Brown

DiChristofano

Eversole

Machens

McNamara

Price

Prince

the year for all 65 recipients of the Time Magazine Quality Dealer Award.

The winners were selected by the University of Michigan Graduate School of Business Administration. Judges selected winners for "exceptional performance in their dealerships combined with distinguished community service." The award is sponsored by *Time* magazine in cooperation with the National Automobile Dealers Association.

Krenzen began his automotive career in 1952 as a salesman for Suburban Chevrolet in Hopkins, Minn. He was named new-car manager five years later and general manager in 1960.

In 1968, he became director of Gelco Corp., a holding company for five dealerships, and took over the operations of Prestige Lincoln-Mercury in Minneapolis in 1970. Krenzen purchased the former Duluth Motors in 1971 and renamed it Krenzen Cadillac-Pontiac.

Krenzen is the immediate past president of the Duluth Automobile Dealers Association. He has been honored by the American Cancer Society, of which he is a board member and a past president.

He is also a member of the Duluth Convention and Tourism Bureau, the Duluth Chamber of Commerce, the Economic Development Board, the United Jewish Appeal and the Jewish Community Center. He is active in several charities and sponsors youth teams.

Krenzen is married and has three sons.

Other finalists for the award were:

Charles H. Betts Jr., president of Betts Cadillac Inc. in Des Moines, Iowa.

Donald S. Beyer Jr., vice president of Don Beyer Motors Inc. (Volvo) in Falls Church, Va.

Robert Frazier Brown, president of Bob Brown Motors (Oldsmobile-Cadillac-GMC-Buick-Pontiac) in Lamesa, Texas.

Frank DiChristofano, president of Broadway Volvo Inc. in Tucson, Ariz.

Peter James Eversole, president of Eversole Motors Inc. (Chrysler-Plymouth-Dodge-Toyota-Suzuki) in La Crosse, Wis.

Joseph H. Machens, president of Joe Machens Ford Inc. in Columbia, Mo.; president of Joe Machens Import Center (BMW-Porsche-Volkswagen-Audi-Isuzu) in Columbia, Mo.; president of Joe Machens Toyota in Columbia, Mo.; and president of Joe Machens Honda in Jefferson City, Mo.

Dennis C. McNamara Sr., president and owner of McNamara Pontiac Inc. in Orlando, Fla.

Park Price III, president of Park Price Motor Co. (Oldsmobile-Buick-Nissan-Mercedes) in Pocatello, Idaho.

John Prince, president of Prince Chevrolet-Oldsmobile Inc. (Chevrolet-Oldsmobile-Toyota) in Tifton, Ga.

PRODUCTION

U.S. CAR

	Week Ended Feb. 9, 1991	Week Ended Feb. 2, 1991	Jan. Total	Jan. 1 to Feb. 9, 1991	Jan. 1 to Feb. 10, 1990
Horizon	0	0	0	0	4,578
Sundance	2,400	2,227	1,689	4,627	5,246
Acclaim	2,550	2,851	10,876	13,926	5,782
Total Plymouth	**4,950**	**5,078**	**12,565**	**18,553**	**15,606**
LeBaron A	0	0	0	0	360
LeBaron J	0	1,668	2,332	2,690	0
N. Yorker C-Class	200	230	1,288	1,525	1,541
Fifth Avenue	700	710	3,487	4,328	2,048
Imperial	200	200	1,037	1,275	1,624
Total Chrysler	**1,100**	**2,808**	**8,144**	**9,818**	**5,573**
Omni	0	0	0	0	4,308
Daytona	0	581	962	1,075	0
Shadow	2,400	2,563	2,143	4,963	6,150
Dynasty	3,800	3,840	14,964	19,536	8,766
Spirit	2,250	2,055	9,714	12,446	7,780
Total Dodge	**8,450**	**9,039**	**27,783**	**38,020**	**27,004**
CHRYSLER CORP.	**14,500**	**16,925**	**48,492**	**66,391**	**48,183**
Escort	5,512	0	12,898	18,410	11,105
Mustang	0	2,562	4,321	4,752	13,676
Tempo	3,290	0	7,166	10,456	9,049
Taurus	3,758	8,377	22,986	26,461	41,482
Thunderbird	0	3,444	4,009	4,788	6,856
Total Ford Div.	**12,560**	**14,383**	**51,380**	**66,757**	**82,378**
Topaz	1,115	0	2,962	4,077	3,245
Cougar	0	2,127	3,812	4,158	2,947
Sable	1,482	1,841	6,119	7,980	7,872
Total Mercury	**2,597**	**3,968**	**12,893**	**16,215**	**14,064**
Continental	1,180	1,205	5,066	6,482	5,984
Mark VII	209	209	887	1,137	2,967
Town Car	2,771	2,830	11,939	15,265	17,923
Total Lincoln	**4,160**	**4,244**	**17,892**	**22,884**	**26,874**
Total L-M Div.	**6,757**	**8,212**	**35,785**	**39,099**	**40,938**
FORD MOTOR CO.	**19,317**	**22,595**	**92,165**	**105,966**	**123,308**
Roadmaster	40	40	159	239	0
Skylark/Somerset	2,500	2,540	10,635	13,633	6,497
Century	1,990	0	3,216	5,206	5,377
Riviera	298	349	758	1,128	1,928
Electra/Park Ave.	2,882	2,979	9,205	12,688	9,124
LeSabre (fwd)	3,994	4,002	16,729	21,507	12,164
LeSabre (rwd)	0	0	575	0	450
Reatta	33	41	35	74	910
Total Buick	**11,737**	**9,951**	**41,312**	**54,475**	**36,450**
Eldorado	406	430	938	1,424	1,653
Seville	719	868	1,888	2,781	2,206
Brougham (rwd)	375	244	2,015	2,457	2,840
DeVille (fwd)	3,250	3,062	12,888	16,771	12,659
Allante	64	64	269	346	365
Total Cadillac	**4,814**	**4,668**	**17,998**	**23,779**	**19,723**
Cavalier	5,305	5,498	23,253	29,643	20,919
Camaro	0	0	4,029	4,029	0
Corsica/Beretta	2,160	6,225	19,711	23,119	24,222
Caprice	2,713	3,075	12,071	15,332	9,522
Corvette	480	488	2,016	2,592	1,680
Total Chevrolet	**10,658**	**15,286**	**61,080**	**74,715**	**56,343**
Calais	1,820	1,904	7,560	9,759	7,034
Cutlass Ciera	1,565	0	3,333	4,898	6,550
Cutlass Supreme	2,200	2,190	8,844	11,486	6,890
Toronado	173	201	423	643	1,976
88 (fwd)	1,973	2,033	7,764	10,143	8,250
88 (rwd)	0	0	1,189	0	341
98	2,030	1,913	7,704	10,124	4,705
Total Oldsmobile	**9,761**	**8,241**	**36,817**	**47,053**	**35,746**
Sunbird	2,490	2,407	10,016	12,979	8,367
Grand Am	4,800	4,872	12,508	18,268	14,050
Firebird	0	0	1,003	1,003	0
Grand Prix	0	3,171	8,173	8,823	5,458
Pontiac 6000	895	0	2,247	3,142	4,116
Bonneville	1,486	1,269	4,006	5,765	8,642
Total Pontiac	**9,671**	**11,719**	**37,953**	**49,980**	**40,633**
Total Saturn	**910**	**985**	**3,904**	**4,135**	**0**
GENERAL MOTORS	**47,551**	**50,770**	**199,864**	**254,137**	**188,895**
DIAMOND-STAR	**3,128**	**3,128**	**13,634**	**17,278**	**15,078**
Civic	1,845	1,725	7,261	9,451	15,588
Accord	6,574	7,344	30,900	38,934	33,944
HONDA	**8,419**	**9,069**	**38,161**	**48,385**	**49,532**
MAZDA†	**3,762**	**3,115**	**12,399**	**16,161**	**19,523**
NISSAN	**2,896**	**2,946**	**13,493**	**16,983**	**13,498**
Corolla	2,100	2,175	8,979	11,514	11,518
Geo Prizm/Nova	2,100	2,175	9,102	11,637	11,133
NUMMI	**4,200**	**4,350**	**18,081**	**23,151**	**22,651**
SUBARU-ISUZU	**1,232**	**1,297**	**4,936**	**6,525**	**3,388**
TOYOTA	**4,210**	**4,388**	**19,810**	**24,895**	**25,031**
TOTAL BIG 3	**81,368**	**90,290**	**329,721**	**426,494**	**388,388**
TOTAL TRANSPLANT	**27,841**	**28,293**	**128,514**	**153,378**	**148,695**
TOTAL CARS, U.S.	**109,209**	**118,583**	**458,235**	**579,872**	**509,051**
TOTAL CARS, CANADA	**14,599**	**19,310**	**80,813**	**99,530**	**84,037**
U.S., CANADA CARS	**123,808**	**137,893**	**531,048**	**679,402**	**593,088**
U.S., CANADA CARS AND TRUCKS	**176,095**	**212,836**	**825,292**	**1,040,236**	**1,025,729**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Feb. 2, 1991	Week Ended Jan. 26, 1991	Jan. Est.	Jan. 1 to Feb. 2, 1991	Jan. 1 to Feb. 3, 1990
Monaco	0	0	0	0	1,894
Premier	0	0	0	0	401
CHRYSLER CORP.	**0**	**0**	**0**	**0**	**2,295**
Tempo	3,745	0	5,373	9,118	10,722
Topaz	932	0	1,638	2,570	3,046
Crown Victoria	2,601	2,401	4,538	7,551	9,325
Grand Marquis	151	0	0	151	9,408
FORD MOTOR CO.	**3,484**	**2,401**	**11,549**	**19,390**	**32,581**
Celebrity	5	0	0	0	1,457
Cutlass Ciera	0	1,795	7,506	7,877	8,490
Lumina	0	4,679	18,164	19,073	15,210
Regal	0	3,333	12,469	13,135	1,878
GENERAL MOTORS	**0**	**9,807**	**38,139**	**40,085**	**27,035**
CAMI	**2,500**	**2,700**	**11,029**	**14,547**	**0**
HONDA	**2,150**	**2,114**	**9,326**	**11,913**	**13,076**
HYUNDAI	**1,000**	**767**	**4,057**	**5,057**	**1,870**
TOYOTA	**1,348**	**1,341**	**5,940**	**7,549**	**6,216**
VOLVO	**180**	**180**	**773**	**999**	**1,042**
TOTAL CARS, CANADA	**14,599**	**19,310**	**80,813**	**99,530**	**84,037**

U.S. TRUCK

	Week Ended Feb. 2, 1991	Week Ended Jan. 26, 1991	Jan. Est.	Jan. 1 to Feb. 2, 1991	Jan. 1 to Feb. 3, 1990
Caravan	1,900	2,276	9,204	11,550	14,280
Dakota	1,700	0	3,109	4,809	4,509
Caravan C/V	50	55	251	333	857
Ram pickups	1,700	0	3,127	4,827	5,555
Total Dodge	**5,350**	**2,331**	**15,691**	**21,519**	**25,213**
Cherokee	0	3,943	5,882	6,687	13,414
Comanche	0	316	509	557	595
Grand Wagoneer	0	0	0	0	260
Brairwood	0	121	179	202	256
Total Jeep	**0**	**4,380**	**6,570**	**7,446**	**14,525**
Voyager	1,500	1,494	7,129	8,954	13,039
Town & Country	50	188	264	338	413
Total C-P Div.	**1,550**	**1,682**	**7,393**	**9,292**	**13,452**
CHRYSLER CORP.	**6,900**	**8,393**	**29,654**	**38,257**	**53,190**
Aerostar	4,000	0	9,617	13,617	14,950
Bronco	0	754	1,177	1,326	5,557
Bronco II/Explorer	5,783	5,168	21,356	28,015	12,274
Navajo	399	392	1,674	2,141	10,733
Econoline	0	3,700	7,759	8,539	14,937
Mediums/Heavies	0	1,132	3,609	3,841	5,156
Light trucks	3,045	6,155	18,683	22,995	45,365
Ranger	2,667	5,141	19,968	23,600	26,325
Total Ford Div.	**15,894**	**22,462**	**83,843**	**104,074**	**124,564**
FORD MOTOR CO.	**15,894**	**22,462**	**83,843**	**104,074**	**124,564**
Astro	1,010	0	5,378	6,894	5,098
Blazer	250	208	498	747	1,248
Lumina APV	0	1,469	3,577	3,854	9,772
Mediums/Heavies	80	304	0	1,126	1,740
P-Model	458	0	633	1,089	2,198
Pickups	277	5,829	19,348	18,134	24,911
S-10	445	2,304	22,221	23,107	25,136
S-10 Blazer	0	465	1,831	3,523	7,133
Sportsvan/Van	757	0	1,352	2,186	1,554
Suburban	544	636	1,725	2,396	4,447
Total Chevrolet	**3,779**	**11,215**	**57,063**	**63,056**	**83,237**
Jimmy	79	67	196	287	441
Mediums/Heavies	520	291	0	2,028	1,847
P-Model	42	0	209	251	229
Pickups	104	2,849	8,553	6,516	7,368
S-15 Sonoma	0	595	5,476	5,570	5,821
S-15 Jimmy	0	262	702	1,967	2,326
Safari	434	0	2,503	2,937	2,238
Suburban	580	463	1,096	1,776	2,147
Vandura/Rally Vans	354	0	608	885	811
Total GMC	**2,113**	**4,527**	**19,343**	**22,217**	**23,228**
Silhouette	0	480	988	1,110	3,419
Bravada	0	552	1,998	2,114	0
Total Oldsmobile	**0**	**1,032**	**2,986**	**3,224**	**3,419**
Pontiac Trans Sport	**0**	**756**	**1,897**	**2,056**	**7,165**
GENERAL MOTORS	**5,892**	**17,530**	**81,296**	**90,555**	**117,049**
NAVISTAR	**1,645**	**1,659**	**5,928**	**7,986**	**8,413**
NISSAN	**2,770**	**2,769**	**12,899**	**16,214**	**17,344**
SUBARU-ISUZU	**1,176**	**1,198**	**4,974**	**6,364**	**3,368**
AM GENERAL	**400**	**400**	**2,050**	**2,450**	**2,700**
MISCELLANEOUS	**2,650**	**2,650**	**13,600**	**16,250**	**18,000**
TOTAL TRUCKS, U.S.	**37,327**	**57,861**	**234,237**	**282,070**	**344,629**

CANADIAN TRUCK

	Week Ended Feb. 2, 1991	Week Ended Jan. 26, 1991	Jan. Est.	Jan. 1 to Feb. 2, 1991	Jan. 1 to Feb. 3, 1990
Caravan	2,885	2,875	12,538	16,032	19,093
Caravan C/V	120	85	379	516	1,209
Ram Wagon	715	524	377	1,239	1,870
Ram Van	1,205	1,204	967	2,409	4,534
Total Dodge	**4,925**	**4,688**	**14,261**	**20,196**	**26,706**
Voyager	2,115	2,177	9,541	12,073	16,019
Total Plymouth	**2,115**	**2,177**	**9,541**	**12,073**	**16,019**
Wrangler	1,500	1,617	3,796	5,624	0
Total Jeep	**1,500**	**1,617**	**3,796**	**5,624**	**0**
CHRYSLER CORP.	**8,540**	**8,482**	**27,598**	**37,893**	**42,725**
FORD MTR. (IL. Intls.)	**2,893**	**2,893**	**6,856**	**7,459**	**14,070**
Light trucks	3,234	3,504	13,447	17,433	18,950
Vans	710	604	1,109	1,926	1,343
Total Chevrolet	**3,998**	**4,108**	**14,556**	**19,359**	**20,293**
Light trucks	970	719	5,032	6,096	9,281
Vans	265	333	583	940	488
Total GMC	**1,235**	**1,052**	**5,585**	**7,636**	**9,769**
GENERAL MOTORS	**5,225**	**5,160**	**20,141**	**26,995**	**30,062**
CAMI	**1,000**	**1,181**	**4,676**	**6,187**	**0**
NAVISTAR	**165**	**166**	**736**	**830**	**1,164**
TOTAL TRKS., CANADA	**14,930**	**17,882**	**80,007**	**78,764**	**88,021**
U.S., CANADA TRKS.	**52,257**	**74,943**	**294,244**	**388,834**	**432,641**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Car output climbs 26% for January

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. auto production in January was 450,235, up 26.22 percent over January 1990 and 33.75 percent above December 1990.

Truckmakers assembled 234,237 units in January, 4.35 percent below the prior month and 36.80 percent above last year. It was the lowest production total for January since 1983 when 131,210 trucks were built.

U.S. makers estimated last week's car production at 109,209 units, 7.91 percent below the prior week and 1.98 percent above the same week last year.

Year-to-date, 579,872 cars have been assembled, 13.91 percent above last year.

U.S. truckmakers estimated last week's output at 37,327 units, 34.58 percent below the prior week and 50.93 percent below the same week in 1990.

So far this year, 282,070 trucks have been assembled, 18.15 percent below last year.

Four General Motors car plants are scheduled to be idle this week: Wilmington, Del.; Arlington, Texas; Kansas City, Kan.; and Van Nuys, Calif. GM truck facilities scheduled to be down this week are Fort Wayne, Ind.; Pontiac, Mich. (West); and Tarrytown, N.Y.

GM scheduled daily overtime last week at the Lordstown, Ohio, car facility. The postal vehicle line at the Moraine, Ohio, truck plant also worked overtime.

Ford Motor Co. announced that four truck plants will be idle this week: Wayne, Mich.; Norfolk, Va.; St. Louis; and St. Paul, Minn. The company has also closed the Atlanta; Dearborn, Mich.; Lorain, Ohio; and Wayne, Mich., car plants. Both the car and truck lines at the Kansas City, Mo., facility will be down this week.

All Chrysler Corp. car plants in the United States and one truck plant are closed this week. The Belvidere, Ill., and St. Louis (No. 1) car plants and the Toledo, Ohio, truck plant are expected to resume production Feb. 18. The Newark, Del., and Sterling Heights, Mich., car plants are scheduled to reopen Feb. 25.

Cars in Canada make 38% gain

Canadian auto production in January was 80,813, an increase of 38.73 percent over the year-ago month and 36.67 percent above December.

Truckmakers assembled 60,007 units in January, 4.67 percent below the year-ago month and 16.23 percent above December.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	$400-1,000	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	2/28
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$886-1,250	2/28
Subaru		
Justy (1990-91)	$500	2/12
Loyale (1991)	$300-$1,050	2/12
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	2/28
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Acura (1990-91)		
Integra	$300	4/2
Audi (1991)	$1,500-4,000	2/28
Honda (1990-91)		
Accord	$300	3/31
Hyundai (1990)		
Excel	$1,000-1,500	4/3
Sonata	$2,000	4/3
Hyundai (1991)		
Sonata	$100-500, based on sales	4/3
Isuzu		
Impulse (1990)	$1,500	2/15
Trooper (90-91)	$1,300-1,700, quota	3/31
Pickup (1991)	$600-1,500, quota	3/31
Mitsubishi (1990-91)		
Cars	0-$2,000, quota	2/28
Trucks	0-$1,500, quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1989-91)	$2,000	2/12
Legacy (1990-91)	$700-2,000	2/12
Loyale (1990)	$800-1,500	2/12
Suzuki (1990-91)		
Swift	$400-1,000	4/3
Sidekick	$1,000-2,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

4 imports, Corvette play incentive game

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Five automakers announced or extended incentive programs last week.

Toyota Motor Sales U.S.A. Inc.'s new dealer incentive program, which runs through April 3, applies to 1989 to 1991 cars and trucks and is based on performance against sales quotas.

Dealers receive payments ranging from $200 to $1,000 on 1989 to 1991 Camrys and Corollas, $700 to $1,500 on 1990 and 1991 Celicas without the Extra Value Package and $200 to $1,000 on the 1991 Celica.

The program also pays dealers $200 to $600 on 1989 to 1991 two-wheel-drive and four-wheel-drive non-base pickups and $600 to $1,000 on the base models.

American Suzuki Motor Corp.'s dealer program pays rebates of $400 to $2,000 on 1990 and 1991 Swifts and Sidekicks. The dealer can keep the cash or pass it along to the customer.

The program runs through April 3. Payments on 1990 models are: Swift three-door GA/GL, $400; Swift four-door GA/GL/GS/GLX, $500; Swift GT, $1,000; Sidekick two-door 2wd, $2,000; Sidekick four-door 4wd hardtop, $1,500.

The payments to dealers on 1991 models are: Swift three-door GA, $400; Swift four-door GA/GS, $500, Swift GT, $1,000; Sidekick two-door 2wd, $1,500; and Sidekick two-door 4wd, $1,000.

Dealer rebates announced by Audi of America on 1990 models are: $1,500 on the 80 Quattro, 90 Quattro and Coupe Quattro all-wheel-drive models; $2,300 on the 80 and 90 front-wheel-drive models; $3,000 on the 100 and 200 Class C models; and $4,000 on the V8. The program runs through Feb. 28.

Peugeot Motors of America Inc. announced a dealer rebate of $2,000 on all 1990 models. The program runs indefinitely.

Chevrolet extended its dealer/consumer incentive program on 1990 and 1991 Corvettes through April 7.

The dealer cashbacks, based on sales, range from $1,000 to $3,000. The consumer phase pays $3,000 rebates to General Motors employees and those making product evaluation purchases.

MALMO

FROM PAGE 1

ing sales in the United States. Half of Saab's net loss, or about $425 million, will have to be accounted for in GM's earnings statement.

GM paid $600 million for 50 percent of the former Saab Car in late 1989, forming Saab Automobile AB as a joint venture with Sweden's Saab-Scania AB.

Saab Automobile officials blamed the staggering loss on low sales and under-utilization of capacity. In addition, the company said the falling dollar cost the company 300 million kronor ($55 million) in revenue.

Production fell to 89,000 units last year from 103,000 in 1989 as Saab's key markets — Sweden, Britain and the United States — weakened sharply. U.S. sales fell 16 percent last year, to 26,397, and skidded 47.9 percent in January.

Without elaborating, Saab Automobile also announced that it is "in the process of reviewing its capital structure." The review will be completed in the "near term," it said.

"The shareholders will then review appropriate measures to support Saab Automobile and the aggressive capital spending program planned," the company said in a statement. President David Herman declined to elaborate.

> "This is the best formula for sustained profitability at Saab Automobile."
>
> **David Herman**
> Saab Automobile president

Saab Automobile's board said there is no prospect of assigning other production to the Malmo plant, which opened to great fanfare in the summer of 1988. The modern, ultra-automated plant features a non-conventional manufacturing system in which worker teams assemble one complete car at a time rather than follow traditional production-line routines.

A GM spokesman said he could not conceive of utilizing Malmo, even though GM remains capacity-constrained in Europe.

Saab said that by concentrating production at the company's Trollhattan facilities, better efficiencies can be obtained.

"We are confident that increased volumes of Saab vehicles can be made at our Trollhattan plant," said Herman. "This is the best formula for sustained profitability at Saab Automobile."

The action "was the most obvious thing to do to get some overhead out of the business," said analyst Peter DuPont, a Swedish specialist at UBS Phillips & Drew in London. "And the GM management did not appear too impressed with the operation, even if they could get utilization up."

Saab Automobile's next measure, DuPont reckoned, might be to link its U.S. sales organization with GM in the way it has joined with GM in Canada. But Saab officials have insisted they will not take the same approach in the United States.

Saab-Scania phased out a smaller plant in Arlov, Sweden, as the new Malmo plant came on stream. But the opening of Malmo, which was intended to reach a capacity of 60,000 units within 2-3 years, increased the company's potential capacity from 140,000 to 180,000 units at a time when sales were already starting to slide.

Only about 10,000 cars were built there last year.

EARNINGS

FROM PAGE 2

company did not incur all of the expenses related to the one-time $577 million restructuring charge posted in 1989. The credit was the result of Chrysler's decision to delay the planned closing of its St. Louis No. 1 plant and to retain additional UAW employees needed to implement increased production at the St. Louis No. 2 plant.

But Chrysler has no hope of emerging unscathed in the first quarter of 1991.

"The year ahead is even more uncertain than 1990," Iacocca said. "In my lifetime I have been through 10 recessions, the Great Depression and this makes my fourth war. In all that time, I have never been through a war and a recession at the same time. We are really into some unchartered waters here."

Iacocca said company executives would meet with bankers within two weeks to review available credit that might be needed in the event of a severe downturn.

Asked if Chrysler might follow General Motors, which last week reduced its common stock dividend, Iacocca appeared to retreat from his earlier position that Chrysler's dividend would be maintained "short of nuclear war."

Iacocca said the Chrysler board will hold its quarterly meeting to discuss the dividend next month and will assess the impact and expected longevity of the Gulf war and the recession.

"I would hope we could muddle through, but maybe we can't," Iacocca said.

He also did not rule out another round of personnel layoffs at the company and said Chrysler must further reduce its layers of management.

Miller said Chrysler is drawing on cash reserves to pay suppliers because the company is not building the number of vehicles anticipated when parts were ordered. Chrysler is operating at 50 percent production capacity, he said. But the cash erosion is expected to be stemmed by the second quarter, according to Miller.

Chrysler had $3 billion in cash reserves at year end. "At some point dealers have to stop destocking," he said. "There are 400,000 units in the field today versus 650,000 units one year ago."

Iacocca said: "If you look at first quarter schedules for Ford, GM and us, we are spilling off billions in cash. You are going to see huge operating losses. And then you throw in these aggressive forward model programs and you start to run out of money."

Iacocca said Chrysler's product program remains untouched. But Miller suggested that the entire industry would be facing product deferrals if an economic recovery is not underway in 1992.

Last week, Chrysler also said in the first quarter it will post a one-time $257 million charge against earnings due to an accounting change. Chrysler will now record incentive charges at the time a vehicle is shipped, rather than when it is retailed.

Incentives costs are now averaging about $900 per unit, down from about $1,200 per unit during most of 1990, York said. Chrysler said it spent in excess of $2 billion on incentives in 1990.

Chrysler had worldwide sales and revenues of $30.6 billion in 1990, down from $35.2 billion in 1989. In the fourth quarter, worldwide sales and revenues were $7.6 billion, down from $8.0 billion a year earlier.

Worldwide factory unit sales in 1990 were 1,984,333 cars and trucks, down 16.7 percent from 1989.

NOTE

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The East: Its promise is reshaping automaking

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — The promise of Eastern Europe has dramatically reshaped investment patterns and survival strategies among Western Europe's automakers.

Europe's ground rules have changed and the targets have shifted since the fall of Communism. And Western automakers have moved much faster to establish themselves in Eastern Europe than virtually anyone predicted a year ago — swiftly staking industrial claims and setting up distribution networks.

"I think it is a hell of an opportunity," Ford of Europe Chairman Lindsey Halstead said in a recent interview. "It provides a growth opportunity over the long haul that simply did not exist before. So it makes Europe — when you add in Eastern Europe — a very big automotive market."

But the region's economic potential is unlikely to be realized quickly. Each country in the old East Bloc is undergoing what promises to be a long and painful development period.

"There will be a period of three to four years where there will be some kind of depression in these countries," says Sanjay Dabysing of DRI Europe. "But once their economies improve, the markets will increase very fast."

But for the foreseeable future, each country is barely muddling through as they make the painful transition from centrally planned to free-market economies. The United Nations Economic Commission for Europe estimates that total industrial production in Eastern Europe plunged 18 percent during the first nine months of 1990.

Even the former East Germany, the strongest of the former East Bloc countries and now underpinned economically by Bonn, is on the brink of collapse. Unemployment has been rising at a monthly rate of 200,000 — reaching 2.6 million — as inefficient, former state-run industries shut down.

According to PlanEcon Inc., a

see EAST, page 86

TRACY BAKER

Owner-managers of a new Peugeot store in Neuenhagen, near Berlin, pose proudly outside their shop. Bearded chairman Oskar Leinweber is at far right.

Toyota's entry means war in big-pickup field

It's Big 3 profit stronghold

By Joseph Bohn
and Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTERS

The last important all-American segment will be integrated when Toyota Motor Sales U.S.A. Inc. brings a full-sized pickup truck to market, probably by the mid-1990s.

"There's no question we're planning a large truck; it's just a question of when," said Al Wagner, Toyota senior vice president, after a session with Toyota dealers at the the National Automobile Dealers Association convention in Atlanta.

The revelation to dealers sets the stage for a major battle with the Big 3, who depend on the profits of full-sized pickup trucks.

The big trucks have generated big sales, large profits and strong owner loyalty for the Detroit-based manufacturers. The segment was the last one free of import competition.

"To the extent many people have said Chrysler has only one or two profitable product lines, right now I would say the same thing about Ford Motor," says analyst Maryann Keller of Furman Selz Inc. in New York.

"The full-sized pickup is probably the single most important vehicle in GM's and Ford's product lines," she added.

see PICKUPS, page 32

Saturn hopes its seat problem becomes a case study on recalls

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. officials hope to take another page from the Japanese book of customer satisfaction — this time, in how to recall a much-publicized new car.

Saturn lived up to its advertising slogan — "A different kind of company" — in the way it notified its car buyers about its first-ever recall. The company last week recalled 1,210 base-level SL and SL1 sedans to correct a defect with front seat-back recliner mechanisms. Another 270 affected cars are either at the Saturn plant in Spring Hill, Tenn., or in dealer hands.

The problem could cause the seat back to slip backward a notch or more. Since the problem was not a safety defect, the government was not involved.

The company sent overnight letters at $9 each to every affected owner. But it also sent letters to all

see SATURN, page 91

NEW ATTITUDES

Dealers seek sales fix at workshops

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

ATLANTA — Bus Goode is a Rupert, Idaho, Ford-Lincoln-Mercury dealer who likes a good time.

Normally, Goode attends National Automobile Dealers Association conventions to go to parties. He avoids workshops and other more serious matters in favor of the various receptions, then later buys the workshop tapes that interest him.

Not this year.

"Even I went to a workshop," said Goode, who wanted to learn more about financing used cars on his own, a topic that was discussed in a seminar called "Buy Here-Pay Here."

Goode said up to 30 percent of the general public cannot get financing to buy vehicles, a market he would like to tap.

Goode's more business-like approach was a common thread weaved through a fabric of both optimism and pessimism at this year's NADA convention. Some 15,000 dealers and related industry professionals attended,down from 22,000 in Las Vegas last year.

Bill Jenkins, a Ford dealer in Fuquay Varina, N.C., said it costs an average $2,500 for each dealer to attend the convention,

see CONVENTION, page 90

See index on Page 3

AUTOMOTIVE NEWS JOE WILSKER

New NADA President Frank Anderson, left, and Past President Ray Green, right, tour the convention exhibit hall with Miss Georgia Deena Orr.

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RV seat and belt failures

Several van converters have failed to meet federal safety standards governing the strength of their seat and/or seat-belt attachments, signaling a potentially widespread and serious problem for the industry. Story on Page 16

BIG 3 FINANCIAL RESULTS

	Fourth quarter		Calendar Year	
	1990	1989	1990	1989
	(millions)		(millions)	
General Motors				
Sales	29,880	31,360	124,700	126,930
Earnings	(1,617)	700	(1,986)	4,224
Ford Motor Co.				
Sales	24,190	24,140	97,650	96,150
Earings	(519)	314	860	3,835
Chrysler				
Sales	7,650	8,020	30,620	35,190
Earnings	31	(664)	68	359

Source: Manufacturers

GM posts only Big 3 loss in '90

By Phil Frame and Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTERS

Despite General Motors' market share gain in 1990 and all the talk of impending doom at Ford Motor Co. and Chrysler Corp., GM turned out to be the only Big 3 auto company to post a loss last year.

GM last week announced a 1990 loss of $2 billion, compared to a profit of $4.2 billion in 1989. Ford reported a profit of $860 million for 1990, down 77 percent from $3.8 billion the previous year.

Chrysler surprised most analysts by reporting a 1990 profit of $68 million two weeks ago.

GM would have earned $102 million for 1990 had it not taken a $2.1 billion writeoff in the third quarter to close four idle assembly plants and to close or consolidate at least five other plants over the next several years.

After losing U.S. market share in cars and light trucks combined during most of the 1980s, GM reversed the trend in 1990, capturing 35.5 percent of the light-vehicle business, compared to 35.1 percent in 1989.

GM lost $1.6 billion in the fourth quarter, when the Gulf crisis and economic woes killed consumer buying confidence.

The fourth-quarter loss, which compared with a $700 million profit in the same quarter of 1989, nearly offset the $1.7 billion GM earned — not including the big writeoff — in the first three quarters combined.

The company's fourth-quarter loss was a result of not being able to reduce costs fast enough as sales volume spiraled downward, said Chairman Robert Stempel.

Prospects for earnings in the first quarter of 1991 look poor as well, Stempel said in response to a question at the National Automobile Dealers Association convention in Atlanta.

GM's North American automotive operations lost money in 1990, with analysts estimating that Saturn Corp. was at least a $600 million to $700 million drain, while overseas automotiveoperations earned $2.4 billion. Its three major subsidiaries — General Motors Acceptance Corp., Electronic Data Systems Corp. and GM Hughes Electronics Corp. — reported record or near-record earnings.

As Ford reported its 1990 woes, the company said that prospects for the first quarter look dim. David McCammon, Ford vice president of finance and treasurer, said the company expects to report a substantial loss for the first three months of 1991.

Ford's biggest tumble came in the fourth quarter, when it lost $519 million. The other three quarters were profitable.

Vehicle sales were down inside and outside the United States.

For the year, Ford sold 5.9 million vehicles worldwide, compared to 6.4 million in 1989. Its U.S. automotiveoperations lost $17 million last year, compared to earnings of $1.1 billion in 1989. Ford earned $116 million on its non-U.S. automotiveoperations, down $2 billion from 1989.

The only bright spot in Ford's financial picture was its Financial Services Operations, which earned $761 million last year, compared to $660 million the previous year.

INDEX

Around the world	20-24	Letters	14
Auction dates	76	Obituaries	36
Classifieds	77-82	Opinion	12
Coming events	83	Personnel	28
Dealing with dealers	34	Production	91
Incentive watch	90	Recreation on wheels	16
Keith Crain	12	Sales, car	3
Late news	8	Sales, imported car	83
Legal briefs	18	Sales, RV	16

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Correction

In the Feb. 11 issue's Face of the Dealer section, the pictures of Frank Thompson and Scott Thomason were reversed. Their pictures are properly identified here.

Frank Thompson

Scott Thomason

Program-car plan slapped

Ford dealers oppose stand-alone sales outlets

By Kathy Jackson
AUTOMOTIVE NEWS STAFFREPORTER

ATLANTA — The Ford Division make meeting erupted into a 45-minute debate on the merits of the used-car franchise Ford Motor Co. is developing to sell so-called program cars. Virtually all of the 100 Ford dealers present were opposed to the plan.

L-M dealers also blast Ford plan, Page 50

It was clearly what concerned holders of Ford franchises most at the National Automobile Dealers Association convention here last week.

At a 75-minute private meeting, at least 45 minutes were devoted to Ford Motor Co.'s proposal to set up free-standing used-car franchises to sell program cars — cars that Ford buys back from daily-rental fleet purchasers.

"That was the major issue," said Bill Jenkins of Don Jenkins & Son Ford in Fuquay Varina, N.C. "Ford doesn't have any idea of what they're doing with this program or why they're doing it."

Ford plans to select five major cities to test the program. Profitable, successful Ford and Lincoln-Mercury dealers will be selected to run the stores that will sell the used cars, which generally have a maximum of 10,000 miles. Ford says it will test the program first to determine whether it will have a serious impact on new-car sales. The test is slated to begin this spring.

Now, all Ford Motor dealers can buy program cars at auctions restricted to Ford Motor dealers. That will not change.

Dealers say that sales of the nearly new cars have already trimmed new-car sales by at least 25 percent, and they fear the figure could go higher if free-standing stores are set up. They are also concerned because not all of them will be allowed to hold the franchises, and they say the new stores could hurt the sales of dealers who already sell program cars.

A Ford executive, who did not want to be named, confirmed that only about 100 such franchises will be set up if the program is rolled out nationally.

"The dealers can already sell these cars off their lots," Jenkins said. "So why set up additional retail outlets when there are no additional retail customers?"

And the vote was unanimous among the 100 or so dealers at the meeting that they don't want Ford to proceed with the plan.

Timothy Loudon, president of A.J. Loudon Co., a Ford dealership in Salem, Ohio, agreed with Jenkins that program cars were the No. 1 concern of the dealer body at the meeting.

"Ford is looking for alternatives, but there is also concern with plant closings and production levels" if new-car sales fall off dramatically due to competition from the program cars, Loudon said.

"It's the sign of the times," said a Ford official who did not want to be named. "The dealers must realize that what's good for the company ultimately will be good for them."

Cash flow was another area of keen interest to the Ford dealers.

The dealers were told that Ford Motor Credit Co. has agreed to work with any of them who have immediate cash flow problems and that a new program can save dealers about 35 percent on their long-distance telephone charges.

The majority of the dealers said they favored consumer rebates over dealer incentives.

Dealers also complained about the quality of Ford cars. "I still feel it's behind the perceived leaders — Honda and Toyota," said a dealer who asked not to be identified. "It's Toyota and Honda that Ford needs to be chasing as far as quality is concerned, not GM and Chrysler."

Bush's dual-fuel plan spells CAFE relief

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — The Bush administration energy plan, due to be sent to Congress this week, contains a bonanza for the auto industry while imposing only one burden.

The plan would allow automakers to claim huge gains in their corporate average fuel economy by producing cars capable of running on both gasoline and alternative fuels. And those gains would come even if, in practice, the cars run on gasoline.

The Energy Department is expected to propose elimination of the limitations on benefits that flow to a company's CAFE rating from the sale of flexible-fuel vehicles. The department also will oppose giving incentives to the oil industry to produce alternative fuels.

Approval is by no means certain in Congress, which is now considering higher fuel efficiency standards and possibly higher taxes on inefficient vehicles.

Under the 1988 Rockefeller-Sharp Act, automakers can claim no more than a 1.2 mpg improvement of their CAFE from using flexible-fuel vehicles. These vehicles can run on gasoline and another fuel, such as methanol or ethanol, or a mixture of two fuels.

Without the cap, manufacturers could earn enormous CAFE credits by using flexible-fueled vehicles. That's because CAFE is calculated on gasoline efficiency.

For example, a car running on M85 (15 percent gasoline and 85 percent methanol) with a 15-gallon fuel tank would hold mostly methanol and just 2.25 gallons of gasoline. If the car gets 20 mpg, it would have a driving range of 300 miles. In the eyes of CAFE rules, each gallon of gasoline powers the car an equivalent of 133 miles.

The removal of the ceiling could greatly benefit companies worried about meeting the current 27.5 mpg CAFE standard and would be especially helpful if Congress enacts higher CAFE demands.

Under the 1990 Clean Air Act, automakers are forced to begin building alternative-fuel vehicles, which could include flexible-fuel vehicles. Automakers have complained the law forces them to sell something for which no demand yet exists.

By elimination of the ceiling on CAFE benefits, automakers would be encouraged to make and sell flexible-fuel vehicles, even if they never run on alternative fuels. This is even more important because the Energy Department has no plan to increase the production and import of non-petroleum fuels, which could seriously dampen demand.

The extra demand on the auto companies in the Energy Department's proposal concerns urban fleet provisions for alternative-fuel vehicles. The provisions go further than those in the 1990 Clean Air Act, and they require single-fuel vehicles using electricity, natural gas, ethanol or methanol.

Starting in 1995, when owners of fleets of vehicles such as delivery vans and taxis buy new vehicles, 10 percent must be made for non-petroleum fuels. By 2000, 90 percent of such purchases would have to be alternative-fuel vehicles.

These rules would cover fleets of 10 or more vehicles in urban areas with problems in meeting national air quality goals and fleets of 20 or more in all metropolitan areas. Rental cars are not affected, but urban buses and city vehicles such as garbage trucks would be.

The only other strategy directly affecting automakers is to encourage getting rid of gas guzzlers. Urban areas heavily impacted by pollution would get credits by buying and junking old cars. The auto industry would benefit from the increased sales opportunity.

Federal fleets get flexible-fuel cars

WASHINGTON — The federal government has purchased its first alternative-fuel vehicles under the Alternate Motor Fuel Act of 1988.

Twenty-five flexible-fuel Chevrolet Lumina sedans are being added to the federal fleet and 40 Ford Taurus models will arrive soon, according to Richard G. Austin of the U.S. General Services Administration. These 1991 models, which can run on methanol or gasoline, are part of a Department of Energy-General Services Administration evaluation of alternative-fuel vehicles.

Eight Chevrolets will go to federal agencies in Washington, 12 to California and five to Detroit.

The distribution of the Fords will follow the same pattern: 15 to agencies in Washington, 15 to Detroit, five to Los Angeles and five to San Diego.

The act encourages the use of alternative fuels by promoting government fleet purchases.

— Helen Kahn

NHTSA fears widespread RV seat belt failures

By Joseph Bohn
TRUCK EDITOR

Several van converters failed to meet federal safety standards governing the strength of their seat and/or seat belt attachments in the first government tests in five years on conversion units.

The vehicles' failure to meet Federal Motor Vehicle Safety Standards 210 and/or 207 signals a potentially widespread and serious problem for the industry, since many manufacturers use a common method of anchoring rear seats and/or belts in their vans.

Robert Hellmuth, director of the office of Vehicle Safety Compliance at the National Highway Traffic Safety Administration, said the van conversions that failed will be subject to recall and the agency will continue testing other brands.

"We have found a problem that appears to be widespread, and we are asking the industry to help clean itself up," Hellmuth said. "We hope they make the corrections before we have to jump all over them with both feet."

Helmuth acknowledged that some van converters "have done a terrific job of meeting all the standards."

Mark III Industries of Ocala, Fla., and Custom Craft Vehicles of Milwaukee, for example, have been heavily involved in safety design and testing.

Mark III uses a seven-point safety program to meet or exceed federal standards, and Custom Craft spent $800,000 last year to meet 1992 standards a year early.

Neither NHTSA nor the converters involved in its recent tests has publicly issued recall notices.

The companies that will be recalling vehicles include Starcraft Corp. of Topeka, Ind.; Explorer Van Co. of Warsaw, Ind.; and Van Craft Corp. of Marietta, Ga.

Their products were randomly selected for the NHTSA tests.

Van Craft was tested simply because it had built a special price-leader model for one particular customer in the Washington, D.C., area, and "we just happened to buy that model," said Harry Thompson, chief of the Vehicle Division, office of Vehicle Safety Compliance at NHTSA.

It is difficult to determine how many vans will be recalled or when because tests on additional models are still being made, and then companies have to come up with a satisfactory fix for them and ship parts to dealers, Thompson said.

NHTSA just tested one Explorer model, for example, built on a Chevrolet chassis. Explorer is now having test work done on its other chassis.

"We're still waiting for data from people like Explorer. They're having tests done by reputable independent test labs," Thompson said.

Robert H. Kesler, president and chairman of Explorer Van Co., said in NHTSA's test the heavy 3/16-inch steel plate anchoring one side of a rear seat belt cut through the steel flooring of the vehicle.

He expressed surprise that the steel floor was "not as strong as our anchoring."

He added that all the captain's chairs in the NHTSA test van did meet the seat belt safety standard.

He said Explorer is now working on a retrofit plan for rear seating seat belt anchorages in its vehicles now on the road. It also plans a new front seating system, even though there were no problems with that seat belt system.

Federal Motor Vehicle Safety Standard 210, which went into effect for vans in 1971, requires that a combination seat and shoulder belt system that is all one unit be able to withstand 6,000 pounds of force.

Many converters have been using a seat belt attachment bar for their rear bench-type seats and sofa seats that can pull right through the van's floor, according to industry officials. That's because the gas tank is in the back where the seat is located, and it is difficult to attach the seat belts to the floor.

So, converters often attach the seat belts to a bar that is mounted to the floor at the outboard edges of the vehicle. Frequently, it has only those two attachment points to take a 15,000-pound load. Bench seats typically have three lap-and-shoulder belt systems, each required to have a 5,000-pound force capacity.

"Anyone using a seat belt attachment bar for a bench-type seat or sofa seat is susceptible" to failing the standards, said Thompson.

While Standard 210 involves belts that are not attached to the seats, Standard 207 comes into play if the seat belts are attached to the seat. That is more common with front driver and passenger seats.

Jerome C. Loftus, general counsel for the Recreation Vehicle Industry Association, said he was invited to view NHTSA's van conversion seat tests on Jan. 11, 1991.

"Two of the vans tested used seat belt bars to anchor three seat belts in the rear bench-type seat. In each instance, the seat belt bar pulled completely through the floor when the test force was applied," Loftus said.

One bar was backed with what appeared to be two-inch fender washers with one bolt per side; the other used a steel rectangular backer plate with two bolts per side, Loftus said.

The mid seats of one van failed when the pedestals broke in two, causing the test to be aborted before the full load could be applied, he said. It was determined that a faulty weld on the pedestal caused the breakage.

In testing other pedestal seats in the vans, it was noted that, while the seats did not break loose, they nevertheless bent all the way forward so as to possibly endanger the occupants when coming into contact with rigid parts of the vehicle, Loftus said.

Converters' tests may be flawed

By Joseph Bohn
TRUCK EDITOR

National Highway Traffic Safety Administration and Recreation Vehicle Industry Association officials expressed concern about the way some converters test their vans.

Robert Hellmuth, director of the office of Vehicle Safety Compliance at NHTSA, said often van converters use individual component manufacturers' test data to meet requirements such as Federal Motor Vehicle Safety Standard 210 rather than test the seat system as one unit.

One supplier may make the pedestals, another the seat. "The van converter bolts them together, puts them in a van and hopes they comply with the federal requirement," Hellmuth said.

Such tests also may involve bolting a seat, slide, pedestal and/or belts to a hard surface outside the van where it holds up fine. But the same component may rip through the much thinner-gauge sheet metal floor of a van.

NHTSA said seat belt angles change with the interchange of occupants, and angles for all combinations are not being documented. NHTSA has evidence of seat belt angles of 90 degrees, which exceed the 75-degree requirement in standards 207 and 210.

The agency noted that because of the excursion of the pedestal seats under a load, occupants of these seats may be endangered during a crash because the occupants and the seats will rotate forward, or rearward, and come in contact with rigid parts of the vehicle.

Jerome C. Loftus, general counsel for the Recreation Vehicle Industry Association, said NHTSA's concerns "appear to be valid."

"Any manufacturers who mix components in their vehicle seating systems have an added responsibility to ascertain the validity of the individual component certifications as regards the final seating system," Loftus said.

"Further, a supplier's certification that its individual components can withstand specific forces may mean little or nothing if the manner in which they are installed and/or the vehicle structure into which they are attached cannot withstand the required force when applied to the total seating system." Responsibility for determining and certifying compliance lies with van converters.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	December 1990	December 1989	% change	12 mos. 1990	12 mos. 1989	% change
Travel trailers	2,400	2,500	– 4.0	52,500	53,500	– 1.9
Park Trailers	600	400	+ 50.0	7,200	7,400	– 2.7
Travel trailers—fifth wheel	1,200	2,100	– 42.9	27,900	29,400	– 5.1
Folding camping trailers	2,300	3,600	– 36.1	30,700	33,900	– 9.4
Truck campers	400	500	– 20.0	9,700	9,900	– 2.0
Towable RV total	**6,900**	**9,100**	**– 24.2**	**128,000**	**134,100**	**– 4.5**
Conventional (type A)	1,300	2,200	– 40.9	29,000	35,400	– 18.1
Van Campers (type B)	400	400	0.0	5,900	5,000	+ 18.0
Chopped vans (all)	700	900	– 22.2	17,400	20,800	– 16.3
Motor home total	**2,400**	**3,500**	**– 31.4**	**52,300**	**61,200**	**– 14.5**
Van conversions	6,900	14,700	– 53.1	174,200	200,400	– 13.1
TOTAL ALL RVs	**16,200**	**27,300**	**– 40.7**	**354,500**	**395,700**	**– 10.4**

Source: Recreation Vehicle Industry Association

Coachmen's Vision

Coachmen Vans of Elkhart, Ind., has introduced a new full-sized van, the Vision 2000. Standard are custom four-color graphics and color TV with VCR. It carries a $30,000 sticker price and is available on Ford, Dodge and Chevrolet chassis.

Ford adding converters to van pool

By Joseph Bohn
TRUCK EDITOR

Ford Motor Co. has renewed its efforts to qualify and sign new pool accounts, according to Jerome Mittman, Ford Division RV sales manager.

Mittman said the company wasn't very active in adding new accounts during the second half of last year, but it renewed its efforts in January.

A pool account is a converter or second-stage manufacturer that has passed engineering and financial reviews by a manufacturer like Ford and qualifies to receive chassis under special agreements with the manufacturer.

Pool accounts qualify for a reduced 90-day interest rate of one to four percentage points, depending on their volume, on the chassis they buy from Ford. After 90 days, they pay the same prime rate plus 1 percent that dealers pay on units in inventory.

The purpose of a pool account is to provide quality aftermarket products to dealers and retail customers on a timely basis, Mittman said.

Ford has had a significant increase in the number of van chassis going through its pool system, as a result of tighter chassis controls.

Two years ago, only about 40 percent of its vans were being converted by pool accounts. Now, it's about 70 percent.

Ford plans to add 30 companies to its pool system and have them convert about 90 percent of its chassis by fall.

Ford, like Chevrolet, GMC and Dodge, still has to contend with industry attrition caused by the weak market.

Bivouac Industries of Vandalia, Mich., Ford's No. 2 pool account last year, is gone, Mittman confirmed. Its plant and assets are for sale.

Bivouac's abrupt departure highlights the rapidly changing ranks of high-volume converters.

Starcraft Corp. of Topeka, Ind., ranking seventh with Ford at the end of December, has also dropped from the the top 10, as has Ger-Win Vans Inc. of Bristol, Ind., which ranked eighth in volume.

Ford's top eight pool accounts are: Glaval Inc. of Elkhart, Ind.; Mark III Industries of Ocala, Fla.; Waldoch Crafts Inc. of Forest Lake, Minn.; Sherrod Vans of Jacksonville, Fla.; Tiara Motor Coach of Nappanee, Ind,; Royal Vans of Texas of Round Rock, Texas; Kentron Inc. of Elkhart; and Winnebago Industries of Forest City, Iowa.

The introduction of the restyled 1992 Econoline should give converters a shot in the arm this fall.

Glaval, by virtue of being Ford's top account, received the assignment to convert a 1992 model Econoline, which was displayed at the Chicago auto show.

Mittman feels the new Econoline will provide "significant opportunities to van converters and other modifiers to revise their styling to take advantage of a new look for a totally new product."

"It's a key opportunity for converters, we hope to stimulate Ford dealer enthusiasm and more retail enthusiasm," he added.

Mittman said the improved Club Wagon will not affect sales of Econoline conversions because Ford will not offer the unique features provided by converters.

PICKUPS

FROM PAGE 1

U.S. sales of full-sized pickups were 1,238,624 in calendar year 1990, down 6.71 percent from 1989.

Even with the drop, they stayed in the 1.2 million to 1.3 million yearly range they've been in since the end of the last recession in 1982.

Sales reached a decade-long high of 1,327,759 units in calendar 1989.

During the last decade, full-sized pickups have typically accounted for more than 25 percent of all light-truck sales.

Ford's F-series pickups have been the industry's top-selling vehicle line for the last nine years and Ford's best-selling line for the last 18 years, says Joel Pitcoff, Ford research and analysis manager.

Dealer dependence

Full-sized pickups are even more important to some dealers than they are to the factories.

The trucks account for about one of every five vehicles sold by a Ford or Chevrolet dealer.

According to private studies conducted for truck manufacturers by Maritz Marketing Research Inc. of Toledo, Ohio, buyers of 1990 models paid an average transaction price of $16,200 for full-sized pickups.

The average transaction price was $15,400 for a Ford F-series pickup, $16,200 for a Dodge Ram pickup and $16,600 for a Chevrolet C/K and GMC Sierra.

The F series sold for less because of a higher percentage of manual transmission models, which typically have less optional equipment.

Joseph Philippi, an analyst with Shearson Lehman Brothers in New York, estimated that GM and Ford realize a profit of at least $4,000 to $5,000 per vehicle on their big pickups.

That would translate into a contribution to the corporation of $2.1 billion to $2.6 billion annually for Ford and $2.5 billion to $3.2 billion for GM, at a time when the companies are not earning profits on overall North American vehicle sales.

"If you look at the vehicle relative to the amount of content that goes into it — either metal, hours of manufacturing or assembly — and life cycles, which are quite long, you quickly recognize that profits, relative to the selling price, are substantial," Phillippi says.

While auto companies don't supply precise figures, "they basically admit that the only place they make money in North America is in their light-truck operations," he says.

Full-sized pickups tend to be among the most profitable light trucks, he adds.

"There may be sheet metal changes; but the platform, the basic vehicle principals, change only once a generation," he says. That allows tooling investments to be amortized over long periods.

- GM's 1988 C/K and Sierra models introduced the company's first new platform for full-sized pickups in 17 years.
- Ford still is using the same basic F-series platform that it introduced in 1980. It restyled the F series in 1987 and plans to revise 1992 models, still using the same platform.
- Dodge has used the same Ram pickup platform, with minor sheet metal changes, for 20 years. It plans all-new models in 1993.

Ford and GM have battled each other in that market for decades, trying to steal customers who are among the most brand-loyal in the industry.

Market share battles

The war of words began to heat up in the 1950s, with the use of registration data to lay claim to industry leadership.

In the past two years, Chevrolet and GMC have regained some of the ground they lost to Ford in 1988 during the introduction of their restyled C/Ks and Sierras.

Ford outsold Chevrolet by 34,526 full-sized pickups in calendar 1990.

Ford's share of the U.S. full-sized pickup market dropped from 44.15 percent in calendar 1988 to 42.15 percent in calendar 1990.

Meanwhile, Chevrolet inched up to a 39.36 percent market share in 1990 from 38.97 percent in 1988. And GMC gained slightly with an 11.39 percent share in calendar 1990 compared to 10.68 percent in calendar 1988.

Dodge bounces back

The big gainer, though, has been Dodge Division, which was beginning to look like an endangered species in the pickup market until it came up with the idea of offering a Cummins diesel engine in its Ram pickups in the 1990 model year.

They now account for half of Dodge's big pickup sales, even though they're not available in high-volume half-ton models. Dodge offers them only in three-quarter-ton D-250 and one-ton D-350 units.

Dodge went from 6.20 percent of the market in 1988 to 7.10 percent last year.

Buyers of full-sized pickups are typically married males who have slightly less education and are slightly more likely to work in blue-collar jobs than the average car buyer.

They also tend more frequently to live in rural areas and farming communities.

FULL-SIZED PICKUP PROFILE, 1990

Make & Model	Platform introduced	Transaction price*	Unit sales	Unit profit †	Contribution to corporation
Ford F series	1980	$15,400	522,034	$4,000	$2.09 billion
Chevrolet C/K	1988	16,600	487,508	4,000	2.51 billion
GMC Sierra	1988	16,600	141,104	4,000	
Dodge Ram	1971	16,200	87,978	4,000	0.35 billion

* Source: Maritz Marketing Research

† Source: For Ford and GM, Joseph Philippi of Shearson Lehman Brothers; for Chrysler, David Healy of Barclays de Zoete Wedd

HOW PICKUP BUYERS, CAR BUYERS DIFFER

Table compares buyers of cars with buyers of full-size pickups. Numbers are percent of buyers who are:

	Trucks	Cars
Married	89	64
Male	79	53
Managerial-technical	40	40
Blue-collar	34	11
Sales-clerk-service-other	26	49
Urban	9	20
Suburban	20	39
Small town	45	36
Rural	26	5
Education (years)	12.9	14.2

Source: Maritz Marketing Research

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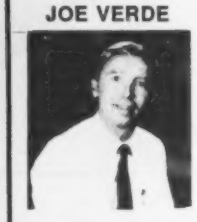

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Buyer satisfaction up in Canada

By Alex Law
STAFF CORRESPONDENT

Canadians are more satisfied than ever with their new cars, says a Canadian Automobile Association survey.

A survey of 20,000 association members shows that 74.2 percent said they were very satisfied with their new cars, up from 73.0 percent in 1990 and 72.0 percent the year before.

This year's study again shows that Canadians who own Asian cars are the happiest. But the percentage of Asian car owners who are very satisfied slipped a little, while European and North American cars gained.

In the 1989 survey, 67.1 percent of owners of North American cars said they were very satisfied. That number is now 70.0 percent. The scores of owners of European makes have increased from 75.8 percent two years ago to 80.2 percent this year.

Among owners of Asian cars, 82.3 percent were very satisfied in 1989. That number is now 81.9 percent.

The 10 most-loved cars are all imports. Ninety-three percent of Mercedes-Benz owners said they were very satisfied. Mercedes was followed by Honda-Acura (87.8), BMW (87.0), Jaguar (85.7), Volvo (85.5), Toyota (85.2), Mazda (82.1), Volkswagen (79.1), Saab (78.9) and Nissan (76.7).

On the domestic side, GM scored 71.6, Chrysler 69.0 and Ford 68.3.

The biggest single increase in very satisfied customers went to BMW, which rose 22.5 percentage points over last year. The only Japanese firm to post an increase was Nissan, which scored a 0.6 percentage point gain.

HAPPY BUYERS

Percentage of Canadian owners who say they are very satisfied with their new cars, by continent of car origin

	1989	1990	1991
North American	67.1	67.7	70.0
European	75.8	78.2	80.2
Asian	82.3	82.9	81.9
Total	72.0	73.0	74.2

SOURCE: Canadian Automobile Association

The survey also found:

- Brand loyalty is declining for domestics as well as the Asian importers. Only 47.7 percent of domestic owners said they would buy the same car again. Ford had the highest figure (50.3), followed by GM (49.0) and Chrysler (44.5).

The Asian numbers fell from 60.3 to 59.6, with Toyota and Suzuki registering the largest drops.

Exactly 58.0 percent of European car buyers said they would buy the same brand again, up from last year's 54.3 percent.

- The Big 3 all registered minor gains in customer satisfaction with dealer service.

Sixty-four percent of the Asian owners said they were satisfied with dealer service in 1991, down a one-half percentage point from 1990. But the Asian score is still 13.4 points ahead of the domestics and 3.9 points ahead of the Europeans, who dropped by about that much.

- When the time comes to buy a new car, the most likely choice will be the Honda Accord. The next most-likely purchases are Toyota Camry, Toyota Corolla, Chrysler's minivans, Ford Taurus/Mercury Sable, Honda Civic, Ford Crown Victoria/Mercury Grand Marquis, Volkswagen Jetta, Chevrolet Caprice and Ford Tempo/Mercury Topaz.
- The 1987 to 1989 Nissan Sentra gained the association's Used Car Performance Award for a second straight year. The award is based on the level of owner satisfaction with cars built from 1987 to 1989, on mechanical reliability and cost of repairs, and on the number of owners who would choose the same car again.

The Sentra was followed by Accord, Camry, Crown Victoria/Grand Marquis, Caprice, Civic, Corolla, Buick LeSabre, Chrysler New Yorker and Mazda 626.

- Nearly 49 percent of survey respondents want their next vehicle to have air bags, up from 32 percent in 1990. More than half want anti-lock brakes next time, up from 44.3 percent.
- Nearly 55 percent of the owners listed reliability as their chief reason for buying; 51.4 percent listed price. No other factor was named by more than 29 percent of respondents.

OBITUARIES

George J. Augustaitis

ANN ARBOR, Mich. — George J. Augustaitis, founder and owner of Apollo Lincoln-Mercury in Ann Arbor, died Feb. 3. He was 63.

Robert Berkey

PLEASANTON, Calif. — Robert Berkey, owner of Berkey Porsche in Pleasanton and 1990 chairman of the Porsche Dealer Advisory Council, died Feb. 3. He was 44.

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TEXAS INSTRUMENTS

*TI's 1500 Computer has outperformed comparable models from competitors, according to benchmark tests conducted by Neal Nelson & Associates of Chicago, Illinois.
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Contamination alert: Don't buy a dirty deal

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

ATLANTA — Federal and state laws to protect the environment mean dealers should literally look below the surface of any property they might want to buy.

The laws involve underground fuel storage tanks; asbestos; hazardous waste and used-oil disposal; and clean air, said Douglas Greenhaus, National Automobile Dealers Association attorney, at the NADA convention workshop on environmental concerns.

Dealers are liable for cleaning up pollution on the dealership site, even if the property is sold, Greenhaus said.

Underground tanks

Underground storage tanks, except for heating oil, are regulated by the federal government, which requires that dealers tell the EPA what each tank contains. Some states also levy annual fees.

The EPA requires that new tanks detect when a substance is released accidentally. The agency also sets construction standards and installation procedures.

Existing tanks are covered by standards being phased in, Greenhaus said. Currently, tanks that are 10 years or older must have a system that detects leaks. But small tanks can be tested manually by comparing the level on Friday afternoon and Monday morning, Greenhaus said.

Dealers will be financially responsible for pollution from their tanks. Beginning in October, dealers must carry insurance of $500,000 to $1 million to cover potential cleanups, Greenhaus said.

Faced with an annual premium of several thousand dollars, dealers may decide to put it out of use.

Clean air

Beginning next Jan. 1, dealers will be required to purchase machines that recycle Freon during servicing. Freon is a chlorofluorocarbon that causes ozone. Some states already require the machines.

The sale of Freon in 12- and 14-ounce cans will be banned, so do-it-yourselfers will not be able to work on their air conditioners.

CFCs will be banned completely at the turn of the century and replaced by non-ozone-causing substitutes that will soon be on the market. (See related story, Page 68.) Dealers will not be able to use the $6,000-plus machines to recycle the CFC substitutes, Greenhaus said.

To comply with the 1990 Clean Air Law, the EPA is phasing in limitations on solvents such as paint thinners and parts cleaners.

In regions that do not meet federal clean-air standards, such as Los Angeles, paint booths may have to be equipped with scrubbers and higher-efficiency guns.

To meet new limits on airborne asbestos, technicians will no longer be able to blow the dust off asbestos-lined brakes with an air hose or dry brush but must use a wet method.

Beginning in 1994, no asbestos can be used in new vehicles. Asbestos will be banned in aftermarket parts beginning in 1996.

Hazardous waste

Under the new Clean Air Law, common products such as used oil filters and rags, batteries and antifreeze may be considered hazardous waste. Antifreeze, because it contains benzene, may have to be sent off-site for disposal.

Oil filters tinged with chemicals and substances now classified as toxic, such as lead, may also have to be handled as a hazardous waste by a licensed hauler.

Greenhaus recommended that hazardous waste be put into containers, not in underground tanks. Thirty drums can be stored, and a container can be kept up to 180 days before shipping.

The federal government can penalize a dealer if waste from the dealership is disposed of improperly, even by an outside disposer, Greenhaus said.

A dealer should get an environmental assessment of any property about to be bought or sold. Contamination from a leaking fuel tank, used solvent or lead batteries can destroy the value of a dealership, said Vance Hughes, a Washington attorney specializing in environmental law. A site can't be sold until it is cleaned up, and some cleanups cost millions.

COMING EVENTS

General

Feb. 18-21 — Composites Institute Conference and Expo, Society of the Plastics Industry, Convention Center, Washington, (212) 351-5410

Feb. 24-26 — ASA Cars/Transmeet Convention, Automotive Service Association, Holiday Inn Mart Plaza, Chicago, (317) 747-7988

Feb. 25-March 1 — SAE International Conference & Exposition, SAE, Cobo Center, Detroit, (412) 776-4841

Feb. 26-28 — International Automotive Aftermarket Show, McCormick Place East, Chicago, (317) 747-7988

Feb. 28-March 1 — Buyouts Symposium, Venture Economics Inc., New York Marriott Marquis Hotel, New York, (617) 449-2100

March 3-8 — Strategy: Formulation and implementation seminar, The Michigan Business School, University of Michigan Executive Education Center, Ann Arbor, Mich., (313) 763-1000

March 8-9 — Auto Trim & Accessories Show, Dallas/Fort Worth Arlington Convention Center, Arlington, Texas, (215) 644-6400

March 10-14 — American Car Rental Association Convention, Walt Disney World Dolphin, Orlando, Fla., (202) 789-2240

March 18-19 — Doing Business in Eastern Europe, University of Wisconsin-Madison Department of Engineering Professional Development, University of Wisconsin-Madison, (800) 462-0876

March 19-21 — East/West Interfreight Conference & Exposition, Cargo Systems International and Hungarian Ministry of Transport's Institute for Transport Sciences, Vigado Concert Hall, Budapest, Hungary, 44 81 330 3911

March 20-22 — Managing International Joint Ventures, Michigan Business School, University of Michigan, Ann Arbor, Mich., (313) 763-1000

March 30-April 2 — North American Material Handling Show and Forum, Material Handling Industry of America, Cobo Center, Detroit, (800) 345-1815

April 3-5 — Interagency Motor Equipment Advisory Committee of the Southeast conference, General Services Administration, Hyatt Regency, Louisville, Ky., (404) 331-0918

April 8-11 — IPC '91 Programmable Controllers Conference and Exposition, Engineering Society of Detroit, Cobo Center, Detroit, (313) 665-0014

April 10-11 — Developing relationships with Japanese automobile manufacturers, U.S. Department of Commerce, Bismarck Hotel, Chicago, (202) 377-5479 or (202) 377-1418

April 10-12 — Intermodal Transportation conference, International Transportatin Association, Hyatt Regency Hotel, Baltimore, (301) 864-4163

April 14-17 — Raw Materials Seminar, Adhesive and Sealant Council Inc., Adams Mark Hotel, St. Louis, (202) 452-1500

IMPORT SALES BY MODEL

	Jan. 1991	Jan. 1990	1 Month, 1991	1 Month, 1990
ACURA	**9,141**	**10,087**	**9,141**	**10,087**
Integra	5,005	5,693	5,005	5,693
Legend	4,024	4,394	4,024	4,394
NSX	112	0	112	0
ALFA ROMEO	**252**	**109**	**252**	**109**
Milano	0	6	0	6
Spider	93	103	93	103
164	159	0	159	0
ASTON MARTIN*	**5**	**5**	**5**	**5**
AUDI	**843**	**1,283**	**843**	**1,283**
5000	0	6	0	6
80	176	261	176	261
90	162	193	162	193
V8 Quattro	57	136	57	136
Coupe Quattro	30	59	30	59
100/200	334	510	334	510
100/200 Quattro	84	118	84	118
BMW	**2,548**	**4,919**	**2,548**	**4,919**
3 series	1,339	2,006	1,339	2,006
5 series	805	2,054	805	2,054
635 CSi	2	56	2	56
7 series	197	728	197	728
850i	158	0	158	0
M3	25	70	25	70
M5	22	4	22	4
M6	0	1	0	1
CHEVROLET/Geo	**5,523**	**14,601**	**5,523**	**14,601**
Geo Storm/Spectrum	4,509	8,120	4,509	8,120
Geo Metro/Sprint	1,014	6,481	1,014	6,481
CHRYSLER MOTORS	**4,404**	**5,600**	**4,404**	**5,600**
Colt	1,910	2,798	1,910	2,798
Conquest	0	348	0	348
Medallion	0	166	0	166
Stealth	1,328	0	1,328	0
Summit	603	1,033	603	1,033
Vista	490	659	490	659
TC	73	596	73	596
DAIHATSU	**448**	**1,402**	**448**	**1,402**
FERRARI*	**80**	**80**	**80**	**80**
FORD Festiva	**2,616**	**5,985**	**2,616**	**5,985**
HONDA	**13,807**	**15,871**	**13,807**	**15,871**
Civic/CRX	4,838	3,939	4,838	3,939
Accord	7,414	10,761	7,414	10,761
Prelude	1,555	1,171	1,555	1,171
HYUNDAI	**7,509**	**11,883**	**7,509**	**11,883**
Excel	4,362	9,187	4,362	9,187
Sonata	1,419	2,696	1,419	2,696
Scoupe	1,728	0	1,728	0
ISUZU	**455**	**208**	**455**	**208**
I-Mark	21	169	21	169
Impulse	245	39	245	39
Stylus	189	0	189	0
INFINITI	**1,862**	**1,071**	**1,862**	**1,071**
M30	300	419	300	419
Q45	560	652	560	652
G20	1,002	0	1,002	0
JAGUAR	**511**	**1,523**	**511**	**1,523**
XJ6	392	1,086	392	1,086
XJ-S	119	437	119	437
LAMBORGHINI*	**13**	**13**	**13**	**13**
LEXUS	**3,128**	**4,135**	**3,128**	**4,135**
ES 250	1,382	1,216	1,382	1,216
LS 400	1,746	2,919	1,746	2,919
LOTUS*	**27**	**27**	**27**	**27**
MASERATI*	**20**	**20**	**20**	**20**
MAZDA	**10,423**	**13,524**	**10,423**	**13,524**
323	1,824	2,280	1,824	2,280
Protege	4,370	3,047	4,370	3,047
626	1,152	3,610	1,152	3,610
MX-6	17	10	17	10
Miata	1,906	2,852	1,906	2,852
929	747	1,064	747	1,064
RX-7	407	661	407	661
MERCEDES BENZ	**3,378**	**4,654**	**3,378**	**4,654**
190	869	822	869	822
300E 2.6/260E	252	54	252	54
300	857	1,652	857	1,652
300 SE	225	422	225	422
350SDL Turbo	68	0	68	0
350 SD	56	0	56	0
300SEL	104	258	104	258
420SEL	233	407	233	407
560SEL	176	348	176	348
SL Coupe	455	458	455	458
560SEC	50	116	50	116
Tourist	33	117	33	117
MERCURY/MERKUR	**4,455**	**2,503**	**4,455**	**2,503**
Tracer	3,232	1,553	3,232	1,553
Capri	1,223	0	1,223	0
XR4Ti	0	198	0	198
Scorpio	0	752	0	752
MITSUBISHI	**4,949**	**15,700**	**4,949**	**15,700**
Starion	0	2	0	2
Mirage	1,413	10,656	1,413	10,656
Galant	2,415	3,901	2,415	3,901
Sigma	27	171	27	171
Precis	292	863	292	863
3000GT	751	0	751	0
Wagon	51	107	51	107
NISSAN	**15,245**	**26,560**	**15,245**	**26,560**
Sentra	1,689	7,120	1,689	7,120
Pulsar	60	744	60	744
Stanza	3,946	3,312	3,946	3,312
Maxima	6,475	9,270	6,475	9,270
240SX/200SX	2,131	4,032	2,131	4,032
300ZX	944	1,820	944	1,820
Hawaii	0	262	0	262
PEUGEOT	**345**	**336**	**345**	**336**
PONTIAC LeMans	**2,289**	**1,407**	**2,289**	**1,407**
PORSCHE	**242**	**695**	**242**	**695**
944	0	56	0	56
944S	55	125	55	125
944 Turbo	0	65	0	65
911 Carrera 4	113	124	113	124
911 Turbo	7	1	7	1
911 Carrera 2	38	255	38	255
928S	29	69	29	69
ROLLS/BENTLEY*	**100**	**100**	**100**	**100**
SAAB	**1,025**	**1,967**	**1,025**	**1,967**
900	225	268	225	268
900S	259	266	259	266
900 Turbo	210	609	210	609
9000S	151	201	151	201
9000 CD	100	324	100	324
9000 Turbo	78	289	78	289
Tourist	2	10	2	10
STERLING	**205**	**505**	**205**	**505**
SUBARU	**4,282**	**6,528**	**4,282**	**6,528**
Hatchback	0	30	0	30
3-Door	0	38	0	38
4-Door Sedan	0	85	0	85
Legacy	838	3,913	838	3,913
Loyale	2,484	1,206	2,484	1,206
XT/XT6	169	131	169	131
Station Wagon	0	20	0	20
Justy	791	1,105	791	1,105
SUZUKI	**391**	**615**	**391**	**615**
TOYOTA	**25,257**	**27,316**	**25,257**	**27,316**
Corolla	6,017	7,588	6,017	7,588
Tercel	7,807	7,225	7,807	7,225
Celica	4,183	6,081	4,183	6,081
Supra	238	966	238	966
Camry	5,364	4,688	5,364	4,688
Cressida	832	599	832	599
MR2	816	169	816	169
VOLKSWAGEN	**6,410**	**7,868**	**6,410**	**7,868**
Cabriolet	297	479	297	479
Corrado	408	294	408	294
Jetta	2,586	4,060	2,586	4,060
Golf/GTI	996	952	996	952
Passat	1,192	0	1,192	0
Quantum	0	6	0	6
Scirocco	0	5	0	5
Fox	931	2,072	931	2,072
VOLVO	**5,256**	**8,834**	**5,256**	**8,834**
240 series	2,082	4,043	2,082	4,043
700 series	2,198	4,772	2,198	4,772
940 series	955	0	955	0
Tourist	21	19	21	19
YUGO	**370**	**879**	**370**	**879**
IMPORT TOTAL	**137,814**	**198,813**	**137,814**	**198,813**

*Estimate

Compiled by Karen Detkowski

Luxury imports off, as expected

By David Versical
NATIONAL EDITOR

Late last year, conventional wisdom said that sales of luxury cars would surge in December then tail off in January after the new luxury tax took effect.

It happened.

While overall U.S. car sales fell 25.42 percent in January, sales of high-line imported cars fared much worse.

Mercedes-Benz came close to the industry, with a 27.42 percent drop from January 1990. But Volvo fell 40.50 percent; Saab, 47.89 percent; BMW, 48.20 percent; Porsche, 65.18 percent; and Jaguar, 66.45 percent.

The effect of raising taxes in January shows up plainly.

For example, in December, Porsche sold 437 of its 911 Carerra 4 models. Now the $72,000 car carries a $4,200 luxury tax. Sales were 113 in January.Sales of Mercedes' $89,300 500SL dropped from 1,146 in December to 455 a month later.

Despite an increase in January sales of its ES250 model, which is not subject to the tax, Lexus saw a year-to-year sales decline for the first time in its short history.

For the most part, makes that increased sales were helped by new models. Infiniti's sales were up 73.86 percent compared with January 1990, solely on the strength of the new G20. Alfa Romeo more than doubled its sales from the previous January, thanks to its new 164. Isuzu, which has renewed its car lineup within the last year, saw sales rise 118.75 percent.

Some individual models also bucked the trend. Honda's Prelude, which will be replaced in the 1992 model year, was up 32.79 percent. Mazda's Protege increased 43.42 percent.

The Mercedes 190, Nissan Stanza, Pontiac LeMans, Subaru Loyale, Toyota Cressida and Volkswagen Corrado were also among those that sold better last month than in January 1990.

Overall sales of imported cars fell 30.68 percent for the month.

MARKET SHARES
Domestic, Import cars

	Jan. Sales	Pct. of Total
Subcompact	132,981	23.98
Compact	108,454	19.56
Intermediate	193,304	34.87
Standard	42,735	7.71
Specialty	9,978	1.80
Luxury	67,006	12.08
TOTAL	**554,458**	**100.00**

HYMAN

FROM PAGE 3

are pumped up about Buick's upcoming line, including a Jaguar-ish looking 1992 LeSabre and a soon-to-be introduced Buick Roadmaster sedan, a full-sized, rear-wheel-drive car apparently targeted at Ford's Lincoln Continental.

"Of all the GM divisions, I think Buick's got the most going for it right now," Hyman says. "New designs. New models coming out. Market share's increasing. Buick doesn't have much to complain about."

10:30 a.m. — Hyman and Cates attend their first seminar, "What Is the Role of Today's Sales Manager." Speaker Jay Crennins of Key-Royal Automotive Co. advises the packed audience of about 200 to use more caution in handing out monthly sales bonuses. Structure sales contests to begin and end during the slowest periods, he suggests. Or give out bonuses that are more lasting, like expensive silk ties.

"He's got some really good points," Hyman tells Cates. "There are so many things we just forget to do."

11:30 a.m. — On entering the convention floor for the first time, Hyman immediately encounters his father, Haywood Hyman, owner of Hyman Brothers Pontiac in Richmond and a dealer since 1946. With him are: Huddy's younger brother Clarke Hyman, owner of William-Clarke Jeep-Eagle-Hyundai-Audi in Charleston, S.C., who is considering adding another Big 3 franchise; Ernie Simopoulos, general manager of Hyman Brothers; and James Ould, a long-time financial consultant to the family.

Huddy Hyman: I'm not just saying this because I sell GM, but I think Buick's going to go somewhere.

Clarke: Yeah? Why?

Huddy: A lot of reasons. We just saw the new Roadmaster. It's really hot.

Clarke: But Roadmaster? Who knows what that is?

Huddy: Yeah. But I mean, all of GM is changing. It's getting leaner, with the management cuts and all. I think Saturn's going to be a blueprint for the whole company.

Clarke: I don't know. Name recognition is still so important.

Huddy: Yeah. I don't know. Hell, I'm so confused.

Haywood: Just cover the basics.

Huddy: Right. Cover the basics.

Haywood: Just cover the basics and you can't go wrong. Believe me.

2:30 p.m. — Hyman, Cates, Ould and Simopoulos file into the NADA opening session with about 2,000 conventioneers. By the time keynote speaker GM Chairman Bob Stempel reaches the podium to speak — two hours into the ceremony — a small trail of exiting attendees is already visible.

7:00 p.m. — Hyman opts to stay in his hotel room to recuperate from lingering flu symptoms. Cates ventures out with Ould to a string of parties.

Sunday, 11:30 a.m. — Hyman, his father and Oulds attend a seminar: "A Forum: Dealership Operations in the United States."

During the forum, Harry Land Jr. of Family Auto Group in Durham, N.C., boasts of making an average $1,100-per-retail transaction on finance and insurance charges.

1:02 p.m. — Outside the meeting room, the group discusses the forum for 20 minutes. They are skeptical of Land's $1,100-per-transaction claim.

Huddy: If he's averaging that, he's really putting the screws in some people. You can't do that to people.

Haywood: He's talking about laying people away, trying to make all of his money on a few customers. You can't do it that way or people are going to stop coming back.

Huddy: That customer's going to get home and see he's paying 16, 17 percent interest and he'll pay off the loan and the dealership won't make anything. That just doesn't work.

1:33 p.m. — In the exhibit hall, the Hymans stop by the Prevent-A-Theft booth, where a $1-million Batmobile replica is on display. Hyman waits to have his picture taken at the Batmobile for his three kids, but the the photographer is late coming back from lunch. The group strolls away.

1:55 p.m. — The Hymans return to the Batmobile; the attendant says the camera is now broken.

2:00 p.m. — Hyman, his father and Cates attend a business meeting for Saturn Corp. where Bob Stempel assures dealers that the carmaker's new $1.9-billion factory will have all the wrinkles out within the next 60 days.

3:30 p.m. — In a reception afterwards, Hyman and Cates — Haywood Hyman left before Stempel arrived — talk briefly with the GM chairman. Cates casually asks whether GM stands to make any money off of the Persian Gulf war.

"We make bullets and bombs," Stempel informs him.

8:00 p.m. — The Hyman group enters the annual Pontiac reception, where about 1,400 people are rocking to Beach Boys music, played at high decibel by Phil Dirt and the Dozers. The group and several friends have amassed, cocktails in hand, near an hors d'oeuvre table in the back of the ballroom. All are in high spirits.

8:18 p.m. — An old friend stops Hyman on the far side of the ballroom and introduces him to Lynn Thompson, a Pontiac dealer from Springfield, Mo., who has just signed on with Saturn. As the band moves through a medley of Four Seasons hits, Hyman tries to tell him how confident he is in the Saturn concept.

"I really think it's the way of the future," he says, straining his voice above the music. "I think all of GM is going to be doing things the Saturn way in the future."

Thompson, who has misunderstood Hyman's introduction and thinks he's a Saturn factory representative, tells Hyman there's no need to sell him on Saturn.

Hyman: No, I'm a dealer. I've got Saturn of Richmond.

AUTOMOTIVE NEWS/JOE WILKENS

Huddy Hyman, who owns Saturn and Buick dealerships, talks with General Motors Chairman Robert Stempel at reception preceding the Saturn Corp. business meeting at the NADA convention.

Thompson: Oh, oh. Well, how are sales?

Hyman: They're OK. You know. Not great yet, but I think they're going to pick up.

9:25 p.m. — A couple of mini-skirted young women have mingled through the Pontiac reception casually asking guests if they know where the Snap-On Tools party is. As a result, a rumor sweeps through the room: a near-by Snap-On party, full of gorgeous models, is the place to be. Dozens of people pour out of the ballroom in search of the Snap-On party.

On a lark, the entire Hyman group heads up a flight of stairs to Snap-On.

9:30 p.m. — Entering the brightly lit Snap-On party, the group is greeted by the sleepy sounds of banjo music. The same two mini-skirted women are seated together at a large table. The rest of the room is largely filled with older couples, dancing to banjo music.

Hyman and Cates look at each other.

"I think we made a mistake," Hyman says to his manager — his friend since junior high school.

9:34 p.m. — Hyman and Cates hurry back downstairs to Pontiac, losing most of the rest of the group during the move. Hyman says he regrets leaving the Pontiac party.

10:28 p.m. — Phil Dirt and the Dozers have stopped playing after an encore. The bright lights are on and hotel staffers are shaking tablecloths and moving tables. Hyman and Cates are standing at the center of the room in an energetic conversation about Customer Satisfaction Index ratings and the future of the industry.

10:45 p.m. — They adjourn to a hotel bar where their discussion continues. A nearby group of boisterous conventioneers is singing the Mickey Mouse theme song.

"I hate to keep harping on this, Johnny," Hyman says, "but I just think Saturn's going to be the way of the future. Retailers have to give customers a real, solid price and stop playing games with people. People are getting tired of that."

11:48 p.m. — The two finish their cocktails and walk to the door as the conventioneers are wailing "The Star Spangled Banner."

Monday, 12:50 p.m. — Cates and Hyman attend a seminar by industry analyst Maryann Keller. Hyman's father, believing Keller to be a relentless critic of GM, refuses to attend.

During her presentation to a standing-room-only audience, Keller is largely positive about GM's progress and future. She confirms Hyman's attitudes by remarking that Saturn's retail concepts will spread through the industry during the 1990s.

2:15 p.m. — Hyman and Cates encounter John Clements, an acquaintance from Petersburg, Va.

Clements: Do you get the idea that GM's trying to sell some program cars right now?

Cates: Yeah, but I don't know how I feel about it. One day I think I ought to take some, and the next day I don't want to touch them. You're not going to get incremental sales with them. All you're doing is taking a new-car buyer and putting him into a used car.

2:55 p.m. — Back on the exhibit floor, Hyman finally has his picture made at the Batmobile, then stops by the General Motors booth. A touch-screen computer system with a talking-head video presentation guides Hyman through several steps that will give him a color print-out of his Buick CSI performance.

As the print-out slowly appears, GM dealer representative Jim Herwalt steps up to assist Hyman. Herwalt peruses Hyman's CSI ratings, which indicate that he scores consistently in the company's highest percentiles. Hyman's overall dealership CSI weighs in at 94 percent — 100 being perfection.

Herwalt: These numbers look real good. How large is your dealership.

Hyman: We sell about 1,200 a year.

Herwalt (raising his eyebrows): Well. That kind of CSI is very commendable. It's hard to attain that level, and hard to maintain it. We need about 2,944 more Buick dealers just like you.

Herwalt pins a "World Class" lapel button on Hyman and gives him a second one to take home for an employee.

"When we took over that dealership in 1987," Hyman explains as he leaves the booth, "we were one of the 20 worst Buick stores in the country in CSI. We're now in the top 20."

7:50 p.m. — During the final evening in Atlanta, Hyman sums up his impression of NADA over dinner at the Pleasant Pheasant. "To me, this whole convention confirmed that the industry's really going through a change right now," he tells his parents and the managers. "To succeed now, you've got to get away from that hard-sell stuff. You can't hammer people to get them to buy. I don't think I would have said that a couple of years ago."

8:05 p.m. — Hyman raises his wine glass with a toast: "Let's never have another December 1990," he says.

10-DAY SALES

See story on Page 3

DOMESTIC BUILT CARS

	Feb. 1-10, 1991	% change '91 vs. '90
Eagle	830	– 9.0
Chrysler	2,822	– 9.0
Dodge	8,134	– 2.6
Plymouth	4,814	– 16.5
CHRYSLER CORP.†	**16,600**	**– 8.4**
Ford	22,353	– 43.5
Lincoln	3,847	– 17.7
Mercury	5,231	– 38.4
FORD MOTOR	**31,431**	**– 40.4**
Buick	10,176	– 3.2
Cadillac	5,361	+ 18.3
Chevrolet	25,095	– 23.5
Oldsmobile	8,204	– 54.3
Pontiac	13,084	+ 5.6
Saturn	443	-
GENERAL MTRS.	**62,363**	**– 22.3**
HONDA	**6,217**	**– 23.6**
MAZDA	**1,469**	**+ 54.3**
MITSUBISHI	**2,987**	**+ 381.0**
NISSAN	**1,363**	**– 16.3**
SUBARU	**655**	**—**
SUZUKI	**6**	**—**
TOYOTA	**3,458**	**– 50.5**
U.S. CAR TOTAL	**126,549**	**– 25.3**
TRUCKS		
Chrysler	144	– 193.9
Dodge	7,200	– 32.0
Jeep	3,312	– 22.2
Plymouth	3,168	+ 1.2
CHRYSLER CORP.†	**14,400**	**– 20.1**
FORD MOTOR	**21,903**	**– 39.0**
Chevrolet	18,662	– 41.4
GMC	4,703	– 32.4
Oldsmobile	442	– 35.0
Pontiac	346	– 39.0
GENERAL MTRS.	**24,153**	**– 39.7**
ISUZU	**316**	**—**
MAZDA	**176**	**—**
NISSAN	**1,647**	**– 44.4**
SUZUKI	**49**	**—**
U.S. TRK. TOTAL	**62,644**	**– 35.4**
U.S. CAR-TRUCK TOTAL	**189,193**	**– 30.0**

†Estimated

IMPORTED CARS
Reported

Ford	658	– 63.2
Mercury	1,481	+ 20.0
FORD MOTOR	**2,139**	**– 29.2**
Chevrolet/Geo	1,388	– 67.8
Pontiac	732	– 8.4
GENERAL MTRS.	**2,120**	**– 58.5**
Acura	2,119	– 30.4
Honda	3,366	– 23.3
HONDA	**5,485**	**– 26.2**
SUZUKI	**8**	**– 34.9**
Lexus	733	– 24.2
Toyota	5,242	– 39.6
TOYOTA	**5,975**	**– 38.1**
Total Reported	**15,719**	**– 37.7**
Estimated*		
ALFA ROMEO*	**50**	**—**
ASTON MARTIN*	**1**	**—**
BMW*	**510**	**—**
Eagle	121	—
Chrysler	0	—
Dodge	537	—
Plymouth	209	—
CHRYSLER CORP.*	**867**	**—**
DAIHATSU*	**90**	**—**
FERRARI*	**16**	**—**
HYUNDAI*	**1,502**	**—**
ISUZU*	**91**	**—**
JAGUAR*	**102**	**—**
LAMBORGHINI*	**3**	**—**
LOTUS*	**5**	**—**
MASERATI*	**4**	**—**
MAZDA*	**2,085**	**—**
MERCEDES-BENZ*	**676**	**—**
MITSUBISHI*	**990**	**—**
Infiniti	372	—
Nissan	3,049	—
NISSAN*	**3,421**	**—**
PEUGEOT*	**69**	**—**
PORSCHE*	**48**	**—**
ROLLS-ROYCE/BENTLEY*	**20**	**—**
SAAB*	**205**	**—**
STERLING*	**41**	**—**
SUBARU*	**856**	**—**
Audi	169	—
Volkswagen	1,282	—
VOLKSWAGEN*	**1,451**	**—**
VOLVO*	**1,051**	**—**
YUGO*	**74**	**—**
Total Estimated*	**14,228**	**—**
IMPORTED CAR TOTAL	**29,947**	**—**
IMPORTED TRUCKS		
GENERAL MTRS.	**0**	**– 100.0**
SUZUKI	**157**	**– 25.9**
TOYOTA	**3,596**	**– 23.0**
Total Reported	**3,753**	**– 20.4**
Estimated*		
CHRYSLER*	**128**	**—**
DAIHATSU*	**79**	**—**
ISUZU*	**1,736**	**—**
MAZDA*	**2,580**	**—**
MITSUBISHI*	**796**	**—**
NISSAN*	**3,491**	**—**
RANGE ROVER*	**63**	**—**
VOLKSWAGEN*	**96**	**—**
Total Estimated*	**5,477**	**—**
IMPORTED TRUCK TOTAL	**9,230**	**—**
IMPORT CAR-TRUCK TOTAL	**39,177**	**—**

TOTAL INDUSTRY CARS & TRKS.	**228,370**	**– 30.3**

There were 8 selling days in the period this year and 9 last year.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	$400-1,000	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	2/28
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$2[illegible],000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$886-1,250	2/28
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$300-$1,050	3/4
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	2/28
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models.		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Audi (1991)	$1,500-4,000	2/28
Honda (1990-91)		
Accord	$300	3/31
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Isuzu (1990-91)		
Trooper, Pickup	$600-1,700, quota	3/31
Mitsubishi (1990-91)		
Cars, trucks	0-$2,000, quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys		
Suzuki (1990-91)		
Swift	$400-1,000	4/3
Sidekick	$1,000-2,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

Pontiac gives rebates a new look

Dealers get $1,000 extra on '90s if they give up '91 payments

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Pontiac, Subaru and Saab announced dealer and consumer incentives last week.

To help clear dealer inventories of 1990 models, Pontiac announced a program in which dealers can receive higher cash rebates on 1990 models if they forego rebates on 1991s.

The program pays $400 on 1991 Sunbird and Trans Sport, $400 on 1990 Trans Sport and 6000 and $1,000 on 1990 Bonneville and Grand Prix. If the dealer gives up the rebate on the 1991 models, he receives $1,400 on 1990 Trans Sport and 6000 and $2,000 on 1990 Grand Prix and Bonneville.

Subaru of America Inc. adopted new per-unit incentive programs for both dealers and customers on 1990 and 1991 models.

Dealer rebates on the 1991 base Legacy L are: $500 on the four-wheel-drive model, $750 on the front-wheel-drive model, $900 on the 4wd model with value package, and $1,500 on the fwd model with value package.

The Legacy LS 4wd model pays dealers $1,200, and Legacy fwd models pay $1,700. Dealers also receive an additional $1,000 for sales of 1990 Legacys.

Rebates on 1990 Loyale models are $1,500 on the fwd sedan and fwd and 4wd wagons. Rebates on all other 1990 Loyales are $800.

Sales of all 1990 and 1991 XT models pay dealers $2,000 in a move to clear dealer inventory for the debut of the 1992 Subaru SVX sport coupe in August.

The consumer cash rebate on all 1990 and 1991 Justy models with the electronic continuously variable transmission is $500. The Justy program runs through May 2.

Rebates on the 1991 Loyale are $500 on the fwd sedan with five-speed manual transmission and $1,050 on the automatic model, $300 on all 4wd wagons and $500 on the all fwd versions. After that consumer program expires March 5, rebates on selected Loyale models will be $500 through May 2.

Saab-Scania of America Inc. is offering consumer finance rates of 2.15 percent on the 900 series and 4.35 percent on the 9000 series on contracts of 24, 36 or 48 months. The offer ends March 31.

CONVENTION

FROM PAGE 1

money that many of them could not afford. "The story at the convention is not who is here, but who is not here," Jenkins said. "The dealers here are not as pessimistic as the dealers who didn't show up."

About 823 people who had registered to attend the convention canceled by Jan. 10. NADA refunded more than $33,000 to those people.

The cancellations included 208 dealers, 144 dealership managers, 30 people from allied industries, 243 dealer relatives and 198 people from companies that were exhibitors. The biggest block of cancellations came from the General Group, a service contract company that filed for bankruptcy last fall.

But Robert Arnold, a long time Pontiac-GMC dealer in Houston, Pa., said he can recall worse times.

"I remember 1958 when you couldn't give a car away," Arnold said. "Then in 1973 and 1981 when you couldn't put gas in them."

Dealers seemed to take this convention a lot more seriously than some in the past.

Instead of sitting at the bar, playing golf or just plain carousing, some were more intent on attending workshops to learn more about the trends of the business.

Dealers most content seemed to be those affiliated with Mitsubishi Motor Sales of America Inc. Mitsubishi is growing and is introducing a new luxury car in April.

"Excellent product helps, and we're getting that," said Ramsay Gillman, chairman of the Mitsubishi dealer council.

Luxury carmakers such as BMW and Mercedes-Benz complained about the new luxury tax and discussed ways to help head off sales declines.

Japanese giants Honda and Toyota canceled parties due to the war in the Persian Gulf. Toyota contributed the $500,000 it had budgeted for its NADA party to the Armed Forces YMCA, but dealers wanted a party.

"We're all here; they could have shown us some appreciation," said a Toyota dealer who did not want to be identified.

Even spouses took note of the more somber convention.

Mary Ann Cummins, wife of a Pittsburgh Volvo dealer, said she was disappointed at the general downbeat mood in Atlanta.

"I come to socialize," Cummins said. She observed at most parties "they cut down on the champagne, and people are not as bubbly and upbeat."

Toyota backs troops with $500,000

Dealers handling Japanese and German vehicles are worried about a consumer backlash because Germany and Japan have not sent troops to support the U.S.-led war effort in the Persian Gulf, but at least one importer is not patiently waiting for criticism.

Toyota Motor Sales U.S.A. Inc. last week made a gesture of support for U.S. forces in the Persian Gulf, donating $500,000 to the Armed Forces YMCA, an arm of the YMCA that supports U.S. military families around the world.

Part of the money was what Toyota and Lexus saved by not hosting receptions at Atlanta hotels during last week's National Automobile Dealers Association convention. Like Honda and Acura, Toyota said it believed it was inappropriate to have a big party when the nation is at war.

— Kristine Stiven Breese

The General Motors divisions thrilled people the most. At Pontiac's party, you couldn't find room on the dance floor; Pontiac definitely built excitement.

Oldsmobile provided a carnival theme, and GMC had a fortune teller on hand.

"Here it is a war and a recession, and you wouldn't even know it," said a smiling guest at the Oldsmobile party.

But there is a recession and dealers came to learn how to sell more cars.

They heard from outgoing NADA President Ray Green, who predicted that 1991 could bring a record 15 million-unit year for used vehicles and a 10 to 11 percent growth in service and parts business.

> "I remember 1958 when you couldn't give a car away. Then in 1973 and 1981 when you couldn't put gas in them."
>
> **Robert Arnold**
> Houston, Pa., dealer

They heard from GM Chairman Robert Stempel, who told them teamwork between the factories and dealers is the key to success.

GM President Lloyd Reuss told minority dealers that "winners do not think about the opposite of success."

Concluded NADA President Anderson: "I think it will boil down to those dealers who have a good relationship with the customer."

GMC dealers air no major gripes at make session

ATLANTA — GMC Truck dealers had little to complain about at their make meeting at the National Automobile Dealers Association convention. Warranty administration and floorplanning were major topics.

Most of the dealers indicated support for an increase in floorplanning aid from 1.3 percent of invoice to 1.8 percent, with the added half point placed on invoice price rather than on the sticker.

Although that would reduce dealer margins on the vehicles, it would improve cash flow and would present the possibility of making more money when the vehicle is sold quickly.

General Manager John Rock said the positive response would be discussed with corporate officials who make those decisions.

GMC officials also said they will consider changing the way warranty claims are handled. Now, dealers are required to list every part needed for a repair, and if an error is made in one part number, the whole claim is returned to the dealer for correction.

GMC officials said they will look at allowing payments for everything except the part on which the error was made. The dealer would then correct the error and resubmit the claim for payment for that part.

Dealers said they would like a 5 percent allowance on 1991-model buildout vehicles, regardless of when they are sold. In 1990, General Motors paid the 5 percent on sales through Dec. 31 and rebates of only $150 for sales after [illegible]

[illegible] Frame

SATURN

FROM PAGE 1

3,000 non-affected owners to let them know they didn't have to worry, said Bruce MacDonald, vice president of communications.

The bill for postage: more than $36,000.

"Notifying non-affected owners, to my knowledge, has never been done before," said Donald Hudler, Saturn's vice president of sales, service and marketing.

Although the problem was detected and corrected in manufacturing in November, the decision to recall wasn't made until about two weeks ago, when reports of failures began to mount.

MacDonald said no injuries or accidents occurred as a result of the problem, and Saturn knows of only 19 failures of the part.

Hudler said Saturn asked dealers to do whatever is necessary to eliminate customer inconvenience, including offering free loaner cars, picking up affected vehicles at homes or offices, or making repairs where the owners live or work. Saturn will cover the cost of repairs, but dealers may pay for the cost of some of the goodwill gestures such as washing a car or topping off a gas tank, said spokesman Mark Tanner. Tanner said he didn't know if Saturn or the dealers would pay for loaners.

Tanner said he didn't know how much the recall might cost or whether the supplier of the faulty seat mechanism might be asked to pay anything toward the fix. Labor rates for repairs vary greatly across the country, from $40 to $60 per hour. Saturn estimated that it will take 1½ hours to correct the problem, but Hudler said it may take less than an hour.

In a briefing with all 58 dealerships over the General Motors Pulsat satellite network, Saturn President Richard G. LeFauve and other top officials told the dealers how the problem occurred, how to correct it and how to respond to customers.

"Things like this test how good you are," Hudler said in an interview. "It may plant a seed of doubt, but people will be hearing how consistently they're treated and how well. I'm sure some of the critics and pundits will have some fun with it, though."

Hudler said Saturn will do anything necessary to avoid inconveniencing its buyers.

"To err is human, and how you respond to it is far more important," Hudler said. "We studied Lexus. They turned a negative into a positive."

In November 1989, Lexus Division of Toyota Motor Sales U.S.A. Inc. was forced to recall 8,000 of its $35,000 flagship LS400 models to correct safety defects. The cars had been on sale only a few months.

Lexus's skillful handling of the recall actually enhanced the Lexus reputation for quality and service.

Saturn's quest for quality has led the company to halt production to assure quality in the General Motors subsidiary's first half-year of production.

Hudler said the two biggest problems with most recalls — Saturn calls this a "customer satisfaction campaign" — are getting information to customers and dealers, and a lack of parts.

The overnight letters and satellite feed took care of the information, and all the needed repair parts were to be at dealerships by last Friday, Hudler said.

The message to dealers was to make customers happy.

"We said the cars ought to be fully cleaned, interior and exterior; they should have a full tank of gas," Hudler said. "If they bring their car in clean with a full tank of gas, we'll find something nice to do for them like a free lube job or oil change.

"We're asking dealers to exercise good judgment, but do what is right for the owner."

Tom Delke, vice president of Saturn North in Clarkston, Mich., said he personally contacted all five of his affected customers.

"We're making appointments for them — the first one is Monday (today). If they want us to pick up the cars, we're doing that. We will provide them alternate transportation, wash their car and everything, and I'll top off their gas tank," he said.

Hudler said Saturn views the recall "as an opportunity to demonstrate our commitment to customer satisfaction. Of course, we would have preferred to have this not happen."

The problem resulted when Johnson Controls Inc., maker of the recliner mechanism, changed a process in the manufacture of a gear-lock cam, a Johnson spokeswoman said.

Saturn's MacDonald said the problem was discovered in November, and Saturn began tracing the cause. Although the problem was corrected within 10 days, it got into about 13 percent of Saturn's production volume up to Feb. 12.

PRODUCTION

U.S. CAR

	Week Ended Feb. 16, 1991	Week Ended Feb. 9, 1991	Feb. to Date	Jan. 1 to Feb. 16, 1991	Jan. 1 to Feb. 17, 1990
Horizon	0	0	0	0	4,578
Sundance	0	2,368	2,813	4,595	7,155
Acclaim	0	2,401	2,971	13,777	7,982
Total Plymouth	**0**	**4,769**	**5,785**	**18,372**	**19,715**
LeBaron A	0	0	0	0	760
LeBaron J	0	0	334	2,690	300
N. Yorker C-Class	0	230	276	1,555	1,941
Fifth Avenue	0	705	847	4,333	2,748
Imperial	0	194	234	1,269	2,124
Total Chrysler	**0**	**1,129**	**1,691**	**9,847**	**7,873**
Omni	0	0	0	0	4,308
Daytona	0	0	116	1,075	200
Shadow	0	2,423	2,936	4,986	8,379
Dynasty	0	3,831	4,599	19,567	11,766
Spirit	0	2,509	2,920	12,705	9,880
Total Dodge	**0**	**8,763**	**10,571**	**38,333**	**34,533**
CHRYSLER CORP.	**0**	**14,661**	**18,046**	**66,552**	**62,121**
Escort	0	5,279	5,279	18,177	14,105
Mustang	0	0	512	4,752	17,629
Tempo	0	3,332	3,332	10,498	12,500
Taurus	3,893	3,779	9,347	32,375	49,901
Thunderbird	0	0	689	4,788	10,270
Total Ford Div.	**3,693**	**12,390**	**19,160**	**70,590**	**104,435**
Topaz	0	1,073	1,073	4,035	4,194
Cougar	0	0	425	4,158	5,040
Sable	1,224	1,468	3,060	9,190	9,966
Total Mercury	**1,224**	**2,541**	**4,559**	**17,383**	**19,200**
Continental	1,179	1,177	2,597	7,658	7,069
Mark VII	210	211	463	1,349	3,517
Town Car	2,771	2,772	6,109	18,037	21,215
Total Lincoln	**4,160**	**4,160**	**9,169**	**27,044**	**31,801**
Total L-M Div.	**5,384**	**6,701**	**13,727**	**44,427**	**51,001**
FORD MOTOR CO.	**9,277**	**19,091**	**32,887**	**115,017**	**155,436**
Roadmaster*	40	40	88	279	0
Skylark/Somerset	2,500	2,487	5,495	16,120	8,242
Century	2,598	2,114	4,712	7,928	7,196
Riviera	347	318	735	1,495	2,454
Electra/Park Ave.	2,882	2,698	6,176	15,386	11,006
LeSabre (fwd)	4,186	3,994	8,980	25,693	16,620
LeSabre (rwd)	0	0	0	0	611
Reatta	44	33	85	178	910
Total Buick	**12,597**	**11,684**	**26,271**	**67,019**	**47,039**
Eldorado	438	439	963	1,895	2,092
Seville	811	758	1,743	3,631	2,857
Brougham (rwd)	0	400	449	2,482	3,885
DeVille (fwd)	3,250	2,944	6,806	19,715	15,838
Allante	64	64	141	410	455
Total Cadillac	**4,563**	**4,605**	**10,102**	**28,133**	**25,127**
Cavalier	6,192	5,319	12,611	35,849	26,931
Camaro	0	0	0	4,029	0
Corsica/Beretta	2,160	2,213	5,618	25,332	32,238
Caprice	1,028	2,782	4,425	16,429	11,294
Corvette	468	480	1,046	3,060	2,240
Total Chevrolet	**9,848**	**10,794**	**23,699**	**84,699**	**72,703**
Calais	1,820	1,853	4,054	11,612	8,938
Cutlass Ciera	1,328	1,696	3,024	6,357	8,554
Cutlass Supreme	2,113	2,200	4,751	13,599	7,084
Toronado	196	179	415	845	2,593
88 (fwd)	1,973	1,906	4,286	12,049	10,163
88 (rwd)	0	0	0	0	456
98	2,030	1,847	4,260	11,971	5,908
Total Oldsmobile	**9,460**	**9,681**	**20,789**	**56,433**	**43,696**
Sunbird	2,910	2,500	5,891	15,899	11,383
Grand Am	4,800	4,708	10,482	22,976	13,986
Firebird	0	0	0	1,003	0
Grand Prix	0	0	634	8,823	7,200
Pontiac 6000	968	1,007	1,975	4,222	5,794
Bonneville	1,486	1,316	3,056	7,081	10,843
Total Pontiac	**10,164**	**9,531**	**22,039**	**60,004**	**49,206**
Total Saturn*	**910**	**910**	**2,001**	**5,045**	**0**
GENERAL MOTORS	**47,542**	**47,205**	**104,901**	**301,333**	**237,771**
DIAMOND-STAR	**3,137**	**3,166**	**6,929**	**20,453**	**17,837**
Civic	1,920	1,846	4,111	11,372	17,794
Accord	7,205	7,443	16,117	47,008	40,586
HONDA	**9,125**	**9,289**	**20,228**	**58,380**	**58,380**
MAZDA†	**3,886**	**3,499**	**7,788**	**19,564**	**22,408**
NISSAN	**2,890**	**2,868**	**6,347**	**15,851**	**15,855**
Corolla	2,100	2,079	4,914	13,593	13,552
Geo Prizm/Nova	2,100	2,065	4,600	13,702	13,050
NUMMI	**4,200**	**4,144**	**9,214**	**27,295**	**26,602**
SUBARU-ISUZU	**1,250**	**1,218**	**2,719**	**7,753**	**3,920**
TOYOTA	**4,440**	**4,264**	**9,602**	**29,409**	**29,404**
TOTAL BIG 3	**56,819**	**80,957**	**155,834**	**482,902**	**455,328**
TOTAL TRANSPLANT	**28,788**	**28,460**	**62,827**	**182,705**	**174,406**
TOTAL CARS, U.S.	**85,527**	**109,417**	**218,661**	**665,607**	**629,734**
TOTAL CARS, CANADA	**16,276**	**13,945**	**34,063**	**115,152**	**107,745**
U.S., CANADA CARS	**101,803**	**123,362**	**252,744**	**780,759**	**737,479**
U.S., CANADA CARS AND TRUCKS	**164,735**	**175,955**	**383,257**	**1,294,861**	**1,280,795**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Feb. 16, 1991	Week Ended Feb. 9, 1991	Feb. to Date	Jan. 1 to Feb. 16, 1991	Jan. 1 to Feb. 17, 1990
Monaco	400	0	400	400	1,894
Premier	875	0	875	875	401
CHRYSLER CORP.	**1,275**	**0**	**1,275**	**1,275**	**2,295**
Tempo	3,686	3,442	7,128	12,501	14,562
Topaz	898	887	1,785	3,423	4,006
Crown Victoria	3,129	2,341	5,950	10,420	11,929
Grand Marquis	208	81	289	289	11,606
FORD MOTOR CO.	**7,921**	**6,751**	**15,152**	**26,633**	**42,103**
Celebrity	0	0	0	0	1,861
Cutlass Ciera	0	0	359	7,877	11,356
Lumina	0	0	936	19,073	21,003
Regal	0	0	667	13,135	2,900
GENERAL MOTORS	**0**	**0**	**1,961**	**40,085**	**37,120**
CAMI	**2,500**	**2,500**	**5,540**	**17,047**	**0**
HONDA	**2,150**	**2,190**	**4,763**	**14,103**	**15,467**
HYUNDAI	**900**	**976**	**2,029**	**5,933**	**2,190**
TOYOTA	**1,350**	**1,348**	**2,966**	**8,907**	**7,348**
VOLVO	**180**	**180**	**396**	**1,169**	**1,222**
TOTAL CARS, CANADA	**16,276**	**13,945**	**34,063**	**115,152**	**107,745**

U.S. TRUCK

Caravan	1,950	2,058	4,463	13,658	16,853
Dakota	1,950	1,852	3,802	6,911	6,279
Caravan C/V	50	73	134	406	1,066
Ram pickups	1,950	1,832	3,782	6,909	8,225
Total Dodge	**5,900**	**5,815**	**12,181**	**27,884**	**32,423**
Cherokee	0	0	789	6,687	17,814
Comanche	0	0	63	557	795
Grand Wagoneer	0	0	0	0	560
Wagoneer/Grand Wood	0	0	24	202	306
Total Jeep	**0**	**0**	**876**	**7,446**	**19,475**
Voyager	1,550	1,396	3,245	10,400	15,193
Town & Country	50	41	129	379	495
Total C-P Div.	**1,600**	**1,437**	**3,373**	**10,779**	**15,688**
CHRYSLER CORP.	**7,500**	**7,252**	**16,431**	**46,109**	**67,586**
Aerostar	0	3,990	3,990	13,607	18,950
Bronco	0	0	151	1,326	6,751
Bronco II/Explorer	5,813	5,387	12,238	33,432	14,663
Navajo	407	405	890	2,554	0
Econoline	3,951	0	4,691	12,490	19,140
Mediums/Heavies	1,062	0	1,288	4,903	15,629
Light trucks	0	3,060	4,291	23,010	51,542
Ranger	3,538	2,490	7,056	26,961	32,222
Total Ford Div.	**14,771**	**15,332**	**34,595**	**118,283**	**158,897**
FORD MOTOR CO.	**14,771**	**15,332**	**34,595**	**118,283**	**158,897**
Astro	1,913	921	2,834	8,712	8,085
Blazer	204	207	453	956	1,629
Lumina APV	0	0	294	3,854	12,043
Mediums/Heavies	80	232	373	1,358	2,074
P-Model	450	417	867	1,498	2,836
Pickups	2,143	308	3,617	20,308	32,048
S-10	4,031	445	4,937	27,138	30,231
S-10 Blazer	280	0	373	3,803	9,766
Sportsvan/Van	995	667	1,662	3,091	3,110
Suburban	546	469	1,142	2,867	5,902
Total Chevrolet	**10,642**	**3,666**	**16,551**	**73,585**	**107,724**
Jimmy	77	68	158	353	602
Mediums/Heavies	520	345	923	2,373	2,230
P-Model	50	82	132	341	293
Pickups	1,651	72	2,293	8,135	9,786
S-15/Sonoma	1,335	0	1,454	6,905	7,244
S-15 Jimmy	720	0	772	2,687	3,357
Safari	823	608	1,431	3,934	3,011
Suburban	578	632	1,303	2,406	2,867
Vandura/Rally Vans	365	578	943	1,474	1,558
Total GMC	**6,119**	**2,385**	**9,409**	**28,608**	**30,948**
Silhouette	0	0	96	1,110	3,997
Bravada	630	0	740	2,744	0
Total Oldsmobile	**630**	**0**	**836**	**3,854**	**3,997**
Pontiac Trans Sport	**0**	**0**	**151**	**2,058**	**8,789**
GENERAL MOTORS	**17,391**	**6,051**	**26,948**	**108,105**	**150,958**
NAVISTAR	**1,600**	**1,615**	**3,547**	**9,476**	**10,069**
NISSAN	**2,770**	**2,762**	**6,086**	**18,976**	**20,379**
SUBARU-ISUZU	**1,200**	**1,174**	**2,614**	**7,562**	**3,920**
AM GENERAL	**400**	**400**	**880**	**2,850**	**3,150**
MISCELLANEOUS	**2,650**	**2,650**	**5,830**	**18,900**	**21,000**
TOTAL TRUCKS, U.S.	**48,282**	**37,236**	**96,930**	**330,261**	**435,959**

CANADIAN TRUCK

Caravan	2,885	2,910	6,370	18,942	22,445
Caravan C/V	120	86	223	602	1,410
Ram Wagon	0	695	800	1,219	2,366
Ram Van	0	1,265	1,506	2,469	5,620
Total Dodge	**3,005**	**4,956**	**8,899**	**23,232**	**31,841**
Voyager	2,115	2,181	4,731	14,254	18,771
Total Plymouth	**2,115**	**2,181**	**4,731**	**14,254**	**18,771**
Wrangler	0	1,614	1,937	5,738	1,500
Total Jeep	**0**	**1,914**	**1,937**	**5,738**	**1,500**
CHRYSLER CORP.	**5,120**	**6,751**	**16,567**	**43,224**	**52,112**
FORD MTR (lt. trks.)	**3,040**	**0**	**3,619**	**10,499**	**17,274**
Light trucks	3,280	3,179	7,160	20,612	22,388
Vans	710	541	1,372	2,467	2,501
Total Chevrolet	**3,990**	**3,720**	**8,532**	**23,079**	**24,889**
Light trucks	970	1,146	2,260	7,242	10,692
Vans	265	474	806	1,414	1,027
Total GMC	**1,235**	**1,620**	**3,065**	**8,656**	**11,719**
GENERAL MOTORS	**5,225**	**5,340**	**11,597**	**31,735**	**36,608**
CAMI	**1,100**	**1,101**	**2,437**	**7,388**	**0**
NAVISTAR	**165**	**165**	**363**	**995**	**1,363**
TOTAL TRKS., CANADA	**14,650**	**15,357**	**33,583**	**93,841**	**107,357**
U.S., CANADA TRKS.	**62,932**	**52,593**	**130,514**	**424,102**	**543,316**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Chrysler out; car output drops 21%

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

With all Chrysler Corp. domestic car plants idle, U.S. automakers expected to build 85,527 cars last week, down 21.83 percent from the prior week and 30.64 percent below last year.

Year-to-date, 665,607 cars have been assembled, 5.70 percent ahead of 1990.

Estimated truck production was 48,282, up 29.66 percent over the prior week and down 42.81 percent from the 1990 week.

So far this year, 330,261 trucks have been produced, 24.24 percent behind 1990's production.

GM Lordstown, Ohio, car plant worked last Saturday.

Car production rises in Canada

Canadian automakers' scheduled output was 16,276 units last week, 16.72 percent above the prior week and 30.49 percent below the year-ago week.

Year-to-date, 115,152 cars have been produced, 6.87 percent above 1990.

The truckmakers' targeted build was 14,650 units last week, 4.60 percent below the prior week and 21.18 percent below 1990.

Ford's Oakville, Ontario, truck plant will be idle this week.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Lorain, Ohio	**2/18**	
Ford Econoline		2,440
Oakville, Ontario	**2/18**	
Ford F-series light trucks		2,625
GENERAL MOTORS		
Arlington, Texas	**2/18**	
Cadillac Brougham		375
Linden, N.J.	**2/18, 2/25**	
Chevrolet Corsica/Beretta		2,060
Oshawa, Ontario	**2/18**	
Chevrolet Lumina		2,060
Buick Regal		3,470
Ste. Therese, Quebec	**2/18**	
Olds. Cutlass Ciera		1,790
Tarrytown, N.Y.	**2/18**	
Chevrolet Lumina		1,270
Oldsmobile Silhouette		360
Pontiac Trans Sport		680
Van Nuys, Calif.	**2/18**	
Chevrolet Camaro		2,055
Pontiac Firebird		600
CHRYSLER		
Warren, Mich.	**2/18, 2/25**	
Dodge pickups		3,510
Newark, Del.	**2/18**	
Dodge Spirit		2,090
Plymouth Acclaim		2,565
Chrysler LeBaron		1,440
Sterling Heights, Mich.	**2/18**	
Plymouth Sundance		2,240
Dodge Shadow		2,210

Source: Automotive News Data Center

NOTE

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Automotive News

February 25, 1991

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U.S. energy plan gives industry a breather

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON -- The Bush administration has delivered an energy plan to Congress that conspicuously lacks a fuel-economy program and boosts research and credits for alternative-fueled cars.

Bryan tries to corner makers, Page 2

Most of the plan is just what the industry has been asking for. But makers aren't applauding too loudly. It quickly became clear that the impending dog fight in Congress on how to implement a new national energy strategy could be as vicious as last year's battle over a new clean air bill. But this debate has the backdrop of a Persian Gulf war that many believe is being fought over oil.

Powerful Democratic senators declared last Thursday, a day after President Bush unveiled the plan, that the 214-page National Energy Strategy doesn't stand chance of becoming law. They warned that there will be no oil exploration in the pristine Arctic National Wildlife Refuge — a key element of the strategy — without more conservation programs, including higher fuel economy standards.

"The deficiency in this whole plan is the refusal to have more mandates -- if we hadn't passed CAFE in the mid-70s, the U.S. auto industry would really be in bad shape," said Sen. Dale Bumpers, D-Ark. He suggested a 2 mpg increase in corporate average fuel economy standards would save more oil than what's contained in the northern slope of Alaska.

Bush's plan does not propose to boost CAFE above the current 27.5 mpg, despite bills in the Senate and House of Representatives that seek drastic increases.

But at a Senate hearing the day after the plan's introduction, the administration said it might be willing to negotiate. "I am not against some kind of fuel efficiency increase," Energy Secretary James Watkins told the Senate Energy

see ENERGY, page 37

LINCOLN

'80s were great; CSI is theme until new lines for '93

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The Lincoln brand boomed in the 1980s, despite average quality and capacity constraints. Now, Ford Motor Co. is hoping new engines and a new push toward quality at the dealership will help the division keep its momentum until the redesigned 1993 Continental sedan and Mark VIII sport coupe arrive.

Styling has been critical to Lincoln's success, and the Mark VIII will be another bold stroke. Managers hope its European flavor and handling will be as big a success as the 1988 Continental and 1990 Lincoln Town Car.

In the meantime, Lincoln will have a tough time trying to extend its three-year record of beating the previous year's sales. War and recession are obvious villains in the 34.4 percent sales decline Lincoln suffered between Jan. 1 and Feb. 10, but that doesn't quite explain why Cadillac, with similar products, was down only 13.2 percent in the same period.

A Lincoln spokesman suggested it may be based in fleet orders.

see LINCOLN, page 35

AUTOMOTIVE NEWS/JOE WILSDENS

"We are not targeting Cadillac as an objective, we're targeting our own numbers," says Ross Roberts, the general manager of Lincoln-Mercury.

In smog fight as in style, automakers follow Coast

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — The air may be murky, but the mandate is clear: Companies selling vehicles in California must clean up their act.

The toughest clean-air rules in the land were adopted in California last September by the state's Air Resources Board. The regulations, which mandate cleaner cars burning cleaner fuels, have automakers and the fuel industry jumping.

They face huge questions about cost, consumer acceptance and the readiness of technology. Regardless, the agency is mandating that cleaner vehicles be built — and sold.

Automakers have little choice but to comply. If they don't, they'll be left out of the market that accounted for about one of every seven cars and trucks sold in the United States last year. And just as California has set the tone for U.S. trends in design, it is now leading the way on controlling emissions.

The state's curbs on carbon monoxide, nitrogen oxide and hydrocarbon emissions — already the strictest in the land — will become even more stringent. Beginning in the 1994 model year, when the first "transitional low-emission vehicles" are mandated, they will get progressively tighter and involve more vehicles.

By 2003, companies that sell 3,000 cars and light trucks annually in California will have to meet demands for a range of "low-emission," "ultra-low-emission" and "zero-emission" vehicles.

The mandates have helped spur a multibillion-dollar race among automakers to bring alternative fuel and electric vehicles to the

CALIFORNIA DRIVEN

market. U.S. manufacturers and those in Europe and Asia have engineers studying the California laws and are taking steps to meet the new standards. Indeed, California's air rules will be among the topics addressed this week at the SAE meeting in Detroit.

For the most part, manufacturers argue that the new regulations are too stringent and that meeting them will make vehicles prohibitively expensive.

Current estimates put the cost per vehicle at $70 to $170 for low-emission vehicles running on ultra-clean gasoline; $200 to $1,500 for conversions to methanol; $2,000 to $2,200 for propane; $2,500 to $3,500 for compressed natural gas; and $6,000 to $20,000 for electric.

see CALIFORNIA, page 33

Europe ignores U.S. cars, despite a weak dollar

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

RUSSELSHEIM, Germany — Several years after launching what was billed as a "major" export drive on the engineering and styling bastions of Europe, the U.S. Big 3 still have not broken out of their tiny, niche beachhead into the open markets beyond.

Despite the windfall advantages of the weakest dollar in history — a factor that reduces the relative price of American products abroad — the U.S. automakers last year sold only 58,950 U.S.-built cars and light trucks in Europe, a barely measurable 0.44 percent of a total market of 13.4 million.

Of the 58,950, only 14,493 were passenger cars.

To be sure, the companies face formidable obstacles in Europe — a lack of distributors and dealers, expensive modification and certification procedures and the need to market in a dozen languages. And not the least of their problems is the snobbish attitude of Europeans themselves toward the quality of the *arriviste* American products.

"When I go to America, I'm amazed at the lack of styling and the poor quality of cars there," says Bob Barber, an automotive industry analyst at James Capel & Co. Ltd. in London. "You couldn't sell them in Europe."

Of the Buick Park Avenue, a car slated to debut in Europe and whose "European" styling and engineering have been widely lauded in the U.S. press, Barber says:

"In European eyes, it is ugly. I

see EXPORT, page 34

TIM PETROS

This gas station on Wilshire Boulevard in Los Angeles is one of 23 in California that have begun to carry methanol. It sells about 500 gallons a month.

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Tough times at Chrysler

As it struggles to reduce its payroll, Chrysler Corp. is exploring the possibility of offering special early retirement to UAW hourly employees.
Story on Page 2.

Bryan tries to corner makers on CAFE gains

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Senate's leading advocate for stricter fuel economy rules challenged six auto companies to name the gains they could make in the 1990s.

Two gave answers, and the other four refused.

The mixed responses came as the industry testified before a Senate subcommittee headed by Sen. Richard Bryan, D-Nev. Last week's hearing marked the first formal action on Bryan's new bill to raise CAFE levels 20 percent by model year 1996 and 40 percent by 2001.

Bryan's and other CAFE measures died last year while Congress tried, without success, to get the industry to say what is a reasonable increase. Last week, Ford Motor Co., General Motors, Nissan Motor Manufacturing Corp. U.S.A. and Toyota Motor Sales U.S.A. Inc. refused to make predictions.

But Chrysler Corp. and American Honda Motor Co. Inc. complied with Bryan's request.

Ronald Boltz, vice president of product strategy and regulatory affairs for Chrysler, said the company could increase CAFE 6.5 percent by the mid-1990s and 10 percent to 15 percent by 2001. Current standard for cars is 27.5 mpg.

> "If it does not improve energy security and environmental quality, I see no need for it."
>
> **George Eads**
> GM vice president

And Honda could improve 6 percent by the 1996 model year using current technology, said Thomas G. Elliott, Honda's executive vice president of auto operations. "To go further than that, Honda has to re-evaluate its sales strategy in the U.S. market," he said.

Still, the industry executives repeatedly told Bryan's Commerce, Science and Transportation subcommittee that his bill is too stringent and not based on scientific data. They urged him to wait until the National Academy of Sciences issues a study on what levels of CAFE are technically and economically feasible.

The first phase of the study could be out by late June.

Bryan used a barrage of questions to pry some estimates from the automakers. "I don't like to sign a blank check," said James Olson, vice president of external affairs for Toyota.

A frustrated Bryan compared his questioning to a dentist trying to extract a tooth. "The industry says, 'Stop, do not pass Go,' but it seems to me unreasonable for an industry to say we cannot do this . . . and not say what it could achieve."

Bryan was supported by environmentalists and conservationists, who testified for the last hour of a five-hour session. By then, most auto industry lobbyists and executives who packed the hearing room had left. And Bryan pleaded, to no avail, to the UAW for help with projections and estimates.

As they did in last year's debate, Honda, Toyota and Nissan said they not only support a CAFE policy but could meet a reasonable increase. But they continue to object to a percentage increase because it would force automakers with the best CAFE scores — like the Japanese — to make the biggest improvements.

Ford and Chrysler, whose executives recently called for tighter restraints on Japanese vehicles in this country, said they prefer the percentage increases opposed by the Japanese. Both companies also endorsed CAFE.

General Motors took a different view. George Eads, vice president for product planning and economics, said GM will be hard-pressed to maintain its current CAFE once cars conform to new safety and clean air regulations. And he called CAFE bad public policy.

"If it does not improve energy security and environmental quality, I see no need for it," Eads said.

Honda's Elliott said a new "ultra-high" fuel economy model is in the research and development stages as a replacement for the CRX HF.

But the car would likely cost more, and "there would be tradeoffs in performance and size. If Honda sells at least 50,000 of these new models, CAFE could improve another 4 or 5 percent," he said.

"To go past that you have to seriously re-evaluate our whole model roundup, we would have to consider downsizing, radical changes, model elimination, things that frankly would put Honda back in the position of being a small subcompact manufacturer," Elliott said.

"Frankly, we are not desirous of doing that."

Chrysler mulls early-out plans

Salaried workers get offer; UAW hourly workers may, too

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — As it struggles to reduce its payroll, Chrysler Corp. is exploring the possibility of offering special early retirement to UAW hourly employees, according to company and union sources.

The move would be fairly unusual. Traditionally, early retirement incentives are offered to salaried personnel.

UAW Vice President Stan Marshall, head of the union's Chrysler department, was unavailable for comment.

Chrysler and union sources said the company is considering making the offer to some hourly workers. The company already has decided to offer buyouts to salaried employees represented by the UAW.

"There are no plans to offer special early retirement to hourly employees at this time, but we couldn't rule out the possibility of exploratory talks with the UAW at some future date on this issue," said a Chrysler spokesman.

> The *Chrysler Times* article also said that workers will be offered "a choice from several Chrysler vehicles," which will be given to them outright as part of the buyout.

UAW spokesman Bob Barbee said a buyout offer would not require reopening the national agreement. The current agreement has provisions that permit Chrysler to offer the program, Barbee said.

An article published last week in *Chrysler Times*, a company-sponsored newsletter, suggested that Anthony St. John, Chrysler vice president of employee relations, has approached the UAW about offering retirement incentives to some hourly workers.

The moves are part of Chrysler's effort to trim personnel as the company struggles to complete by June 30 a $3 billion cost-cutting program that began 18 months ago.

The *Chrysler Times* article outlined some of the programs being used to induce an additional 3,000 white-collar workers to leave the company. Chrysler had 27,500 salaried workers at the end of 1990.

By April 1, Chrysler is expected to offer employees special early retirement or voluntary termination incentives. Employees must make a decision by April 30.

The special early retirement program will be offered to employees who are at least 53 years old and have at least 10 years of service.

Chrysler has not provided ad-

see CHRYSLER, page 36

Engineers spared from staff cuts

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. will spare engineers when it begins paring 3,000 salaried workers from its payroll beginning in April.

In a quest to meet its future product schedule, Chrysler will cut staff positions and thin its management ranks but will not chop engineers.

The company said the latest round of white-collar cuts is part of its campaign to reduce fixed costs by $3 billion by June 30. Chrysler had 27,500 salaried employees at the end of December 1990.

Chrysler also has 2,800 contract temporary employees not included in the year-end total, and the 3,000 jobs to be eliminated can come out of either salaried employees or contract employees.

Chrysler's market share and sales have shrunk in the face of recession and the Persian Gulf war. Its assembly plants are running at half capacity, and calendar 1991 sales through Feb. 10 are off an estimated 31.6 percent from the same period last year.

Chrysler will achieve the personnel cuts by attrition, special early retirement programs, voluntary termination incentive programs and, possibly, layoffs.

The latest round of white-collar cuts is the third since Chrysler began its cost-cutting program in July 1989, although

see CUTS, page 36

Caprice gets split rating in NHTSA 35-mph crash

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The new Chevrolet Caprice, one of the biggest and heaviest passenger cars on the road, scored poorly for protecting the passenger's head in the government's 35 mph crash test.

The four-door Caprice had a score of 1,101 for the passenger, a level the National Highway Traffic Safety Administration said could result in serious-to-fatal injuries.

The driver-side score of the airbag equipped Caprice was 533, indicating no injury is likely.

Five other 1991 cars and one sport-utility were tested in the agency's first round of 1991 crash tests.

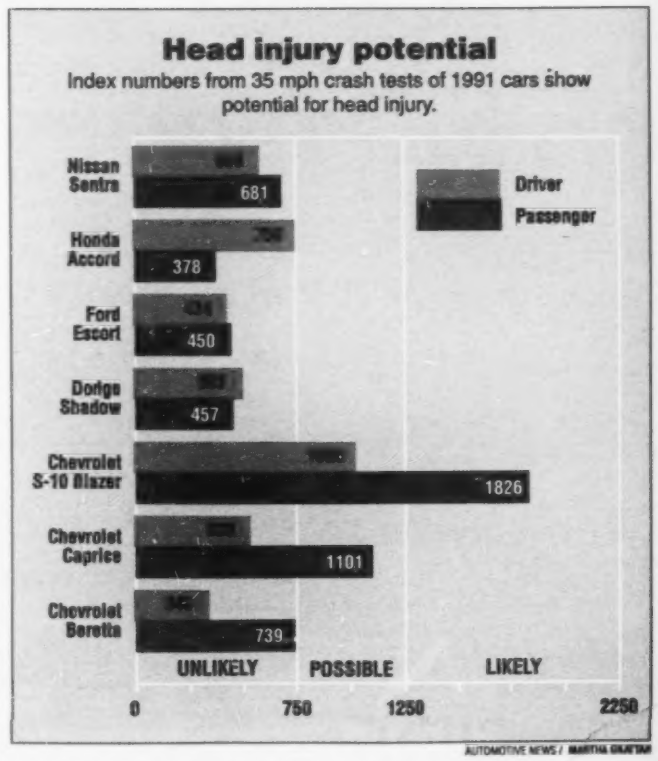
A total of 34 vehicles will be tested during the model year.

The Nissan Sentra, Honda Accord, Ford Escort, Dodge Shadow and Chevrolet Beretta all had scores indicating "unlikely" injury to driver and front passenger. Of those vehicles, only the Beretta had a driver-side air bag.

The Chevrolet S-10 4×4 Blazer, with manual lap and shoulder belts, was the only sport-utility crashed.

It scored very poorly on the driver side, registering 1,826, and was almost as bad as the Caprice on the passenger side, scoring 1,026.

The S-10 Blazer score is within the result range of the eight 1990 sport-utilities crashed at 35 mpg by NHTSA.



The agency says comparisons should be made only between vehicles of similar size and weight.

INDEX

Around the world	10	Legal briefs	15
Auction dates	24	Letters	14
Classifieds	25-30	Marketing and media	21
Coming events	30	Obituaries	24
Dealing with dealers	14	Opinion	12
Incentive watch	36	Personnel	19
Keith Crain	12	Production	37
Late news	8	Truck industry	16

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AROUND THE WORLD

European new-car sales skid stretches into sixth month

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — New-car sales in Europe fell for the sixth consecutive month in January, and only the soaring German market blocked a much steeper decline.

According to unofficial estimates compiled by *Automotive News*, sales in 17 Western European countries dropped 4 percent last month, to 1,273,100 units.

January sales in Germany jumped an estimated 57.1 percent from a year earlier, to 335,000 units. The big gain is compared to a weak market last year.

Excluding Germany, sales in the other Western European markets declined 16 percent in January as the United Kingdom, France and Spain were battered.

John Lawson of Nomura Securities Ltd. in London says he expects 1991 sales in Germany to be about the same as last year's 3.25 million. Without the five new states of the former East Germany, sales edged above 3 million for the first time ever.

"The push from the five new states has a limited time frame," said Lawson. "Demand was fueled by savings, and the currency union (between East and West Germany) was several months ago."

Lawson predicts that sales for all of Europe will fall 8 or 9 percent this year as Europe's recession intensifies and interest rates rise. Last year, sales fell only fractionally, to 13,382,000, from the record of 13,400,800 in 1989.

Lawson said the powerful German central bank's recent interest-rate hike of half a percentage point will dampen demand across Europe because it "will turn out to be a rise in European interest rates."

For starters, he said, the rate hike eliminates any short-term hope that 14 percent interest rates now undercutting the British economy will fall soon.

British sales last month were down 20.8 percent from 1990, while sales plunged 23.1 percent in France and 28.6 percent in Spain.

Lawson suggested that car sales in Europe are not as deeply affected by the Persian Gulf war as U.S. sales, even though several European automakers have pinned much of the blame for the current slowdown on the war.

"I think the companies are kind of using the Gulf war," he said.

"The impact is being played up by companies to an undue extreme. What you are getting is a Gulf war grafted onto a recession. This is dangerous because the market could be expected to bounce right back when the war is over, and it won't."

Volkswagen AG, Europe's sales leader for six years in a row, rode the January crest in Germany to grab the early lead in 1991 with a 15.6 percent market share. That consisted of 10.9 percent for the VW brand, 2.6 percent for Audi and 2.1 percent for Seat, VW's Spanish unit.

Following the VW Group in the January rankings were Italy's Fiat Group, at 14.6 percent; Ford of Europe, 12.4 percent; General Motors Europe, 12.3 percent; France's Peugeot Group, 11.6 percent; and Renault S.A., 10.2 percent.

Peugeot has held third place in European sales in recent years, but slipped to fifth in January because of the weak French market.

Combined Japanese sales in Europe rose 4.8 percent in January, to 128,400, equal to 10.6 percent of the market.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	January 1991	Pct. change vs. 1990
Germany	335,000	+57.1
Italy	288,900	+ 1.7
France	180,300	-23.1
United Kingdom	163,500	-20.8
Netherlands	80,800	- 4.1
Spain	59,200	-28.6
Belgium-Luxembourg	49,400	- 3.0
Austria	29,100	+12.5
Switzerland	23,500	-15.4
Portugal	15,000	-17.4
Sweden	12,200	-42.9
Finland	10,700	-39.4
Ireland	9,200	-16.8
Greece	6,600	-36.8
Denmark	5,500	-17.9
Norway	4,200	-19.0
Total	**1,273,100**	**- 4.0**

EUROPEAN SALES

Manufacturer	January 1990	1991 share*	January 1990	Volume change (%) '91 vs. '90
Volkswagen	198,100	15.6	185,400	+ 6.9
Fiat Auto[1]	186,000	14.6	230,300	-19.2
Peugeot S.A.[2]	147,300	11.6	178,100	-17.3
Ford[4]	158,300	12.4	145,000	+ 9.2
(Jaguar	1,500	0.1	2,400	-38.0)
General Motors[3]	157,100	12.3	146,200	+ 7.5
Renault	129,400	10.2	134,700	- 3.9
Mercedes-Benz	47,400	3.7	45,300	+ 4.6
Rover	36,700	2.9	38,700	- 5.2
Nissan	34,500	2.7	33,700	+ 2.4
BMW	32,100	2.5	37,600	-14.4
Toyota	27,500	2.2	26,500	+ 3.8
Mazda	24,700	1.9	22,500	+ 9.8
Volvo	21,400	1.7	27,200	-21.3
Mitsubishi	16,100	1.3	14,900	+ 8.1
Honda	13,000	1.0	12,500	+ 4.0
Saab	4,400	0.3	5,500	-20.0
Others	39,100	3.1	42,400	- 7.8
Total	**1,273,100**	**100.0**	**1,326,400**	**- 4.0**

1-Includes Alfa Romeo, Lancia
2-Peugeot, Citroen, Talbot
3-Opel, Vauxhall, GM-U.S., Canada; Isuzu
4-Includes Jaguar

Acquisitions sap earnings of Ford, GM in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Losses at their recently acquired Saab and Jaguar units sapped the European earnings of General Motors and Ford Motor Co. last year, although GM Europe still mailed record profits home to its parent.

Ford's European profits plunged 88 percent, however.

GM and Ford have relied heavily on their European units in recent years. But with the market slipping here, analysts note, they may pull less from European operations in 1991 than at any time since the mid-1980s.

GM earned a record $1.91 billion from European operations last year, up from $1.83 billion in 1989. The results contrasted with a loss of $1.99 billion for the corporation.

European earnings would have been $2.34 billion, however, without the drain of a 4.65 billion kronor (about $852 million) pretax loss at Saab Automobile AB, the embattled Swedish carmaker that is 50 percent owned by GM. GM's share of the loss equaled an indicated $426 million.

Meanwhile, Ford's European profit plunged to $145 million from $1.19 billion a year earlier. The slide jolted many analysts, who had expected earnings of between $400 million and $600 million.

Analysts estimate that Ford's Jaguar unit lost about £100 million (about $195 million) last year, indicating that Ford itself suffered around $800 million in operating losses on its core business.

Analysts expect that the downturn in European sales will mean still weaker results for GM and Ford this year. But in the longer term the embattled U.S. companies may have no choice but to increase their reliance on Europe.

"My view is that the situation in the U.S. is pretty bleak," said analyst Bob Barber of James Capel & Co. in London.

"The U.S. market is not growing, and U.S. companies are losing market share to the Japanese transplants," he said. "The European operations could actually become more important because, while there is a cyclical downturn in Europe, there is a secular downturn in the United States."

The two European subsidiaries took divergent paths in 1990. GM's market share improved, and the automaker edged past Ford into the No. 4 European sales slot for the first time in history.

Ford's biggest European market, the United Kingdom, fell sharply last year, while Germany, where GM's Adam Opel unit does best, set a new sales record last year.

"Ford depends heavily on the U.K. market, which is depressed, and Opel depends heavily on Germany, which is a strong market," said Barber.

Some analysts charge that Ford also may have shot itself in the foot by pricing its cars too aggressively in Britain and Italy, where it expanded its market share from 4.9 percent to 7.7 percent.

On the other hand, "The whole U.K. market is extremely competitive in price and was for all of 1990," said Barber. British sales were off 13 percent for the year, and fell 28 percent in December.

Besides a sharp industry downturn in its best market, Ford's problems last year included labor strife and a troubled launch of its largest-volume model, the Escort/Orion. Last month, Ford cut production at five European plants.

"Another factor is the huge cost of buying Jaguar," said Barber. "If you take the financing costs on £1.4 billion (about $2.73 billion) and add the loss of £100 million, you are talking about a quarter of a billion pounds, which is serious money."

Fiat takes aim at niches

Fiat S.p.A. is preparing two limited-production cars. The first is a 2+2 coupe, above, based on the Tipo platform, which was designed and will be produced by Pininfarina. A September 1993 introduction is planned. Fiat also has plans for a Bertone-designed convertible based on the Uno, due in 1994.

Korea automakers turn to incentives to spark sales

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — This country's automakers, their January sales battered by economic uncertainty and the imposition of higher vehicle taxes, have unfurled a full slate of incentives in a bid to spark consumer enthusiasm.

January sales fell 16 percent from a strong December to 77,476 units. Koreans rushed to showrooms in December to beat a Jan. 1 increase in new-car registration taxes, magnifying the December-to-January sales decline.

But analysts say the primary reason for the early-year decline is sagging consumer confidence.

"The main reason is the Gulf crisis," said Kim Soo-Mi, an automotive industry analyst with the Seoul office of Hoare Govett Ltd. "People are worried about the economy and higher gas prices."

Another industry analyst pointed out that Korean consumers are especially sensitive to developments overseas.

"This is an export-driven economy, and consumer confidence rests to a large degree on how well exports are going," said the analyst, an American who asked that his name not be used. "When things are unsettled overseas, Korean consumers get nervous."

To woo customers back into showrooms, automakers introduced incentive schemes this month that range from cash discounts to extended interest-free payment plans.

Hyundai Motor Co., for example, is offering cash buyers 400,000 won ($500) off the price of a Sonata. It also has stretched installment payments for the Sonata to up to 30 months, and to 15 months on the Excel and Scoupe.

Kia Motors Corp. is offering a 3 percent discount for cash purchases, and has extended interest-free payments on the Pride, sold as the Ford Festiva in the United States, to 20 months from 12.

Daewoo Motor Co. is offering 10-month, interest-free installment payments on its recently introduced Espero model.

The incentives appear to be working — preliminary figures show that average daily sales for February to date have risen some 30 percent over January.

Hyundai's average daily sales rate has risen 26 percent, to 1,426 units. Kia's average daily sales have risen a third, to 720 units.

Meanwhile, the industry reported that exports plunged 71 percent in January, to 15,158 units, although the comparison is to an especially strong December.

On a year-to-year basis, January exports were up 29 percent, although U.S. shipments were off 13.5 percent, to 5,462.

Mercedes Mexico gears up

Free-trade prospect spurs Freightliner pact

By Joseph Bohn
TRUCK EDITOR

Daimler-Benz AG's Mexican subsidiary has begun producing Freightliner trucks and will produce medium-duty Mercedes-Benz models. The intent is to strengthen its presence in the Mexican market and to position itself for a possible free-trade pact that would boom Mexico's trucking business.

Daimler's Mexican subsidiary, formerly known as Fabrica de Autotransportes Mexicana S.A., or FAMSA, adopted the new name of Mercedes-Benz Mexico, S.A. de C.V. in late January. At the same time, it began producing trucks under the Freightliner and Mercedes-Benz nameplates.

The company said it replaced its entire line of trucks manufactured by FAMSA and Daimler-Benz under a licensing agreement with Navistar International with a new line of Freightliner FLD 120 highway tractors. It also plans to add assembly of a modern line of medium-duty Mercedes-Benz commercial vehicles, bus chassis and OM366 diesel engines later this year.

Freightliner President Dieter Zetsche predicted that "trucking in the 1990s is going to be border to border."

The United States already has a free trade pact with Canada, and both Mexico's President Carlos Salinas de Gortari and U.S. President George Bush are seeking a similar pact between Mexico and the United States by 1993, Zetsche said.

There is still no certainty that such an agreement, opposed by organized labor groups and others, will come about; but Zetsche said "as transportation integrates, we can expect to see vehicles in Mexico rapidly shifting toward a higher level of technology in order to be competitive with U.S. carriers."

The new Mexican operation positions Freightliner with manufacturing capacity in the United States, Canada and Mexico. It also will have parts and service support networks in each country to provide coverage for fleets hauling freight throughout the increasingly integrated marekt, Zetsche said.

For the Mexican market, Freightliner is exporting Long Conventionals with both 48-inch sleeper cab and non-sleeper configurations.

They are equipped with Cummins NTC Big Cam 111 engines in 350- and 400-horsepower ratings, Spicer 16-speed transmissions and Rockwell axles. The components are designed to offer easy maintenance and widepsread available of spare parts in Mexico.

FAMSA produced and sold 6,000 medium and heavy trucks in 1990, accounting for 43 percent of the market.

Mercedes-Benz Mexico officials expect market demand to increase to 19,000 units in 1991 and for their own share to increase significantly over the next two years.

Mexico's overall population is expected to grow to over 100 million people by the end of the decade from 85 million at the end of the 1990.

Volvo GM offers dealers wider line

By Joseph Bohn
TRUCK EDITOR

Volvo GM Heavy Truck has lost some dealers, though Giorgio Maggio, executive vice president of Commercial Operations, described the dealer network as "remarkably stable."

Volvo GM had 189 dealers at the end of 1990, down from about 200 a year earlier.

Some 119 are exclusives, meaning they handle only WhiteGMC and Volvo trucks in a location.

Thage Berggren, Volvo GM president and chief executive officer, says his company is "working closely with GM to have our dealerships handle Class 6 and 7 GMC trucks as well as Class 7 Volvo and Class 8 WhiteGMC trucks."

"Our philosophy — and GM's — is that a wider product line will attract more business to these dealerships and produce a more stable dealership network," Berggren says.

But Ray Rota, GMC general sales manager, says such linkups have been made only with a great deal of care.

"When a medium-duty dealership becomes available and happens to be in a town with a Volvo GM dealer and everything is right, we possibly may go with the Volvo GM dealer, provided he meets our criteria," Rota says.

"It's a matter of natural evolution and timing. We have no objective of terminating any of our medium-duty franchise agreements or of pushing any dealers into Volvo GM products."

Of the 697 Chevrolet and GMC dealers that sell medium-duty trucks, 128 also sell Volvo GM products.

Rota notes that 98 of those dealers carried GMC's heavy-duty line before those operations were merged with Volvo so that, in the past two years, only 30 Volvo GM dealers have picked up GM's medium-duty franchise.

"Where a GMC dealer decided to sell his franchise or give it up or we had an open point, we dualed up," Rota says.

Some 119 Volvo GM dealers are exclusives, handling only WhiteGMC and Volvo trucks in a location. The truckmaker lost 11 dealers in 1990.

As part of its sales strategy, Volvo GM has begun heavier targeting of people who buy only a few trucks a year.

Maggio notes that major fleets, which comprise 2 percent of all heavy-truck buyers, typically buy 50 percent of all Class 8s.

Smaller fleets, which comprise 15 percent of buyers, averaging about seven truck purchases a year, account for another quarter of all sales.

Some 83 percent of buyers who purchase only two or three trucks a year account for the remaining quarter of heavy-truck sales.

Maggio says the two smaller groups tend to be local, rather than regional or national, in their operations, giving dealers their best chance at increasing market share in their particular operating areas.

He says that market also offers higher profit margins than fleet sales and provides more balance and consistency to a dealer's business, helping to minimize swings in the business cycle.

Volvo GM hopes to hike sales among smaller-quantity buyers, many of whom are owner-operators, with the new Tall Integral Sleeper Aero Es tractor it has just put into commercial production.

The company has 11.8 percent of the small fleet market and 10.2 percent of the two- to three-unit buyer markets. Last year Volvo GM sold 14,767 Class 8 trucks, 12.2 percent of the Class 8 market's 121,324 sales in calendar 1990.

Volvo GM narrowly edged out Kenworth Truck for third place in Class 8 sales last year. Kenworth had 12.1 percent of the market, based on 14,620 retail sales. Its share was down the 0.2 percent that Volvo GM's increased.

Class 8 sales last year were off from 145,068 in 1989, and analysts such as Frank Prezelski of Rothschild Inc. expect another drop to 110,000 or less this year.

BRIEFS

Order rebound expected

NEW YORK — Net new heavy-truck orders continued to strengthen in January, though they still trailed the year-earlier period by a wide margin.

The net order intake for Class 8 trucks totaled 7,368 in January 1991, up slightly from 7,266 in December 1990 and 4,933 in November, according to Rothschild Inc. of New York.

But January orders were still 36.63 percent below the 11,627 of a year ago.

Frank Prezelski, an analyst with Rothschild, sees order rates continuing to strengthen in February and March. He feels they will begin topping year-earlier levels in April.

"We believe the cyclical bottom for orders was probably established in November. Although order rates will be somewhat anemic for the next couple of months, they should fluctuate around the 7,000-unit level," Prezelski said.

Isuzu brake device bows

TOKYO — Isuzu Motor Ltd. has introduced a compact permanent-magnet retarder to make braking easier on its 10-ton trucks.

At 107 pounds and 12-inch diameter, the system is about one-sixth the weight and size of systems already on the market, according to Isuzu.

The company says the system easily can be added to current models. A retarder is intended to assist drivers in braking, to improve driving comfort and to relieve fatigue on long hauls.

The compact retarder, which was developed jointly with Sumitomo Metal Industries Ltd., costs 9,140 yen (about $69) and is available on all of Isuzu's 10-ton trucks.

Isuzu hopes to eventually offer a range for other size trucks as well.

PACCAR posts profit

BELLEVUE, Wash. — PACCAR Inc.'s ability to make money under adverse conditions, well-documented in the early 1980s, continues during the latest recession.

Despite the slump in heavy-truck sales, PACCAR managed a $5.8 million net profit for the fourth quarter of fiscal 1990, ended Dec. 31, and a full fiscal-year profit of $63.7 million. Still, its profit was off sharply from $241.9 million in fiscal 1989.

Detroit Diesel facility

REDFORD, Mich. — Detroit Diesel Corp. opened a new 42,000-square-foot training center, with classrooms, laboratories, teardown rooms and other capabilities.

Built through a joint investment of $5 million by Detroit Diesel and UAW Local 163, the center will be used for the training needs of company customers, distributors and employees, according to Roger Penske, chairman of Detroit Diesel.

Fruehauf relocates

SOUTHFIELD, Mich. — Fruehauf Trailer Corp. moved its world headquarters from its 70-year location on Detroit's east side to nearby Southfield.

Fruehauf occupies 34,000 square feet of specially designed office space on the top two floors of a three-story building in the City Center Office Park complex.

Over the past year, Fruehauf reduced its debt load through refinancing, built a new manufacturing plant for refrigerated vans and installed a new computer system for its coast-to-coast sales and service branches, according to Arthur E. Rowe, Fruehauf president and chief executive officer.

It has 310 sales and service outlets and 325 different van and trailer models.

JANUARY 1991 TRUCK SALES BY GVW

	Jan 1991	Jan 1990
FORD	**79,220**	**114,932**
Class 1-3	75,006	108,801
Class 4	1,527	2,105
Class 6	437	442
Class 7	1,630	2,472
Class 8	620	1,112
FREIGHTLINER	**1,838**	**2,102**
Class 8	1,838	2,102
CHEVROLET	**71,107**	**103,508**
Class 1-3	70,298	102,184
Class 4	85	
Class 5	7	18
Class 6	284	707
Class 7	433	599
GMC	**18,294**	**27,835**
Class 1-3	17,096	26,614
Class 4	37	
Class 5	34	134
Class 6	273	270
Class 7	854	817
KENWORTH	**1,063**	**1,219**
Class 7	15	19
Class 8	1,048	1,200
MACK	**852**	**1,177**
Class 6	38	108
Class 7	52	144
Class 8	762	925
MERCEDES-BENZ	**61**	**126**
Class 6	13	40
Class 7	48	86
NAVISTAR	**4,732**	**5,461**
Class 4	3	2
Class 5	10	8
Class 6	342	762
Class 7	1,872	2,514
Class 8	2,505	2,175
PETERBILT	**1,059**	**1,187**
Class 7	8	54
Class 8	1,051	1,133
VOLVO/GM HEAVY	**656**	**1,042**
Class 7	28	66
Class 8	628	976
HINO	**164**	**162**
Class 1-3	26	25
Class 5	36	27
Class 6	51	35
Class 7	51	75
NISSAN DIESEL	**128**	**185**
Class 1-3	35	51
Class 5	52	68
Class 6	16	27
Class 7	25	39
ISUZU TRUCK	**488**	**806**
Class 1-3	370	538
Class 4	43	52
Class 5	25	24
Class 6	32	110
Class 7	18	82
MITSUBISHI FUSO	**236**	**236**
Class 1-3	116	131
Class 5	36	56
Class 6	39	16
Class 7	45	33
SCANIA	**3**	**10**
Class 8	3	10
IVECO TRUCKS	**0**	**133**
Class 1-3		89
Class 4		25
Class 5		10
Class 6		9
WESTERN STAR	**73**	**68**
Class 8	73	68
OTHER TRUCKS	**106,847**	**149,197**
Class 1-3	106,812	149,110
Class 6		34
Class 7		1
Class 8	35	52
TOTAL TRUCKS	**286,821**	**409,386**
Class 1-3	269,759	387,543
Class 4	1,695	2,184
Class 5	200	345
Class 6	1,525	2,560
Class 7	5,079	7,001
Class 8	8,563	9,753

GM touts fuel economy gains to ward off CAFE boost

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Politicians, the media — and importantly — buyers don't know about General Motors' fuel efficiency. So GM has a team on the road talking about the No. 1 automaker's fuel-economy leadership.

Ronald H. Haas, vice president of current engineering and manufacturing staff, and David Brown, general director, worldwide powertrain and North American vehicle-capacity planning for GM's product planning and economics staff, visited *Automotive News* last week. The purpose of the meeting was to provide evidence of GM's fuel-economy leadership with specific comparisons to competitors' vehicles and explain the corporation's position on current and future corporate average fuel economy standards.

GM builds some of the most fuel-efficient cars and light trucks in the world, according to Haas, who used EPA fuel-economy numbers to make his point.

In the cited EPA examples, GM vehicles frequently had higher fuel economy than the Japanese vehicles that competed in the same EPA size classifications.

Carmakers are concerned about new CAFE legislation in the Senate that threatens to raise car and light-truck fuel economy for each maker by 20 percent in the 1996 model year and 20 percent more in 2001. This threat has domestic, European and Asian makers loudly questioning the technical, social and political reasons for tougher fuel-economy standards.

Haas said the public's confusion about GM's fuel-economy leadership is understandable. Haas admits that for several years the corporation's CAFE has fallen. In 1988, it was 27.6 mpg. In 1990, the company posted a 27.1 mpg CAFE number — tying Chrysler Corp. The 1990 model year was the first that GM failed to meet the government's 27.5 mpg CAFE.

Haas said low-cost gasoline and buyers' desires for larger, higher-performing cars might make meeting CAFE even more difficult in the future.

"While they (GM engineers) can boost the mileage of a particular product, they can't guarantee that consumers will select that automobile over some other offering," said Haas.

Print ads and television commercials for some GM divisions already tout the fuel-sipping quality of the company's vehicles relative to competitors.

Haas also pointed out that Ford Motor Co., which like GM offers a wide range of vehicles, managed only a 26.4 mpg CAFE for 1990.

Critics of the company note that almost all of GM's new-model introductions have been for powerful, luxurious models that generally weigh more than the models they replace. And finally, the company has come under considerable fire recently from environmentalists and politicians in Washington because it not only doesn't support any increase in the current CAFE standard, it vigorously opposes CAFE-type regulations in general.

> "While they (GM engineers) can boost the mileage of a particular product, they can't guarantee that consumers will select that automobile over some other offering."
>
> **Ronald Haas**
> GM vice president

During a question and answer session, Haas attempted to avoid debate about the pros and cons of fuel-economy regulations, emissions benefits from increased fuel economy or about what the company considers a "reasonable" increase in the current standard.

Instead, Haas focused on the progress made since the first energy crisis in the early 1970s. In 1974, the GM fleet fuel economy was 12.0 mpg — compared to 1990's 27.1 mpg. Haas said the investments to effect this change were enormous.

"We've invested billions of dollars to implement and perfect a long list of advanced technologies," said Haas.

Haas outlined the move from carburetors to fuel injection, from rear-wheel drive to front-wheel drive and from heavy body-on-frame to unibody construction. Haas said that in 1981, GM started to use microprocessors to more precisely manage fuel and spark control for lower emissions and better economy.

Haas said some "small-car" makers have consistently achieved higher CAFE numbers than GM. But he noted that none offered as wide a range of vehicles as GM or sold as many vehicles.

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Circle ReaderService #13

Canada sales fall 7.41% in January

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Sales of cars and trucks fell 7.41 percent in Canada last month, as car sales rose and truck sales dropped sharply.

Total sales of imported and North American-built cars were up 2.26 percent from January 1990, while imported and North American trucks declined 24.02 percent.

Industry officials viewed the car increase as an anomaly caused by a rush of fleet and daily rental business in January. Purchases had been put off until after Jan. 1, when a change in tax laws triggered a drop in vehicle prices.

But the officials said the real picture is reflected in the slumping sales numbers for light trucks. Though interest rates in Canada are falling, the decline has been overshadowed by uncertainty over the Persian Gulf war and recession.

Chrysler reported a strong 31.05 percent increase in North American-built cars. Ford rose 16.02 percent, and General Motors was up less than one percent.

Imported car sales dipped 8.39 percent. Companies boasting increases in imports were: GM, 36.42 percent; Volkswagen, 31.57 percent; Volvo, 12.36 percent; Hyundai, 10.71 percent; and Subaru, 2.17 percent.

Sales of North American-produced trucks were off 23.52 percent. Chrysler's sales dropped 34.82 percent; Ford was down 20.05 percent; and GM declined 15.41 percent.

Imported truck sales fell 27.07 percent. Only two truck importers reported gains in January: Volkswagen increased 53.33 percent and Suzuki 16.52 percent.

Staff Correspondent Alex Law in Toronto contributed to this report.

Missouri jury awards $1.2 million in Chrysler odometer fraud case

ST. LOUIS — A St. Louis County man and his daughter have won a $1.2 million award against Chrysler Corp. over alleged odometer fraud.

Brian Carpenter, 43, was awarded the money by a St. Louis County Circuit Court jury.

The bulk of the award was $1.1 million in punitive damages against Chrysler for its "overnight evaluation program," permitting company executives to drive cars with disconnected odometers before the cars were shipped to dealers.

James Kenyon, a Chrysler spokesman, said the company would appeal.

— The Associated Press

CANADIAN CAR AND TRUCK SALES

JANUARY 1991

	Jan. 1991	Jan. 1990
BMW (import car)	**248**	**250**
Chrysler	**16,137**	**17,710**
N.A. Car	8,387	6,400
Import Car	1,273	1,299
N.A. Truck	6,423	9,855
Import Truck	54	156
Ford	**17,995**	**18,123**
N.A. Car	11,117	9,582
Import Car	432	478
N.A. Truck	6,446	8,063
GM	**29,035**	**30,834**
N.A. Car	19,835	19,721
Import Car**	236	173
N.A. Truck	8,708	10,294
Import Truck	256	646
Honda	**5,206**	**5,929**
N.A. Car	1,054	2,063
Import Car	4,152	3,866
Hyundai	**1,222**	**1,217**
N.A. Car	261	349
Import Car	961	868
Jaguar (import car)	**44**	**108**
Lada	**45**	**74**
Import Car	20	70
Import Truck	25	4
Land Rover (import truck)	**21**	**0**
Mazda*	**2,079**	**2,928**
Car	1,303	1,859
Truck	776	1,069
Mercedes-Benz (import car)	**235**	**283**
Nissan	**1,799**	**2,431**
Car*	1,147	1,403
Import Truck	652	1,028
Peugeot (import car)	**4**	**4**
Subaru (import car)	**471**	**461**
Suzuki	**988**	**920**
Car*	459	466
Import Truck	529	454
Toyota	**4,560**	**5,904**
N.A. Car	908	547
Import Car	2,598	4,064
Import Truck	1,054	1,293
Volkswagen	**2,413**	**1,829**
Import Car	2,367	1,799
Import Truck	46	30
Volvo	**280**	**401**
N.A. Car	80	223
Import Car	200	178
Total Car	**57,792**	**56,514**
N.A. Car	**41,642**	**38,885**
Import Car	**16,150**	**17,629**
Total Truck	**24,990**	**32,892**
N.A. Truck	**21,577**	**28,212**
Import Truck	**3,413**	**4,680**
TOTAL CAR & TRUCK	**82,782**	**89,406**

*Declined to furnish a break down of N.A.-built and imported sales.
**Includes Passport and Saab sales.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.

CALIFORNIA DRIVEN

Looking at the pros and cons of alternative fuels

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

The world's automakers are running a multibillion-dollar race to bring alternative-fueled and electric vehicles to market.

The new clean-air standards for California are helping push the change. But alternative-fueled vehicles are bound to have broader use as U.S. rules mandate clean fuels in other states and as countries around the world become more environmentally conscious.

As a result, some vehicles powered by such fuels as methanol, compressed natural gas, ethanol, liquid propane gas, hydrogen or electricity are sure to reach showrooms by the end of the decade.

Here's a fuel-by-fuel rundown of their strengths and weaknesses:

Methanol

Methanol is currently the top choice for alternative-fueled vehicles for several reasons.

First, experts say it is even cleaner than such "environmentally friendly" fuels as reformulated gasoline. And second, the most likely feedstock would be inexpensive natural gas.

Advocates claim that at remote oil wells, that gas is currently burned off or simply vented. If methanol became a popular fuel, the gas could be captured and converted to methanol at the well site. That would provide not only a cheap "new" source of energy, it would also eliminate the burning and venting that is a substantial source of greenhouse gasses.

But the long-range hope is that methanol could be made from high-sulfur coal. And America has lots of it.

But coal-derived methanol using present processes would not be cost effective unless crude oil sold for more than $40 a barrel. The current price is about $20. In addition, significant amounts of carbon dioxide, a gas that contributes to global warming, are produced using the present processes.

Other problems with methanol are its low energy density relative to gasoline and the lack of a supply infrastructure. Fuel tanks might have to be twice as large for a methanol vehicle to have ranges equivalent to gasoline-powered vehicles. The federal government estimates the cost of a methanol infrastructure at about $4.5 billion. But petroleum interests say the cost would be closer to $12 billion.

Other minor technical hurdles are methanol's high toxicity, its poor cold-start character, the lack of a visible flame when it burns and its corrosive nature, which would require premium fuel-system components.

Ethanol

Like methanol, ethanol — or grain alcohol — has good energy density and would require only minimal changes to existing powerplants. But it is currently thought to be too expensive. EPA estimates of its "gasoline-equivalent" cost range from $1.47 to $2.07 per gallon.

As for an emissions benefit, preliminary calculations by Ford Motor Co. suggest ethanol and methanol have comparable benefits in curtailing smog.

Although just a handful of vehicles in the United States operate on pure ethanol, the nation produced 840 million gallons in 1988 for use as a motor fuel blend. Ethanol is splash-blended with with gasoline at 10 percent concentration to form gasohol. As such, it is currently the highest volume alternative non-petroleum motor fuel.

Natural gas

The American Gas Association estimates that more than 30,000 natural gas vehicles are operating in the United States. Worldwide, the association reports that more than 500,000 operate in such countries as Canada, Italy and New Zealand.

Compressed natural gas must be kept under high pressure in large heavy tanks to provide sufficient range. But on the positive side, the supply infrastructure is already in place and is expected to get larger.

The emissions benefit would be significant. Reactive hydrocarbons and carbon monoxide emissions are reduced by about 90 percent from present gasoline-powered vehicles. Evaporative emissions — such as the hydrocarbons that escape during refueling — are eliminated. Nitrogen oxide emissions are also reduced.

General Motors has a large compressed natural gas program for three-quarter-ton GMC pickups. The vehicles, engineered by PAS Inc. of Troy, Mich., will be sold through GMC dealers to utilities in Colorado, California and Texas.

Liquid petroleum gas vehicles are already playing a part in the market. But experts at car companies say they will not become a large part of the alternative-vehicles fleet because they provide only marginally better emissions performance, and propane supply is limited.

Hydrogen

Hydrogen is one of the lowest emissions alternative fuels. It is also one of the most abundant elements on Earth. And although they need significant modification, conventional engines can be designed to run on the fuel. Ideally, hydrogen engines would be designed around the fuel.

Unfortunately, the technology to allow on-board hydrogen storage is immature. And vehicles that use hydrogen have poor range. The economics of hydrogen balance on the availability of cheap electricity. Where electricity is inexpensive, the production of hydrogen could be quite economical.

Mercedes-Benz and BMW have research projects on hydrogen-powered vehicles. BMW is experimenting with two hydrogen-powered 735i sedans that use centrifugal supercharger systems. But driveability and range are poor. In addition, the company fuels the vehicles with dangerously cold (-423 degrees Fahrenheit) cryogenic hydrogen that would present a significant safety problem during refueling.

Mercedes has also demonstrated a sedan that runs on hydrogen. It has a 2.3-liter four-cylinder engine with a 9:1 compression ratio. Output is pegged at 105 horsepower, and top speed is 105 mph. But the hydrogen stored has the energy equivalency of only 3.7 gallons of gasoline. And the storage tank weighs almost 800 pounds. That provides a driving range of only 75 miles in urban traffic.

Electric

Electric-vehicle development has been given a strong push by the zero-emissions legislation in California and heavy government and electric-utility funding and lobbying.

But it is important to point out that if the additional electrical energy is produced by burning fossil fuels, the electric vehicle's tailpipe is simply the stack on the generating plant. Power could come from a nuclear plant, but nuclear energy has its own problems in terms of waste disposal. Of course, if the energy were produced by hydroelectric, solar or wind sources, it would be non-polluting.

Advocates of electric power say that vehicles would probably be charged at night when demand is lower and electric rates are cheaper.

The Big 3 have large projects to bring electric vehicles to market soon. Prototypes built with electric-vehicle contractors are currently making the rounds at technical sessions and political power-gathering meetings.

In Europe, Peugeot and Fiat have already sold small numbers of electric vehicles to interested utilities and government agencies.

Electric vehicles still suffer from relatively poor acceleration, extremely limited range relative to other fossil-fuel vehicles and high cost. Fiat's Panda Elettra, which carries two people and has a cruise range of 75 miles, costs $20,000.

In the United States, the domestic makers and the federal government have formed a consortium to seek lighter batteries with higher power densities to increase range.

WORLDWIDE ALTERNATIVE-FUEL FLEETS

Table lists automakers' vehicles using alternate fuels or electric power as reported by individual manufacturers. Most are in internal research programs or with various state and federal agencies.

MAKER	MODEL	FUEL-BATTERY	HOW MANY	WHERE	WHEN
Audi	100 Avant quattro	gasoline-electric	200	Germany	1991
BMW	735	hydrogen	2	internal	1990
BMW	320	sodium-sulfur	10	internal	1990
BMW	520	LPG	4	internal	1983
Chrysler	LeBaron convertible	M85 flex-fuel	10	Calif.	1989
Chrysler	Spirit-Acclaim	M85 flex-fuel	up to 100,000	U.S.A.	1993
Chrysler	Caravan-Voyager	Ni-Fe	4	Calif.	1990
Chrysler	Caravan-Voyager	Ni-Fe	6	Calif.	1991
Chrysler	Caravan-Voyager	Ni-Fe	40	Calif.	1993
Chrysler	Caravan	natural gas-electric	1	Calif.	1990
Fiat	Panda	lead-acid or ni-cad	500	Italy	1990
Ford	4 models	E85	many	Brazil	since 1979
Ford	Escort	M85 dedicated	630	Calif.	1989
Ford	Crown Victoria	Ethanol	2	Canada	1989
Ford	Crown Victoria	Ethanol	2	Calif.	1989
Ford	Crown Victoria	E85 or M85 flex-fuel	240	Calif.	1990
Ford	Crown Victoria	E85 flex-fuel	5	Iowa	1991
Ford	Taurus	E85 or M85 flex-fuel	15	Wash.	1991
Ford	Taurus	E85 or M85 flex-fuel	10	Calif.	1991
Ford	Taurus	E85 or M85 flex-fuel	15	Detroit	1991
Ford	Taurus	M85 flex-fuel	2,500	Calif.	1992-93
Ford	LN7	electric	1	internal	1985
Ford	Aerostar ETX-II	sodium-sulfur	2	DOE	1989
General Motors	Corsica	M85 flex-fuel	20	Calif.	1990
General Motors	Lumina	M85 flex-fuel	25	Wash.	1991
General Motors	Lumina	M85 flex-fuel	280	Calif.	1991
General Motors	Lumina	M85 flex-fuel	2,000	Calif.	1992
General Motors	Lumina	M85 flex-fuel	100	Canada	1992
General Motors	GMC 2500 pickup	CNG	1,000	Colo.-Texas-Calif.	1991
General Motors	HX3	gasoline-electric	1	internal	1991
General Motors	Impact	lead-acid	1	internal	1990
General Motors	Full-size G-van	lead-acid	3	N.C.-Calif.	1990
General Motors	several models	E90 & ethanol	many	Brazil	since 1979
Isuzu	ELF (2-ton) truck	LNG	1	internal	1990
Isuzu	ELF (2-ton) truck	electric	1	internal	1990
Isuzu	ELF (2-ton) truck	electric	3,000	Japan	1994
Mercedes-Benz	280 SE/SEL	methanol	20 to 30	internal	1974
Mercedes-Benz	280 TE wagons	hydrogen	5	internal	1974
Mercedes-Benz	230 TE	lead-acid	1	internal	1974
Mercedes-Benz	small bus	lead-acid	5	internal	1974
Mercedes-Benz	230 TE	nickel-cadmium	1	internal	1982
Mercedes-Benz	300 sedan	hydrogen	1	internal	1986
Mercedes-Benz	190	nickel-cadmium	5	internal	1988
Mercedes-Benz	190	nickel-cadmium	1	internal	1989
Mercedes-Benz	190	nickel-cadmium	6	internal	1990-91
Mitsubishi	Galant	M85 flex-fuel	1	Calif.	1990
Nissan	Sentra	M85	1	EPA	1987
Nissan	Micra	iron-nickel-aluminum	1	internal	1989
Nissan	Sentra	methanol	1	EPA	1989
Peugeot	205 sedan	electric	30	France	1990
Peugeot	J5 delivery van	electric	25	France	1990
Peugeot	Citroen C-15 van	electric	50	Hong Kong	1991
Subaru	Legacy Sport Sedan	M85	1	Japan internal	1991
Toyota	Cressida	methanol	1	Sweden	1983
Toyota	Cressida	methanol	1	EPA	1983
Toyota	Camry	methanol	1	Canada	1985
Toyota	Camry	methanol	1	CARB	1985
Toyota	Carina	methanol	2	EPA-CARB	1986
Toyota	Corolla	methanol	1	EPA	1989
Toyota	Camry	methanol	1	CARB	1989
Toyota	Corolla	methanol	1	CARB	1989
Toyota	Corolla	M85 flex-fuel	1	Calif.	1991
Toyota	Town Ace minivan	nickel-cadmium	3	Japan	1990
Volkswagen	Rabbit	methanol	22	Calif.	1980's
Volkswagen	Rabbit	ethanol	21	Calif.	1980's
Volkswagen	7 models	ethanol	1,624,5??	Brazil	1980-90
Volkswagen	Jetta	M85 flex-fuel	33	Calif.	1991
Volkswagen	Jetta	M85 flex-fuel	1	N.Y.	1991
Volkswagen	Jetta	sodium-sulfur & lead-acid	70	Germany	1991
Volkswagen	Jetta	diesel-electric	10	Hanover, Germany	1991
Volkswagen	Jetta	diesel-electric	40	Switzerland	1991
Volvo	740 wagon	M85 flex-fuel	5	Calif.	1991

CARB = California Air Resources Board; DOE = U.S. Department of Energy; CNG = compressed natural gas; LNG = liquid natural gas

CALIFORNIA

FROM PAGE 1

But those costs are likely to fall as makers gain experience with the technology and as increased production brings economies of scale.

Toyota Motor Sales U.S.A. Inc., for example, sold about 232,720 cars and trucks in California in 1990. If sales stayed at that level, the company would have to sell 23,272 low-emission vehicles in 1994 and twice that many two years later. By the 1998 model year, Toyota would have to sell 4,654 zero-emission vehicles.

California's auto mandates are part of a set of sweeping rules that will attempt to curb pollution by putting limits on everything from bakery emissions to charcoal barbecues. On the transportation side, there are already visible signs of change.

State tests vehicles

Twenty-three California gas stations are now equipped to pump methanol. Drivers will be able to fill 'er up with the alternative fuel in about 70 locations by the end of 1992.

> "We're going to let the market decide which fuel, or fuels, will be the best."
>
> **Jananne Sharpless**
> Calif. Air Resources Board

Major oil refiners have formed cooperative research groups to give reformulated gasoline a chance to meet some of the clean-fuel requirements. They're also doing extensive proprietary research on their own.

Many fleets operating in the state have already converted all or part of their fleets to alternative-fueled vehicles. Organizations ranging from the Garden Grove Unified School District (methanol) to the Claremont Police Department (propane) are using vehicles that run on clean-burning fuel.

Eight manufacturers have sold or donated 435 vehicles to the California Energy Commission, which is running clean-fuel demonstration programs throughout the state. Another 5,246 vehicles have been promised by 1994.

The programs are important because they offer a controlled setting in which consumer reaction to alternative-fueled vehicles can be monitored.

J. Ferron, a partner at J.D. Power and Associates in Agoura Hills, Calif., says that sooner or later, those types of vehicles will have to be sold to consumers on Main Streets around the country. And automakers will have to design them to do more than just meet the rules.

"If manufacturers meet the regulations and miss the market — I mean cars that don't appeal to consumers — then the market could go away," Ferron says.

Fleets are first

Initially, fleet sales will provide automakers a ready market to sell low-emission vehicles. But eventually, those vehicles will have to survive on their own in the marketplace, Ferron says.

"Fleets can't eat up all these cars. At some point, they're going to have to go to buyers like you and me," he says. "This is going to take a lot of coordination and cooperation between regulators, manufacturers and refiners."

Jerry Martin, a spokesman for the Air Resources Board, admits that there are no guarantees that consumers will embrace alternative-fueled vehicles. But he says that many of the regulations can be met with current technology. "Until we get to electrics, gasoline will probably still be the primary fuel, so the cars will look and feel the same, and there won't be any big adjustment for consumers," he says.

Martin adds that automakers, oil companies and state agencies are studying "market incentives," like tax breaks and price cuts, to help spur sales of clean cars.

But Greg Dana, vice president and technical director of the Association of International Automobile Manufacturers, says, "The question of consumer acceptance is a big one. We sell what customers buy. So any situation where a car is degraded in terms of performance, handling, range is a threat to sales.

"We think that electric cars are the worst case. We just don't think that people will buy them."

As it is, the California rules don't spell out what fuels will be used. But the Air Resources Board requires oil companies to provide enough to supply the fleet of vehicles it's asking manufacturers to build and sell.

Jananne Sharpless, chairwoman of the Air Resources Board, says she's glad no one fuel or vehicle-type has grabbed the spotlight yet.

"When we started this, a lot of people thought it would be best to look at all the pros and cons of various fuels and pick the best one," she says. "What we're doing instead is establishing a performance standard and letting all the fuels compete. We're going to let the market decide which fuel, or fuels, will be the best. And what vehicles are needed to run on those fuels."

Methanol wins support

She admits that there will be "winners and losers," but says she can envision a fueling station of the future where a number of fuels are offered side-by-side.

The board's rules require that a clean fuel be available when 10,000 vehicles that run on the fuel are expected to be put into operation in Southern California, or 20,000 statewide.

For the initial stages, only "major fuel companies" — those that have refining capacity of 50,000 barrels a day and 25 service stations — would have to provide the necessary fuels.

So far, methanol appears to be the fuel of choice, at least as judged by the number of manufacturers responding to the California Energy Commission clean-fuel demonstration program and the number of cars involved.

It's unclear whether methanol is clean enough to meet the more stringent standards, but because of its compatibility with gasoline in both delivery and use, many manufacturers want to test its limits.

"We've been very pleased with methanol thus far," says John Schutz, director in charge of emissions and powertrains for Nissan Research and Design in Gardena, Calif. "The best things about it are its performance characteristics and the fact that the modifications you have to make to the automobile are virtually invisible to the consumer."

Another plus for methanol: Federal corporate average fuel economy legislation gives some breaks to manufacturers operating alternative-fueled vehicles. Because many manufacturers are struggling to meet CAFE requirements and it's relatively easy to make a regular car methanol-compatible, many are jumping to methanol first.

Ford Motor Co., which is the largest participant in the California Energy Commission's methanol-vehicle program, is actually doing even more work with reformulated gasoline. "Our approach is to see just how far we can expand our capabilities with reformulated gasoline and with current vehicle types," says Mike Schwarz, Ford's manager of emission control analysis. "We want to see how low can we go, how clean can we get."

> Fleets can't eat up all these cars. At some point, they're going to have to go to buyers like you and me.
>
> **J. Ferron**
> J.D. Power and Associates

Schwarz says reformulated gasoline may be able to meet every low-emission standard short of the 1998 zero-emission requirement.

Several fuels studied

Ford has joined with General Motors, Chrysler Corp. and 14 oil companies to study the potential of reformulated gasoline and to compare it to alternative fuels.

"We didn't end up with gasoline by accident," says Schwarz. There are a number of properties it has, and it has alone."

Arco spokesman Douglas Elmets says his company is currently studying several reformulated gasoline "recipes" that are as clean or cleaner than M85, the mixture of 85 percent methanol and 15 percent gasoline that is held up as an industry standard for burning clean and offering optimum performance. Most automakers are studying compressed natural gas, propane, ethanol and electricity and other energy sources as well as methanol and reformulated gas. Most of them are currently operating various vehicle types in their internal test fleets. (See chart on Page 32.)

The vehicles that have been donated to the California Energy Commission are fuel-flexible, meaning they can run on combinations of conventional gasoline and methanol, or exclusively on either fuel.

The commission gives the vehicles to other agencies and private companies to use in order to gather information about how the low-emitting cars and trucks perform.

Manufacturers that donate vehicles get credits that can be used toward satisfying CAFE standards. They also get access to research data that compares their products to others being tested, and they get the "public relations benefit" of being in the program, according to a commission spokesman.

Ford and GM have provided 410 of the 435 vehicles so far. Volkswagen, Nissan, Chrysler, Toyota, Mitsubishi and Mazda have also participated. The Energy Commission currently has commitments for another 5,246 vehicles to be delivered by 1994. Volvo, Mercedes-Benz, Porsche, Suzuki and Honda have also "expressed interest" in the program.

CALIFORNIA CLEAN AIR REQUIREMENTS

California's new rules require an increasing percentage of an automaker's fleet to meet progressively tighter emissions standards. For example, by 2003, 75 percent of sales must have low emissions, 15 percent ultra-low emissions and 10 percent zero emissions.

Model year	0.39 HC 7.0 CO 0.4 NOx	To 50,000 miles 0.25HC, 3.4CO, 0.4NOx To 100,000 miles .31HC, 4.2CO, 0.4NOx	Transitional low-emission vehicles 0.125HC, 3.4CO, 0.4NOx	Low-emission vehicles 0.075HC, 3.4CO, 0.2NOx	Ultra-low emission vehicles 0.040HC, 1.7CO,0.2NOx	Zero-emission vehicles 0 OHC, 0 OCO, 0 ONOx
2003				75	15	10
2002				85	10	5
2001				90	5	5
2000				96	2	2
1999		23		73	2	2
1998		48		48	2	2
1997		73		25	2	
1996		80	20			
1995		85	15			
1994	10	80	10			
1993	60	40				
1992	100					
1991	100					

Figures for exhaust standards are in grams per mile; HC = hydrocarbons; CO = carbon moNOxide; NOx = nitrogen oxide

How California rules will work

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

California's new clean air laws create four different categories of clean cars and a timetable for introducing them.

The vehicles are called "transitional low-emission vehicles," "low-emission vehicles," "ultra-low emission vehicles," and "zero-emission vehicles." They will appear in stages between the 1994 and 1998 model years.

The rules will supersede national emission standards mandated under last year's Clean Air Act.

By 1996, for example, the federal Clean Air Act says U.S. cars must reduce hydrocarbon emissions from 0.41 gpm to 0.25 gpm. California already has a 0.39 gpm standard; it will fall to 0.25 gpm for 80 percent of a maker's car and light-truck fleet by 1996. And the remaining 20 percent will have to meet a more-stringent "transitional low-emission vehicle" standard of 0.125 gpm.

By 2003 in California, 75 percent of a maker's cars and light trucks will have to meet even tougher 0.075 gpm "low-emission vehicle" standard. For the balance, the California rules will become more stringent again, including 10 percent with "zero" emissions. Those most likely will be electric vehicles.

Similarly, carbon monoxide and nitrogen oxide emissions will become progressively stricter in California, while elsewhere in the nation they remain level at current California standards until model year 2003. If the EPA says it is necessary, national standards would become stricter then.

Several states, including New York and Massachusetts, have taken steps to adopt California air standards. Federal rules allow such a move as long as states give two years notice. In New York, the plan has been challenged by the Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers.

California regulations also include more stringent "in-use" requirements, new on-board diagnostic standards and tougher evaporative emission standards.

Beginning in 1993, 40 percent of the new car and light-truck fleet in California will have to meet emission standards for 100,000 miles, instead of 50,000 miles. Heavier trucks will have a 120,000-mile requirement. Similar rules for the 50,000-to-100,000-mile period will also take effect nationally between 1994 and 1996.

By 1996, all cars sold in California will have to have diagnostic equipment on board which will be able to monitor and locate emissions from 17 different sources, such as the engine block and radiator. Only three sources are monitored currently.

The Air Resources Board is also tightening evaporative standards. Non-tailpipe emissions are currently measured when the car is idling at 67 degrees. By 1998, all vehicles will have to pass in a 105-degree environment.

EXPORT

FROM PAGE 1

don't think it will ever sell many copies here."

But even considering such constraints, the Big 3 seem to be falling far short of what common sense says a dedicated export push should be yielding.

Despite individual successes, neither General Motors nor Chrysler Corp. — by far the export leader — managed to attain even the modest sales targets they had set for 1990. And Ford Motor Co.'s export efforts were so piecemeal and disjointed that company executives could not say with any accuracy what their 1990 sales were.

- GM's European export sales totalled 14,290 units in 1990. That was up 9.5 percent from 13,045 in 1989 and 35.7 percent from 10,528 in 1988, but it was far short of the modest 27,000 target for 1990.
- Chrysler's sales rose 5 percent last year, to 41,038 cars, minivans and Jeeps, far below its projection of 55,000. Chairman Lee Iacocca has said European sales will reach 100,000 a year by the mid-1990s.
- Ford, reflecting its fainthearted commitment to exports, reported sales of only 1,815 cars and 1,806 trucks through September; company officials said they did not know full-year sales. In 1989, Ford sold 2,083 American Ford cars and 2,185 trucks in Europe.

Credibility problem

All three companies continue to insist that better days lie ahead as more dealers are added and as European perceptions of U.S. quality and engineering change.

GM, which sold a record 35,000 U.S.-built cars in Europe in 1979, revived its export ambitions four years ago, after the dollar weakened against local currencies. But Gary Meteer, who arrived in January 1989 as executive director for European activities, has had to convince dealers across Europe that GM won't retreat again if exchange rates fluctuate.

"They've seen a lot of Gary Meteers over here," he says. "We spent about 15 months redeveloping credibility."

Although sales have increased, GM is still far below target. Meteer cites tax law changes in Sweden and Finland that cut into healthy sales of large vans and the slow process of getting several key models certified for all markets.

GM will add the Pontiac Trans Sport SE; four-door Grand Prix, Bonneville, Park Avenue and Corsica; four-door Blazer; and several Cadillac models to its Europe-wide lineup this year after winning type certifications from the European Community. Some of the models were sold last year under specific single-country exemptions.

Prices are high

About 1,800 Trans Sports were sold on that basis last year, principally in Austria, Switzerland and Germany. With EC-wide certification, Meteer projects about 4,000 sales this year.

But the Trans Sport has been knocked in some European comparison tests for substandard fit and finish, dated technology in the form of a three-speed automatic and hefty price.

Price could be a major disincentive. The minivan sells for 53,000 marks (about $36,500) in Germany, nearly double its U.S. base price of $18,889 and about $8,000 more than a similarly equipped Renault Espace ($28,600) and a comparable Toyota Previa ($28,900).

Similarly, the high-end Park Avenue, which carries a 1991 base price of $27,420 at home, will be tagged at 70,000 marks, or about $48,200, in Germany. That pits the Buick against the BMW 7 series and the Mercedes 300 series.

One analyst says the U.S. carmakers are pricing their cars on the wrong basis for Europe.

"Typically, these cars are priced for the U.S., and sales in Europe have every possible add-on, such as homologation, amortized onto a small number of vehicles," said Karl Ludvigsen, a former Ford of Europe executive who now heads his own research firm in London.

"That isn't what the big players do. They don't price on a cost basis, they price on a market basis. You've got to price for the local market."

Meteer, saying that GM is locked-in on prices because of the limited number of options it can offer on its cars in Europe, predicts that sales will rise to about 25,000 vehicles this year — despite the general downturn in Europe.

"We're entering France, Italy and Spain, and we will have the benefit of a substantially expanded dealer organization in Germany," he says. "It is still not as large as we'd like it, but we'll have 52 dealers active for 12 months. Last year we had 27."

GM had previously set a target of 60,000 units by 1993, and Meteer said that remains his objective.

Why Chrysler missed

Meanwhile, Chrysler Corp. says it failed to meet its target last year because of extraordinary factors, such as dealer uncertainty over the company's talks with Italy's Fiat Group, but expects to get back on track in 1991.

"We didn't do as well in Germany as we might have done," said Michael O'Mara, sales manager for Chrysler in Europe.

Sales in Germany fell 2 percent, to 10,396, last year — even as the dealer network was being expanded and the overall German market was soaring to a record.

Severe product critiques in the influential German motoring press also have hurt.

Sales of Chrysler's best-selling model in Europe, the Jeep Cherokee, fell 13 percent last year, to 16,392. The second-best seller, the Voyager, rose 53 percent, to 11,943.

O'Mara blamed lower Cherokee sales on reduced diesel demand, but he said the 4-liter Jeep Wrangler is proving more popular than expected.

Wrangler sales last year totaled 4,183 units, followed by Saratoga (LeBaron sedan), 2,274; LeBaron convertible, 2,201; and LeBaron, 1,345.

After Germany, Chrysler's next biggest market is France, where Jeep is distributed by Renault. Combined Jeep and Chrysler sales last year totaled 9,849. Switzerland was next at 4,863, followed by Belgium, 3,094; Holland, 2,962; and Austria, 2,121.

Chrysler's dealer network throughout Europe is continuing to expand, up to 1,021 from 801 at the end of 1989.

Ford bets on Probe

Ford takes a much less strategic approach to sales of American cars in Europe — its national sales organizations have traditionally set up their own import agreements.

But the big test will come this year in Germany, where Ford of Germany is pitting the Ford Probe in its mainstream lineup against GM's home-grown Opel Calibra. Plans call for selling about 6,000 Probes in Germany, almost three times the number of American cars Ford sold in all of Europe last year.

The Probe, Taurus and Mercury Sable are Ford's main American sellers in Europe. The Aerostar is its best-selling U.S. commercial vehicle in Europe.

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Circle ReaderService #45

Honda is top-selling U.S. import in Japan

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

More aggressive marketing by the Big 3 and increased shipments from Japanese transplants boosted sales of U.S. auto exports in Japan 50 percent last year.

Combined sales of U.S. exports totaled 28,602 units in 1990, up from 19,084 in 1989 and 14,511 in 1988. Last year's volume was the highest ever. But the gain still left U.S. automakers with less than one-half of 1 percent of Japan's new-car market.

Before 1989, the highest export volume to Japan was 16,739 in 1979. Throughout most of the 1980s, the number averaged about 4,500 cars a year.

Ironically, the best-selling U.S.-made car in Japan last year was the Honda Accord, built by Honda of America Manufacturing Inc. in Ohio. It was the third consecutive year that the Accord has been tops in sales. The company shipped 7,534 Accord coupes to Japan last year, up from 4,697 in 1989.

Another Japanese transplant vehicle, the Illinois-built Mitsubishi Eclipse, chalked up 2,886 sales in Japan last year, making Mitsubishi the fourth largest exporter of U.S. cars to the country.

Ford Motor Co. sold 6,030 units. More than one-third of them were Ford Probes, built by Mazda Motor Manufacturing (U.S.A.) Corp. in Flat Rock, Mich.

General Motors' combined exports to Japan were 8,513, up 17.7 percent from 1989's volume of 7,231. The top-selling GM makes were Chevrolet, with 3,637, and Pontiac, with 2,745. Big sellers for GM in Japan included the Chevrolet Camaro, Pontiac Grand Am and Cadillac Fleetwood.

Chrysler Corp. experienced its highest Japanese-export volume in history, with 1,432 sales last year. In 1990, Chrysler arranged for some 700 Japanese Honda dealers to begin stocking Chrysler's Jeep products. Among Chrysler cars, the LeBaron convertible and Imperial were the best sellers.

The recent appreciation of the yen could create still more opportunity for U.S. exporters, said Kazuhiko Morisaki, director of automotive affairs with the Japan External Trade Organization in New York. The yen's rise of nearly 20 percent against the dollar during the past year should allow Japanese distributors to soften prices.

At the same time, the appreciation of the German mark against the yen will swing some Japanese import-buyers away from German cars in favor of U.S. products, he predicted. German makes outsold U.S. competitors in Japan by more than 5 to 1 last year. But sales of German cars in Japan declined 12 percent, to 6,659, in January 1991, compared with January 1990. Sales of U.S. vehicles rose nearly 80 percent to 1,308 in January, according to the Japan Automobile Importers Association.

The association counts cars and some sport-utilities in its totals.

U.S. plants are increasingly targeting the booming Japanese market, which saw a 68 percent increase in large-car sales last year.

Saturn Corp. announced that it will export to Japan, although no firm date has been given.

Honda is preparing its new Ohio-made Accord station wagon for export to Japan, with plans to sell about 5,000 there this year. The company expects total Accord exports to exceed 10,000 for the year.

Toyota Motor Manufacturing U.S.A. Inc. has said it will export about 2,000 U.S.-made Camrys to Japan this year.

MADE FOR JAPAN

Top-selling U.S.-built vehicles in Japan, by company, in 1990.

1. General Motors	8,513
2. Honda	7,534
3. Ford*	6,030
4. Mitsubishi	2,886
5. Chrysler	1,432

*Includes 2,637 Ford Probes, manufactured by Mazda.
SOURCE: Japan Automobile Importers Association

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	$400-1,000	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	2/28
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$886-1,250	2/28
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$300-$1,050	3/4
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	2/28
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models.		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Audi (1991)	$1,500-4,000	2/28
Honda (1990-91)		
Accord	$300	3/31
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Isuzu (1990-91)		
Trooper, Pickup	$600-1,700, quota	3/31
Mitsubishi (1990-91)		
Cars, trucks	0-$2,000, quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys.		
Suzuki (1990-91)		
Swift	$400-1,000	4/3
Sidekick	$1,000-2,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

CUTS

FROM PAGE 2

the company has confirmed only two of those reductions. Chrysler had 31,200 salaried workers when it began the most recent cost-cutting crusade.

Chrysler is by no means alone. General Motors plans to cut its white-collar employment by 15 percent to 85,000 as part of its broad cost-cutting plan announced earlier this month.

David McCammon, Ford Motor Co. vice president and treasurer, said earlier this month that Ford, too, has a program to reduce its salaried workforce. He said attrition will account for a 4 to 5 percent reduction and special early retirements a similar amount. McCammon said there probably will be salaried layoffs on top of that.

During a press conference last month, Chrysler Chairman Lee Iacocca made it clear that further personnel cuts were likely, but he stressed that engineers will not be on the chopping block.

He indicated that the company is closely monitoring its 6,000-member engineering department to assure that specialized employees are not defecting to other companies.

"We certainly aren't hitting the engineering fraternity," Iacocca said. "You can't ask them to keep all these all-new product programs on schedule and then say, 'Do it with half the engineers.' "

Chrysler is in the midst of a $15.6 billion five-year capital spending program.

To achieve the personnel cuts, Iacocca said, the company is attacking staff and management ranks.

"We knocked the hell out of staffs to be honest with you," Iacocca said. "And I still think we have too many layers of management. The hierarchy is still too strong. We will attack that one more time."

Chrysler has been trying to downsize its management ranks and to reduce management layers since 1988.

Chrysler also spent the latter part of the 1980s trying to shake off the effect of acquiring American Motors Corp. in August 1987. Personnel cuts have been a way of life at Chrysler since that time.

Iacocca said then it was unclear if layoffs could be avoided in this round of white-collar cuts.

"You hope you can do this the painless way, through attrition or some early buyouts and early retirements," he said. "But it could be that in the condition we're in now, we may have to lay off some people. But I don't think it will be a helluva lot of people."

CHRYSLER

FROM PAGE 2

ditional details, but sources within the company said workers are being given a three-year sweetener. For example, a 53-year old worker would retire with the benefits of a 56-year old worker.

The voluntary termination incentive program includes cash based on years of service and up to six months of health care coverage. The *Chrysler Times* article also said that workers will be offered "a choice from several Chrysler vehicles," which will be given to them outright as part of the buyout.

John Miller, president of UAW Local 412, an amalgamated local that includes 21 units of salaried Chrysler employees, said his local has been notified of Chrysler's intent to offer UAW salaried workers special early retirement and voluntary termination incentives.

"This is not a reopening of negotiations," Miller said. "It is activation of part of the national agreement."

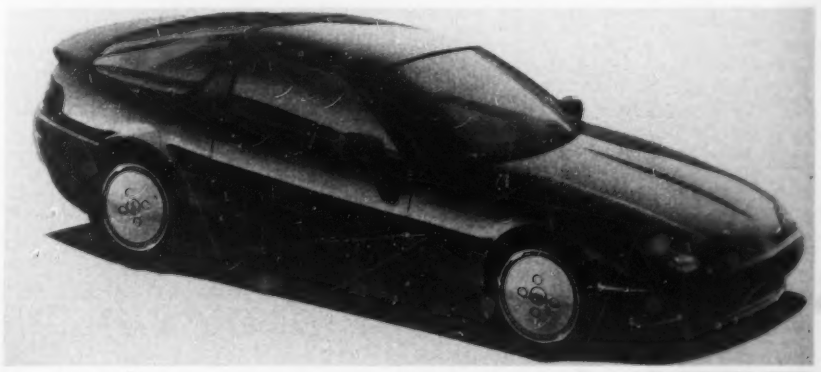
Miller said he expects the 21 salaried Chrysler units, which include about 2,000 workers — designers, engineers and technical staff at various Chrysler facilities — to be little affected by Chrysler's move. Miller said his units already have been reduced in size, and few additional employees are likely to leave voluntarily. "My best guesstimate is we're down about one-third since 1988," he said. "I don't expect an impact at all."

Like UAW hourly workers, members of the salaried UAW units are covered by a Salaried Workers Employment Security System mandated by the national Chrysler/UAW agreement. That system prohibits worker layoffs. Instead, employees are transferred to a job bank and receive a new assignment.

It will not be clear how many non-union salaried Chrysler workers will be laid off until the April 30 deadline for voluntary departures.

"Just how many will depend on the success of the voluntary programs and normal attrition," St. John said in the *Chrysler Times* article.

"The bottom line is that, with our plants running at about 50 percent capacity, we're left with no choice but to bring program and people costs in line with what the business can support."



Mazda will unveil its new MX-3 sports coupe, bound for the U.S. market as the Galaxy.

HIDDEN IMAGE NANS E. LEHMANN

GENEVA

FROM PAGE 3

cut drag coefficient to 0.32 from 0.34, a modified interior and a V-6 engine from the Renault 25.

The Espace has long been Europe's best-selling minivan, with sales rising from 18,173 in 1986 to 46,257 last year.

Renault also will show a restyled Alpine A610 Turbo sports car, with output from the 3.0-liter V-6 increased to 250 hp.

Ford Motor Co.'s Jaguar unit will show a restyled XJ-S coupe and convertible with an updated front and rear appearance.

Alfa Romeo will present a 164-based coupe prototype that some reviewers have likened to the Batmobile. Alfa also will introduce a new version of the 33 subcompact with permanent all-wheel-drive.

Two Volkswagen show cars are expected — a two-seat proposal in beach buggy mode with cutaway doors from the Wolfsburg central design department and a sporty compact from the Art Center design school in Vevey, Switzerland.

Both models, based on the Golf, reflect a way of thinking recently described by VW Chairman Carl Hahn in a German television profile as "short and fun. . .and not too fast."

No decision has been made on whether to build the cars.

The most important introductions of 1991 will be the replacements for Europe's two best-selling cars — the Golf and General Motors' Opel Kadett/Vauxhall Astra. Although neither will debut until the Frankfurt show in September, GM almost certainly will flash photos of its new car, to be called the Astra throughout Europe, during its Geneva press conference.

GM's Adam Opel unit will show the Frontera, an awd sport-utility based on the Isuzu Rodeo that is built by Isuzu-Bedford Co. in England. When it goes on sale in Europe this fall, the Frontera will be available in two body styles, a two-door sport version with a shorter wheelbase and a four-door.

From Japan, Mazda Motor Corp. will unveil the MX-3, a small front-wheel-drive coupe powered by a 1.8-liter V-6 engine, to be sold in the United States as the Galaxy.

Mitsubishi Motors Corp. will roll out its new Pajero off-road vehicle, widely believed to be the basis for the next-generation Mercedes Gelaendewagen.

No-shows this year include the 500-hp, twin-supercharged Aston Martin Virage Vantage, the ultra-performance version of the Virage hardtop coupe. Aston, saying the car won't be ready, has promised another Geneva surprise.

In addition, the new Seat Toledo sedan apparently won't bow until the Barcelona show in May.

For Americans who have not been to Europe since last fall's Paris show, Geneva also will provide the first glimpse of such newcomers as the BMW 3 series, Audi 100 and the Citroen ZX.

Major proposals in energy plan

Here are the major automotive-related proposals in President Bush's energy plan:

- Eliminate the 1.2-mpg cap on corporate average fuel economy credits for vehicles that run on gasoline or alternative fuels.
- Require the use of alternative-fueled vehicles in commercial fleets.
- Remove 2 million "old and inefficient" cars from the road by 2000 by offering a "bounty" to the private sector and to state and local governments. "Early retirement of these gas-guzzling vehicles could lead to savings of 10,000 to 15,000 barrels of oil a day" and reduce smog-causing emissions by 1 to 2 percent, the plan said.
- Invest $150 million between 1992 and 1996 in research programs with the auto industry to accelerate electric vehicle development.
- Increase federal purchases of alternative-fueled cars. The federal government buys 44,000 light-duty vehicles each year and operates 200,000 cars and light trucks. Specific numbers were not recommended.
- Promote research with the intent of installing intelligent vehicle and highway systems. The systems are expected to save fuel by reducing traffic jams.
- Accelerate research to develop transportation fuels from materials such as grains.
- Institute broad-scale reform of natural gas regulations to permit clean burning natural gas to replace oil as a transportation fuel.
- Expand the use of "high-occupancy vehicle" lanes, ridesharing and mass transit to reduce energy use and emissions.

— Diana T. Kurylko

ENERGY

FROM PAGE 1

Committee. But Watkins held to the administration's position that the issue of safety and technical feasibility must first be studied. He voiced opposition to Sen. Richard Bryan's, D-Nev., CAFE bill, calling it the "highway death act of 1991." The administration believes cars would have to become smaller — and less safe — to meet Bryan's call for a 40 percent increase in CAFE by model year 2001.

Taking a position automakers echoed in CAFE hearings the same day, Watkins recommended the issue be decided after the National Academy of Sciences issues a report on CAFE in late June.

"Higher CAFE encourages people to drive farther. Unless you restrict the miles they drive, CAFE won't make a difference," Watkins said, disputing Senate committee claims that fuel economy laws could save as much as 2.8 million barrels of oil a day.

The president's plan not only ignores CAFE but offers tantalizing relief from the current standard by eliminating a cap on credits for alternative-fueled cars.

The plan also opens the door for future consideration of "providing credit trading and averaging among manufacturers, eliminating distinctions between import and domestic vehicles that can adversely affect full-line manufacturers, revising noncompliance penalties and establishing alternative forms of CAFE standards."

The administration said standards could be based on vehicle size to improve fuel economy "without compromising highway safety" — an argument widely used by the auto industry to combat CAFE bills.

The energy plan isn't all good news for the industry. It renews an alternative fuels proposal similar to one in Bush's clean air bill that the industry successfully lobbied against last year.

The energy strategy proposes requiring centrally fueled fleets to purchase vehicles capable of using alternative fuels, such as compressed natural gas, ethanol and methanol. No numbers have been set, but the industry is already worried. The provisions would be stricter than those already mandated by the 1990 Clean Air Act.

General Motors said it hoped to work with the administration on developing the alternative-fuels program. Ford Motor Co. said it opposes requiring alternative-fuel initiatives by law "or a directive that fails to take into consideration the forces of the marketplace."

PRODUCTION

U.S. CAR

	Week Ended Feb. 23, 1991	Week Ended Feb. 16, 1991	Feb. to Date	Jan. 1 to Feb. 23, 1991	Jan. 1 to Feb. 24, 1990
Horizon	0	0	0	0	4,578
Sundance	0	0	2,813	4,595	8,927
Acclaim	0	0	2,971	13,777	9,875
Total Plymouth	**0**	**0**	**5,785**	**18,372**	**23,380**
LeBaron A	0	0	0	0	1,744
LeBaron J	1,700	0	2,034	4,390	1,567
N. Yorker C-Class	200	0	476	1,755	2,495
Fifth Avenue	700	0	1,547	5,033	3,389
Imperial	200	0	434	1,469	2,688
Total Chrysler	**2,800**	**0**	**4,491**	**12,647**	**11,883**
Omni	0	0	0	0	4,308
Daytona	500	0	616	1,575	1,029
Shadow	0	0	2,936	4,986	10,745
Dynasty	3,800	0	8,399	23,367	14,585
Spirit	0	0	2,920	12,705	11,901
Total Dodge	**4,300**	**0**	**14,871**	**42,633**	**42,568**
CHRYSLER CORP.	**7,100**	**0**	**25,148**	**73,652**	**77,831**
Escort	5,767	0	11,046	23,944	17,045
Mustang	3,434	0	3,946	8,186	21,286
Tempo	3,237	0	6,569	13,735	15,812
Taurus	7,275	3,688	16,417	39,445	57,997
Thunderbird	3,805	0	4,494	8,593	13,339
Total Ford Div.	**23,518**	**3,688**	**42,473**	**93,903**	**125,479**
Topaz	1,163	0	2,236	5,198	5,282
Cougar	1,622	0	2,047	5,780	7,067
Sable	3,205	1,167	6,208	12,338	12,283
Total Mercury	**5,990**	**1,167**	**10,492**	**23,316**	**24,532**
Continental	1,187	1,170	3,775	8,836	8,211
Mark VII	200	207	660	1,546	4,053
Town Car	2,773	2,753	8,864	20,792	24,657
Total Lincoln	**4,160**	**4,130**	**13,299**	**31,174**	**36,921**
Total L-M Div.	**10,150**	**5,297**	**23,790**	**54,490**	**61,553**
FORD MOTOR CO.	**33,668**	**8,985**	**66,263**	**148,393**	**187,032**
Skylark/Somerset	2,410	2,442	7,847	18,472	10,743
Century	2,630	2,635	7,379	10,595	9,169
Riviera	343	346	1,077	1,837	2,971
Electra/Park Ave.	2,314	2,897	8,505	17,715	12,035
LeSabre (fwd)	3,994	3,968	12,756	29,469	20,122
Roadmaster**	40	40	80	319	808
Reatta	64	32	137	170	1,115
Total Buick	**11,795**	**12,360**	**37,829**	**78,577**	**56,963**
Eldorado	457	434	1,416	2,348	2,503
Seville	823	808	2,563	4,451	3,483
Brougham (rwd)	0	0	449	2,482	4,991
DeVille (fwd)	3,250	2,903	9,709	22,618	19,382
Allante	64	64	205	474	437
Total Cadillac	**4,594**	**4,209**	**14,342**	**32,373**	**30,796**
Cavalier	5,295	6,017	17,731	40,969	34,864
Camaro	0	0	0	4,029	903
Corsica/Beretta	4,000	2,170	9,628	29,342	40,413
Caprice	1,128	1,094	5,619	17,623	15,325
Corvette	485	473	1,536	3,550	2,800
Total Chevrolet	**10,908**	**9,754**	**34,513**	**95,513**	**93,402**
Calais	2,342	1,929	6,505	14,063	10,016
Cutlass Ciera	1,313	1,365	4,374	7,707	10,718
Cutlass Supreme	2,110	2,137	6,885	15,733	10,934
Toronado	201	204	624	1,954	3,165
88 (fwd)	1,801	1,987	6,101	13,864	11,542
88 (rwd)	0	0	0	0	599
98	2,000	1,964	6,194	13,905	7,248
Total Oldsmobile	**9,767**	**9,586**	**30,682**	**66,326**	**54,222**
Sunbird	2,495	2,829	8,305	18,313	14,259
Grand Am	4,800	4,741	15,223	27,717	18,786
Firebird	0	0	0	1,003	540
Grand Prix	2,720	0	3,354	11,543	10,080
Pontiac 6000	1,000	1,029	3,036	5,283	7,360
Bonneville	2,226	1,440	5,236	9,261	13,621
Total Pontiac	**13,241**	**10,039**	**35,155**	**73,120**	**64,106**
Total Saturn*	**910**	**910**	**2,911**	**5,955**	**0**
GENERAL MOTORS	**51,215**	**46,858**	**155,432**	**351,864**	**300,932**
DIAMOND-STAR	**3,165**	**3,146**	**10,103**	**23,627**	**20,719**
Civic	1,995	1,398	5,584	12,845	19,966
Accord	7,275	5,403	21,590	52,481	47,291
HONDA	**9,270**	**6,801**	**27,174**	**65,326**	**67,257**
MAZDA†	**3,764**	**3,986**	**10,972**	**22,748**	**26,144**
NISSAN	**2,890**	**2,851**	**9,198**	**22,702**	**18,195**
Corolla	2,100	2,107	6,721	15,700	15,772
Geo Prizm/Nova	2,100	2,125	6,725	15,827	14,922
NUMMI	**4,200**	**4,232**	**13,446**	**31,527**	**30,694**
SUBARU-ISUZU	**1,184**	**1,147**	**3,800**	**8,834**	**4,480**
TOYOTA	**4,400**	**4,356**	**13,918**	**33,725**	**33,773**
TOTAL BIG 3	**91,983**	**55,843**	**246,841**	**573,999**	**565,795**
TOTAL TRANSPLANT	**28,873**	**25,619**	**88,611**	**298,489**	**201,262**
TOTAL CARS, U.S.	**120,856**	**81,462**	**335,452**	**782,398**	**767,057**
TOTAL CARS, CANADA	**15,512**	**14,926**	**48,245**	**129,314**	**130,980**
U.S., CANADA CARS	**136,368**	**96,388**	**383,697**	**911,712**	**898,037**
U.S., CANADA CARS AND TRUCKS	**213,800**	**158,433**	**590,755**	**1,441,359**	**1,542,375**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd).

CANADIAN CAR

	Week Ended Feb. 23, 1991	Week Ended Feb. 16, 1991	Feb. to Date	Jan. 1 to Feb. 23, 1991	Jan. 1 to Feb. 24, 1990
Monaco	0	329	329	329	1,894
Premier	0	954	954	954	401
CHRYSLER CORP.	**0**	**1,283**	**1,283**	**1,283**	**2,295**
Tempo	3,428	3,049	9,919	15,292	17,769
Topaz	859	746	2,492	4,130	4,774
Crown Victoria	3,344	2,628	8,793	13,263	14,544
Grand Marquis	757	130	968	968	13,908
FORD MOTOR CO.	**8,388**	**6,553**	**22,172**	**33,653**	**50,995**
Celebrity	0	0	0	0	2,559
Cutlass Ciera	0	0	359	7,877	14,606
Lumina	0	0	936	19,073	26,608
Regal	0	0	667	13,135	3,816
GENERAL MOTORS	**0**	**0**	**1,961**	**40,085**	**47,589**
CAMI	**2,500**	**2,548**	**8,088**	**19,595**	**0**
HONDA	**2,140**	**2,195**	**6,948**	**16,288**	**17,715**
HYUNDAI	**1,000**	**832**	**2,961**	**6,865**	**2,510**
TOYOTA	**1,340**	**1,335**	**4,291**	**10,232**	**8,474**
VOLVO	**144**	**180**	**540**	**1,313**	**1,402**
TOTAL CARS, CANADA	**15,512**	**14,926**	**48,245**	**129,314**	**130,980**

U.S. TRUCK

Caravan	1,900	2,017	6,430	15,625	18,895
Dakota	0	1,920	3,772	6,881	7,695
Caravan C/V	50	118	252	524	1,170
Ram pickups	0	1,934	3,766	6,893	10,588
Total Dodge	**1,950**	**5,989**	**14,220**	**29,923**	**38,348**
Cherokee	3,900	0	4,689	10,587	22,238
Comanche	200	0	263	757	999
Grand Wagoneer	0	0	0	0	585
Wagoneer/Briarwood	150	0	174	352	393
Total Jeep	**4,250**	**0**	**5,126**	**11,696**	**24,215**
Voyager	1,500	1,488	4,683	11,838	17,324
Town & Country	50	57	186	436	556
Total C-P Div.	**1,550**	**1,545**	**4,868**	**12,274**	**17,880**
CHRYSLER CORP.	**7,750**	**7,534**	**24,215**	**53,893**	**80,443**
Aerostar	3,974	0	7,964	17,581	286
Bronco	617	0	768	1,943	23,160
Bronco II/Explorer	5,793	5,436	17,654	38,848	7,899
Navajo	399	334	1,216	2,880	14,596
Econoline	0	3,283	4,023	11,822	23,350
Mediums/Heavies	939	1,060	2,225	5,840	16,673
Light trucks	9,035	0	13,326	32,045	60,964
Ranger	6,238	3,422	13,178	33,083	39,059
Total Ford Div.	**26,995**	**13,535**	**60,354**	**144,042**	**186,007**
FORD MOTOR CO.	**26,995**	**13,535**	**60,354**	**144,042**	**186,007**
Astro	2,268	1,864	5,053	10,931	11,106
Blazer	208	220	677	1,180	2,036
Lumina APV	0	0	294	3,854	14,438
Mediums/Heavies	152	140	585	1,570	2,379
P-Model	450	439	1,306	1,937	3,362
Pickups	5,760	2,519	9,753	26,444	40,576
S-10	5,578	4,701	11,185	33,386	34,918
S-10 Blazer	1,479	1,257	2,829	6,259	12,456
Sportsvan/Van	995	893	2,555	3,984	4,766
Suburban	550	482	1,628	3,353	7,471
Total Chevrolet	**17,440**	**12,515**	**35,864**	**92,898**	**133,505**
Jimmy	73	56	210	405	761
Mediums/Heavies	560	436	1,399	2,849	2,713
P-Model	60	60	202	411	363
Pickups	2,837	1,300	4,779	10,621	10,683
S-15/Sonoma	1,751	950	2,820	8,271	8,733
S-15 Jimmy	561	482	1,095	3,010	4,339
Safari	980	723	2,311	4,814	3,708
Suburban	574	624	1,923	3,026	3,540
Vandura/Rally Vans	365	452	1,395	1,926	2,308
Total GMC	**7,761**	**5,083**	**16,134**	**35,333**	**37,148**
Silhouette	0	0	96	1,110	4,626
Bravada	630	638	1,378	3,382	0
Total Oldsmobile	**630**	**638**	**1,474**	**4,492**	**4,626**
Pontiac Trans Sport	**0**	**0**	**151**	**2,058**	**9,220**
GENERAL MOTORS	**25,831**	**18,236**	**53,624**	**134,781**	**184,499**
NAVISTAR*	**1,550**	**1,600**	**5,097**	**11,026**	**11,723**
NISSAN	**2,770**	**2,736**	**8,822**	**21,712**	**23,426**
SUBARU-ISUZU	**1,176**	**1,102**	**3,692**	**8,640**	**4,480**
AM GENERAL	**400**	**400**	**1,200**	**3,250**	**3,600**
MISCELLANEOUS	**2,650**	**2,650**	**8,480**	**21,550**	**24,000**
TOTAL TRUCKS, U.S.	**69,122**	**47,793**	**165,563**	**398,994**	**518,178**

CANADIAN TRUCK

Caravan	0	2,949	6,434	19,006	25,779
Caravan C/V	0	84	187	566	1,623
Ram Wagon	715	0	1,515	1,934	2,926
Ram Van	1,205	0	2,711	3,674	6,934
Total Dodge	**1,920**	**3,033**	**10,847**	**25,180**	**37,262**
Wrangler	0	2,058	4,674	14,197	21,482
Total Plymouth	**0**	**2,058**	**4,674**	**14,197**	**21,482**
Wrangler	0	0	1,937	5,738	3,040
Total Jeep	**0**	**0**	**1,937**	**5,738**	**3,040**
CHRYSLER CORP.	**1,920**	**5,091**	**17,458**	**45,115**	**61,784**
FORD MTR (lt. trks.)	**0**	**2,976**	**3,555**	**10,435**	**19,673**
Light trucks	3,280	2,836	9,996	23,448	25,836
Vans	640	522	1,824	2,919	3,819
Total Chevrolet	**3,920**	**3,358**	**11,820**	**26,367**	**29,655**
Light trucks	970	1,141	3,401	8,383	11,868
Vans	285	461	1,287	1,895	1,615
Total GMC	**1,255**	**1,602**	**4,687**	**10,278**	**13,483**
GENERAL MOTORS	**5,175**	**4,960**	**16,507**	**36,645**	**43,138**
CAMI	**1,050**	**1,059**	**3,446**	**8,397**	**0**
NAVISTAR*	**165**	**166**	**529**	**1,161**	**1,565**
TOTAL TRKS., CANADA	**8,310**	**14,252**	**41,495**	**101,753**	**126,160**
U.S., CANADA TRKS.	**77,432**	**62,045**	**207,059**	**500,647**	**644,338**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Outlook dims after upturn

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. manufacturers expect to idle 17 plants and one car line in the United States and Canada this week, resulting in an estimated loss of 56,985 cars and trucks.

Last week's U.S. estimated vehicle production was the highest since Dec. 15, 1990.

Makers slated 120,856 cars last week, 48.36 above the prior week but 12.48 percent below 1990.

Year-to-date U.S. auto production is up 2.0 percent over 1990.

Truckmakers planned to build 69,122 units last week, 44.63 percent above the prior week but 15.94 percent below 1990.

So far this year, truck production trails 1990 by 23.02 percent.

General Motors began producing the Buick Roadmaster wagon at the Willow Run, Mich., facility. GM does not report vehicle production until the line is at full speed, therefore the figures reflected in the table are estimated.

A snowstorm forced Honda of America Manufacturing Inc. to idle its two Ohio plants Ohio Feb. 15.

Ford Motor Co. has reduced the Edison, N.J., truck plant and the truck line of the Lorain, Ohio, facility to single shifts this week.

CANADA: Total vehicle production in Canada was estimated at 23,822 units last week, 18.36 below the prior week and 45.45 percent below the year-ago week.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Chicago	**2/25**	**5,200**
Ford Taurus		
Mercury Sable		
Dearborn, Mich.	**2/25, 3/4**	
Ford Mustang		3,700
Kansas City, Mo.	**2/25**	
Ford F series		3,000
Kentucky Truck	**2/25**	
Ford medium, heavy and extra-heavy trucks		1,000
Lorain, Ohio	**2/25**	**5,600**
Ford Thunderbird		
Mercury Cougar		
Michigan Truck	**2/25, 3/4**	**3,000**
Ford Bronco		
Ford F series		
Norfolk, Va.	**2/25**	
Ford F series		3,200
St. Louis	**2/25**	
Ford Aerostar minivans		4,000
St. Paul, Minn.	**2/25**	**3,600**
Ford Rangers		
Ford F series		
Wayne, Mich.	**2/25**	
Ford Escort		5,800
GENERAL MOTORS		
Doraville, Ga.	**2/25**	
Olds. Cutlass Supreme		2,100
Linden, N.J.	**2/25, 3/4**	
Chevrolet Corsica/Beretta		2,060
Oklahoma City	**2/25**	
Pontiac 6000		1,100
Buick Century		2,200
Olds. Cutlass Ciera		1,700
Ste. Therese, Quebec	**2/25**	
Olds. Cutlass Ciera		1,780
Scarborough, Ontario	**2/25**	
Full-sized Chevy and GMC vans		1,000
CHRYSLER		
Bramalea, Ontario	**2/25**	
Eagle Premier		875
Dodge Monaco		400
St. Louis (No. 1)	**2/25, 3/4**	
Chrysler LeBaron		1,500
Dodge Daytona		660
Warren, Mich.	**2/25**	
Dodge pickups		3,510
Total units lost week of 2/25		**56,985**
Total units lost week of 3/4		**10,920**

Source: Automotive News Data Center

NOTE

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Automotive News

March 4, 1991

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U.S.-built Accords pile up in storage lots

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Slow sales are catching up with the usually robust Japanese transplants.

At least three of them — Honda of America Manufacturing Inc., Toyota Motor Manufacturing U.S.A. Inc. and Subaru-Isuzu Automotive Inc. — filled their factory shipping yards with unsold cars in February.

While the situation has eased at Toyota, Honda and Subaru-Isuzu have had to lease extra lots to hold spillover production. Honda and Isuzu have taken the unprecedented step of cutting back production. Parent companies of Honda, Toyota, Nissan and Mazda are trimming exports to the United States.

The steps come as the industry-wide winter slowdown is giving most members of the group their first taste of bad times in the United States. So far, the cease-fire in the Persian Gulf war has only brought hope for some relief.

In the meantime, more than 2,000 Accords — America's best-selling car — are sitting behind an old U.S. Army depot in Marion, Ohio.

Honda is using the site for overflow storage space for Accords that continue coming off the Marysville, Ohio, assembly line at the rate of 1,400 a day.

Honda's domestic car sales dropped 26 percent in the first 10 days of February, followed by a 10.9 percent gain in the second 10 days. But the factory will not be asked to reduce production beyond a previously announced cut of 5,000 units for the first quarter, said Kurt Antonius, a spokesman for American Honda Motor Co. Inc.

"We have quite a bit of space in Marion until this thing is over," Antonius said. "The last thing we want to do is disrupt production at

see ACCORD, page 38

HONDA ACCORD/INDUSTRY CAR SALES

Car sales	Jan. 1 - Feb. 20 1991	Jan. 1 - Feb. 20 1990	% Change
Domestic Accords	26,843	27,824	– 3.53
Imported Accords	11,738*	16,539*	– 29.03*
Total domestic/imported Accords	38,581*	44,363*	– 13.03*
Total domestic/imported cars	921,627	1,184,369	– 22.18

*Estimate
SOURCE: Automotive News Data Center

AUTOMOTIVE NEWS/JOE WILSSENS

Over 2,000 Honda Accords are being stored at a former U.S. Army depot in Ohio.

SAE

Engineers brace for new demands of legislators

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Despite the industry's best efforts on emissions, nonpolluting manufacturing methods, fuel economy and safety, the automobile remains a prime target of legislators and environmental and safety groups.

As a result, many technical sessions at last week's SAE International Congress & Exposition concentrated on technologies for recycling, environmental protection, vehicle emissions, fuel economy and crash safety.

According to Mene Asensio, SAE staff organizer of paper presenters, 28 speakers cancelled presentations because of company restrictions on international travel. Replacements were found to deliver 21 of the papers.

"The difficulty was anticipated, predicted and planned for and the companies responded beautifully. They made every effort to give us a qualified speaker," Asension said.

Exhibiting suppliers touted the recyclability of their materials. Test-equipment makers pushed the

see SAE, page 36

Inside:

Side impact, Page 36
Recycled cars, Page 36
Pollution controls, Page 37
Reformulated fuel, Page 37
Electric cars, Page 37

Makers cross fingers as war ends

Industry hopes for upturn; mid-February bad, but not awful

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Early victory in Kuwait, merely bad sales in mid-February, and a slight uptick in consumer confidence had some optimists talking about an early end to the recession last week.

However, without more solid indications that the economy will improve, automakers stuck to reduced production schedules to avoid adding to a glut of cars.

"We may get a little boost out of the end of the war, but not enough to catapult us out of the recession," said consumer researcher Fabian Linden.

Some U.S. plants will do better than average as Kuwait rebuilds its car and truck fleets. (Story on Page 35.) General Motors planned

Japan, U.S. eye sales to Kuwait, Page 35

to increase production of Suburbans and Chevrolet Caprices.

From Feb. 11 to 20, the daily sales rate for cars and light trucks fell 15.2 percent. Sales of domestic and imported cars and trucks were 315,465, down 4.6 percent from 330,727 last year, but there were nine selling days this year and eight last year.

Cars and trucks were down about the same. Big 3 brands were down 14.3 percent while import brands were down 17.7 percent.

In January, the whole market was off 27.7 percent.

"Business is getting better," said Mark W. Hutchins, general sales manager of Lincoln-Mercury Division. Hutchins said last week that the auto industry may outperform predictions by Ford economists that the recession could end by mid-1991.

"Personally, I think it may be a little quicker," he said.

A study by DRI released just before the war ended predicted that the U.S. economy will rebound by late spring or early summer. After the cease-fire, DRI added 200,000 units to its prediction for 1991, and now expects total U.S. sales of 12.7 million to 12.8 million. That is at least 1 million below last year.

Ford posted a year-to-year gain

see SALES, page 35

Big 3 chairmen seek relief from White House

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The chairmen of the Big 3 quietly held high-level talks with Bush administration officials last week, painting a dismal picture of the industry's woes and pleading for regulatory relief and lower interest rates.

In a day-long visit, General Motors Chairman Robert Stempel, Ford Motor Co. Chairman Harold "Red" Poling and Chrysler Corp. Chairman Lee Iacocca visited key cabinet members, leading Republican senators and Federal Reserve Board Chairman Alan Greenspan.

Sources said the auto chairmen timed their visit to have maximum influence on pending legislation and policies. They include the national energy strategy, corporate average fuel economy standards, trade talks with Japan, and a pending second wave of safety regulations on cars and light trucks.

Washington offices for the automakers were unusually reluctant to confirm the agendas of their chairman and refused to discuss more than the general nature of the visits. A Big 3 source said the manufacturers feared that news of the industry's visit could be negatively characterized and cause serious repercussions in economic markets.

Stempel, Poling and Iacocca reportedly painted a frank but dismal picture of the

see RELIEF, page 39

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Freightliner to dump Mercedes label

Freightliner Corp. is refranchising its medium-duty dealers, preparatory to introducing a new line of rebranded trucks and phasing out its Mercedes-Benz Truck Co. operations. Story on Page 34

AUTOMOTIVE NEWS-JOE WILSSENS

Automakers that produce safer, cleaner cars will excel in the marketplace, Center fpr Auto Safety chief Clarence Ditlow believes.

Ditlow to stress responsibility in talk to Chrysler directors

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Consumer advocate Clarence Ditlow will make his first appearance before one of the Big 3's board of directors this week.

Chrysler Corp. has invited Ditlow, executive director of the Center for Auto Safety, to speak to its board at its monthly meeting scheduled for Thursday in New York City.

Ditlow said his message to the board will stress the auto industry's social responsibility.

"The theme is really clear," Ditlow said. "That is their social responsibility, fuel economy and safety. I will stress that if they are a more socially responsible corporation and produce cars consumers want, they will excel in the marketplace.

"There is a mutuality of interest," said Ditlow, who heads the 20-year-old safety group founded by consumer activist Ralph Nader. "We may be on the opposite side of the fence but the ultimate goal is similar. We're going to try to show them the sales advantage of safety, reliability and fuel economy."

Ditlow said he had not yet prepared his remarks for the board because he was uncertain how much time he would be allocated.

The Center for Auto Safety in December asked Chrysler to recall 500,000 1989 and 1990 model cars and minivans equipped with the company's A604 four-speed automatic transmission alleging reliability problems. But Ditlow said his remarks are likely to address wider issues and not focus on the A604.

"We will look at the overall process and consumer issues over time, how companies respond and what a company's social responsibility is," Ditlow said. He added that he may point out consumer-related areas where Chrysler could gain market leadership.

Ditlow outlined his agency's agenda in January during the Automotive News World Congress and his remarks are likely to reflect those priorities.

At that time, he said the auto industry in the 1990s should place safety, reliability, quality and consumer protection at the top of its list and take action before the federal government does.

Ditlow's agenda includes full-front-seat air bags by 1993, rather than 1994 when mandates for driver-side bags take effect; improved side-impact protection for head and body; mandatory anti-lock brakes; exterior designs that reduce injury to pedestrians; better stability to reduce rollover; and a return to bumpers that withstand crashes of 5 mph without damage.

Ditlow's outside voice is not the first heard by the Chrysler board. Chrysler invited outspoken NADA President Ron Tonkin to speak to the board when he headed the dealer organization in 1989.

Lutz to plead Chrysler's case at summit with Consumer Reports

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. President Robert Lutz will meet Wednesday with representatives of *Consumer Reports*, the magazine that branded Chrysler's A604 four-speed automatic transmission "a lemon."

A spokesman for Consumers Union, which publishes the magazine, confirmed the Wednesday meeting.

Chrysler Corp. Chairman Lee Iacocca in February said Lutz would head a team of company engineering and marketing representatives meeting with the magazine's staff.

In its February issue, *Consumer Reports* told consumers to avoid buying Chrysler vehicles equipped with the A604 transaxle. The 1.4 million vehicles equipped with the 2½-year-old transmission include most Chrysler minivans.

"*Consumer Reports* has agreed — and they don't usually do this — to meet with us to exchange some data on both transmissions and minivans and maybe we can get this thing cleared up," Iacocca said in February.

It is expected that Lutz will tell *Consumer Reports* that transmission reliability problems cited by the magazine have been corrected.

Chrysler maintains that the most widespread problems occurred during the transaxle's introduction in the 1989 model year and that corrective modifications have been made.

The company has said it replaced 19,000 A604 units in the 1989 and 1990 model years, about 3.78 percent of A604 units installed in the 1989 model year and 0.78 percent of the units installed in the 1990 model year. Chrysler said its internal data indicates the replacement rate continues to decline in the 1991 model year and is now within the industry norm.

In addition, Chrysler may claim in the meeting this week that the company was in essence a victim of bad luck because a 1991 model tested by *Consumer Reports* was one of a small number of units produced with a separate A604 problem. Chrysler has confirmed that a "very small batch" of A604 units were produced in the early 1991 model year with a bad surface finish on the reaction shafts, damaging the reaction shaft bushing. That problem has been corrected but one of the defective units was purchased by the magazine for its testing.

> "Consumer Reports has agreed — and they don't usually do this — to meet with us to exchange some data on both transmissions and minivans and maybe we can get this thing cleared up."
>
> **Lee Iacocca**
> Chrysler chairman

In its February issue, *Consumer Reports* cited a high incidence of transmission problems based on repair histories of more than 800,000 1989 and 1990 models owned by the magazine's subscribers.

Consumer Reports says 20 percent of owners of 1989 Dodge Grand Caravans and 19 percent of the owners of 1989 Plymouth Grand Voyagers reported problems with the A604. The magazine said more than 14 percent of all Chrysler vehicles with the transaxle had transmission problems in the first year of ownership. That compares to an average rate of 3 percent incidents of trouble with automatic transmissions for all 1989 models from all manufacturers in the survey.

Six months into the 1990 model year, the automatic transmission problem rate was 10 percent for the 1990 Dodge Grand Caravan and 9 percent for the Plymouth Grand Voyager, *Consumer Reports* said. The average for 1990 models was 2 percent.

Consumer Reports said the survey reflects repair experiences between April 1989 and March 1990, the time period in which Chrysler claims it was correcting a design defect in the transmission.

"This is old news," Iacocca said of the magazine's report. "It is a consumer magazine. They are interested in taking care of consumers. We should be getting accolades for our program to take care of consumers."

Chrysler has begun a massive customer satisfaction program to reach A604 owners. All owners are being telephoned to resolve any lingering problems. Deductibles are being waived and free loaner vehicles offered.

Ford searches for more cost cuts

Poling says only half of $3 billion target found; layoffs loom

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Certain Ford Motor Co. employees must decide this month if they will take an early retirement buyout package as part of the company's $3 billion cost-cutting program.

In a statement to employees via closed-circuit television last week, Chairman Harold Poling said half of the $3 billion savings has been achieved, leaving $1.5 billion to be trimmed from the budget by year's end. Most of the cuts will come within the company's white-collar ranks.

Highlights of a plan to reach the company's goal include:

- Offering early retirement to employes aged 55 to 62 with at least 10 years of service.
- Suspending merit increases for the company's top officers through the first quarter of 1992.
- Reducing the merit fund by 25 percent for all other employees through the first quarter of 1992.
- Temporarily suspending the matching contribution for employees that participate in the company's savings and stock investment plan.

During 1989, the most recent year for which figures are available, the company paid $214,157,-903 to employees in supplemental compensation; another $109,678,-015 was given to the stock plan.

Poling said the company wants to avoid layoffs by offering the special early retirements, but a company source, who did not want to be identified, said layoffs probably will be inevitable.

The source said Ford hopes to reduce its 53,000-member white-collar staff by about 10 percent by the end of the year. The company projects that half the cuts will come via attrition, but the source estimates that early retirements at best will make up 3 percent of the reduction. That would leave about 1,060 white-collar employees facing layoff notices.

Ford had a net loss of $518 million in the fourth quarter of 1990, and company treasurer David McCammon projects a loss in the first quarter that ends March 31.

For all of 1990, the company had net earnings of $860 million, down from $3.8 billion in 1989. Its share of the U.S. light-vehicle market fell from 24.6 percent in 1989 to 23.9 percent in 1990.

The company's Financial Services Operations, which includes Ford Motor Credit Co., had net earnings of $761 million, up 15 percent from 1989. Even financial services "may not be immune from some of the cost cutting," said company spokesman Dick Routh.

Ford also eliminated the $1,000 annual Flexible Compensation Account for senior executives and revoked plans to increase the account by $600 for all other employees. That is an account that employees can draw on at their discretion.

Vacation time will be curtailed for top executives, and first-class travel has been eliminated.

Securities analyst Ronald Glantz of Dean Witter Reynolds Inc. said he believes the company won't stop with the white-collar cuts. Glantz predicts the company will reduce its annual dividend from $3 to $1 per common share at its board meeting April 11.

Benton recovering from heart surgery

Allan Gilmour, Ford Motor Co. executive vice president, has temporarily taken over the duties of company President Philip Benton Jr., who is recovering from coronary bypass surgery.

Benton

Ford spokesman Dick Routh said that Gilmour will also continue with his duties as president of the Ford Automotive Group.

Routh said Benton is recovering nicely, but he said he did not know when Benton will return to work.

— Kathy Jackson

INDEX

Around the world	10	Legal briefs	21
Auction dates	27	Letters	14
Classifieds	26-32	Opinion	12
Dealing with dealers	14	Personnel	20
Incentive watch	38	Production	39
Keith Crain	12	Sales chart, 10-day	35

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Correction

A Feb. 25 story on the National Highway Traffic Safety Administration's 35 mph crash tests should have said that the Dodge Shadow and Chevrolet Caprice also have driver-side air bags.

Supercar projects at full throttle

Europeans not slowing despite economic, safety potholes

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — The combination of Gulf war, economic downturn and growing safety and environmental sensitivity in Europe has done little damage to the plans and dreams of several companies to bring various 500-plus-horsepower supercars to market.

Indeed, many projects are gaining momentum.

Bugatti Automobili S.p.A. has just released first photos of its Project 110 supercar that will be unveiled later this year; the Grand Prix team of McLaren Cars has announced it will use a BMW V-12 engine in its planned road car; a design prototype that ItalDesign S.p.A. is showing at this week's Geneva auto show is widely conjectured to be BMW's future entry in the field and analysts say Mercedes-Benz is almost certain to show a high-tech testbed at the Frankfurt show in September.

Also, several independent projects are underway.

BMW Motorsport GmbH will supply a 6-liter, all-aluminum V-12 for the rear-drive, mid-engine McLaren that is set to debut in 1993. Performance figures for the car, expected to debut at the 1992 Geneva show with the name "F1," have not been disclosed.

McLaren's car project leader, Gordon Murray, and BMW engine development chieftain Paul Rosche once worked together on the Brabham-BMW Formula One team.

McLaren, which began developing its new vehicle in 1989, is expected to build about 50 units a year, with the price exceeding $1 million per copy. Murray reportedly is aiming at a 0-62 mph time of 3.2 seconds and a top speed of 217 mph.

The drag co-efficient is expected to be a stunningly sleek 0.18. Lotus Elan designer Peter Stevens is the stylist.

BMW is known to be considering its own car, and many think it could be based on the BMW-powered prototype that ItalDesign will show at Geneva. However, industry executives say BMW is unlikely to move into the supercar arena until arch-rival Mercedes-Benz does.

Mercedes, meanwhile, is expected to show its much-discussed C112 project car at Frankfurt in

see SUPERCARS, page 33

Bugatti plans to roll out the Marcello Gandini-designed 110T supercar, powered by a 12-cylinder twin-turbo engine that develops 550 hp, on Sept. 15 to commemorate the 110th birthday of Ettore Bugatti.

AUTOMOTIVE NEWS / DAVID L. BURHANS

CHINA: *Carmaking again on track, but experts scoff at goals*

By Stephen Vines
STAFF CORRESPONDENT

HONG KONG — On Feb. 9, in a program laced with pomp and import, Chinese state television aired ground-breaking ceremonies for Volkswagen AG's new joint-venture plant in Changchun, where the carmaker is scheduled to be producing 150,000 Golfs and Jettas a year by the middle of the decade.

In the tea-leaf world of China's state-controlled media, where what is aired is of official concern precisely because it is aired, the news announcement had the weight of a policy statement. The message: after consigning joint venture proposals to the deep-freeze during the 1989 crackdown on the democracy movement, China's leadership has put the task of building a world-class car industry back on the fast track.

By any accounting, the ambition is on the scale of one of Mao's Great Leaps: from a manufacturing base that produced just 30,000 cars last year, China's leaders propose to build an industry capable of shipping 700,000 world-quality cars a year to domestic and global markets by the latter part of the decade.

To be sure, the great leap is there on paper. Agreements signed for three new projects account for 600,000 vehicles of the projected total, while existing facilities are expected to boost annual production to around 100,000 units within the next four years.

The projections are universally dismissed by foreign automotive executives working in the country and by outside industry experts knowledgeable in the region.

They point out that planning for the unprecedented expansion of

see CHINA, page 33

DOUBLE-EDGED SWORD

Japanese transplants being pushed to add more local content, but 'Americanization' of vehicles adds risk of CAFE penalties

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Japanese transplant automakers are finding the search for North American content is getting harder, despite strong gains last year.

Half of the 16 different cars and trucks currently built at North American transplant factories increased their domestic content levels last year. Of those that did, the average gain was 11.4 percent.

The increase was small comfort for some U.S. parts makers, who say the Japanese are dragging their feet in buying U.S. parts for transplants and for use back in Japan. American critics point out that a gaping $10.5 billion parts-trade imbalance still exists between the two nations.

But while the Japanese scurry to speed up their efforts under intensifying political pressures, they continue to face a double obstacle in their efforts:

- U.S. parts makers continue to fall below the quality standards that the Japanese say they are accustomed to, some claim.
- By increasing their domestic content above the 75 percent level, some transplants could create, in the eyes of the U.S. government, a new class of vehicles that could throw them into non-compliance with corporate average fuel economy rules.

Toyota Motor Corp. last year provided Congress with an internal study indicating that the average defect rate of parts from its U.S. suppliers is 100 times greater than those coming from Toyota's Japanese suppliers.

While Toyota's Japanese suppliers averaged 10 defects per 1 million parts delivered, U.S. suppliers averaged 1,000 defects per million, the study said.

A spokesman for Toyota Motor Manufacturing U.S.A. Inc. in Georgetown, Ky., said while the plant does not conduct quality studies based on suppliers' national origin, the numbers were "generally the case" for the U.S. operation.

"All of our suppliers are high-quality, but some of the U.S. suppliers we use have experienced problems with consistently high quality," said spokesman Jim Wiseman. "One problem may be that some U.S. suppliers are overly reliant on that 100 percent final inspection. Toyota looks for built-in quality. That is, we really don't rely on quality-control inspectors to catch problems at the end of the line."

The argument over Japanese supplier standards has divided the U.S. parts industry for a decade. Many American firms who have cracked the market say that selling

see CONTENT, page 18

Mitsubishi establishing captive finance company

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Mitsubishi Motor Sales of America Inc. is opening a captive finance company, Mitsubishi Motors Credit of America.

Mitsubishi will acquire the automobile, light-truck and commercial-truck assets of Mitsubishi Acceptance Corp., a subsidiary of Mitsubishi Corp. in Japan. Mitsubishi Acceptance provides financing for Mitsubishi's vehicle and heavy-equipment operations in the United States.

"A captive finance company is essential to any distributor or manufacturer with significant sales in the U.S.," said Richard Recchia, executive vice president of Mitsubishi Motor Sales. "It's getting even more critical because banks seem to be withdrawing from the retail end of the finance business."

Mitsubishi Motors Credit should begin operations April 1.

The finance arm will be headed by Chuck Tredway, executive vice president and general manager. He was with Marine Midland Auto Finance Corp.

Mitsubishi executives shared details of the plan in meetings with dealers last week and acknowledged that dealers have not had the most pleasant experiences with Mitsubishi Acceptance.

According to a Mitsubishi source, Mitsubishi Acceptance had the floorplan business for about 10 percent of the company's 500 dealers. And about 50 percent of the dealers used Mitsubishi Acceptance for at least some of their retail loans, but the source said most dealers used it sparingly.

Mitsubishi Motors Credit is expected to eventually handle retail business for 75 to 80 percent of Mitsubishi dealers and floorplanning for at least 25 percent.

Mitsubishi says it will model its programs after those of General Motors Acceptance Corp.

Mitsubishi will join the growing list of importers that have established finance subsidiaries to provide their dealers with competitive wholesale and retail financing.

It could take as long as three months before the new business is operating nationwide.

Sentra, Sonata post largest gains in 1990

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Domestic content of two transplant vehicles increased more than 20 percent for the 1991 model year. They are among the eight Asian-badged products whose domestic content increased.

The Nissan Sentra, produced in Smyrna, Tenn., jumped more than 21 percent to 74.6 percent domestic content for the current model year, after a model changeover.

The Hyundai Sonata, produced in Bromont, Quebec, rose nearly 30 percent in North American content, from 27 percent to 35 percent. That change was partially due to the addition of stamping presses at the assembly plant, which allowed Hyundai Canada Inc. to begin using North American steel.

Models built in the United States by Honda, Toyota, Isuzu and Subaru also boosted domestic content for the 1991 model year.

The levels are determined by a complex formula that includes not only parts but factors as diverse as labor costs, plant investment and insurance expenses.

Although no change occurred at one of the biggest-volume transplants — Toyota's Camry facility in Georgetown, Ky. — that car is expected to increase more than 15 percent later this year when a new model is introduced.

The change will help boost Toyota's total U.S. parts purchases to $1.2 billion a year — up from $700 million this year and $70 million in 1988.

The Mazda MX-6 and 626, built by Mazda in Flat Rock, Mich., will increase into the 70 to 75 percent range in the 1992 model year, when a model change occurs there. It is 65 to 70 percent now.

Nissan took another large step toward increasing domestic content in January when it announced plans to build a $600 million engine plant in Decherd, Tenn.

Diamond-Star Motors Corp., the Chrysler Corp.-Mitsubishi Motors Corp. joint venture in Normal, Ill., also projects some gain from using Chrysler-built engines in some of its products after 1993.

DOMESTIC CONTENT OF TRANSPLANT VEHICLES

Vehicle	Pct. 1991	Pct. 1990	Major component operations
Honda Accord (Marysville, Ohio)	75	72	Engine manufacturing and assembly; stamping; foundry
Toyota Corolla/Geo Prizm (Fremont, Calif.)	75	70	Stamping
Nissan Sentra	74.6	61.6	Engine assembly; stamping
Nissan Pickup (Smyrna, Tenn.)	57	56	Stamping
Isuzu Rodeo	73	N.A.	Stamping
Isuzu Pickup	65	55	Stamping
Subaru Legacy (Lafayette, Ind.)	53	50	Stamping
Honda Civic (East Liberty, Ohio; Alliston, Ontario)	72	70	Engine manufacturing and assembly; stamping; foundry
Mazda 626	65-70*	65-70	Stamping
Mazda MX-6	65-70*	65-70	Stamping
Ford Probe (Flat Rock, Mich.)	65-70*	65-70	Stamping
Toyota Camry (Georgetown, Ky.)	65	65	Engine machining and assembly; stamping
Mitsubishi Eclipse/Eagle Talon/ Plymouth Laser	60	60	Stamping
Mitsubishi Mirage/Eagle Summit (Normal, Ill.)	60	60	Stamping
Toyota Corolla (Cambridge, Ontario)	53	53	Stamping
Suzuki Swift/Geo Storm	50**	N.A.	Stamping
Suzuki Sidekick/Geo Tracker (Ingersoll, Ontario)	50**	50**	Stamping
Hyundai Sonata (Bromont, Quebec)	35	27	Stamping

*Average of three cars built at Flat Rock. Some Probe models carry six-cylinder engines made by Ford Motor Co.
**Estimate. CAMI officials decline to specify North American content levels, saying, "We feel we are meeting the requirements of the U.S.-Canadian Free Trade Pact." That agreement requires exported vehicles to have at least 50 percent North American content. The U.S. government has questioned CAMI's method of counting.

Basing a CAFE increase on percentages would force Japanese automakers to make the biggest gains in fuel economy, argues Nissan Motor Manufacturing President Jerry Benefield.

Nissan executive says CAFE bill would penalize the fuel-efficient

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

At least one transplant executive has come out swinging against new corporate average fuel economy proposals.

Jerry Benefield, president and chief executive officer of Nissan Motor Manufacturing Corp. U.S.A., complained to the Senate Consumer Subcommittee last month that a Senate bill that would require carmakers to improve fleet efficiencies is "anti-competitive" and "self-defeating."

The bill, sponsored by Sen. Richard Bryan, D-Nev., would dictate company-by-company increases in CAFE on a percentage basis. Benefield said the result would penalize carmakers with high CAFE scores because they would have to make the biggest gains while it would reward those with lower averages.

CAFE standards may affect the transplants' efforts to increase their North American content. As Japanese carmakers shift more production to U.S. plants and raise the products' domestic content, they will create domestic "fleets" that must meet the same standards but are counted separately from "import" fleets.

Benefield proposed instead that different standards be established for every class of car. He suggested offering "market-based incentives to induce consumers to buy fuel-efficient vehicles."

In criticizing Bryan's bill, Benefield pointed out that Nissan's 1988 CAFE rating of 30.8 mpg would require Nissan to meet a new standard of 37 mpg in 1996. But another carmaker, with a rating of 23 mpg, would be required to improve only to 27.6 mpg, he said.

> "Nissan would be fined if its CAFE were 36 mpg in 1996, and the other manufacturer would receive credits for achieving a fuel economy of 28 mpg."
> **Jerry Benefield**
> Nissan executive

"Nissan would be fined if its CAFE were 36 mpg in 1996, and the other manufacturer would receive credits for achieving a fuel economy of 28 mpg," he told the subcommittee. Companies that exceed the CAFE standards build up credits that can be applied to their scores in other years.

Historically, Japanese carmakers such as Nissan have had little difficulty meeting CAFE requirements, largely because of the high volume of small, fuel-efficient cars in their fleets.

A number of Japanese producers, including Nissan, Toyota Motor Corp. and Honda Motor Co., have added larger, less-efficient cars to their mix in recent years, such as Nissan's V-8-powered Infiniti Q45.

The three are also building more of their fuel-efficient cars in the United States, which could have long-term CAFE effects on their Japanese fleets.

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CHINA

FROM PAGE 3

the motor industry comes just a year after a major slump in worldwide demand, and at a time when the more developed markets of Eastern Europe and Thailand have emerged as strong competitors for automotive investment.

"It seems," says Bruno Grundeler, the general manager of Guangzhou Peugeot Automobile CY Ltd., "that if all these projects get through at the same time, a very high rate of market growth would be required."

Output claims doubted

One long-time observer of China's industry, in Detroit to attend the Society of Automotive Engineers convention, was less circumspect, however:

"There's not a snowball's chance in hell of China attaining that kind of production in this decade," the executive, who insisted on anonymity, said. "Someday, certainly. But not anytime soon."

Executives with experience in the region point out that problems of producing in China range from unskilled and unmotivated workers, to unreliable infrastructure and communications systems, to the lack of universal standards of quality. Materials and parts are in perpetual short supply and, when they arrive, often fail to meet engineering and quality specifications.

Even the size of the country works against efficient production, experts point out. The engineering and proving ground for the First Automobile Works, the huge truck and carmaking complex in Changchun, in the north, is 2,500 miles away on Hainan Island, in the south. The journey takes 10 days for trucks to complete.

Beyond such operational difficulties, these executives say, is the far more serious one of China's chronic shortage of hard currency.

Under existing joint-venture agreements, Western carmakers "sell" most of their output to the state in exchange for allocations of enough hard currency to import more parts. But in practice, Beijing has been so crimped for foreign exchange that it often has had to allocate it to other industries.

This has left Western automakers short of enough parts to maintain scheduled production.

Quality problems linger

The currency problem is supposed to be eased as the joint-ventures increasingly turn to Chinese suppliers — in some proposals to as high as 90 percent local content — while shipping increased numbers of cars abroad, where they would earn hard currency. But industry executives point to a central flaw in the planners' scenario: China's inability to quickly come up to world-class standards of automotive quality.

"They can't export the cars they make now because of quality, and they're produced with parts imported from the West," observed Nigel Wemyss, a director of PRS Consulting Group in London. "It's absurd to think that the problem will be solved with higher local content, at least in the foreseeable future. It can't be done."

Still, there is evidence that the expansion of the car industry has been given unqualified backing at the highest levels of the Communist Party, a vitally important factor in marshalling priority claims on resources in China's centrally-planned economy.

China's commitment

China's State Council first outlined its automotive program in 1987, when it decided to concentrate car production at what it called three "big" units, in Changchun, Wuhan and Shanghai. The three big complexes would be complemented by three "small" units, in Beijing, Tianjin and Guangzhou.

At the same time, the council decreed that the country's emphasis on truck production was to give way to a greater concentration on carmaking. It also was decided to initiate an export drive.

That program, which rests on the core premise that domestic demand will rise from virtually zero now to 800,000 cars a year by about 1997, is now more or less in place.

The first, and most financially tenuous, of the new projects was signed into effect only days after the June 4, 1989, massacre of pro-democracy protesters in Beijing's Tiananmen Square. Under negotiation well before China's leadership launched its pro-democracy crackdown, it involves the construction by Panda Motor Corp. of a greenfields plant to produce 300,000 cars a year by the mid-1990s.

Unlike every other foreign carmaking venture in China, Panda is 100-percent foreign owned and, as such, exists outside the parameters of central planning. It is required to export its entire output and remain self-funding for components and other imports. The venture is controlled and bankrolled by Korean Reverend Sun Myung Moon's Unification Church.

The company claims to have invested $250 million to date in the project, and has a partly completed plant in Dan Shun, near the border with Hong Kong, to show for it.

Panda says it will produce a prototype car before the end of the year, and proceed to assembly of 1.6-liter sedans and minivans from kits in 1992. Although the company has yet to say what car it intends to produce, analysts say that both the Yugo and a modified Lada are under consideration.

Industry experts are almost universally skeptical of Panda's ability to pull off the grandiose project, even though the company demonstrated considerable political clout last year in winning a visit to the plant site by Premier Li Peng.

"Where will they find an export market on that scale in today's quality-driven world car market?" the Detroit visitor, who has studied the Panda project, asked. "It's more than unlikely, it's highly improbable."

VW, Citroen production

Meanwhile, the agreement between Volkswagen and First Automobile Works to build an $800 million car plant in the northeastern city of Changchun, signed last November, rests on more solid ground. The production of Golfs and Jettas from kits is scheduled to begin by 1994, and VW is committed to exporting 15 percent.

Volkswagen eventually could invest some $980 million in the project, although less is being committed at this stage. It also has agreed to take 100,000 Chinese-made engines for its own use outside China and to buy about $33.5 million worth of components a year locally.

VW already is China's largest carmaker through its stake in the Shanghai Volkswagen venture, which produces Santana sedans. It produced some 19,000 vehicles there last year, and plans to produce 25,000 this year. It will mount its first export drive this year, and hopes to sell as many as 1,000 cars in less-developed markets like Vietnam and North Korea.

The third leg of the expansion program comes from France's Automobiles Citroen, a unit of the Peugeot Group, which recently signed an agreement with the Second Automobile Works in Wuhan.

Planners envision that the plant will be turning out 300,000 mid-range "FX" sedans a year by the end of the decade. Chen Qingtai, director of the Second Automobile Works, was quoted in the official China Daily newspaper recently as saying that the plant will open in 1994 with a production capacity of 150,000 cars a year.

Citroen has a 30 percent stake in the venture, which will cost an estimated $865 million. The French government has heavily supported the project by underwriting loans for some 50 percent of the total investment.

The joint-venture agreement, which runs for 35 years, stipulates that 30 percent of the plant's output will be exported.

Like VW, Citroen already has a stake in China through Peugeot, which produces pickups and 505 station wagons and sedans in the southern city of Guangzhou.

Although Peugeot had earlier been given government approval to produce 8,500 units last year, the venture turned out fewer than 6,000 — or about 30 percent fewer than quota. Industry executives familiar with the venture scoff at Peugeot's explanation that a French dock strike caused the shortfall by interfering with deliveries to the plant.

"Pure and simple, they couldn't get foreign-exchange authorization from the bureaucrats to import the parts to keep the plant going," said one. "There isn't enough hard currency to go around, and they decided to spend it somewhere else."

Peugeot hopes to boost Guangzhou output to 10,000 units this year and 30,000 units a year by the end of 1992.

Beijing Jeep

The other existing major joint vehicle producer, Beijing Jeep, seems to have emerged from a troubled year in better shape. China's pioneering automotive joint venture, in which Chrysler Corp. holds a 31.4 percent stake, made 7,500 Cherokee Jeeps in 1990, up from 6,300 in 1989. In October, it opened an engine factory that will make it self-sufficient in engine supplies.

Meanwhile, production of the aging Russian-designed 202N general purpose vehicle has fallen from 35,000 in 1989 to around 32,000 units last year.

Not surprisingly, every major carmaker in the world has examined the possibility of gaining a toehold in the vast Chinese market. With 1.1 billion consumers, and the world's third lowest rate of car ownership at 0.27 per thousand, China's potential has drawn marketers like moths to a flame.

"Every one of them is looking at the 'billion pair of shoes market' in China, but it simply isn't there," says Don St. Pierre, former head of the U.S. side of Beijing Jeep.

He also is skeptical about export prospects: "I still have my one big question," he says. "Where are they going to go?"

With additional reporting and writing by International Editor James R. Crate in Detroit.

SUPERCARS

FROM PAGE 3

September. According to some recent reports, the car probably will not be produced in series, although Mercedes insiders say no final decision has been made.

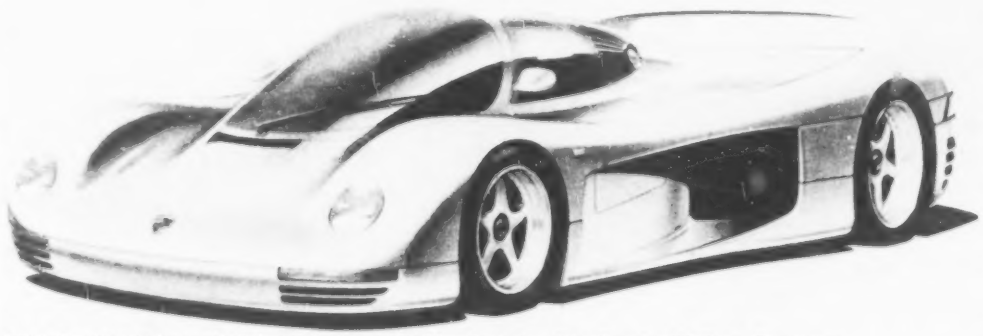
Meanwhile, Bugatti Automobili has just released pictures of its Marcello Gandini-designed 110T, a 12-cylinder twin-turbo model developing 550 hp.

Bugatti has denied persistent speculation that it is in financial trouble and won't meet its announced goal of rolling out the car on Sept. 15, the 110th birthday of Ettore Bugatti. Bugatti officials have announced that the program, to be held in Paris, will be carried out on schedule and that deliveries will begin in mid-1992.

Elsewhere, Jaguar's 220-mph XJ220, first shown as a styling model at the 1988 Birmingham Show, is scheduled to go into production late this year, according to a company spokesman. Deliveries of the first of 350 units to be produced probably will begin in about one year, he said.

The price, including taxes, was set at £367,000 (about $700,000) in December 1989, but price on delivery will be adjusted for inflation.

So far, three prototypes have been built. The XJ220 has changed considerably since it was shown 2½ years ago. Instead of using a V-12, it is powered by a 3.5-liter twin-turbo V-6 mounted amidship.



British firm Vern Schuppan Ltd. is developing a street-legal version of the Porsche 962 Group C race car.

Maserati S.p.A. may enter the supercar category with the Gandini-designed Chubasco that was shown as a model at the company's annual December press conference. If Maserati goes ahead with the project, the Chubasco would be powered by a 430-hp, twin-turbo 3.2-liter 32-valve V-8.

Perhaps the granddaddy of the current generation of supercars, the Ferrari F40, will be succeeded in the mid-1990s by a limited-edition model with a normally aspirated 12-cylinder engine. The F40 uses a twin-turbo V-8.

The Aston Martin Virage Vantage, the ultra-performance version of the new fixed-head Virage coupe, was expected to be previewed this week at Geneva. But company officials have decided to hold off showing the supercar.

The 190-mph, twin-turbocharged, 500-horsepower Vantage will be the third version of the Virage that debuted at the 1988 Birmingham Show. The convertible version was unveiled at Birmingham last fall, and the Vantage now is expected at the 1992 Birmingham exhibition.

Michael Kimberley, chairman of Group Lotus, said his company's M300 supercar project remains on course — even though project leader Graham Atkins recently left the company. The M300 was reconfigured last year, and is now expected to be a lightweight hybrid model incorporating an electric motor for city driving.

"I believe the next high-performance supercar we do has to be ecologically correct," said Kimberley. "So we re-cast the project and are pushing the envelope."

But Kimberley declined to forecast when the M300 might enter production.

Porsche AG last year decided against building a street-legal version of its 962 Group C race car. But a British firm, Vern Schuppan Ltd., is attempting to develop one, to be called the Schuppan Porsche 962CR.

Schuppan, an ex-race driver, reportedly will build a modified 962 with changes in front and rear, a new monocoque chassis and carbon composite body. It will take the same 3.3-liter, twin-turbo six-cylinder engine used in the Porsche race car.

Porsche's original plan called for a series of no more than 100 units priced at well over 1 million marks (about $660,000) apiece. But according to sources, company executives felt the intensive re-engineering effort that would have been required to remake the 962 into a street-legal machine could not be justified.

Porsche's limited edition 959 supercar project in the mid-1980s was a major image success and led to engineering breakthroughs, but the company never recouped development costs.

Another firm apparently interested in joining the ranks of supercar manufacturers is the British racing-engine builder, BRM. The company reportedly plans to offer a $400,000 road car powered by a 60-valve V-12 beginning in late 1992. Initial plans call for 50 units a year to be produced, although no prototype yet exists.

New desert battle: Car sales to Kuwait, Iraq

The sales battle to repopulate Kuwait with cars will pit Japanese makers against Americans.

Before Iraq's Aug. 2 invasion of Kuwait, Japanese reliability had won 60 to 75 percent of the Middle East market, but the allies who sent soldiers expect to cash in on political and emotional chips to increase their share.

General Motors is the dominant Big 3 player there, and Kuwaiti car dealers were in Detroit Thursday ordering at least 1,000 units, some of them program cars coming back from daily rental fleets.

Kuwait's government ordered at least $10 million in vehicles from GM, Ford Motor Co. and Chrysler Corp., said Ibrahim al-Shaheen, an architect who heads Kuwait's Emergency Recovery Program.

GM will supply 500 vehicles, including 300 Chevrolet Caprices that will be used as police cars, a GM spokesman said. Most others are light trucks, many being Suburban-based ambulances.

GM's two Kuwaiti vehicle dealers, K.Y. Alghanim and Mohammed Behbehani, were in Detroit last week ordering the vehicles that were most popular before the war: Chevrolet Caprices, Suburbans, Corsicas and Berettas, said GM President Lloyd Reuss, who sat in on part of the order meetings.

Spokesman John Pekarek said the program cars included in the dealer order "will have to be properly homologated, but that requires some very slight changes. For that market, very little has to be done."

Jack Smith, GM's vice chairman for international operations, said last week he expects Kuwait to buy well over 100,000 cars in its first year of rebuilding. GM hopes to expand its one-third share of the Kuwait market at the expense of Japanese makers, who had 45 percent.

THE ASSOCIATED PRESS

The scorched remains of military and civilian vehicles litter the main highway leading from Kuwait City to Basra and Baghdad. The vehicles were destroyed in allied bombing raids against the retreating Iraqi army.

Chrysler and Ford confirmed last week they were negotiating with Kuwait, but neither would discuss the contracts described by al-Shaheen.

Chrysler was just getting ready to resume doing business in the Middle East last summer when the invasion occurred. It sold no cars in Kuwait in 1990, and less than 600 in 1989.

When Ford ceased delivery of vehicles to Kuwait in July, the company had sold over 1,000 vehicles to Kuwait and had delivered 781. In 1989, Ford sold 1,209 vehicles to Kuwait.

The Japanese, who sold 23,000 cars in Kuwait in 1989, were cautious in their comments from Tokyo, but in the Middle East, distributors of Japanese brands said they would thrive in the coming months.

"In the next few months we expect a miniboom," said Maher Nabawi, product planning manager for Abdul Latif Jameel, the Toyota distributor in Saudi Arabia.

"There will be heavy demand for commercial vehicles to aid in the reconstruction of Kuwait and Iraq. Vehicles will go from Saudi Arabia. Toyota will do very well because of our reputation, our market share."

In Kuwait, a spokesman for Al Nasser Sayer & Sons, Toyota's distributors, said, "The Kuwait motor market will have a huge potential, and we are preparing ourselves to meet it."

In Tokyo, Toyota said "it will take time to resume business."

Low prices propelled the Japanese share of the Middle East car market beginning in the mid 1970s, but price advantages have moved to U.S. cars as the dollar weakens.

"It's going to be great," said Terry Indge, who directs GM sales in the Middle East from offices in Dubai. "Look at the dollar-yen rate. It's most competitive."

Besides Saudi Arabia and Kuwait, GM also sees a potential customer in a defeated enemy. "Iraq is the big new potential market," said Indge.

The emotional leftovers of war could have as much influence on the market as price or quality. Last December, as the allies built up their invasion forces, GM's Indge predicted that the redesigned Chevrolet Caprice would sell well because of "a good reputation of getting people out of Kuwait. It turned out to be a good cross-dessert vehicle. Iraqi troops in off-road vehicles couldn't keep up with them."

Contributing to this story were Automotive News Staff Reporters Phil Frame, Kathy Jackson and Mary Connelly in Detroit and Mary Ann Maskery in Tokyo and Special Correspondent Lekha Rai in Dubai. It was written by Assistant Managing Editor William R. Diem.

EC LOBBY

FROM PAGE 4

impatient," said an ACEA official last week.

Still, French and Italian government officials are said to have come around, isolating Calvet.

Fiat Auto Managing Director Giorgio Garuzzo met recently in Brussels with Bangemann, according to a Fiat Auto spokesman. EC officials have termed it a positive meeting.

"There is now a new organization and the great opposer is out," said a Fiat executive. "We think these problems with the Japanese should be solved in a European scale. We are definitely less sharply opposed than what Calvet is."

But Calvet is expected to remain a vocal force even as his influence has waned.

"Calvet can still paddle his canoe, but he is not in a position to veto," said Rhys.

The Fiat spokesman said the Bangemann position is closer to the former position of the German carmakers, although "now, the Germans are less liberal."

The spokesman called for a "slight and progressive opening" of the market, with Japanese share not rising much higher than the present level — "certainly not rising by 2 or 3 percent a year."

But while an agreement on the length of the transition period is considered likely, the trick may be to align all sides on how Japanese transplants should be treated.

The Fiat spokesman said Japan's transplant production in Europe should probably be counted toward any quota ceiling.

"What worries us is that some Europeans want to count our transplants," said Moriharu Shizume, head of the Paris office of the Japan Automobile Manufacturers Association. "We are against that and MITI (Japan's Ministry of International Trade and Industry) is against that."

Shizume said MITI has agreed to a six-year temporary period of restrictions on direct imports. But he said MITI will not concur with limits on transplant output.

Rhys advocates letting the Japanese carmakers seek their own balance between direct imports and local production.

"It is best to let them work it out themselves, as they have in the United States," where they command a 24 percent share of the car and light-truck market, he said. "They should let it be an unspoken trade-off and not push too much on it."

SALES

FROM PAGE 1

in 10-day sales. At 83,598, its combined car and truck sales, domestic and imported, rose 3.2 percent, but the extra selling day this year was responsible.

Ford noted "some improvement" in dealer orders in February, but not enough to change its production schedules, said Joel Pitcoff, research and analysis manager.

"When we say we base production on dealer orders, that's not some kind of euphemism," Pitcoff said. "That means how many orders we have in our fists. We don't build cars for practice."

He said that for the first 50 days of 1991, the seasonally adjusted annual selling rate for cars and trucks, including heavy trucks, was 11.5 million units. That compares with 1990 sales of 14.2 million.

GM sold 109,963 vehicles, down from 120,240 last year. *Automotive News* estimated that Chrysler Corp. sales declined 2.4 percent to 39,428 cars and trucks. Chrysler refuses to disclose 10-day sales.

Even before the cease-fire, consumer confidence rose in February, according to the Consumer Confidence Index compiled by The Conference Board, based on a survey of 5,000 households. Linden is executive director of the board's Consumer Research Center.

About 7.2 percent of the survey respondents said they plan to buy an automobile in the next six months, the highest such response since September and about equal to the year-ago month.

Overall, the February index was 57.7 compared to 55.1 in January, but the index was 106.7 in February 1990. The index uses 1985 as a 100-point baseline.

Automotive News Editor Peter Brown and Special Correspondent Colleen McDonald contributed to this report.

Japan's cuts hold

TOKYO — Cutbacks in production and exports to the United States announced last month will continue despite the end to the Gulf War.

Toyota Motor Corp., which is reducing production this month by 10,000 units, says it may adjust April production after studying February sales.

Honda Motor Co., which is cutting back by 25,000 through March, says it may cut even more units in April "because the basic fundamentals of the U.S. market do not appear to be recovering."

— Mary Ann Maskery

10-DAY SALES

DOMESTIC BUILT CARS

	Feb. 11-20. 1991	% change '91 vs. '90
Eagle	1,030	– 3.8
Chrysler	3,502	+ 5.2
Dodge	10,094	+ 5.1
Plymouth	5,974	– 7.1
CHRYSLER CORP.†	**20,600**	**+ 0.8**
Ford	34,407	+ 7.3
Lincoln	6,308	– 6.2
Mercury	8,438	+ 8.4
FORD MOTOR	**49,153**	**+ 5.5**
Buick	15,922	+ 16.2
Cadillac	4,270	– 37.6
Chevrolet	29,476	+ 2.5
Oldsmobile	11,729	+ 7.6
Pontiac	10,638	– 29.2
Saturn	854	-
GENERAL MTRS.	**72,889**	**– 3.1**
HONDA	**9,838**	**+ 10.9**
MAZDA	**3,978**	**+ 211.5**
MITSUBISHI	**2,159**	**+ 212.0**
NISSAN	**2,616**	**+ 14.2**
SUBARU	**1,074**	**—**
SUZUKI	**19**	**—**
TOYOTA	**5,854**	**– 31.0**
U.S. CAR TOTAL	**168,180**	**+ 2.6**
TRUCKS		
Chrysler	187	+ 306.5
Dodge	10,098	– 14.1
Jeep	4,301	– 15.5
Plymouth	4,114	+ 53.7
CHRYSLER CORP.†	**18,700**	**– 4.4**
FORD MOTOR	**31,458**	**– 3.1**
Chevrolet	26,657	– 10.3
GMC	6,980	– 7.8
Oldsmobile	575	+ 35.9
Pontiac	526	– 9.8
GENERAL MTRS.	**34,738**	**– 9.3**
ISUZU	**757**	**—**
MAZDA	**286**	**—**
NISSAN	**3,034**	**– 13.6**
SUZUKI	**147**	**—**
U.S. TRK. TOTAL	**89,120**	**– 5.0**
U.S. CAR-TRUCK TOTAL	**257,300**	**– 0.2**

†Estimated

IMPORTED CARS

Reported		
Ford	865	– 41.8
Mercury	2,122	+ 374.7
FORD MOTOR	**2,987**	**+ 54.6**
Chevrolet/Geo	1,870	– 68.4
Pontiac	463	– 38.7
GENERAL MTRS.	**2,333**	**– 65.0**
Acura	3,343	– 8.6
Honda	4,685	– 13.4
HONDA	**8,028**	**+ 11.3**
SUZUKI	**194**	**+ 65.8**
Lexus	1,348	+ 9.7
Toyota	8,048	– 7.8
TOYOTA	**9,396**	**– 5.6**
Total Reported	**22,938**	**– 11.4**
Estimated*		
ALFA ROMEO*	**50**	**—**
ASTON MARTIN*	**2**	**—**
BMW*	**764**	**—**
Eagle	354	—
Chrysler	0	—
Dodge	465	—
Plymouth	503	—
CHRYSLER CORP.*	**1,322**	**—**
DAIHATSU*	**134**	**—**
FERRARI*	**24**	**—**
HYUNDAI*	**2,253**	**—**
ISUZU*	**137**	**—**
JAGUAR*	**153**	**—**
LAMBORGHINI*	**4**	**—**
LOTUS*	**8**	**—**
MASERATI*	**6**	**—**
MAZDA*	**2,085**	**—**
MERCEDES-BENZ*	**1,013**	**—**
MITSUBISHI*	**1,485**	**—**
Infiniti	559	—
Nissan	4,574	—
NISSAN*	**5,133**	**—**
PEUGEOT*	**104**	**—**
PORSCHE*	**73**	**—**
ROLLS/BENTLEY*	**30**	**—**
SAAB*	**205**	**—**
STERLING*	**62**	**—**
SUBARU*	**1,285**	**—**
Audi	253	—
Volkswagen	1,282	—
VOLKSWAGEN*	**1,535**	**—**
VOLVO*	**1,577**	**—**
YUGO*	**111**	**—**
Total Estimated*	**19,555**	**—**
IMPORTED CAR TOTAL	**42,493**	**—**
IMPORTED TRUCKS		
GENERAL MTRS.	**3**	**– 94.4**
SUZUKI	**643**	**+ 80.6**
TOYOTA	**6,057**	**+ 11.8**
Total Reported	**6,703**	**+ 14.3**
Estimated*		
CHRYSLER*	**128**	**—**
DAIHATSU*	**79**	**—**
ISUZU*	**1,736**	**—**
MAZDA*	**2,580**	**—**
MITSUBISHI*	**796**	**—**
NISSAN*	**3,491**	**—**
RANGE ROVER*	**63**	**—**
VOLKSWAGEN*	**96**	**—**
Total Estimated*	**8,969**	**—**
IMPORTED TRUCK TOTAL	**15,672**	**—**
IMPORT CAR-TRUCK TOTAL	**58,165**	**—**

TOTAL INDUSTRY CARS & TRKS.	**315,465**	**– 4.6**

There were 9 selling days in the period this year and 8 last year.

West may export clean air

By Greg Bowens
SPECIAL CORRESPONDENT

Western car manufacturers can make great strides in the Eastern Europe automotive market if they can supply countries with the vehicle pollution control technology they so desperately need.

M.P. Walsh, an industry consultant, told an SAE technical session about the rise in automotive-related pollution in Eastern Europe and Europe's move toward establishing continent-wide pollution control standards.

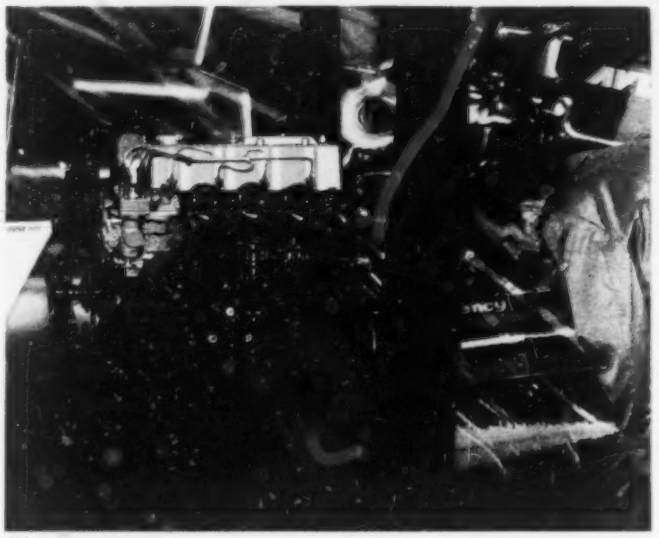
Walsh documented the pollution problems of Hungary, a country with a small automobile industry, to show the health and environmental effects that a little fleet of cars not equipped with pollution control technology can have on a nation. "Eastern Europe has a very serious and documented pollution problem," he said.

The number of registered vehicles in Hungary has grown from a 1970s average of 240,000 to more than 2 million today. During that time, the incidence of bronchitis among adults doubled, two-thirds of the country's rainfall has become acidified, and pollution-caused corrosion continues to cost the nation billions.

"Unless modern vehicle controls are implemented, a vehicle growth of 5, 6 or 7 percent will cause skyrocketing pollution," said Walsh.

He said the Hungarian government is taking measures to control the problem but will prove to be insignificant unless pollution control is added to cars now.

He said that refitting two-stroke engines with catalytic converters or replacing them calls for a large service industry and "that's a tall order in light of the economic problems these countries have."



AUTOMOTIVE NEWS/JOE WILSSENS

Clean power

A visitor inspects a methanol-powered engine designed by AVL North America Inc. at the SAE show in Detroit.

Reformulated gas won't end metropolitan air problems

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Reformulated gasolines alone will never provide the emissions cleanup of the best alternative fuels.

But there is no question that government and the vehicle industry expect gasolines with altered chemistry to play an important role in cleaning up the air in metropolitan areas.

At the SAE International Congress last week, Gary A. Schoonveld, a senior research engineer for Phillips 66 Co., presented a paper on the beneficial effect of reformulated gasoline on vehicle emissions.

"Gasolines will never be as clean as something like natural gas that provides up to 60 percent hydrocarbon emissions reduction," said Schoonveld. "We're looking for more like 20 to 30 percent reductions from gasolines. But that means we'll still be playing an important part in clean-air requirements."

Schoonveld told *Automotive News* several gasoline supply companies have already introduced their versions of reformulated gasolines to gain experience in making, transporting and marketing them.

The Clean Air Act amendments of 1990 require reformulated fuels use in nine metropolitan areas in 1995. In addition, any metropolitan area that does not meet national air-quality standards may choose to adopt the regulation and require reformulated fuels.

Phillips' test program in the St. Louis area has shown significant reductions of carbon monoxide, total hydrocarbons, oxides of nitrogen and benzene. The program conducted tests on eight vehicles ranging in model years from 1973 to 1989.

Older vehicles (pre-1980) also showed significant reductions of evaporative hydrocarbon emissions, carbon monoxide, oxides of nitrogen and benzene — but increases in hot-soak hydrocarbon emissions. The study also found that all the cars produced higher formaldehyde emissions.

An exact recipe for reformulated gasoline has not been established. For that reason, the price of the fuel and the cost of reconfiguring refinery equipment is still up in the air. But on Nov. 15, the EPA will release its rule on gasoline reformulation. It will likely be a performance standard that will measure the new fuel's ability to provide some percentage of emissions cleanup against a baseline fuel.

Schoonveld said American Petroleum Institute estimates indicate that the chemical changes to gasoline would cost consumers approximately 10 to 15 cents per gallon. The cost of refinery changes for individual companies could be measured in billions of dollars.

Other gasoline suppliers offering reformulated fuels are ARCO, Diamond Shamrock, Conoco, Marathon, Shell, Exxon and Chevron. The first reformulated gasoline on the market was EC-1 from ARCO. It was marketed in California. The fuels also are marketed in Denver, Detroit and St. Louis.

Optimism charges talks on electric cars

By William R. Diem
ASSISTANT MANAGING EDITOR

DETROIT — In Los Angeles and Zurich, citizens concerned with the environment do what the marketplace never did: Create a demand for electrically powered vehicles.

And inside a windowless room at the SAE International Congress and Exposition last week, 120 engineers talked about how they would build them.

The engineers were as cautious as Gen. Colin Powell in mid-January, or Coach Bobby Knight in mid-March. They face a host of difficulties, and they gathered to go over them. Behind their words was confidence in victory.

"Hopefully, we'll be able to meet California standards," said an Italian. "We are getting close to having something people are going to like," said an American. "We will have electric cars for California," said a German.

The meeting could have been more global. Their companies forbade three authors of papers from flying here because they fear terrorism, so stand-ins spoke for Karl-Nikolaus Regar of BMW AG, G. Brusaglino of Fiat S.p.A. and A. Kalberlah of Volkswagen AG. No Big 3 engineers delivered papers, but they swelled the audience to hear their research partners.

The papers spoke for themselves.

Right now, American vans and minivans get 70 miles per charge on lead-acid or nickel-iron batteries and "provide suitable performance on urban routes."

Right now, BMW's Elektro-Antrieb concept car ranges about 94 miles on its experimental sodium-sulfur battery pack. Considering the pollution from a power plant used to charge it up, the car accounts for one-tenth the nitrogen oxide, one-thirtieth the hydrocarbons and one-hundredth the carbon monoxide produced by a standard BMW 3-series car.

Right now, VW is building 20 hybrid-drive Golfs for testing in Zurich, Switzerland, this summer. The Golfs use batteries or a diesel engine, depending on driving need. Sacrificing no performance, they consume only a third as much diesel fuel as a regular Golf.

Right now, Fiat is selling electric vehicles to the public. The Panda Elettra, introduced a year ago at the Geneva auto show, went on sale last summer for $20,000. The company built 200 in 1990 and expects to build 1,000 this year.

If the success so far is tangible, so are the challenges.

The 10 papers in the Electric Vehicle Development session and the people who talked about them afterward raised obstacles to be surmounted before 1998, when California requires zero-emission or ultra-low emission vehicles.

It is generally agreed that customers will demand performance akin to what they get from their internal combustion cars, said Scott Keller, a senior test engineer at Electrotek Concepts Inc. in Chattanooga, Tenn. The central problem is that no battery can yet provide it.

Current choices are heavy lead-acid and expensive nickel-cadmium. There are laboratory hopes for nickel-iron, sodium-sulfur and solid-state capacitor-like devices such as the one Isuzu Motor Co. announced to the delight of the Japanese stock market last April.

Southern California Edison and Dreisbach ElectroMotive Inc. of Santa Barbara, Calif., presented a paper describing Dreisbach's zinc-air battery. They said it would give a two-seat sports car a range of 300 miles and cost less to operate over five years than a fuel-burner, even with gasoline at $1 a gallon.

Even if a power choice were obvious, inventors do not agree about the rest.

Both alternating current and direct current are used in motors. A Chrysler Corp. minivan modified by Eaton Corp. and BMW's sodium-sulfur car used AC; the Fiat Elettra and a General Motors van modified by Vehma International, a subsidiary of Magna International, went DC. Ultimately, said Andy Burke of the Idaho National Engineering Laboratory, the choice will be made on cost, not performance.

Transmissions are even more diverse. Because electric motors pull about as hard at one speed as another, a transmission isn't even needed, as on the absent GM Impact, America's most famous electric car.

One truism of SAE expositions is the absence of something could be a sign the product has moved out of the blue-sky stage and into commercial development. GM has said it is going ahead with plans to produce the quick and quiet two-seater it introduced at the 1990 auto show in Los Angeles.

Vehma used what amounts to a one-speed transmission to reduce driveshaft speed on its van. BMW's concept car uses a two-speed manual, and Fiat's Elettra has four speeds. Engineers from Epilogics Inc. of Los Gatos, Calif., introduced a continuously variable transmission that they say reduces power drain during acceleration and improves energy recovery during braking by 58 percent.

There is no design argument over one small point: All the vehicles recharge batteries during braking by turning the motor into a generator, getting 4 to 15 percent of the energy back.

Bill Anderson of Unique Mobility Inc. in Englewood, Colo., introduced his company's DC electric motor that has a transmission-like feature. The driver throws a switch to change it from a high-torque series mode for acceleration to a high-speed parallel mode for cruising.

"The feeling is similar to that one would get in shifting from second gear to fourth or fifth gear in a conventional vehicle," he said. The motor was used on 18 of 32 solar-powered cars in the race sponsored by GM last summer.

Even in the electric atmosphere of the day-long session, there was a fair amount of sentiment for keeping internal combustion engines alive as part of hybrid or dual drive systems.

Fiat defines hybrid drives as two power sources working together, as in a test bus design by Unique Mobility and Ontario Bus Industries of Mississauga, Ontario, that runs on batteries, which it charges with a generator powered by natural gas. Dual drive is defined as switching between one power source and another, as in the Audi Duo concept car in which the driver chooses between using the front-wheel-drive standard engine or the rear-wheel-drive electric motor.

But then there is the Volkswagen EVW1, a Golf that switches automatically between engine and motor, choosing the least-polluting power source for the given speed and torque requirement. Or the Fiat test bus, which can run on battery alone, or draw current from overhead trolley lines, or use a diesel generator — a tri-hybrid.

After the session, engineers remained to define terms and discuss standards for tests and performance and other problems:

- Power consumption by power steering and brake systems at idle.
- Demands of air conditioning and heating systems.
- The need for proper chargers to prevent dirty electricity kickback problems for other utility customers.
- The performance cost of product-liability designing.
- Disposal or recycling of highly caustic battery substances.

The questions and frontiers lent a pioneering atmosphere to the evident enthusiasm.

"It's really a good turnout," said Keller, who presented a paper on Electrotek's testing of the GM van. "It's a lot more satisfying to give a paper in front of this many people instead of 20 or 30 like usual."

VARIOUS ELECTRIC VEHICLES IN USE

Table lists several current electric test vehicles. Some have been tested with various batteries and motors. Range and acceleration times are approximate, as not all have been tested under similar conditions.

Vehicle	Converter	Motor power (hp)	Battery type	Urban range (miles)	0-30 mph (seconds)
GMC passenger van	Vehma Int.	60	Pb	57	12.1
GMC cargo van	Vehma Int.	60	Pb	61	11.9
BMW Elektro-Antrieb	BMW AG	34	NaS	94	9.0
Chrysler minivan DSEP	Eaton Corp.	70	NiF	70	7.5
VW EVW1 Golf*	Volkswagen AG	8	Pb	13	—
Fiat Panda Elettra	Fiat SpA	12	Pb	44	10.0
Audi Duo*	Audi AG	12	Pb	13	—

Battery types: Pb, lead acid; NaS, sodium-sulfur; NiF, nickel-iron
*Dual or hybrid drive. Range and power for electric motor only.
Compiled from papers delivered to SAE Feb. 26, 1990

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	$400-1,000	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	4/10
Ranger	$1,500	4/10
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	4/10
Ranger	$1,000	4/10
Mercury Tracer	$500	4/10
Grand Marquis	$1,000	4/10
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1991)		
MX-6, 626	$1,500	4/3
Trucks	$500	4/3
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$300-$1,050	3/4
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	4/10
Other cars	$800-1,500	4/10
Ford Bronco	$2,000	4/10
Other trucks	$900-1,100	4/10
Mercury Topaz	$800	4/10
Sable	$1,100	4/10
Cougar	$1,200	4/10
Grand Marquis	$1,500	4/10
All Lincoln	$1,000-2,000, based on sales	4/10
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	4/10
Crown Victoria	$1,000	4/10
Other cars	$100-700, based on sales	4/10
Ford trucks	$100-700, based on sales	4/10
Mercury Topaz, Cougar, Sable	$100-750, based on sales	4/10
All Lincoln	0-$1,000, based on sales	4/10
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Honda (1990-91)		
Accord	$300	3/31
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Isuzu (1990-91)		
Trooper, Pickup	$600-1,700, quota	3/31
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys		
Suzuki (1990-91)		
Swift	$400-1,000	4/3
Sidekick	$1,000-2,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

Ford extends rebates, adds '91 Lincolns

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has extended its incentive program through April 10 with continued emphasis on dealer rebates and the inclusion of 1991 Lincolns for the first time.

Under the new program, dealers will receive nothing for the first 1991 Lincoln sold, $750 for the second unit and $1,000 for the third unit and above. A $1,000 rebate will be added to those payments for 1990 Lincoln models sold — starting with the first unit. The previous program paid dealers $2,000 for each 1990 Lincoln sold, and offered a consumer rebate of $1,500 on 1990 Lincolns.

Ford is paying customer rebates of $500 on the 1991 Ford Escort, Ford Festiva and Mercury Tracer and $1,000 on the 1991 Mercury Grand Marquis and Ford Ranger. Also offered on those models is alternative financing of 7.9 percent for 48 months or less.

Customer rebates of $700 on the 1990 Festiva and $1,500 on the 1990 Ranger also were extended to April 10

Ford also is offering buyers a choice of cash or low-interest financing on selected 1991 models in certain states.

"We will continue to test customer cash incentives or alternative financing on selected models in various regions of the country to ease the transition to this significantly different way of marketing our products," said Robert L. Rewey, vice president of Ford North American Sales Operations.

Since Dec. 12, Ford has emphasized dealer rebates more than consumer programs, a move that was not followed by General Motors and Chrysler Corp. GM's current incentive programs expire April 7; Chrysler's run through March 31.

Elsewhere, Mazda Motor of America Inc. announced consumer rebates of $1,500 on 1991 MX-6 and 626 models and $500 on all 1991 trucks. The program runs through April 3.

ACCORD

FROM PAGE 1

Marysville."

The Ohio cutback — part of a 25,000-unit global reduction by Honda Motor Co. Ltd. in Japan — comes as Honda is increasing its U.S. Accord production and also increasing production at a new Civic factory in East Liberty, Ohio.

Antonius said Honda will probably also need to begin storing Civics at the Marion depot, about 35 miles from the East Liberty plant. A second shift is presently being added at that factory.

At the same time, Isuzu Transport Inc., a branch of Subaru-Isuzu Automotive Inc., is storing as many as 5,000 Isuzu trucks and sport-utilities in two locations in Indiana — one in Indianapolis and another in Remington, about 45 miles north of the Subaru-Isuzu plant in Lafayette.

Another subsidiary, Subaru Forwarding Inc., is storing 2,000 to 3,000 Subaru Legacys at a site near the factory in Lafayette.

The overflow there is in addition to a filled vehicle storage yard that holds 6,800 cars and trucks.

In a further setback, Isuzu Motors Ltd. in Japan decided last month to cut back its share of production at the plant by 1,000 trucks a month until sales increase. Two months ago, Isuzu officials at the plant told *Automotive News* that they would expand U.S. truck output.

The plant currently produces at a rate of 10,000 Legacys and trucks a month, with plans to reach 14,000 a month later this year. But as a result of the new Isuzu decision, the plant will scale back to 9,000 a month for the time being.

Unsold cars also threatened to become an issue at Toyota Motor Manufacturing U.S.A. Inc. in Georgetown, Ky., until the last week or two. That plant's 5,000-capacity marshaling yard was nearly full for the first time in the plant's three-year history. Plant officials were readying adjacent property to park the overflow of new cars, a plant spokesman said.

But the backup has since eased and the yard is now only half full, he said. There has been no off-site storage of cars, he said.

Sales of Toyota's domestic cars dropped 50 percent during the first 10 days of February and 31 percent in the second 10 days.

As a result, Toyota Motor Corp. said it would cut the number of vehicles it exports to the United States by 10,000 in March and April. James Olson, a spokesman for Toyota Motor Sales U.S.A. Inc., said all 10,000 units will be Camrys and Corollas — the two models Toyota builds in North America.

> "Cutting back our domestic production is the cord of last resort for Toyota to pull."
>
> **James Olson**
> Toyota Motor Sales U.S.A. Inc. spokesman

Olson said it is Toyota's policy to trim U.S.-bound exports rather than reduce its U.S. output.

"Cutting back our domestic production is the cord of last resort for Toyota to pull," Olson said. "It would ripple too much through the domestic supplier community."

He also pointed out that Toyota's total North American plant investment now is $3.5 billion and said reducing production would hamper the effort to make that investment profitable.

"Besides that, we have enough flexibility that we don't have to cut production. We're dual-sourcing our cars, and we can divert one source to other markets without interfering with U.S. output," Olson said.

Japanese carmakers typically face a six-week factory-to-dealer pipeline in exporting cars to the United States. Thus, a late-February decision to reduce exports is not likely to be felt in this country before mid-April.

Other transplant factory operations have so far been been less affected by the steep drops in auto sales — due in part to having Big 3 partners or customers.

Diamond-Star Motors Corp., a 50-50 joint venture between Chrysler Corp. and Mitsubishi Motors Corp., said that its production and vehicle inventory is normal because the two parent companies are responsible for removing cars as soon as they are assembled.

That situation is the same at New United Motor Manufacturing Inc., a joint venture between Toyota and General Motors. Neither partner reports a problem in storing unsold vehicles, and a plant spokesman said that production is continuing at normal volume.

Production also remains unchanged at Mazda Motor Manufacturing (USA) Corp. About 2,300 of the 3,500 cars a week that are currently produced by Mazda are Ford Probes, purchased and removed by Ford Motor Co. But Mazda Motor Corp. has still reduced its export plans by 8,000 units so far this year.

Nissan Motor Co. Ltd. also is cutting its U.S.-bound exports from Japan by as many as 5,000 units this month. But officials at Nissan's U.S. operations maintain that sales of its U.S.-made Sentra and pickup truck remain brisk.

So far this year, U.S. Sentra production is 25 percent ahead of last year because of the introduction of a new model.

GM, Chrysler on list of underfunded pensions

General Motors and Chrysler Corp. made the nation's Top 50 list of companies with underfunded pensions, according to the Pension Benefit Guaranty Corp.

The list comes from a survey of corporate annual reports for fiscal years that ended in 1989. Chrysler showed a shortfall of $2.6 billion in 1989 that rose to $3.6 billion at the end of 1990, according to a Chrysler spokesman.

"The listing creates unnecessary fear and our concern is that it doesn't take certain factors into account including the financial strength of each of the companies and the measures companies are taking to reduce underfunded pensions," he said.

Chrysler has a 10-year plan ending in 1998 that will fully fund its pension program. The rise in the projected underfunded benefit is due to improved pension benefits for hourly workers resulting from the labor contract and a decline in the fund assets.

GM had a shortfall of $1 billion in 1989 that a company spokesman said increased in 1990.

He said the agency uses different calculations than GM to determine whether pensions are underfunded, pointing out that GM has multiple pension programs.

The pension program cited by the agency is for hourly workers and is subject to change whenever new contracts are negotiated.

"Our funding policy with all GM pension programs is to contribute annually not less than the minimum required by law, but not more than the maximum amount that can be deducted for tax purposes," he said.

The listing of the pension plans is compiled by the guaranty corporation, a federal agency that guarantees pension benefits in the event a corporation is unable to meet its obligations.

— Charles M. Thomas

Navistar losses rise; $38 million in 1st quarter

CHICAGO — Navistar International's losses continued to mount during the first quarter of its 1991 fiscal year, ended Jan. 31.

Navistar reported a net loss of $38 million during the quarter, up from a loss of $18 million in the year-earlier period. Sales and revenues dropped to $842 million from $886 million a year earlier.

James C. Cotting, Navistar chairman and chief executive officer, said he expects the medium/heavy-truck market to continue to be down, but he believes Navistar's losses will narrow in the second quarter because of a $167 million cost-reduction program in fiscal 1991.

Cotting looks for medium/heavy-truck demand to be off 9 to 19 percent from the 277,385 units retailed in calendar 1990.

RELIEF

FROM PAGE 1

state of the industry. They stressed that a strong auto industry is an important component of a healthy economy.

Elliott Hall, vice president of Washington affairs at Ford, said top Big 3 executives visit the White House about once a year. But last week's visit was of a burning urgency because of the Persian Gulf war and the industry's severe sales slump, Hall said.

"When the war started, consumer confidence fell right off the table. It wasn't just a descending line, it was a precipitous fall and caused a lot of alarm in the industry. Hopefully with the war over, things may change," Hall said.

Policy makers didn't make many promises, Hall said. "They were in a listening mode."

The most important request was for Greenspan to loosen the money supply to create a lower prime rate and consumer lending rates, Hall said.

The visit was arranged by Transportation Secretary Samuel K. Skinner, who grew concerned about the industry's problems during the Detroit auto show in early January.

Skinner promised he would arrange meetings with cabinet members for Stempel, Poling and Iacocca. Skinner has repeatedly said the administration must help domestic makers compete and not overburden them with regulations. He has been the administration's top spokesman in opposition to the CAFE bill sponsored by Sen. Richard Bryan, D-Nev., which calls for a 40 percent increase by 2001.

The chairman also met with Senate Minority Leader Robert Dole, R-Kan., and other senators. They included Sen. Don Nickels, R-Okla., who was thanked for leading the Senate's successful fight last year against the Bryan bill. Also present was Sen. John Danforth, R-Mo., a leading advocate of increasing auto and truck safety regulations.

Cabinet members who heard the Big 3 scenario of dropping sales, rising unemployment and increased competition from Japan included Commerce Secretary Robert Mosbacher, Treasury Secretary Nicholas Brady and Chief of Staff John Sununu.

Sununu has been a major influence on the administration's policies on clean air, CAFE and energy. His repeated softening of policies has been lambasted by environmentalists, who accuse him of catering to business interests and overruling more stringent EPA and energy department recommendations.

"They had an open and frank discussion of all issues, the (Big 3 chairmen) are candid people," said a staff member in one of the Big 3 offices. "Their timing was good; we're faced with regulation after regulation and industry layoffs. We have to jump start the economy and our industry is a part of it."

The visits set off a flurry of rumors among Japanese automaking interests in Washington, firing off speculation that the Big 3 would file a dumping case against Japanese trucks or seek unfair trade reprisals under the 1988 trade bill. None of the Big 3 would comment on the trade issue but confirmed they have talked previously with House Majority Leader Richard Gephart, D-Mo., whose staff is preparing trade legislation.

PRODUCTION

U.S. CAR	Week Ended Mar. 2, 1991	Week Ended Feb. 23, 1991	Feb. Est.	Jan. 1 to Mar. 2, 1991	Jan. 1 to Mar. 3, 1990
Horizon	0	0	0	0	4,578
Sundance	2,400	0	4,733	6,995	10,839
Acclaim	2,500	0	4,971	16,277	11,970
Total Plymouth	**4,900**	**0**	**9,705**	**23,272**	**27,387**
LeBaron A	0	0	0	0	2,602
LeBaron J	0	1,661	1,995	4,351	2,780
N. Yorker C-Class	200	200	636	1,955	2,914
Fifth Avenue	700	676	2,083	5,769	4,105
Imperial	200	199	593	1,668	3,205
Total Chrysler	**1,100**	**2,736**	**5,307**	**13,683**	**15,606**
Omni	0	0	0	0	4,308
Daytona	0	557	673	1,632	1,825
Shadow	2,350	0	4,816	7,336	12,983
Dynasty	3,800	3,835	11,474	27,202	17,713
Spirit	2,250	0	4,720	14,955	13,816
Total Dodge	**8,400**	**4,392**	**21,683**	**51,125**	**50,645**
CHRYSLER CORP.	**14,400**	**7,128**	**36,694**	**88,080**	**93,638**
Escort	0	5,476	10,755	23,653	20,425
Mustang	0	3,181	3,693	7,933	25,012
Tempo	3,272	3,019	8,969	16,789	19,368
Taurus	4,043	7,207	19,584	43,420	66,214
Thunderbird	0	3,772	4,461	8,560	16,651
Total Ford Div.	**7,315**	**22,655**	**47,462**	**100,355**	**147,680**
Topaz	1,133	1,381	3,360	6,549	5,940
Cougar	0	1,621	2,046	5,779	9,282
Sable	1,216	3,185	7,161	13,534	14,650
Total Mercury	**2,349**	**6,187**	**12,568**	**25,862**	**29,872**
Continental	1,187	1,186	4,724	10,022	9,280
Mark VII	202	199	820	1,747	4,611
Town Car	2,771	2,775	11,083	23,565	27,930
Total Lincoln	**4,160**	**4,160**	**16,627**	**35,334**	**41,821**
Total L-M Div.	**6,509**	**10,347**	**29,195**	**61,196**	**71,693**
FORD MOTOR CO.	**13,824**	**33,002**	**76,656**	**161,551**	**219,373**
Skylark/Somerset	2,465	2,534	9,943	21,061	11,928
Century	0	2,636	7,385	10,601	11,032
Riviera	374	345	1,378	2,213	3,488
Electra/Park Ave.	2,314	2,388	10,430	20,103	12,317
LeSabre (fwd)	4,019	3,915	15,893	33,409	24,050
Roadmaster Wagon**	90	90	250	459	1,008
Reatta	83	68	208	257	1,321
Total Buick	**9,345**	**11,976**	**45,486**	**88,103**	**65,144**
Eldorado	492	452	1,805	2,835	2,945
Seville	881	831	3,275	5,340	4,117
Brougham (rwd)	413	0	779	2,895	5,965
DeVille (fwd)	3,200	3,024	12,043	25,592	23,008
Allante	64	64	256	538	527
Total Cadillac	**5,050**	**4,371**	**18,159**	**37,200**	**36,562**
Cavalier	5,295	5,663	22,335	46,632	42,561
Camaro	2,020	0	1,616	6,049	3,679
Corsica/Beretta	4,000	4,042	12,870	33,384	45,514
Caprice	2,732	1,212	7,889	20,439	18,261
Corvette	485	483	1,922	4,033	3,360
Total Chevrolet	**14,532**	**11,400**	**46,631**	**110,537**	**113,375**
Calais	2,395	2,212	8,291	16,328	12,437
Cutlass Ciera	0	1,331	4,392	7,725	12,861
Cutlass Supreme	0	2,164	6,939	15,787	12,702
Toronado	216	197	793	1,266	3,791
88 (fwd)	1,808	1,818	7,564	15,689	12,542
88 (rwd)	0	0	0	0	686
98	2,000	1,993	7,787	15,898	8,631
Total Oldsmobile	**6,419**	**9,715**	**35,765**	**72,693**	**63,650**
Sunbird	2,495	2,270	10,076	20,583	17,122
Grand Am	4,800	4,914	19,177	32,631	23,640
Firebird	578	0	462	1,581	1,236
Grand Prix	3,050	2,840	5,914	14,713	12,688
Pontiac 6000	0	1,050	3,086	5,333	9,059
Bonneville	2,226	2,104	6,895	11,365	13,984
Total Pontiac	**13,149**	**13,178**	**45,611**	**86,206**	**77,729**
Total Saturn	**910**	**910**	**3,639**	**6,865**	**0**
GENERAL MOTORS	**49,405**	**51,550**	**195,291**	**401,604**	**356,460**
DIAMOND-STAR	**3,124**	**3,207**	**12,644**	**26,793**	**23,492**
Civic	1,751	1,935	6,925	14,536	22,737
Accord	5,960	7,100	26,183	58,266	53,012
HONDA	**7,711**	**9,035**	**33,108**	**72,802**	**75,749**
MAZDA†	**3,876**	**3,300**	**13,609**	**26,160**	**29,818**
NISSAN	**2,854**	**2,925**	**11,516**	**25,591**	**20,605**
Corolla	2,100	2,111	8,412	17,811	18,056
Geo Prizm/Nova	2,100	2,100	8,405	17,927	16,831
NUMMI	**4,200**	**4,211**	**16,817**	**35,738**	**34,887**
SUBARU-ISUZU	**1,200**	**1,145**	**4,721**	**9,995**	**5,040**
TOYOTA	**4,400**	**4,306**	**17,344**	**38,031**	**38,181**
TOTAL BIG 3	**77,629**	**91,580**	**308,641**	**651,235**	**669,471**
TOTAL TRANSPLANT	**27,365**	**28,129**	**109,759**	**235,110**	**227,772**
TOTAL CARS, U.S.	**104,994**	**119,809**	**418,400**	**886,345**	**897,243**
TOTAL CARS, CANADA	**23,536**	**13,878**	**65,440**	**151,216**	**155,602**
U.S., CANADA CARS	**128,530**	**133,687**	**483,840**	**1,037,561**	**1,052,845**
U.S., CANADA CARS AND TRUCKS	**202,195**	**209,736**	**748,447**	**1,610,490**	**1,798,637**

CANADIAN CAR	Week Ended Mar. 2, 1991	Week Ended Feb. 23, 1991	Feb. Est.	Jan. 1 to Mar. 2, 1991	Jan. 1 to Mar. 3, 1990
Monaco	0	0	329	329	1,894
Premier	0	0	954	954	401
CHRYSLER CORP.	**0**	**0**	**1,283**	**1,283**	**2,295**
Tempo	3,598	2,942	12,311	18,404	21,314
Topaz	903	729	3,084	4,903	5,646
Crown Victoria	3,109	3,392	11,328	16,420	17,789
Grand Marquis	1,241	194	1,398	1,646	16,641
FORD MOTOR CO.	**8,851**	**7,257**	**28,122**	**41,373**	**61,390**
Celebrity	0	0	0	0	3,378
Cutlass Ciera	0	0	359	7,877	17,281
Lumina	4,795	0	4,772	23,868	32,334
Regal	3,025	0	3,087	16,160	4,816
GENERAL MOTORS	**7,820**	**0**	**8,217**	**47,905**	**57,809**
CAMI*	**2,500**	**2,500**	**10,088**	**22,095**	**0**
HONDA	**2,150**	**1,976**	**8,504**	**18,274**	**20,119**
HYUNDAI	**735**	**668**	**3,217**	**7,268**	**2,810**
TOYOTA	**1,300**	**1,333**	**5,324**	**11,525**	**9,633**
VOLVO	**180**	**144**	**684**	**1,493**	**1,546**
TOTAL CARS, CANADA	**23,536**	**13,878**	**65,440**	**151,216**	**155,602**

U.S. TRUCK

Caravan	1,950	1,794	7,884	17,469	21,111
Dakota	0	0	3,772	6,881	9,338
Caravan C/V	200	92	454	766	1,309
Ram pickups	0	0	3,766	6,893	13,025
Total Dodge	**2,150**	**1,886**	**15,876**	**32,009**	**44,783**
Cherokee	3,950	3,952	7,901	14,589	26,604
Comanche	250	265	528	1,072	1,202
Grand Wagoneer	0	0	0	0	585
Wagoneer/Briarwood	150	163	307	515	477
Total Jeep	**4,350**	**4,380**	**8,736**	**16,176**	**28,868**
Voyager	1,550	1,525	5,948	13,413	19,161
Town & Country	50	67	243	503	648
Total C-P Div.	**1,600**	**1,592**	**6,190**	**13,916**	**19,809**
CHRYSLER CORP.	**8,100**	**7,858**	**30,803**	**62,101**	**93,460**
Aerostar	0	3,930	7,920	17,537	27,323
Bronco	0	609	760	1,935	9,060
Bronco II/Explorer	5,841	5,353	21,886	44,249	15,051
Navajo	414	400	1,549	3,295	0
Econoline	1,896	0	5,540	13,718	27,529
Mediums/Heavies	0	909	2,195	5,810	17,724
Light trucks	0	9,020	13,311	32,030	70,486
Ranger	3,543	6,041	15,816	36,429	45,997
Total Ford Div.	**11,694**	**26,262**	**68,977**	**155,003**	**213,170**
FORD MOTOR CO.	**11,694**	**26,262**	**68,977**	**155,003**	**213,170**
Astro	2,345	2,383	7,044	13,391	13,684
Blazer	192	187	809	1,351	2,459
Lumina APV	915	0	1,026	4,769	15,844
Mediums/Heavies	152	50	604	1,620	2,656
P-Model	450	449	1,665	2,386	3,973
Pickups	6,066	6,172	15,018	32,922	48,725
S-10	5,639	5,672	15,790	39,119	39,099
S-10 Blazer	1,370	1,326	3,772	7,476	14,760
Sportsvan/Van	995	968	3,324	4,952	6,652
Suburban	560	540	2,066	3,903	9,070
Total Chevrolet	**18,684**	**17,747**	**51,118**	**111,809**	**159,822**
Jimmy	69	65	258	466	892
Mediums/Heavies	497	545	1,782	3,331	3,152
P-Model	55	65	251	471	426
Pickups	2,092	1,965	5,580	11,841	12,283
S-15/Sonoma	1,575	1,569	3,898	9,664	10,255
S-15 Jimmy	650	648	1,702	3,747	5,396
Safari	1,015	738	2,881	5,587	4,781
Suburban	523	471	2,238	3,446	4,168
Vandura/Rally Vans	365	389	1,711	2,315	2,882
Total GMC	**6,841**	**6,455**	**20,301**	**40,868**	**44,232**
Silhouette	688	0	646	1,798	5,112
Bravada	650	677	1,945	4,079	0
Total Oldsmobile	**1,338**	**677**	**2,592**	**5,877**	**5,112**
Pontiac Trans Sport	**625**	**0**	**651**	**2,683**	**10,262**
GENERAL MOTORS	**27,488**	**24,879**	**74,662**	**161,317**	**216,528**
NAVISTAR*	**1,500**	**1,550**	**6,297**	**12,526**	**373**
NISSAN	**2,738**	**2,769**	**11,011**	**24,449**	**26,492**
SUBARU-ISUZU	**1,139**	**1,190**	**4,617**	**9,793**	**5,040**
AM GENERAL	**400**	**400**	**1,600**	**3,650**	**4,050**
MISCELLANEOUS	**2,650**	**2,650**	**10,600**	**24,200**	**27,000**
TOTAL TRUCKS, U.S.	**55,709**	**67,558**	**208,566**	**453,039**	**599,113**

CANADIAN TRUCK

Caravan	2,910	0	8,762	21,916	29,083
Caravan C/V	120	0	283	686	1,872
Ram Wagon	715	725	2,097	2,659	3,463
Ram Van	1,205	1,235	3,705	4,909	8,317
Total Dodge	**4,950**	**1,960**	**14,847**	**30,170**	**42,735**
Voyager	2,090	0	6,346	16,287	24,160
Total Plymouth	**2,090**	**0**	**6,346**	**16,287**	**24,160**
Wrangler	1,500	0	3,137	7,238	4,534
Total Jeep	**1,500**	**0**	**3,137**	**7,238**	**4,534**
CHRYSLER CORP.	**8,540**	**1,960**	**24,330**	**53,695**	**71,429**
FORD MTR. (lt. trks.)	**2,976**	**0**	**5,935**	**13,411**	**23,013**
Light trucks	3,282	3,353	12,694	26,803	30,332
Vans	627	589	2,274	3,495	5,142
Total Chevrolet	**3,909**	**3,942**	**14,969**	**30,298**	**35,474**
Light trucks	968	964	4,169	9,345	12,730
Vans	348	407	1,687	2,365	2,267
Total GMC	**1,316**	**1,371**	**5,856**	**11,710**	**14,997**
GENERAL MOTORS	**5,225**	**5,313**	**20,825**	**42,008**	**50,471**
CAMI*	**1,050**	**1,050**	**4,286**	**9,447**	**0**
NAVISTAR	**165**	**168**	**664**	**1,329**	**1,766**
TOTAL TRKS., CANADA	**17,956**	**8,491**	**56,041**	**119,890**	**146,679**
U.S., CANADA TRKS.	**73,665**	**76,049**	**264,608**	**572,929**	**745,792**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd).
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Year's build trails 1990

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. auto production has fallen behind the 1990 total for the first time this year as automakers continue to battle high inventories and recession-plagued sales.

Year-to-date U.S. auto production through March 2 was 886,345, down 1.21 percent from 1990.

U.S. carmakers scheduled 104,994 units last week, 12.37 percent below the preceding week and 19.94 percent below the corresponding week of 1990.

Truckmakers planned to build 55,709 units last week, 17.54 percent below the prior week and 33.50 percent below the comparable week last year.

So far this year, truck production is 24.38 percent behind 1990.

Idle this week because of slow sales are nine U.S. car plants, two truck facilities and one truck line. Ford Motor Co. continues to run a single shift at the Lorain, Ohio, truck plant.

General Motors is scheduled to idle Line No. 2 of the Flint, Mich., truck facility this week.

The company scheduled build-out at the Flint, Mich., (Buick City) plant to begin March 1. Production of the 1992 Buick LeSabre and Oldsmobile 88 is slated to begin in April.

CANADA: Total vehicle production in Canada was estimated at 41,492 last week, 85.49 percent above the prior week and 12.83 percent below the year-ago week.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	**3/4**	
Ford Mustang		3,700
Edison, N.J.	**3/4**	**2,800**
Ford F Series		
Ford Ranger		
Michigan Truck	**3/4**	**3,000**
Ford Bronco		
Ford F-Series		
Oakville, Ontario	**3/4**	
Ford Tempo		3,370
Mercury Topaz		850
Ontario Truck	**3/4**	
Ford F Series		2,920
GENERAL MOTORS		
Flint, Mich. (Buick City)		
Buick LeSabre (fwd)		3,900
Olds. 88 Royal		1,150
Kansas City, Kansas	**3/4**	
Pontiac Grand Prix		3,000
Linden, N.J.	**3/4**	
Chev. Corsica/Beretta		2,060
Oklahoma City	**3/4**	
Pontiac 6000		1,100
Buick Century		2,200
Olds. Cutlass Ciera		1,700
Wilmington, Del.	**3/4**	
Chev. Corsica/Beretta		4,000
CHRYSLER		
Belvidere, Ill.	**3/4, 3/11, 3/18**	
Chrysler New Yorker		245
Chrysler Imperial		220
Chrysler Fifth Ave.		775
Dodge Dynasty		3,520
Bramalea, Ontario	**3/4**	
Eagle Premier		875
Dodge Monaco		400
St. Louis (No. 1)	**3/4**	
Chrysler LeBaron J		1,500
Dodge Daytona		660
Toledo, Ohio	**3/4, 3/11**	
Jeep Cherokee		3,350
Jeep Comanche		400
Jeep Gr. Wagoneer		330
Jeep Briarwood		100
Total U.S. Car		**29,730**
Total U.S. Truck		**9,980**
Total Canada Car		**5,495**
Total Canada Truck		**2,920**
Total Units Lost Week of 3/4		**48,125**

Source: Automotive News Data Center

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Automotive News

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PETER FOX

A surprise roll-out in Geneva

Rolls-Royce Motor Cars Ltd. landed the unaccustomed role of show-stealer at the Geneva auto show last week. The luxury carmaker took the wraps off the new Bentley Continental R, a $250,000 coupe that Rolls calls a "sporting supercar." The 145-mph car was developed in secrecy and unveiled to the surprise of show-goers. It's the first Bentley in 40 years that has not shared a body style with a Rolls-Royce counterpart. Powered by a 6.7-liter turbocharged V-8 mated to a four-speed automatic, the Continental R is electronically limited to 145 mph. Other news and photos from Geneva on Page 6.

GM develops group to build and market electric car line

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors is building a strategic business unit — which now includes more than 200 people — to market a line of electric vehicles.

The formation of GM Electric Vehicles — a stand-alone group that includes engineering, product planning, market development, marketing, sales and service personnel — has never been announced by the company. No timetable for the start of production of the electric car has been announced, but there are reports that it will be sold as a 1994 model with production beginning in 1993.

To avoid tipping its hand to competitors, GM is highly selective on the information it releases about its electric-vehicle program. Employees at GM Electric Vehicles — known internally as GMEV — have been told not to discuss their work with outsiders. GM will acknowledge the group's existence only if asked.

The manager of GM Electric Vehicles is Kenneth Baker, who was director of advanced vehicle engineering at the Chevrolet-Pontiac-Canada Group and head of the GM Service Technology Group before being appointed to his current post in June 1990, said GM spokeswoman Toni Simonetti. GM Electric Vehicles is part of the advanced engineering staff under the direction of GM Vice President Donald Runkle and Vice Chairman Robert Schultz.

see ELECTRIC, page 47

Dealer total dips 433 in '90

Loss is highest since 1982 recession; Big 3 hit hardest

By John K. Teahen Jr.
SENIOR EDITOR

Sluggish sales, the recession and the threat of war caused a 1990 decline of 433 in the number of new-car dealerships in the United States. The drop was substantially less than some early estimates had anticipated.

The annual *Automotive News* census found 24,390 outlets in operation on Jan. 1, 1991, down 1.74 percent from 24,823 at the beginning of 1990. The latest total is made up of 18,984 Big 3 stores and 5,406 that handle only imports. A year earlier, there were 19,382 Big 3 and 5,441 import-only points.

The Big 3 bore almost all of the downturn. General Motors, Ford Motor Co. and Chrysler Corp. had a combined loss of 398 outlets. The import-only stores dipped by 35.

Last year's decline was the worst since 1982 when 974 dealerships closed their doors. In the eight years since then,

see CENSUS, page 22

CAR DEALERSHIPS IN U.S.

	Jan. 1, 1991	Jan. 1, 1990*
Chrysler Corp.	5,175	5,298
Ford Motor Co.	5,296	5,389
General Motors	9,048	9,250
Totals	19,519	19,937
Minus intercorporate duals	535	555
Net Big 3	**18,984**	**19,382**
Import exclusives	4,276	4,356
Import-only duals	1,130	1,085
Total new-car dealerships	**24,390**	**24,823**

*Revised

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Bad days linger: Feb. sales drop; output slashed

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

The U.S. auto industry is in relatively better shape than it was a month ago, but the tough times aren't over yet.

Domestic and import inventories, Page 45

New-vehicle sales showed gradual improvement through February, and the stockpile of unsold domestic and imported cars receded.

Inventory control measures remain stringent as automakers this week idled 21 North American car and truck assembly plants. They also whacked the combined second quarter U.S. car production schedule to 1.5 million units, which would make it the

see SALES, page 46

TOP 10 SELLERS, FEBRUARY 1991

	Sales
1. Chevrolet C/K pickup	29,589
2. Ford F-series pickup	28,719
3. Ford Taurus	26,469
4. Honda Accord	24,743
5. Chevrolet Cavalier	23,992
6. Ford Escort	23,371
7. Toyota Camry	18,141
8. Ford Ranger	18,119
9. Chevrolet Corsica/Beretta	17,091
10. Ford Tempo	16,922

Source: Automotive News Data Center

Women remain far away from auto industry's top jobs

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

More women are working in the traditional male bastion of the auto industry, but few make it to upper management. And those who do make it believe that discrimination and institutional bias still block the road to the top.

Women hold fewer than 2 percent of top management jobs. And most are outside the main flow of carmaking, in such ancillary disciplines as advertising, marketing and public relations.

No woman heads a Big 3 car division; no woman is even close to such a job. It seems unlikely that Chevrolet or Dodge or Lincoln-Mercury — or any other car division — will have a woman at the top in the 1990s because women aren't in the pipeline. They don't hold the types of jobs that prepare an executive for such a position.

The Big 3 won't say much about the high-level jobs that women hold. None of the companies would disclose the number of women on the bonus roll, which is the zenith of accomplishment in the industry. The only big jobs they mention are the obvious ones — three vice presidents and two outside directors at General Motors; one vice president at Ford Motor Co.; and two outside directors at Chrysler Corp.

And things aren't better at the imports or transplants.

Women seem to be making progress in the auto industry. But it's a long, slow process.

Toni Harrington, Washington manager of government and industry relations for Honda North America Inc., says the system is prohibitive.

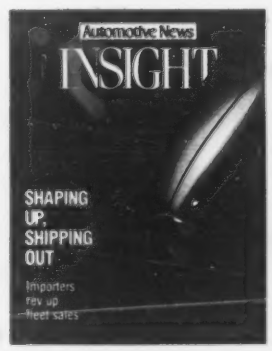
Harrington, 43, has worked for Honda for 12 years and has been in her current position since 1988. But because she follows procedure and uses "T. Harrington" on all internal correspondence, it was a long time before Honda officials in Japan learned that they had a woman in Washington.

And because there are so few women in industry in Japan, the revelation caused a stir.

Although Harrington has succeeded in the U.S. auto industry, she believes there are still barriers.

"I think there is an institutional bias in the industry because they are not used to dealing with women," Harrington says. "There has been discrimination."

see WOMEN, page 48



Imports rev up

A look at the import business, including a statistical rundown on dealerships that sell foreign makes, is featured in *Automotive News Insight*, which follows Page 26.

GM adds ABS for '92

Low-cost anti-lock brakes will be standard throughout GM's small-car lines this fall. Story on Page 3.

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Honda raises Accord incentive, adds bounty for orders

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — American Honda Motor Co. Inc. has increased its dealer incentive for 1990 and 1991 Accords from $300 to $500 for each car sold and is giving dealers another $400 for each U.S.- and Japanese-built Accord ordered by April 2.

Consumer, dealer incentives, Page 48

Together, the programs represent the most aggressive incentivizing to date by Honda, which has 2,000 U.S.-built Accords in storage at a former U.S. Army depot in Marion, Ohio. Honda has trimmed its U.S. first-quarter production by 5,000 units.

The company has used only limited dealer incentives and has shunned retail incentives.

The $500 sales incentive runs through March 31, the same date the $300 rebate was to have expired. Accord wagons and Special Edition models are excluded. The purchase-order incentive runs until April 2. Both of the new programs began March 5. The original $300 rebate began Jan. 8.

Honda also insisted that the second program, which pays dealers $400 per order, is not an incentive but an "advertising allowance."

Honda's first incentive began April 1, 1989, with a stepped program on all models that enabled dealers to earn up to $300 on each unit sold if sales objectives were met. Since then, Honda has had "less than half a dozen" dealer incentive programs, according to spokesman Bob Butorac.

Previous incentives have been $500 or less, except for one in which dealers earned up to $600 for meeting sales objectives.

At least one dealer believes the incentives prove that Honda "is part of the real world now." The dealer, who asked to remain anonymous, said that he doesn't mind Honda becoming aggressive, but he hates Honda having "to get into the same game as everybody else."

The dealer also said he's bothered by the order-incentive program.

"I think that incentivizing dealers to order inventory is not a very gracious way to show appreciation to dealers who've carried a big inventory throughout the fall and winter," he said.

Subaru of America Inc. and BMW of North America Inc. announced consumer incentive programs on selected 1991 models.

Subaru is paying consumers a rebate of $500 on Loyale front-wheel-drive sedans with five-speed and automatic transmissions and four-wheel-drive wagons with five-speed or automatic transmissions. The program ends May 2.

Under the BMW program, which runs through April 30, consumers may choose finance rates of 1.9 percent for 12 months, 4.9 percent for 24 months, 6.9 percent for 36 months or 8.9 percent for 48 months when buying or leasing 318i, 318is, 735i, 735iL and 750iL models. Also, the required down payment on 318i and 318is models has been reduced to 10 percent.

Automotive News Staff Reporter Frank Gawronski in Detroit contributed to this report.

Chrysler ad hits safety

Stunt drivers crash cars to tout air bags

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. has created a commercial showing two stunt drivers crashing their air-bag-equipped Chrysler and Dodge cars head-on and emerging from the vehicles unscathed.

The commercial, which broke on national network television March 9, is part of the manufacturer's corporate campaign aimed at making Chrysler the recognized leader in vehicle safety, said John B. Damoose, vice president of marketing.

"No one has attempted this before, and no one has experienced it except in an actual accident," Damoose said.

The 30-second spot shows a 1991 Chrysler New Yorker Fifth Avenue sedan and a 1991 Dodge Daytona coupe moving toward one another. The announcer says: "Ford, GM and Honda won't have air bags in all their cars until 1994. By that time, approximately 60,000 air bags will have deployed in Chrysler-built vehicles."

Then the cars slam together and the air bags deploy. The two drivers emerge from the cars, apparently unhurt. The ad ends with the "Advantage: Chrysler" tagline.

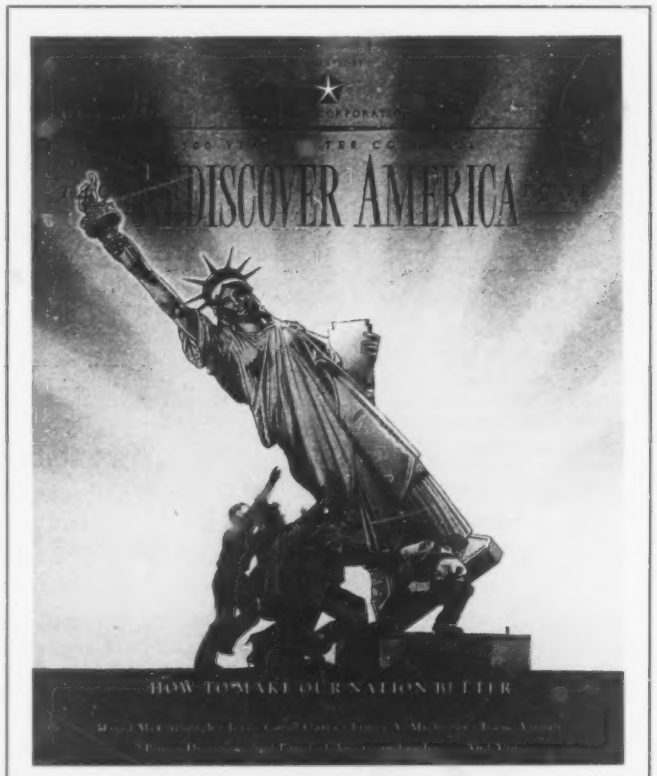
At the moment of impact, one car was traveling 17 mph, and the other was traveling 16 mph, Chrysler said. Engineers estimated the force at impact on the chests of the belted drivers at 25 times the force of gravity. The cars were purchased from a dealership and were not modified, Chrysler said.

Also last week, Chrysler disclosed more details about its "Rediscover America" campaign, a two-year, multimillion-dollar deal with Time Warner Inc.

Under the agreement, Chrysler will use all the media company's properties to market Chrysler products, with a special emphasis on magazines.

Starting with the March 18 issues of *Time* and *People*, Chrysler will launch a "Rediscover America" 16-page advertorial insert that will focus on issues important to Americans. Among the topics to be discussed are education and taxes.

The insert will include a ballot with questions and room for comments. Results from returned ballots will appear in three subsequent inserts. A summary report in the form of a 16-page insert is scheduled for the summer of 1992.



"Rediscover America" is a 16-page advertorial insert sponsored by Chrysler that will apppear in upcoming issues of Time Warner Inc. magazines as part of a two-year, multimillion-dollar advertising deal.

Sales slump continues in Japan

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japanese auto sales fell 4.5 percent last month — the fourth consecutive month of decline — and were off sharply in the luxury-import sector and the key subcompact sector, the Japan Automobile Dealers Association reported last week.

Overall sales fell to 474,160 units, the group reported. But sales of small cars between 660 cc and 2 liters — the largest single segment of the Japanese market — fell 12.1 percent, to 292,459. The small-car segment is usually the first to suffer in a shrinking market and has now declined for five straight months.

Toyota Motor Corp. sales fell 4.8 percent, to 200,399 units, while Nissan Motor Co. reported a 6.9 percent decline, to 116,614.

Honda Motor Co. reported a 13 percent drop, to 33,254.

Mazda Motor Corp. and Mitsubishi Motors Corp. continued to show growth. Mazda sales rose two-tenths of 1 percent, to 37,270, while Mitsubishi reported a 10.4 percent jump, to 35,366 units. Even Isuzu Motors Ltd., which has forecast a loss for this year, showed a 5.3 percent gain in February sales, to 14,714 units.

Sales of minicars (under 660 cc), which are counted separately, continued an upward trend, rising 35.3 percent, to 150,947. Cars over 2 liters also showed remarkable growth, climbing 40.7 percent, to 43,865 units.

Normally, an increase in large-car sales means a boost in the import segment. But import sales have not corresponded to large-car sales for several months. In February, imports declined again. They were down 15.4 percent, to 14,895.

German makes, which dominate the segment, were down 23.2 percent, to 8,944.

Some analysts have speculated that the German makes may be losing some of their snob appeal here. But a spokesman for the Japan Automobile Importers Association attributed the decline to higher interest rates for car loans and double increases in prices of German cars during the last year.

Among the U.S. Big 3, Ford Motor Co. sales slid 51.2 percent, to 246 units, and Chrysler Corp. sales were off 4.6 percent, to 104.

General Motors reported a 26.5 percent gain, to 726 units.

GM shuffles, adds vice presidents

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Lewis B. Campbell has been appointed general manager of GMC Truck Division, where he will gain the sales and marketing experience he hasn't had in his 23 years at General Motors.

Campbell, 44, a GM vice president since 1988, succeeds John D. Rock, who was named vice president in charge of GM's customer sales and service staff.

Campbell

Rock, 55, replaces C.N. "Bud" Moore, 62, who will retire April 1.

Campbell has been manager of the Buick-Oldsmobile-Cadillac Group's Flint Automotive Division since 1988.

His experience at GM is entirely on the manufacturing side — at the former Inland Division, the GM manufacturing staff, the former Rochester Products Division, the Chevrolet-Pontiac-Canada Group, and finally B-O-C.

At B-O-C, Campbell has been responsible for four assembly plants.

Campbell's appointment means that GMC Truck will have a general manager who also is a corporate vice president for the first time since Rock took over direction of GMC's marketing and sales in 1982. At that time, it was called GMC Truck Operations. GMC Truck Division was created in 1987.

Replacing Campbell at Flint Automotive Division is Donald E. Hackworth, a GM vice president and manager of B-O-C's Lansing Automotive Division. Hackworth, 54, has been responsible for six assembly plants.

Hackworth is replaced at Lansing by Thomas J. Davis, 44, who also was elected a corporate vice president. Davis has been chief engineer at Lansing Automotive Division since 1986.

Moore joined GM in 1951 at Chevrolet and has held his current position since 1986. Rock started at GM in 1960 at Buick. Hackworth joined the company in 1962 at Delco Moraine Division, now Delco Moraine NDH.

INDEX

Around the world	11	Legal briefs	32
Auction dates	38	Letters	14
Classifieds	39-44	Obituaries	22
Coming events	44	Opinion	12
Dealing with dealers	35	Personnel	34
Incentive watch	48	Production	49
Insight	follows Page 26	Sales, car	47
Inventories	45	Sales, imported car	46
Keith Crain	12	Sales, truck	47
Late news	8	Service management	18

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Correction

A March 4 story should have said that Fred Miller, who had been elected secretary-treasurer of the American International Automobile Dealers Association, has resigned to become chairman of the Americans for Free International Trade Political Action Committee. The AIADA position has been filled by Lee S. Maas, a BMW-Audi-Porsche-Ferrari dealer in Dallas.

Service index shows increase of 2.4% in Jan.

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business in new-car dealerships across the country opened 1991 on the positive side, according to the Automotive News Service Index.

With all five indicators used in the Service Index posting gains for the first time since October, shop business in January amounted to 102.4 percent of the volume for the same month a year ago. Business recorded in December was 95.4 percent of the year-ago volume.

Many dealers who reported a rise in business in January attributed the gain to aggressive advertising and pricing, while those on the downside blamed it on the recession.

The leading indicator in January was repair orders written, which rose 5.8 percent over the year-ago volume. It was followed by shop parts sales (customer-paid and warranty), up 5.7 percent.

Total labor sales, both customer-paid and warranty, showed an increase of 5.6 percent, while gross profit on all labor, parts and accessories — the most important indicator to dealers — was up 2.7 percent. Sales of all parts and accessories climbed 0.8 percent over the year-ago figure.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

SERVICE INDEX
102.4*

	Jan. '91 vs Jan. '90
Gross Profit on All Labor and P&A Sales	+ 2.7%
Repair Orders Written	+ 5.8%
Total Labor Sales (Customer & Warranty)	+ 5.6%
Shop Parts Sales (Customer & Warranty)	+ 5.7%
Sales of All P&A	+ 0.8%

* Survey by Automotive News shows that dealers service and parts business in January 1991 was 102.4 percent of business in January 1990

War spotlights contributions of vehicle repair profession

HERNDON, Va. — The Persian Gulf war might prove to be a benefit to the vehicle repair profession, according to the National Institute for Automotive Service Excellence.

The institute, a non-profit organization which tests and certifies service technicians, also said it will grant one-year extensions to certified technicians serving in the war who are unable to take recertification tests.

"Media coverage of Operation Desert Storm shows virtually all Americans the key role the repair technician plays," said Ronald Weiner, institute president.

"Every day, mobile launchers, Jeeps, personnel carriers, planes, tanks and other high-tech vehicles and equipment are serviced and repaired in the desert. The success of the war depended greatly on these unsung heroes."

The institute, Weiner said, expects this heightened awareness of the repair technician to translate into an improved image among consumers and to inspire more young people to consider careers in the vehicle-service industry.

According to Weiner, recent ads in metropolitan newspapers show automotive technicians among the most sought after and repair technician positions as one of the few jobs seemingly "impervious to recession."

The extension of the certification date is available to reservists, members of the National Guard called to active duty and career active duty military who have been sent to assignments related to the war, Weiner said.

To obtain certification extensions, Weiner said a brief note explaining the circumstances and, if possible, a copy of the orders which directed the technician to active duty should be sent to the institute's headquarters at 13505 Dulles Technology Drive, Herndon, Va. 22071.

Inventory control of parts aided by analytical system

By Angela King
CRAIN NEWS SERVICE

The national accounts department of General Motors' AC-Delco operation currently is testing an inventory control system designed to help aftermarket auto manufacturers and retailers avoid stocking unwanted parts with a computer system that lets them analyze vehicle populations in regional and local markets.

The system, called TELE-PLAN, was developed by Detroit-based R.L. Polk & Co. and uses data from Polk's National Vehicle Population Profile, a comprehensive census data base that Polk compiles annually, said Robert Borthwick, vice president and manager of R.L. Polk Automotive Replacement Market Services.

Borthwick said the firm is trying to help aftermarket businesses reduce excess inventory and improve their ability to fill customer orders.

James Rygiel, an account executive with the auto-replacement market unit, said automotive manufacturers are constantly changing their makes and models, thus requiring more types of parts.

"The proliferation problem is the main one we're addressing with the system," Borthwick said.

The age mix of cars on the road is constantly changing, which contributes to the proliferation problem, said Marty Butler, president of the Distributors Institute, a Park Ridge, Ill.-based information group of auto parts distribution firms.

While cars that had been on the road three to five years used to be the most likely target for replacement parts, that range has risen to cars that are five to seven years old, Butler said. At the same time, cars are lasting longer at the extreme end of the range — 13 years and more. Aftermarket suppliers must have parts for all of these vehicles on hand, Butler said.

He estimated that while aftermarket companies' inventory investment is increasing 4 to 7 percent a year, sales are increasing only 3 to 4 percent annually.

"Today, it's impossible to stock every part for every car, so it makes sense to stock parts for the vehicle mix in your particular trade area," Rygiel said.

Borthwick would not disclose specific sales figures, but said TELE-PLAN sales have grown 25 to 30 percent a year since the system was introduced in 1987.

The system, which is broken down by national, state, county and zip code levels, helps aftermarket businesses plan future inventory, Borthwick said.

With the system, Polk can merge product catalogs with more than 26,000 vehicle descriptions to help customers analyze the selling potential of parts for new and older vehicles, he explained.

In the past, aftermarket businesses have looked at historical sales to determine their inventory, Borthwick said, but that doesn't help with potential sales.

Libbey-Owens-Ford, a Toledo, Ohio-based manufacturer of automotive glass, has been using TELE-PLAN since 1988, according to Mark Van Saun, senior market-research analyst in the company's automotive-glass replacement division. He said that, for Libbey-Owens-Ford, which "tends to offer as broad a range of car parts as anyone out there, it is extremely valuable in that it tells you down to the county level what numbers of which types of vehicles are registered in that particular area."

TELE-PLAN is offered through the auto replacement market services unit of the statistical services division. Polk provides on-site training, user support and database updates throughout the year.

Eighteen companies use TELE-PLAN, including Sears, Roebuck & Co. Bob Naehring, the buyer for Sears' 800-plus automotive stores, said he buys about $260 million worth of auto parts annually.

The system enables Sears suppliers "to get the right part in the right store," Naehring said.

Bar code estimating system bows

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Computer firm Reynolds and Reynolds Co. has introduced a computerized bar code system for estimating vehicle collision damage at car dealerships.

The system was developed under a joint marketing venture with Mitchell International, publisher of collision estimating manuals for the automotive industry.

It uses a hand-held wand that reads bar codes in specially designed Mitchell manuals that list repair times, prices and parts needed to fix vehicles.

Mitchell International, based in San Diego, publishes collision estimating manuals and provides electronic data, service and repair manuals for body shops and insurance companies.

Company officials say the computerized collision estimating system cuts in half the time needed by a service representative to estimate repairs. And it is more accurate than writing by hand the parts and labor requirements on collision damage repair forms.

Another advantage is that the computerized system automatically includes brackets, grommets and screws that are often overlooked by estimators when collision damage forms are prepared.

Dealers have to pay for those parts even though their customers aren't always charged for them.

"Most estimators never fold in the small miscellaneous parts," said Ray Yankowski, vice president of electronic collision database for Mitchell. "The average loss per repair amounts to $100 because estimators fail to write them down."

Though Mitchell has a similar computerized system for body shops, the joint marketing venture with Reynolds and Reynolds will enable the companies to market the system to dealers.

Reynolds will sell the body shop system to dealers with Reynolds' in-house computer systems and will market a stand-alone body shop system for all other dealers.

"Our customers have been very interested in having an integrated body shop system to increase the speed and accuracy of their body shop operations while assisting in their negotiations with the insurance carrier," said Jack Proud, senior vice president for Reynolds' Computer Systems Division.

He said that only 11 percent of the body shops in dealerships are computerized, though 60 percent of the dealerships have body shops.

Yankowski said the new bar code system is the only one of its kind and the only one using Mitchell manuals, which are used in 70 percent of all the body shops in the country.

It enables the estimator to complete a repair order on the computer, order parts, merge with the dealership's accounts receivables department and even retrieve a customer history.

Chevrolet rust ads grate on competitors

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

MILFORD, Mich. — Chevrolet is airing television comparison commercials claiming the rustproofing process on its 1991 Lumina is superior to those used on competitive 1991 vehicles.

The ads demonstrate that Lumina outperformed Ford Taurus, Honda Accord and Mercedes 300E in a corrosion durability test because of the benefits of two-sided galvanized steel.

A standard industry scribe tool was used to penetrate the paint, primer and zinc coatings on the rear fender panels of the Lumina and competitive cars to simulate scratches and nicks that would be encountered during the life of a vehicle, according to Lee Piepho, manager of General Motors' Corrosion Technology Center.

The vehicles used in the ads were subjected to an accelerated aging process, the equivalent of two years in the real world, when sprayed with salt and placed in corrosion chambers during a 30-day period.

Larry Singer, senior development engineer at the center, said that unlike the one-side galvanized metal on the competitive cars, Lumina's two-sided galvanized steel took the punishment in stride.

Galvanized steel has a protective zinc coating that many automakers use on the inside surface of the sheet metal to prevent corrosion on the inside of the body panel, the type of perforation covered by new-car warranties, Singer said.

But this one-side galvanized steel can't prevent rust from forming on the outside of the vehicle after something penetrates or damages the painted surface. In time, the damaged outside area — not covered by most warranties — is subject to widespread corrosion, Singer said.

Lumina and other Chevrolet and GM vehicles redesigned and introduced since 1985 are made with two-sided steel panels except on the roof, where, GM says, it's not needed. The two-sided panels will be added to other vehicles when body styles are redesigned, Piepho said.

GM owner's manuals advise customers that application of aftermarket rustproofing treatments are neither necessary nor required and may, in fact, create an environment which reduces the corrosion resistance already built into the vehicle by plugging moisture evaporation holes placed in the bodies, according to Singer.

While American Honda Motor Co. Inc. declined to comment about the commercials, spokesmen for Ford Motor Co. and Mercedes-Benz of North America Inc. indicated the companies were not impressed with the corrosion tests.

"What the commercials say about Lumina and Taurus is true, but if the whole story had been told, vehicles like Ford Escort, Lincoln Town Car, Mercury Tracer and Ford Ranger would be identified as having two-side galvanized steel," Jim Trainor, spokesman for Ford Parts and Service Division said. "Just about all Ford Motor Co. cars will have two-side galvanized steel by 1992."

While refusing to comment directly about the Chevrolet ad, Jess Miller, Mercedes-Benz staff engineer, said the "vast number of older Mercedes-Benz vehicles still on the road is ample evidence of the car's ability and durability to withstand corrosion."

Chevrolet and Ford offer six-year/100,000-mile corrosion warranties, while coverage for Mercedes-Benz is four-year/50,000-mile and Honda is five-year/unlimited mileage.

CENSUS

FROM PAGE 1

the combined domestic-import count has risen three times and declined five times.

All figures in this article and in the accompanying tables refer to the net change in dealership total.

Despite the disappearance of 433 establishments, the dealership population fared a lot better than it did during the recession of the early 1980s.

In 1980, the first year of that slide, 1,558 outlets went out of business — the heaviest loss since 1956. It was followed by declines of 630 in 1981 and 974 in 1982.

The current recession isn't expected to be that tough on auto dealers. First and foremost, it doesn't appear that it will last as long as the previous downturn. And, almost equally important, dealers are not crushed by the floorplan burden that forced many out of business in the early 1980s.

The floorplan rate peaked at 22 percent in those days. The current floorplan rate is about 10 percent. At 22 percent, a dealer was paying $275 a month to keep a $15,000 car in inventory. The 10 percent rate costs a dealer $125 a month on a $15,000 car, but dealers aren't stocking as many cars as they did a decade ago. Inventory reduction was one of retailers' prime cost-cutting measurers of the 1980s.

Floorplan costs aside, 1990 was a tough year for auto dealers. New-car sales dropped 4.86 percent; the economy was less than robust; and the situation in the Persian Gulf postponed prospect visits to showrooms. Dealer profits were low or nonexistent, and many retailers decided it was time to get out.

Last year's dip in the nation's dealership total was the 26th in the last 30 years. The count rose in 1964, in 1984 (by just three outlets) in 1985 and in 1986.

During those 30 years, the number of new-car stores declined 29.92 percent. At the beginning of 1961, the dealership population was 34,803. The current tally is 24,390, a drop of 10,413.

The number of import-only dealerships more than doubled during those three decades; domestic locations declined 41.56 percent, dropping from 32,482 to 18,984.

Last year's downturn among the Big 3 consisted of losses of 202 dealerships for GM, 123 for Chrysler and 93 for Ford. The aggregate of 418 was reduced to 398 by a change in the number of intercorporate duals.

An intercorporate dual is a dealership that handles — in the same showroom — the cars of two or all of the Big 3. Most of them combine Chrysler's Eagle with GM or Ford lines. Eagle is the former American Motors dealer organization that was taken over by Chrysler in its 1987 acquisition of AMC. AMC was heavily dualed with the Big 3.

For each of the Big 3, 1990's decline was the steepest since 1982.

Saturn kept GM from slipping below 9,000 car dealerships. GM has 8,990 stores that handle Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac either alone or in various combinations. Saturn added 58 to that total. All Saturn dealers have other franchises — 43 have GM lines — but the Saturn stores are stand-alone locations.

In addition to its 9,048 car dealerships, GM has another 435 that handle GMC trucks but do not have a GM car. GM's overall car-truck dealer count is 9,483.

Ford and Chrysler also have some truck-only points. Ford has 104 that handle only Ford heavy-duty trucks; Chrysler has three Dodge truck-only locations and 19 Jeep exclusives. In this article and the accompanying tables, all the truck-only spots are omitted from corporate dealership totals and divisional franchise totals.

On the import side, the 5,406 dealerships consist of 4,276 exclusives and 1,130 that carry two or more import lines but no domestic makes. A year ago, the 5,441 import-only stores comprised 4,356 exclusives and 1,085 duals.

Imported cars are sold in an estimated 22,983 dealerships in the United States. In addition to the 5,406 import-only spots, 16,639 Big 3 outlets have a captive import — a line that is handled only by the domestic company or division that imports it. Domestic duals with independent imports (with no captive involved) make up the balance of the 22,983.

At the beginning of 1991, the Big 3 and the independent imports had 50,505 franchises in force, down 227 from a year earlier. Among the Big 3, Eagle, Cadillac and Geo were the only gainers. Losses ranged from 11 for Lincoln to 100 for Chevrolet.

The largest import increases were Hyundai, up 100; Mitsubishi, up 85; and Alfa Romeo, up 61. The biggest declines were Volkswagen, down 50, and Sterling, off 45.

Most captive imports are not included in the franchise count because they are part of the parent franchise. Exceptions are Chevrolet's Geo and Chrysler's TC by Maserati, which are separate franchises and are listed separately.

30 YEARS OF DEALERSHIP TOTALS

	Jan. 1, 1961	Jan. 1, 1971	Jan. 1, 1981	Jan. 1, 1991	30-year change No.	Pct.
Domestic	32,482	26,126	21,772	18,984	−13,498	− 41.56
Import-only	2,321	4,188	4,561	5,406	+ 3,085	+132.92
Total	34,803	30,314	26,333	24,390	−10,413	− 29.92

U.S. NEW-CAR OUTLETS

Domestic and import

	No. of retail outlets	Pct. gain or loss from previous year
Jan. 1, 1958	39,108	−0.1
Jan. 1, 1959	37,558	−4.0
Jan. 1, 1960	36,336	−3.3
Jan. 1, 1961	34,803	−4.2
Jan. 1, 1962	33,461	−3.9
Jan. 1, 1963	33,308	−0.5
Jan. 1, 1964	33,291	−0.1
Jan. 1, 1965	33,360	+0.2
Jan. 1, 1966	33,114	−0.7
Jan. 1, 1967	31,584	−4.6
Jan. 1, 1968	31,101	−1.5
Jan. 1, 1969	31,076	−0.1
Jan. 1, 1970	30,842	−0.8
Jan. 1, 1971	30,314	−1.7
Jan. 1, 1972	30,150	−0.5
Jan. 1, 1973	30,094	−0.2
Jan. 1, 1974	29,998	−0.3
Jan. 1, 1975	29,701	−1.0
Jan. 1, 1976	29,309	−1.3
Jan. 1, 1977	28,744	−1.9
Jan. 1, 1978	28,656	−0.3
Jan. 1, 1979	28,512	−0.5
Jan. 1, 1980	27,891	−2.2
Jan. 1, 1981	26,333	−5.6
Jan. 1, 1982	25,703	−2.4
Jan. 1, 1983	24,729	−3.8
Jan. 1, 1984	24,721	−0.0
Jan. 1, 1985	24,724	+0.0
Jan. 1, 1986	24,823	+0.4
Jan. 1, 1987	25,156	+1.3
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1990	24,823	−0.5
Jan. 1, 1991	24,390	−1.7

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NEW-CAR FRANCHISES IN THE UNITED STATES

	Jan. 1, 1991	Jan. 1, 1990
Chrysler	3,002	3,093
Dodge	2,940	3,014
Eagle	1,572	1,521
Plymouth	2,981	3,069
TC Maserati	307	322
Chrysler Corp.	**10,802**	**11,019**
Ford	4,452	4,527
Lincoln	1,636	1,647
Mercury	2,713	2,755
Ford Motor Co.	**8,801**	**8,929**
Buick	2,930	2,945
Cadillac	1,620	1,615
Chevrolet	4,750	4,850
Geo	4,143	4,083
Oldsmobile	3,105	3,135
Pontiac	2,960	2,975
Saturn	58	0
General Motors	**19,566**	**19,663**
UNITED STATES	**39,169**	**39,551**
Daihatsu	235	235
Acura	300	303
Honda	974	956
American Honda	1,274	1,259
Isuzu	591	572
Mazda	876	850
Mitsubishi	500	415
Infiniti	80	58
Nissan	1,113	1,111
Nissan Motor	1,193	1,169
Subaru	732	752
Suzuki	288	288
Lexus	121	88
Toyota	1,189	1,160
Toyota Motor	1,310	1,248
JAPAN	**6,999**	**6,788**
BMW	377	394
Mercedes-Benz	408	414
Porsche	258	278
Audi	341	356
Volkswagen	744	794
VW of America	1,085	1,150
GERMANY	**2,128**	**2,236**
Saab	340	361
Volvo	407	411
SWEDEN	**747**	**772**
Hyundai	423	323
SOUTH KOREA	**423**	**323**
Aston Martin	14	14
Jaguar	137	139
Lotus	71	71
Rolls-Royce/Bentley	53	53
Sterling	128	173
GREAT BRITAIN	**403**	**450**
Alfa Romeo	193	132
Ferrari	40	40
Lamborghini	16	13
Maserati	42	46
ITALY	**291**	**231**
Peugeot	170	196
FRANCE	**170**	**196**
Yugo	175	185
YUGOSLAVIA	**175**	**185**
TOTAL	**50,505**	**50,732**

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Shure

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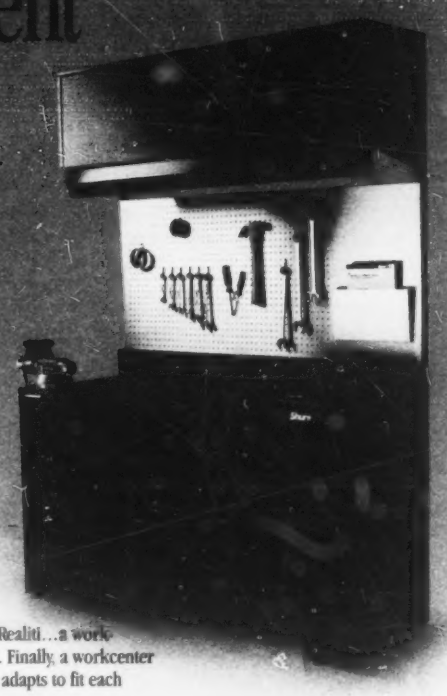

In your business, you're cautious about your capital expenditures and wisely so. You also know that high productivity of your service personnel **makes money**; and that improved productivity can result from good work systems.

Shure proudly introduces The Realiti...a workcenter that is truly state-of-the-art. Finally, a workcenter has been engineered that actually adapts to fit each technician's needs.

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OBITUARIES

Peter R. Kaputa Jr.

TITUSVILLE, Pa. — Peter R. Kaputa Jr., 75, who owned Kaputa Motor Sales of Tionesta (Chevrolet-Oldsmobile) in Tionesta, Pa., died Feb. 6. He had retired in 1982.

Harvey A. Arnegard

MESA, Ariz. — Harvey A. Arnegard, a Williston, N.D., Buick dealer, died Feb. 20. He was 87.

Elmer George Borchers

CAVE CREEK, Ariz. — Elmer George Borchers, a retired Mesa, Ariz., Honda dealer, died on Feb. 13. Borchers was 71.

Malcolm E. Dorey

FORT MYERS, Fla. — Malcolm E. Dorey, founder of Dorey Jeep Auto Sales in Belchertown, Mass., died Feb. 17. He was 78.

John Arthur Coghlan

PHOENIX — John Arthur Coghlan, 56, owner of Saab Valley Imports in Phoenix, died Feb. 22.

Sydney D. Goldberg

BOSTON — Sydney D. Goldberg, former president of Neptune Motors (Dodge) in Boston, died Feb. 25. He was 81.

Mitsubishi, Mazda deliver flexible-fuel cars

Japanese carmakers are submitting flexible-fuel vehicles to the California Energy Commission and the California Air Resources Board for emissions testing.

The latest vehicles being tested are a Mitsubishi Galant and Mazda 323. Both cars are capable of running on a mixture of up to 85 percent methanol and 15 percent gasoline — as well as any mixture of up to 100 percent gasoline.

Both cars feature more sophisticated engine-control electronics with a methanol concentration sensor. With the sensor and high-powered software, ignition and fuel timing are adjusted to the specific methanol blend.

— Jack Keebler and Mary Connelly

Color popularity in 1990

LUXURY CARS		FULL- AND MID-SIZED CARS		COMPACT/ SPORTS CARS		TRUCKS/VANS	
Medium red	9.18	Light Blue	10.08	Medium/dark gray	5.78	Black	11.01
Dark blue	8.53	Silver	9.36	Black	7.48	Red	10.49
Medium gray	8.42	Dark blue	8.72	Silver	6.43	Medium/dark gray	8.26
Light blue	7.88	Bright red	5.79	Medium red	5.78	Silver	6.41
Black	7.65	Black	5.57	Dark blue	5.72	Light blue	6.40
Dark red	5.27	Medium blue	3.80	Bright blue	4.79	Light brown	3.11
Medium blue	3.32	Dark red	2.99	Medium blue	2.59	Bright blue	3.08
Beige	3.00	Light brown	2.16	Dark red	2.59	Medium/dark brown	2.80
White metallic	1.66	Beige	1.45	Light brown	2.03	Green	1.24
Medium/dark brown	1.58	Purple brown	0.97	Turquoise/aqua	1.78	Beige	0.88
Other	1.97	Medium/dark brown	0.95	Yellow	0.57	Other	0.37
		Green	0.72	Green	0.43		
		Bright blue	0.44	Other	0.45		
		Other	0.44				

Source: Du Pont Co. Automotive Products

AUTOMOTIVE NEWS / DAVID L. BURHANS

WHITE DOMINATES CAR COLORS

Americans made white their color of choice in 1990, followed in order by red, black, light blue and silver.

"White captured an average of 21.6 percent of each vehicle category. This unprecedented popularity demonstrates consumers' preference for bright, clean-looking cars," said Robert S. Daily, color marketing manager for Du Pont Automotive Products' Finishes Division.

For the first time in nearly two decades, turquoise/aqua is recapturing consumer interest within an overall trend toward lighter, brighter colors, according to Daily, who expects the color will continue to grow in popularity for smaller, sportier models.

He said technologies affecting vehicle finish color include:

- Graphite pigments that accentuate the contour and sleekness of dark blue and green cars by making the finish look vibrant when viewed straight on, but grayish at an angle
- Micronized titanium dioxide pigments that give light colors bluish highlights, called the "opalescent effect"
- New clearcoat finishes for greater glamor, gloss and durability.

AIR BAG RESTS AS POLE TAKES BLOW

Howard Williams' 11-day-old 1991 Cadillac Fleetwood slammed head-on into a steel traffic signal pole at 45 mph. Bruised but not seriously hurt, Williams realized the air bag didn't fire.

The world's first documented case of an air bag failure?

Not necessarily. It seems the crushed Cadillac's only value is its illustration of when an air bag isn't supposed to work.

Williams said his cruise control was set at 55 mph when he entered an intersection in Evansville, Ind., on Jan. 4 and the Cadillac was struck in the right side by another vehicle. The Fleetwood veered away and struck a 6-inch-diameter steel pole, shearing it off.

"If you had seen the car, you would have thought the air bag should have gone off," said Tommy Kemp, a Henderson, Ky., used-car dealer who helped spark a probe by Cadillac. Williams obtained the car through Kemp.

The car was towed to a dealership in Henderson, where a technician concluded that one of the three sensors that trigger the air bag was crushed in the collision, while the other two hadn't reacted to the crash, Kemp said.

The National Highway Traffic Safety Administration was so interested, it had investigators from the Transportation Research Center at Indiana University-Bloomington visit the crushed Cadillac and walk the accident scene within a day of finding out about the crash.

Ron Drahos, a scientist at the Transportation Research Center, said investigators measured the the dents in both of the cars involved in the initial collision and then ran a computer simulation to estimate the relative velocity of the Cadillac when it struck the pole. The computer determined that the damage sustained by the Cadillac was equivalent to the car hitting an immovable barrier at 14.3 mph, which is slightly above the threshhold in which air bags are supposed to work.

But Drahos said the big qualifier was the pole, which broke away and absorbed much of the deceleration force that would have triggered the air bag sensors.

He said that the car which collided with Williams' Cadillac was a 1990 Dodge Dynasty — also equipped with an air bag. The Dynasty's air bag didn't go off, either.

"Our best guess is the (relative) velocity of the Cadillac was below the threshhold (needed to fire the air bag)," Drahos said.

General Motors, Cadillac and Cleveland-based TRW Inc., which supplies the air bag module for the Fleetwood, declined to comment specifically on the accident.

But Jamie Obermeyer, an air bag engineer at GM, said an air bag is designed to inflate in a front-end accident comparable to running into a brick wall at roughly 14 mph. In that case, two of the three sensors must engage in order to close an electrical circuit, sending a charge from the car's battery to the air bag inflater inside the steering column.

Obermeyer said people frequently assume that an air bag should inflate if a car traveling at more than 14 mph is in an accident. But he said it is the force of the accident, not the car's speed, that determines whether the sensors react.

"I don't know of any cases where the air bag has failed to perform as designed," Obermeyer said. "That doesn't mean there haven't been customers who thought the bag should have deployed. But in all of those cases I know of, the customers weren't injured in any way that the bag could have helped them."

A TRW engineer, who asked not to be named, said the fact that Williams was unhurt and the driver of the Dynasty received a very minor injury was evidence that the accident wasn't forceful to require firing the bag.

"You don't want these things to go off when you don't really need them," the engineer said. "Why would you want to spend $1,000 to replace an air bag if you didn't need it to avoid injury?"

A PEAK INTO YEAR 2000

An upcoming peek into the future may indicate how the automotive business will be running at the end of this decade.

How the U.S. automotive industry will look in the year 2000 and what car companies and their suppliers must do to prepare for the transition are the subjects of a major study and joint venture between Ernst & Young, an international professional services firm, and the University of Michigan's Office for the Study of Automotive Transportation.

Dubbed the "Car Company of the Future Project," the study will include a survey of more than 1,000 executives and senior managers at the Big 3 and their top, middle, and lower tier suppliers, as well as U.S. executives of transplants.

The study will include focus group sessions and one-on-one interviews with top executives, as well as use of secondary research.

Ernst & Young and Office for the Study of Automotive Transportation developed a model for the study and began data collection in January. The program will examine the challenges facing automotive manufacturers as they adapt to changes in industry structure, manufacturing, labor force, and market trends. It will also seek to identify the strategic alternatives for companies as they grapple with these issues and prepare for the future.

"This study should help car companies identify options for achieving their vision of future competitive success. We intend to identify and develop practical approaches to begin the transition today to the successful automotive companies of the future," said Lee Sage, Ernst & Young partner and national director of automotive industry services.

Major results are expected to include:

- Insights into the future organizational structures and characteristics of U.S. car assemblers, suppliers, and transplants.
- Identification of programs and plans within the industry aimed at preparing for the future industry environment.
- New information on creative approaches, techniques and innovations which could be used by car companies as they evolve into a new global competitive standard.

"Most manufacturers and suppliers have a pretty clear idea of where they would like to be in the next 20 years, but it is often difficult to identify the most effective means of getting there in view of their current situation and constraints. This study will help bridge the gap," said David E. Cole, director of the University of Michigan's Office for the Study of Automotive Transportation.

American Sunroof Company Licensed Sales and Service Centers

Alabama
Birmingham
Custom Auto Vinyl Tops

Arizona
Mesa
Sunroof Specialties
Phoenix
Arizona Sun Tops
Tucson
Jamis Auto Upholstery

California
Emeryville
American Sunroof – East Bay
Fresno
D & D Kustom Vans
Los Angeles
American Sunroof – Los Angeles
Pacheco
DSI Sunroofs
Riverside
American Sunroof – Inland Empire
Sacramento
Sierra Coach Sunroof
San Diego
American Sunroof – San Diego
San Jose
Quality Sunroofs
San Marcos
Precision Auto Sunroof of San Diego
Santa Ana
American Sunroof – Bridax
American Sunroof – Orange County
Santa Barbara
Upholstery Galore Incorporated
Stockton
Stockton Sunroof
Van Nuys
American Sunroof – Valley

Colorado
Denver
Automotive Design
Rocky Mountain Sunroof Inc

Connecticut
Milford
Knight Coach Systems Inc

Delaware
New Castle
Auto Print Incorporated

Florida
Boca Raton
Kelley's Custom Auto Trim
Clearwater
American Sunroof of Florida
Fort Myers
FloriSun Custom Coach
Oakland Park
Sunroof of Florida Inc
Orange Park
Florida Automotive Restyling Inc
Orlando
Florida Automotive Restyling
Sarasota
American Sunroof of Sarasota

Georgia
Atlanta
Spectrum Sound and Accessories
Glogers
Kiser Upholstery
Marietta
Custom Auto Styling Inc

Idaho
Boise
Trim Line Autographics and Specialties

Illinois
Bridgeview
Lang's Auto Accessories
Evanston
Broadway Auto Top
Lombard
Uni-Sun Incorporated
Northbrook
Lang's Auto
Palatine
Tucker Automotive

Indiana
Fort Wayne
Fabini's Auto Trim Co Inc
Indianapolis
Classic Auto Tops

Iowa
Des Moines
Top King Inc

Kansas
Kansas City
Top King Incorporated

Louisiana
Baton Rouge
Tops Unlimited Incorporated
Harahan
Top Hatch Incorporated
Shreveport
Mark Farris Top & Trim

Maine
So. Portland
Automotive Enhancements Inc

Maryland
Capital Heights
Creative Customs
Glen Burnie
American Auto Classics
Rockville
Adler & Mandel
Sure Fit Seat Covers

Massachusetts
Agawam
ADI Automotive Designs Inc
Brockton
ADI Automotive Designs Inc
Woburn
ADI Automotive Designs Inc

Michigan
Ferndale
Ideal Customizing
Flint
Kelley's Custom Trim
Grand Rapids
Henderson Glass
Grand Rapids Inc
Okemos
henderson Glass Incorporated
Troy
Auto Sunroof & Accessories

Minnesota
Mendota Heights
Sunroofs Etc
Minneapolis
E & G Classics

Missouri
St. Louis
Central Service Company

Nebraska
Omaha
Exclusive Coach Automotive

Nevada
Las Vegas
Glorified Bodies
Reno
Trim Line of Reno

New Hampshire
Bow
Automotive Customizing

New Jersey
Absecon
Auto Styling Center
Allaire
Coastal Sunroof Incorporated
Bellmawr
Craftsman Automotive
Bogata
Purich Incorporated
Cinnaminson
Auto Sunroof Inc
Middletown
Autobahn Custom Car

New York
Albany
American Auto & Plate Glass Co
Bohemia
Superior Auto Glass & Trim
Brooklyn
Mac Gregor's Auto Restyling Center
Buffalo
Foxy's Tops and Accessories
Cornwall
Auto Sunroof of Larchmont
Huntington Station
Metro Coach & Sunroof
New Rochelle
Auto Sunroof of Larchmont
Rochester
Tim's Trim Incorporated
Syracuse
Hayon Auto Service Incorporated
Westbury
Superior Auto Glass

North Carolina
Charlotte
Charlotte Sunroofs Incorporated
Fayetteville
C & C T Top Shop
Kernersville
Tops and Trends Incorporated
Wilmington
Carolina Custom Car Inc

Ohio
Akron
J R Pride Auto Center
Centerville
Jim Hayden Incorporated
Cincinnati
Jim Hayden Incorporated
Cleveland
Roman Chariot Inc
Columbus
Auto Options
Tallmadge
Roman Chariot of Akron
Toledo
Keystone Auto Glass
Warren
Warren Auto Seat

Oklahoma
Oklahoma City
Sunroofs Unlimited
Tulsa
Auto Tops of Tulsa

Oregon
Portland
Western Sunroof

Pennsylvania
Allentown
Auto Sunroof Inc
Exton
Automotive Concepts Inc
Gibsonia
Executive Motors Inc
Horsham
Automotive Concepts Inc

Rhode Island
Providence
H M Howe Co of New England

Tennessee
Alcoa
Southern Auto Restylers
Memphis
Cars Etc
Nashville
Auto Air & Sound

Texas
Farmers Branch
Texas Auto Tops
Fort Worth
Southside Trim & Glass
Houston
Ochterbeck Distributing Co
Top King of Houston
McAllen
Mike's Auto Top & Trim
Plano
Texas Auto Tops
San Antonio
LeBeau's Automotive Concepts

Utah
Salt Lake City
Trim Line of Utah Inc

Vermont
S. Burlington
Add-On Distributing Inc

Virginia
Arlington
Sure Fit Seat Covers
Roanoke
Maxey Seat Cover Center Inc
Virginia Beach
Auto Sunroof & Accessories Inc

Washington
Kirkland
Sunmark
Seattle
Trim Line of King County
Trim Line of Seattle Inc
Yakima
Trim Line of Yakima Valley

West Virginia
Charleston
Barrack's Inc

Wisconsin
Madison
Erickson Auto Trim
Menasha
Erickson Auto Trim of Fox Valley
Racine
Erickson Auto Trim

Wyoming
Cheyenne
Trim Line of the Rockies Inc

asc®
'Where Ideas Become Reality'
ASC Incorporated
Direct Sales Activity
One Sunroof Center
Southgate, MI 48195
(313) 285-4911

CHARLES KRASNER

Subaru of America is aggressively pursuing the U.S. fleet market. It now has about 8,000 vehicles in fleets, mostly in daily rentals, with the Legacy sedan its most popular.

Start of Something Big?

A trend may be in the making as importers push into the fleet market

By: Charles M. Thomas

Volumes may be small, but the movement of import vehicles into the nation's fleet market is starting to accelerate at an attention-getting pace.

Corporate fleet administrators expect to buy 2.7 percent of their 1991-model vehicles from import companies. That's up from 1 percent in the 1990 model year, according to a survey conducted by the National Association of Fleet Administrators, a 2,000-member group headquartered in Iselin, N.J.

"This increase shows the beginning of a trend in fleet sales," says Gordon B. West, first vice president of the association and corporate fleet manager for Pfizer Inc. of New York.

For years, the fleet market was virtually ignored by Japanese manufacturers because they never had enough volume. That was particularly true in the early 1980s, when Japanese makers were retailing all the vehicles they were allowed to in the United States under a voluntary restraint agreement. That changed when Japanese transplants began U.S. production.

Now, Japanese imports are gaining in the fleet market partly because their companies have the manufacturing capacity in the United States to be competitive with the Big 3.

"Only a few years ago, foreign vehicles weren't even considered for fleets because the manufacturers couldn't provide the product, service and options that fleet managers needed," says West.

But today, foreign-car manufacturers slowly are gaining a foothold in the North American fleet market because they have more vehicles available, they have improved the timeliness of delivery and they are better able to provide the options required by fleet managers.

"We will see many more foreign nameplates in American fleets in coming years," West predicts.

Nissan manufactures the import vehicles of choice for corporate fleet managers, accounting for 0.9 percent of import fleet sales. Its most popular fleet vehicle is the Maxima. Other nameplates include Hyundai, Mazda, Isuzu, Mitsubishi, Subaru, Toyota and Volkswagen.

Even though imports are gaining a foothold in corporate fleet sales, the Big 3 still sell the vast majority of vehicles to corporate and government fleets. But more fleet companies, like Pittsburgh-based LMV Leasing Inc., are adding import vehicles to their sales literature. Four years ago, nearly all vehicle recommendation lists failed to include import vehicles.

Aaron Ashcraft, fleet and lease manager for Nissan North American Inc., says: "There is no question we are seeing the barriers come down."

The residual values of Nissan's vehicles are part of the reason for its success in the market, according to Ashcraft. Last year, Nissan had roughly 20,000 vehicles in commercial fleets and 15,000 in daily rental fleets. "We're controlling the number of vehicles going into the daily rental fleets," he says. "This helps us maintain high residual values on our vehicles."

Ashcraft agrees that fleet managers are beginning to view the automobile industry as more international because of the joint ventures among auto companies. Ford and Nissan have such a venture to produce a minivan.

Nissan, like other importers, maintains a fleet pool to speed up delivery to customers.

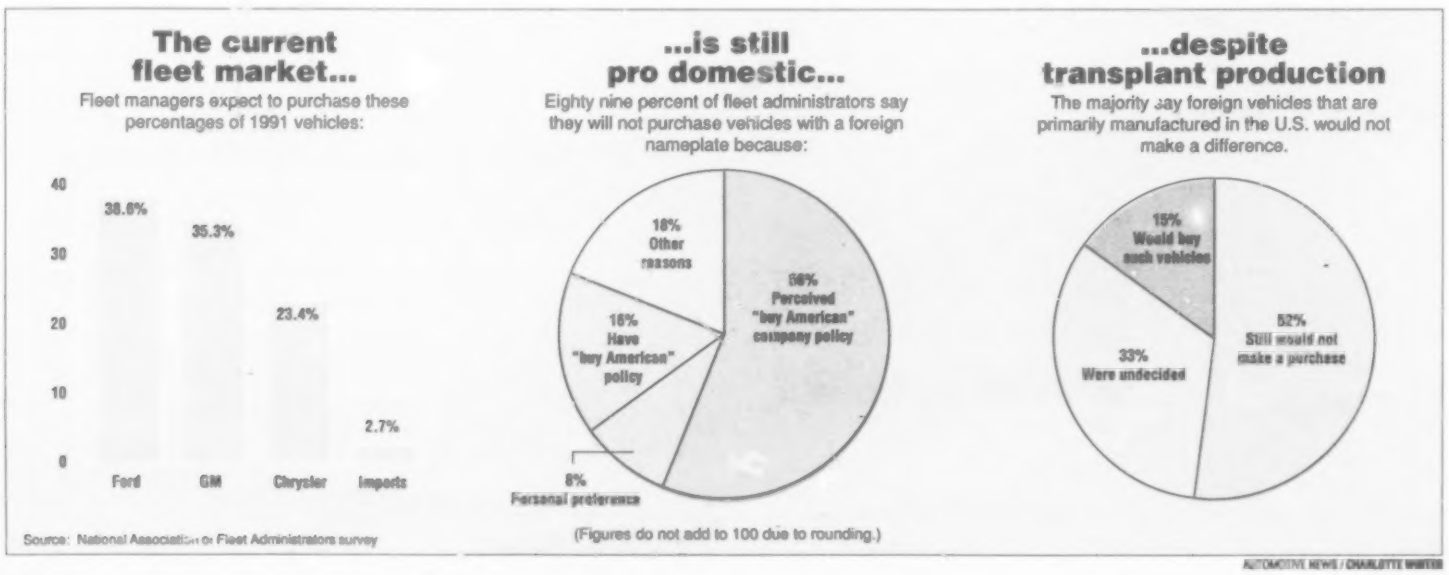
Frank Arnot, national fleet manager for Toyota Motor Sales USA Inc., says Toyota has aggressive plans for the fleet market.

"With commercial fleets, you have to go out and convince the fleet management companies that you can deliver the car ordered on time and the way they want it," he says.

"Toyota's advantage compared to other import companies is that we've already developed a lot of systems and dealer networks necessary for success in this part of the business," says Arnot. "We've also shortened the lead time necessary to get cars to fleet clients faster."

He says for some companies, the "buy-American" sentiment is slowly turning into "buy-built-in-America," which he interprets as

▶ Page 25i


The current fleet market...
Fleet managers expect to purchase these percentages of 1991 vehicles:
40
30
20
10
0
38.6%
35.3%
23.4%
2.7%
Ford
GM
Chrysler
Imports
Source: National Association of Fleet Administrators survey
...is still pro domestic...
Eighty nine percent of fleet administrators say they will not purchase vehicles with a foreign nameplate because:
18% Other reasons
58% Perceived "buy American" company policy
16% Have "buy American" policy
8% Personal preference
(Figures do not add to 100 due to rounding.)
...despite transplant production
The majority say foreign vehicles that are primarily manufactured in the U.S. would not make a difference.
15% Would buy such vehicles
52% Still would not make a purchase
33% Were undecided
AUTOMOTIVE NEWS / CHARLOTTE WHITE

Captivating Count

When tallying dealers, captive imports and dualing lead to surprising totals

By: John K. Teahen Jr.

Fact or fiction?

There are more places to buy an imported car in the United States than there are places to buy a domestic car.

If you chose "fact," you've made a good start toward understanding the intricacies of foreign-car distribution in this country.

The annual *Automotive News* census found that 22,983 stores were selling imported cars on Jan. 1, 1991, compared to 18,984 handling Big 3 lines. That's an edge of 3,999 establishments for the imports.

The figures are correct, but somehow the whole proposition doesn't seem quite right. The Big 3 sell twice as many cars as all the foreign nameplates combined. How can the imports have 3,999 more sales locations than the Big 3?

The answer is found in an involved system of dualing and — most important — in the role of the captive imports in inflating the import outlet total. A captive is a foreign-built car that is sold only by the domestic make that imports it.

As 1991 began, an estimated 16,639 Big 3 dealerships were handling a captive import. That was 88 percent of the 18,984 domestic outlets in operation.

Another 5,406 points were "pure" import dealerships — 4,276 that carry one make of imported cars and nothing else and 1,130 that stock a variety of foreign lines, but no Big 3 nameplates. The balance of the 22,983 spots at which imports are sold are duals with the Big 3 stores that do not have a captive import.

As of Jan. 1, the *Automotive News* census counted 24,390 new-car dealerships in the United States — 18,984 Big 3 and 5,406 import-only. So it is correct to say that 94 percent of the nation's dealerships handle an import. But it is not correct to say that the 94 percent are primarily imported-car dealerships.

That is because the captives play relatively minor roles in the operations of the bulk of the outlets that handle them. The domestic makes are the big sellers at those stores.

Geo was a major factor in Chevrolet Division regaining the new-car sales crown from Ford Division last year, but Geos from Japan accounted for only 9.44 percent of Chevrolet sales. Ford also has a captive, but Festiva contributed only 3.98 percent of its sales.

At Chrysler Corp., the Dodge/Plymouth Colt and Vista, Dodge Stealth, Eagle Summit and Chrysler TC by Maserati made up 7.64 percent of new-car sales, although Japanese-built Summits were a much more important part of the Eagle mix with 21 percent.

Elsewhere, Tracer, Capri and some leftover Merkurs chalked up 11.56 percent of Mercury sales, and LeMans had 6.14 percent of Pontiac deliveries.

Every Chrysler Corp. dealership and every Ford Motor Co. dealership handles a captive import. So do all Pontiac outlets and 87 percent of the Chevrolet stores. The only Big 3 dealerships without a captive are the 607 Chevrolet spots that do not have Geo and the Buick, Oldsmobile and Cadillac points that are either one-liners or are dualed among themselves.

The heaviest hitters on the import dealership team are those 5,406 that are devoted completely to selling and servicing foreign-nameplate cars. Note the term "foreign nameplate." A lot of those cars are made by transplant factories in the United States, but they carry the badges of their parent companies and are sold here by holders of imported-car franchises.

Those outlets consist of 4,276 exclusives and 1,130 duals. The exclusives are primarily Japanese — 3,530 of the 4,276 — and the three best sellers head that group. Honda has 788 one-liners; Toyota lists 711; and Nissan counts 541.

Mitsubishi reports that all 500 of its outlets are stand-alone stores, and Lexus also has a 100 percent exclusive ranking for its 121 locations. Acura and Infiniti have only one non-exclusive outlet.

Of the non-Japanese entries, Sweden's Volvo has the most exclusives with 134. South Korea's Hyundai lists 116, and BMW tops the German makes with 106. Porsche, Sterling and Aston Martin report no single-line dealerships.

Duals that team independent imports with U.S. makes are another important part of the imported-car sales and distribution system in the United States, although those combinations do not show up as a separate entry in the overall total of new-car dealerships. That is because those stores are already counted in the Big 3 totals.

Most of them, of course, have a captive import as well as a U.S. car and an independent import in the showroom.

Those U.S. duals with independent imports add an outlet, and often a vital outlet, for the import make involved, and the extra line is likely to be essential to the success of the domestic partner.

A glance at the numbers in the accompanying tables indicates that those stores play a significant role in the retail organizations of many of the major imports.

Toyota, Mazda and Nissan have 350 to 393 duals with the Big 3. That is 29 percent of Toyota's dealer total, 35 percent of Nissan's and 42 percent of Mazda's.

Honda relies less heavily on domestic duals with 126 (13 percent), and Mitsubishi, Lexus, Acura and Infiniti shun the domestics completely. They have no such duals.

At the beginning of this year, import franchises totaled 11,336, compared to 39,169 for the Big 3. The import figure includes the franchises issued by the 31 independent makes sold in the United States.

The captives handled by Chrysler Corp., Ford Motor Co. and Pontiac are not listed separately because they are part of the parent franchise. Geo is a separate franchise; it is included with General Motors' domestic franchises because Geos are made in the United States as well as imported from Japan. □

John K. Teahen Jr. is senior editor of Automotive News. He also wrote this issue's front-page dealer census article.

IMPORT DUALS WITH U.S. MAKES

	Dual with U.S. make	Dual with U.S. make and other imports	Total
Isuzu	308	99	407
Nissan	314	79	393
Mazda	240	129	369
Toyota	304	46	350
Subaru	227	101	328
Volkswagen	100	101	201
Suzuki	72	101	173
Hyundai	119	52	171
Daihatsu	91	44	135
Honda	102	24	126
Yugo	93	29	122
Saab	62	56	118
Mercedes-Benz	33	79	112
Volvo	43	60	103
BMW	40	57	97
Alfa Romeo	45	49	94
Peugeot	47	39	86
Sterling	49	32	81
Audi	4	54	58
Porsche	3	42	45
Jaguar	17	21	38
Rolls-Royce/Bentley	11	20	31
Lotus	12	10	22
Maserati	7	2	9
Lamborghini	0	1	1
Aston Martin	1	0	1

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IMPORT EXCLUSIVES

(Dealership handling one import make and nothing else)

	Number of exclusives	Number of dealers	Percent of exclusives
Honda	788	974	80.9
Toyota	711	1,189	59.8
Nissan	541	1,113	48.6
Mitsubishi	500	500	100
Acura	299	300	99.7
Mazda	247	876	28.2
Subaru	187	732	25.5
Volvo	134	407	32.9
Lexus	121	121	100
Hyundai	116	423	27.4
BMW	106	377	28.1
Volkswagen	98	744	13.2
Mercedes-Benz	93	408	22.8
Infiniti	79	80	98.8
Saab	68	340	20.0
Peugeot	33	170	19.4
Daihatsu	29	235	12.3
Alfa Romeo	25	193	13.0
Isuzu	23	591	3.9
Jaguar	20	137	14.6
Yugo	20	175	11.4
Ferrari	15	40	37.5
Maserati	8	42	19.0
Suzuki	5	288	1.7
Rolls-Royce/Bentley	4	53	7.5
Lamborghini	4	16	25.0
Lotus	1	71	1.4
Audi	1	341	0.3

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Import sales dip in 1990

Imported new-car sales in the United States in 1990 totaled 2,452,999 units — the lowest in six years, when sales in 1984 totaled 2,441,713.

The 1990 calendar year total fell 9.09 percent from 1989's.

Japanese makers represented a 70.1 percent share of the import market, while showing a decline in sales of 10.0 percent.

Korean makes, which include Hyundai, Ford captive-import Festiva, and General Motors captive Pontiac LeMans, captured a 9.3 percent share of total import sales. Sales of Korean makes fell 22.9 percent in 1990 from 1989.

European makers accounted for a 20.5 percent share of the 1990 import market. After seeing sales slide since 1987, the European market saw light at the end of the tunnel last year with a 2.7 percent increase over 1989.

European makers, which are mostly manufacturers of luxury vehicles, saw a dash for the finish line in December, as consumers indulged before new luxury tax laws became effective on Jan. 1.

Big 3 captive imports captured 13.5 percent of total import sales — a decline of 2.7 percent and their second consecutive drop in calendar year sales.

Subcompacts, the largest segment among U.S. import sales, accounted for 42.4 percent of the import market, with intermediate models totaling 23.4 percent, luxury vehicles capturing 18.7 percent, compacts totaling 10.6 and specialty models accounting for 4.9 percent.

New models introduced in the 1990 calendar year include: Acura NSX, Alfa Romeo 164, BMW 850i, Dodge Stealth/Mitsubishi 3000GT, Hyundai Scoupe, Isuzu Stylus, Infiniti G20, Mercedes-Benz 350SD and 350 SDL Turbo, Mercury Capri and the Volvo 940 series.

— Karen Detkowski

IMPORT CAR SALES - 1990 CALENDAR YEAR

(by size classification)

Subcompact	
Hyundai Excel	100,590
Toyota Corolla	92,258
Toyota Tercel	90,808
Geo Storm/Spectrum	86,257
Honda Civic/CRX	80,880
Volkswagen Jetta	58,314
Ford Festiva	52,520
Mitsubishi Mirage	49,679
Nissan Sentra	49,479
Mazda Protege	47,404
Geo Metro/Sprint	44,756
Dodge/Plymouth Colt	39,602
Pontiac LeMans	39,081
Mercury Tracer	34,494
Subaru Loyale	31,109
Mazda 323	22,977
Volkswagen Fox	22,640
Volkswagen Golf/GTI	17,122
Subaru Justy	14,363
Eagle Summit	12,735
Daihatsu Charade	10,630
Volkswagen Cabriolet	7,615
Hyundai Scoupe	7,018
Suzuki Swift	6,525
Yugo	6,359
Volkswagen Corrado	5,675
Dodge/Plymouth Vista	5,430
Mitsubishi Precis	4,665
Nissan Pulsar	3,839
Isuzu Impulse	3,327
Isuzu I-Mark	1,272
Subaru 4-Door Sedan	392
Subaru Station Wagon	263
Subaru 3-Door	246
Subaru Hatchback	174
Volkswagen Scirocco	19
Compact	
Acura Integra	83,599
Toyota Celica	78,521
Nissan 240SX/200SX	56,463
Honda Prelude	37,814
Subaru XT/XT6	1,276
Mitsubishi Wagon	1,169
Mazda MX-6	224
Merkur XR4Ti	198
Volkswagen Quantum	46
Alfa Romeo Milano	45
Audi 4000	1
Luxury	
Acura Legend	53,666
Volvo 740 series	46,070
Lexus LS 400	42,804
Volvo 240 series	42,410
BMW 3 series	28,819
Mercedes Benz 300	24,440
BMW 5 series	22,524
Lexus ES 250	22,433
Mazda 929	16,535
Mercedes Benz 190	14,145
Jaguar XJ6	14,013
Infiniti Q45	13,963
Toyota Cressida	12,863
BMW 7 series	10,460
Audi 100/200	8,670
Volvo 760 series	8,627
Mercedes Benz 420SEL	6,715
Mercedes Benz 300 SE	6,661
Infiniti M30	6,606
Mercedes Benz 560SEL	4,772
Jaguar XJ-S	4,715
Audi 80	4,402
Sterling	4,015
Mercedes 300SEL	3,772
Saab 9000CD	3,651
Porsche 911 Coupe/Carrrera 2/4	3,650
Infiniti G20	3,446
Audi 90	3,380
Mercedes Benz 260E	3,196
Saab 9000 Turbo	2,935
Porsche 944S	2,348
Saab 9000S	2,304
Audi V8 Quattro	1,934
Audi 100/200 Quattro	1,859
Porsche 911 Cabriolet	1,805
Mercedes Benz 560SEC	1,753
Alfa Romeo 164	1,549
Mercedes Benz 350SDL	1,411
Rolls Royce/Bentley*	1,200
Volvo 780	921
Volvo 940 series	912
Audi Coupe Quattro	848
BMW M3	764
Porsche 928S	620
Mercedes Benz 350SD	543
BMW M5	515
Porsche 944 Turbo	490
BMW 850i	305
BMW 635 CSi	252
Maserati*	240
Porsche 924S	138
Porsche 944	78
Aston Martin*	60
Porsche 911 Turbo	10
BMW M6	7
Intermediate	
Honda Accord	140,301
Nissan Maxima	100,067
Mitsubishi Stanza	76,615
Toyota Camry	72,008
Subaru Legacy	44,906
Mitsubishi Galant	40,991
Hyundai Sonata	29,840
Mazda 626	20,228
Volkswagen Passat	18,274
Saab 900 Turbo	6,667
Saab 900S	6,048
Saab 900	4,640
Peugeot	4,292
Merkur Scorpio	2,424
Mitsubishi Sigma	1,566
Eagle Medallion	475
Audi 5000	12
Specialty	
Mazda Miata	35,944
Nissan 300ZX	22,095
Toyota MR2	14,257
Mazda RX-7	9,743
Mercedes Benz SL Coupe	9,430
Mercury Capri	8,072
Toyota Supra	6,419
Dodge Stealth	3,302
Chrysler TC Maserati	3,298
Alfa Romeo Spider	1,888
Ferrari*	1,595
Mitsubishi 3000GT	1,542
Acura NSX	1,119
Lotus*	324
Lamborghini*	156

*Estimate

IMPORT CAR SALES - 1990 CALENDAR YEAR

(Ranked by sales)

	1990 Sales
Honda Accord	140,301
Hyundai Excel	100,590
Nissan Maxima	100,067
Toyota Corolla	92,258
Toyota Tercel	90,808
Geo Storm/Spectrum	86,257
Acura integra	83,599
Honda Civic/CRX	80,880
Toyota Celica	78,521
Nissan Stanza	76,615
Toyota Camry	72,008
Volkswagen Jetta	58,314
Nissan 240SX/200SX	56,463
Acura Legend	53,666
Ford Festiva	52,520
Mitsubishi Mirage	49,679
Nissan Sentra	49,479
Mazda Protege	47,404
Volvo 740 Series	46,070
Subaru Legacy	44,906
Geo Metro/Sprint	44,756
Lexus LS 400	42,804
Mitsubishi Galant	40,991
Dodge/Plymouth Colt	39,602
Pontiac LeMans	39,081
Honda Prelude	37,814
Mazda Miata	35,944
Mercury Tracer	34,494
Volvo 240 Series	32,410
Subaru Loyale	31,109
Hyundai Sonata	29,840
BMW 3 series	28,819
Mercedes Benz 300	24,440
Mazda 323	22,977
Volkswagen Fox	22,640
BMW 5 series	22,524
Lexus ES 250	22,433
Nissan 300ZX	22,095
Mazda 626	20,228
Volkswagen Passat	18,274
Volkswagen Golf/GTI	17,122
Mazda 929	16,535
Subaru Justy	14,363
Toyota MR2	14,257
Mercedes Benz 190	14,145
Jaguar XJ6	14,013
Infiniti Q45	13,908
Toyota Cressida	12,863
Eagle Summit	12,735
Daihatsu Charade	10,630
BMW 7 series	10,460
Mazda RX-7	9,743
Mercedes Benz SL Coupe	9,430
Audi 100/200	8,670
Volvo 760 Series	8,627
Mercury Capri	8,072
Volkswagen Cabriolet	7,615
Hyundai Scoupe	7,018
Mercedes Benz 420SEL	6,715
Saab 900 Turbo	6,667
Mercedes Benz 300 SE	6,661
Infiniti M30	6,606
Suzuki Swift	6,525
Toyota Supra	6,419
Yugo	6,359
Saab 900S	6,048
Volkswagen Corrado	5,675
Dodge/Plymouth Vista	5,430
Mercedes Benz 560SEL	4,772
Jaguar XJ-S	4,715
Mitsubishi Precis	4,665
Saab 900	4,640
Audi 80	4,402
Peugeot 405/505	4,292
Sterling	4,015
Nisan Pulsar	3,839
Mercedes Benz 300SEL	3,772
Saab 9000CD	3,651
Porsche 911 Coupe/Carrera 2/4	3,650
Infiniti G20	3,446
Audi 90	3,380
Isuzu Impulse	3,327
Dodge Stealth	3,302
Chrysler TC Maserati	3,298
Mercedes Benz 300E 2.6/260E	3,196
Saab 9000 Turbo	2,935
Merkur Scorpio	2,424
Porsche 944S	2,348
Saab 9000S	2,304
Audi V8 Quattro	1,934
Alfa Romeo Spider	1,888
Audi 100/200 Quattro	1,859
Porsche 911 Cabriolet/Speedster	1,805
Mercedes Benz 560SEC	1,753
Ferrari*	1,595
Mitsubishi Sigma	1,566
Alfa Romeo 164	1,549
Mitsubishi 3000GT	1,542
Mercedes Benz 350SDL Turbo	1,411
Subaru XT/XT6	1,276
Isuzu I-Mark	1,272
Isuzu Stylus	1,238
Rolls Royce/Bentley*	1,200
Mitsubishi Wagon	1,169
Acura NSX	1,119
Volvo 780	921
Volvo 940 series	912
Chrysler Conquest	896
Audi Coupe Quattro	848
BMW M3	764
Porsche 928S	620
Mercedes Benz 350SD	543
BMW M5	515
Porsche 944 Turbo	471
Eagle Medallion	475
Subaru 4-Door Sedan	392
Lotus*	324
Mercedes Benz 850i	305
Subaru Station Wagon	263
BMW 635 CSi	252
Subaru 3-Door	246
Maserati*	240
Mazda MX-6	224
Porsche 944	206
XR4Ti Merkur	198
Subaru Hatchback	174
Lamborghini*	156
Porsche 924S	138
Aston Martin*	60
Volkswagen Quantum	46
Alfa Romeo Milano	45
Volkswagen Scirocco	19
Mitsubishi Starion	18
Audi 5000	12
Porsche 911 Turbo	10
BMW M6	7
Audi 4000	1

*Estimate

IMPORTED NEW-CAR SALES IN U.S. FOR FIVE YEARS

	1990	1989	1988	1987	1986
Acura	138,384	142,061	128,238	109,470	52,869
Alfa Romeo	3,482	2,920	4,476	6,320	8,201
Aston Martin	60*	34	65	64	74
Audi	21,106	21,283	22,941	41,322	59,797
Bertone	N.A.	N.A.	325	845	1,482
BMW	63,646	64,881	73,359	87,839	96,759
Geo Storm	86,257	62,877	68,347	76,852	99,380
Geo Metro	42,488	52,792	48,088	60,359	60,983
Chrysler Conquest	896	5,026	9,873	11,217	2,572
Chrysler TC Maserati	3,298	2,924	—	—	—
Daihatsu	10,630	15,111	11,460	—	—
Dodge Colt	20,784	30,040	42,331	41,787	48,249
Dodge Conquest	—	—	—	234	2,335
Dodge Vista	2,764	6,653	10,190	15,336	18,101
Dodge Stealth	3,302	—	—	—	—
Eagle	13,210	23,028	19,315	13,991	—
Ferrari	960*	805	N.A.	1,054	771
Ford Festiva	52,520	69,328	69,167	26,750	—
Honda	252,377	251,569	265,122	312,218	405,399
Hyundai	137,448	183,261	264,282	263,610	168,892
Infiniti	23,960	1,723	—	—	—
Isuzu	5,837	16,296	24,520	39,587	38,910
Jaguar	18,728	18,967	20,727	22,919	24,464
Lamborghini	156*	167	150	124	107
Lexus	63,534	16,302	—	—	—
Lotus	324*	290	323	170	149
Maserati	240*	280	733	932	1,298
Mazda	153,055	184,583	224,719	206,354	222,716
Mercedes-Benz	78,375	75,714	83,627	89,918	99,314
Mercury	45,188	8,765	15,261	14,301	14,315
Mitsubishi	99,630	79,751	69,975	67,954	49,436
Nissan	312,406	395,371	360,745	405,996	493,549
Peugeot	4,292	6,095	5,713	9,422	14,296
Plymouth Colt	18,818	28,259	37,554	37,580	45,094
Plymouth Conquest	—	—	—	139	2,182
Plymouth Vista	2,666	6,257	9,249	14,044	16,995
Pontiac LeMans	39,081	44,641	64,037	35,564	—
Porsche	9,139	9,479	15,732	23,632	30,471
Renault	—	—	—	—	4,152
Rolls/Bentley	1,200*	1,216	2,801	1,208	1,155
Saab	26,397	31,549	38,490	45,106	48,181
Sterling	4,015	5,907	8,901	14,171	—
Subaru	92,729	136,112	155,946	175,864	183,242
Suzuki	6,525	6,009	524	—	—
Toyota	367,134	448,249	616,529	583,809	640,155
Volkswagen	129,705	128,503	143,861	130,641	143,318
Volvo	89,894	102,620	98,497	106,539	113,267
Yugo	6,359	10,576	31,545	48,812	35,959
TOTAL IMPORTS	**2,452,999**	**2,698,274**	**3,068,738**	**3,144,054**	**3,248,579**
Japanese	1,720,684	1,910,993	2,102,725	2,172,791	2,386,319
European	503,266	490,051	568,527	645,339	693,378
Korean	229,049	297,230	397,486	325,924	168,882
Captive Import	331,272	340,590	393,412	348,154	314,358

*Estimate

▶ Page 22i

Where There's Smoke

Some importers' advertising campaigns catch fire — but others never spark

By: Arlena Sawyers

With more than 600 car models in U.S. showrooms representing companies from around the world, import advertising and marketing are proliferating — with mixed results.

To set themselves apart in the intense competition, Asian and European marketing efforts have contained everything from entire ad campaigns that don't show the vehicle to product demonstrations that turned out to be embarassingly too good to be true.

But along with the strategic misses, there have been hits as well.

Volkswagen United States scored a small victory with its *fahrvergnugen* ad campaign launched in February 1990.

Literally, the tongue-twisting German word means "pleasurable driving experience."

The whole idea was to create customer interest and increase floor traffic while instituting the company's lower pricing and no-consumer-rebate strategies. Instead of rebates, VW offered value-added marketing such as a money-back guarantee on the Passat sedan.

The campaign caught fire. VW finished the 1990 calendar year with 129,705 car sales, up from 128,503 in 1989, in an overall down market.

Last year didn't turn out as well for Volvo Cars of North America, second to VW as the largest seller of European cars in the United States. The Swedish importer's sales plunged 12.4 percent by the end of the 1990 calendar year.

Volvo is still trying to live down the flap that evolved as a result of its "monster truck" TV commercial hoax.

An embarassed Volvo pulled the ads, apologized and ran corrective ads. Scali, McCabe, Sloves, Volvo's agency for 23 years, resigned the account after news of the ad broke.

Messner Vetore Berger Carey Schmetterer, a New York-based advertising agency, won the $40 million account in last month.

Though Volvo's integrity was questioned, much of the manufacturer's safety image remains intact. In fact, the Volvo 240 was named *Prevention* magazine's 1991 "Safe Car of the Year" in the import car category.

Volvo is running a print ad showing one of its cars crushed at the front and rear. The line underneath the car reads: "We design every Volvo to look like this." The copy goes on to note that despite the frontal and rear crashes, "the car's middle section, however, didn't collapse."

Indeed, safety has become a major selling point for all manufacturers in the 1990s. Japanese makers, which once lagged behind their European and domestic counterparts in incorporating safety features into their vehicles, have joined the fray.

Toyota Motor Sales U.S.A. created a TV spot demonstrating the deployment of an air bag and another highlighting Previa's all-wheel-drive and anti-lock brakes as a woman driver maneuvers her minivan around debris on a rain-soaked road.

In a 12-page print ad, Acura, Honda of America's luxury car division, boasts about its Legend LS model's driver and passenger side airbags, high-strength steel door beams, rigid unit-body structure, padded instrument panel and "smooth, rounded knobs, buttons and switches."

But a safety image is of less concern to smaller import manufacturers. Many, struggling for name and product recognition, have launched campaigns they hope will position them in the minds of car shoppers.

Alfa Romeo Distributors of

▶ Page 23i

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IMPORT CAR SALES - 1990 CALENDAR YEAR

	January	February	March	April	May	June	July	August	September	October	November	December	1990 Total
ACURA	**10,087**	**10,019**	**11,831**	**12,380**	**13,792**	**13,617**	**13,176**	**12,881**	**11,168**	**11,163**	**8,307**	**9,963**	**138,384**
Integra	5,693	5,992	7,252	7,967	8,076	8,179	7,685	8,533	7,144	7,448	5,122	4,508	83,599
Legend	4,394	4,027	4,579	4,413	5,716	5,438	5,491	4,303	3,804	3,445	2,889	5,167	53,666
NSX	0	0	0	0	0	0	0	45	220	270	296	288	1,119
ALFA ROMEO	**109**	**202**	**266**	**179**	**148**	**484**	**440**	**404**	**385**	**300**	**258**	**307**	**3,482**
Milano	6	3	7	2	4	7	3	7	3	1	2	0	45
Spider	103	199	259	177	144	214	162	163	122	108	121	116	1,888
164	0	0	0	0	0	203	275	234	260	191	175	211	1,549
ASTON MARTIN*	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**60**
AUDI	**1,279**	**1,411**	**2,255**	**1,517**	**2,060**	**2,567**	**1,556**	**1,852**	**2,507**	**1,474**	**1,279**	**1,349**	**21,106**
4000	0	0	0	0	0	0	1	0	0	0	0	0	1
5000	6	3	1	0	1	0	0	0	1	0	0	0	12
80	260	298	499	347	469	556	331	461	496	237	218	230	4,402
90	196	248	409	249	343	425	228	273	335	265	199	210	3,380
V8 Quattro	131	117	147	149	154	180	209	122	208	129	164	224	1,934
Coupe Quattro	59	68	99	59	100	117	52	72	78	52	44	48	848
100/200	510	550	900	598	820	1,090	643	799	1,225	621	475	439	8,670
100/200 Quattro	117	127	200	115	173	199	92	125	164	170	179	198	1,859
BMW	**4,919**	**4,113**	**5,436**	**5,848**	**5,746**	**5,425**	**4,709**	**5,239**	**5,149**	**4,776**	**5,424**	**6,862**	**63,646**
3 series	2,006	1,746	2,435	3,262	2,885	2,627	2,346	2,591	2,467	2,135	2,075	2,244	28,819
5 series	2,054	1,701	2,083	1,768	1,979	1,845	1,616	1,625	1,303	1,567	2,084	2,899	22,524
635 CSi	56	41	43	24	20	20	14	5	6	8	7	8	252
7 series	728	564	797	684	726	821	637	892	1,268	961	1,153	1,229	10,460
850i	0	0	0	0	0	0	0	0	1	1	2	301	305
M3	70	57	72	76	79	64	55	71	57	52	55	56	764
M5	4	0	5	34	57	48	41	55	47	52	48	124	515
M6	1	4	1	0	0	0	0	0	0	0	0	1	7
CHEVROLET/GEO	**12,605**	**13,142**	**15,765**	**13,098**	**13,650**	**12,433**	**10,615**	**9,430**	**8,922**	**7,795**	**5,955**	**5,335**	**128,745**
Spectrum	8,120	8,230	10,836	9,797	9,680	7,751	6,581	5,615	3,237	5,328	4,397	4,237	83,809
Metro	4,485	4,912	4,929	3,301	3,790	4,682	4,034	3,815	5,685	2,467	1,558	1,098	44,756
CHRYSLER MOTORS	**5,600**	**5,319**	**5,485**	**4,583**	**5,738**	**5,731**	**5,299**	**5,249**	**5,682**	**6,777**	**5,193**	**5,082**	**65,738**
Colt	2,798	2,911	2,925	2,436	3,568	3,627	3,612	3,803	4,144	4,423	2,848	2,507	39,602
Conquest	348	65	93	157	65	168	0	0	0	0	0	0	896
Medallion	166	31	34	86	32	126	0	0	0	0	0	0	475
Stealth	0	0	0	0	0	0	0	0	0	976	1,182	1,144	3,302
Summit	1,033	1,392	1,515	1,258	1,338	1,241	1,126	951	1,005	637	491	748	12,735
Vista	659	564	569	369	440	347	337	236	319	558	506	526	5,430
TC	596	356	349	277	295	222	224	259	214	183	166	157	3,298
DAIHATSU	**1,402**	**1,027**	**1,219**	**811**	**721**	**80**	**806**	**1,106**	**914**	**842**	**503**	**564**	**9,995**
FERRARI*	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**1,595**
FORD Festiva	**5,985**	**4,912**	**5,489**	**5,042**	**4,323**	**3,799**	**5,243**	**4,584**	**4,155**	**3,656**	**2,944**	**2,388**	**52,520**
HONDA	**15,871**	**17,923**	**19,736**	**21,106**	**23,574**	**26,080**	**23,876**	**20,024**	**13,295**	**26,022**	**27,324**	**17,546**	**252,377**
Civic/CRX	3,939	4,665	5,045	5,852	6,984	8,251	4,838	5,296	9,512	10,007	11,518	4,973	80,880
Accord	10,761	10,548	11,196	11,756	11,897	11,872	15,133	9,870	2,894	13,351	13,901	10,504	133,683
Prelude	1,171	2,710	3,495	3,498	4,693	5,957	3,905	4,858	889	2,664	1,905	2,069	37,814
HYUNDAI	**11,883**	**10,549**	**11,979**	**10,411**	**13,322**	**11,729**	**10,669**	**12,879**	**10,305**	**10,202**	**10,487**	**13,033**	**137,448**
Excel	9,187	8,489	9,164	7,803	10,254	8,910	8,249	9,571	7,823	6,887	6,828	7,425	100,590
Sonata	2,696	2,060	2,815	2,608	3,068	2,819	2,420	3,308	1,832	1,596	1,526	3,092	29,840
Scoupe	0	0	0	0	0	0	0	0	650	1,719	2,133	2,516	7,018
ISUZU	**208**	**226**	**402**	**294**	**335**	**345**	**386**	**437**	**653**	**1,084**	**805**	**662**	**5,837**
I-Mark	169	174	237	118	129	105	88	70	75	36	46	25	1,272
Impulse	39	52	165	176	206	240	298	316	252	672	482	429	3,327
Stylus	0	0	0	0	0	0	0	51	326	376	277	208	1,238
INFINITI	**1,071**	**1,075**	**1,549**	**1,661**	**2,115**	**1,797**	**2,107**	**1,934**	**2,046**	**2,749**	**2,778**	**3,078**	**23,960**
M30	422	431	532	428	549	670	907	809	622	528	420	285	6,603
Q45	649	644	1,017	1,233	1,566	1,124	1,200	1,125	1,142	1,287	1,103	1,818	13,908
G20	0	0	0	0	0	0	0	0	282	934	1,255	975	3,446
JAGUAR	**1,523**	**1,475**	**1,746**	**1,599**	**1,575**	**1,532**	**1,410**	**1,509**	**1,722**	**1,089**	**1,344**	**2,204**	**18,728**
XJ6	1,086	1,096	1,291	1,175	1,125	1,137	1,084	1,147	1,368	789	1,018	1,697	14,013
XJ-S	437	379	455	424	450	395	326	362	354	300	326	507	4,715
LAMBORGHINI*	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**156**
LEXUS	**4,135**	**4,171**	**4,861**	**5,117**	**5,102**	**5,053**	**5,596**	**6,111**	**5,268**	**5,530**	**5,847**	**6,743**	**63,534**
ES 250	2,919	1,388	1,532	1,613	1,860	1,777	1,990	2,255	1,682	1,766	1,864	1,787	22,433
LS 400	1,216	2,783	3,329	3,504	3,242	3,276	3,606	3,856	3,586	3,764	3,983	4,956	41,101
LOTUS*	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**324**
MASERATI	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**240**
MAZDA	**13,524**	**10,788**	**15,501**	**12,919**	**15,929**	**13,472**	**14,169**	**13,750**	**10,897**	**11,373**	**11,269**	**9,464**	**153,055**
323	2,280	1,361	1,493	1,718	2,126	1,790	2,130	2,748	1,847	1,745	2,107	1,632	22,977
Protege	3,047	2,478	4,601	3,447	4,736	5,183	5,134	3,788	3,288	3,712	4,411	3,579	47,404
626	3,610	2,806	4,095	1,691	1,163	917	1,230	1,545	881	759	764	767	20,228
MX-6	10	1	15	24	20	24	18	28	26	36	10	12	224
Miata	2,852	2,510	3,435	3,549	4,103	3,440	3,105	3,219	2,393	2,747	2,381	2,210	35,944
929	1,064	964	1,062	1,468	2,321	1,329	1,623	1,533	1,621	1,585	1,111	854	16,535
RX-7	661	668	800	1,022	1,460	789	929	889	841	789	485	410	9,743
MERCEDES BENZ	**4,654**	**5,811**	**6,891**	**6,674**	**6,585**	**6,692**	**5,284**	**6,400**	**6,737**	**6,795**	**6,694**	**9,158**	**78,375**
190	822	1,027	1,177	1,160	1,093	1,092	1,013	1,452	1,457	1,516	1,183	1,153	14,145
260E	54	124	412	173	157	202	151	404	154	425	423	517	3,196
300	1,652	2,008	2,089	2,315	2,189	2,305	1,772	1,548	2,216	1,847	1,978	2,521	24,440
300 SE	422	557	640	607	618	545	448	490	395	482	514	943	6,661
350SDL Turbo	0	0	0	0	0	168	191	210	161	168	183	330	1,411
350SD	0	0	0	0	0	0	0	20	64	91	128	240	543
300SEL	258	306	371	346	322	300	255	293	284	356	282	399	3,772
420SEL	407	539	649	593	605	569	515	477	426	456	515	964	6,715
560SEL	348	415	448	398	377	365	324	359	320	334	406	678	4,772
SL Coupe	458	612	894	865	780	778	379	836	937	864	881	1,146	9,430
560SEC	116	152	170	144	163	163	150	113	108	122	138	214	1,753
Tourist	117	71	41	73	215	175	86	198	215	134	63	53	1,441
MERCURY/MERKUR	**2,503**	**1,425**	**1,757**	**1,302**	**891**	**4,239**	**5,230**	**5,621**	**5,752**	**6,450**	**5,435**	**4,583**	**45,188**
Tracer	1,553	1,151	1,212	785	555	4,239	3,523	4,340	4,598	4,893	4,080	3,565	34,494
Capri	0	0	0	0	0	0	1,707	1,281	1,154	1,557	1,355	1,018	8,072
XR4Ti	198	0	0	0	0	0	0	0	0	0	0	0	198
Scorpio	752	274	545	517	336	0	0	0	0	0	0	0	2,424
MITSUBISHI	**15,700**	**8,656**	**8,868**	**9,428**	**9,817**	**13,371**	**4,859**	**4,884**	**5,706**	**6,799**	**5,281**	**6,261**	**99,630**
Starion	2	3	3	3	1	5	1	0	0	0	0	0	18
Cordia	0	0	0	0	0	0	0	0	0	0	0	0	0
Tredia	0	0	0	0	0	0	0	0	0	0	0	0	0
Mirage	10,656	5,034	4,464	5,012	4,230	6,140	1,416	1,215	3,074	3,674	2,009	2,755	49,679
Galant	3,901	2,976	3,673	3,662	4,865	5,650	2,923	2,935	2,005	2,367	2,344	2,690	40,991
Sigma	171	164	142	233	268	208	136	127	28	46	26	17	1,566
Precis	863	401	484	415	361	243	263	371	517	437	209	101	4,665
3000GT	0	0	0	0	0	0	14	1	10	197	648	672	1,542
Wagon	107	78	102	103	92	125	106	235	72	78	45	26	1,169
NISSAN	**26,560**	**24,936**	**32,610**	**25,434**	**30,175**	**27,637**	**26,884**	**28,878**	**27,579**	**22,103**	**21,098**	**18,212**	**312,406**
Sentra	7,120	7,402	7,688	4,541	4,967	4,401	3,426	2,927	2,108	1,362	1,566	1,971	49,479
Pulsar	744	770	725	501	382	233	153	202	88	21	13	7	3,839
Stanza	3,312	3,614	6,898	6,964	8,744	8,154	8,278	8,587	9,993	4,470	4,066	3,535	76,615
Maxima	9,270	7,591	11,246	7,392	8,556	8,049	7,962	8,626	7,858	7,988	8,693	7,834	100,067
240SX/200SX	4,032	3,380	4,434	3,908	5,088	4,949	5,226	6,466	5,570	5,772	4,622	3,016	56,463

*Estimate

▶ Page 24i

▶From Page 21i

North America, which on past occasions acknowledged that it is suffering from an awareness problem, embarked on a new campaign last month. "Impressions," a campaign for the Alfa Romeo 164, features six different print spreads created by American illustrators. Each spread contains an artist's visual impressions of the product as well as quotes from journalists which speak for the character of the car.

"By presenting impressions of the Alfa Romeo executed in the style of each illustrator, the advertising suggests the separation of Alfa Romeo from conventional automobiles," says Jack Frakes, executive vice president and executive creative director for Ross Roy Advertising in Southfield, Mich.

"It's not a car for everybody," he acknowledged. "We're appealing to people who put a lot of importance on individuality, heritage and some kind of soul in what they want in an automobile."

Mitsubishi Motor Sales of America, in its quest to join the first-string team of Japanese imports — Toyota, Honda, Nissan Motor Corp. in U.S.A. and Mazda Motors of America — is counting on its new luxury car, the 1992 Diamante, to create awareness for the entire Mitsubishi product line.

Daihatsu America, the newest Japanese manufacturer to enter the U.S. market, currently is running a print ad campaign it hopes will heighten its public awareness and dispel a consumer assumption that it is a Korean company.

One ad features a tiny building bearing the Daihatsu name being dwarfed by large skyscrapers with the names Gigantic Motors and Titan Auto.

The copy reads: "When you're not a well-known automotive company yet, you can't expect your humongous neighbors to throw you a block party."

Last fall, the Middle East crisis was brought to U.S. soil in the form of economic uncertainty, falling car sales and a threat of rising fuel prices. That caused some manufacturers — Chrysler Corp. and General Motors in particular — to incorporate fuel economy as a major selling point in their 1991 marketing strategies.

But many import manufacturers resisted. Luxury car manufacturers say they have no evidence that gasoline prices, recently hovering around the $1 mark, are causing customers to switch from one car segment to another.

Japanese carmakers, still perceived by consumers as building economical, fuel-efficient cars, say they can better utilize their advertising dollars by touting other product attributes.

Nissan, in one current ad, makes mention of "range per tank of gasoline," but doesn't include specific information about miles per gallon in its 1991 advertising because "there are so many other aspects of the car we want to promote," says a Nissan spokesman. "Fuel efficiency is something we've always been known for."

Daniel Petit, Peugeot Motors of America national marketing manager, says: "Our dealers don't think (fuel economy information) is a big selling point."

A multi-paragraphed, two-page spread for Hyundai Motor America's new 1991 Scoupe, heralds its "multi-port electronically fuel-injected overhead cam engine," contoured sport bucket seats and three-year/36,000 bumper-to-bumper limited warranty, but omits any mention of gas mileage.

"People already know that; we haven't had to add it," says a Hyundai spokeswoman.

Mercedes-Benz of North America Inc., which believes fuel economy is less important to its buyers than the level of safety and high technology it builds into cars, does not include fuel milage in its ads.

Something import manufacturers have copied from the domestics is dealer association advertising. Under the programs, dealers are assessed either a flat fee or a percentage of a vehicle's invoice. The manufacturer also contributes to the fund.

Created so dealers and manufactures share the cost and control of local advertising, associations are an important part of the import advertising and marketing mix.

Among the latest to create a dealer group is Lexus, the luxury division of Toyota. It launched its dealer advertising association a year ago. Under the program, the dealer ad group builds the creative elements of the campaign and the four regional groups plan the media schedules for their markets.

On the other hand, a few import manufacturers have gotten out of the dealer ad associations business.

Nearly a year ago, Suzuki of America Corp. scrapped its associations because it lacked dealer support.

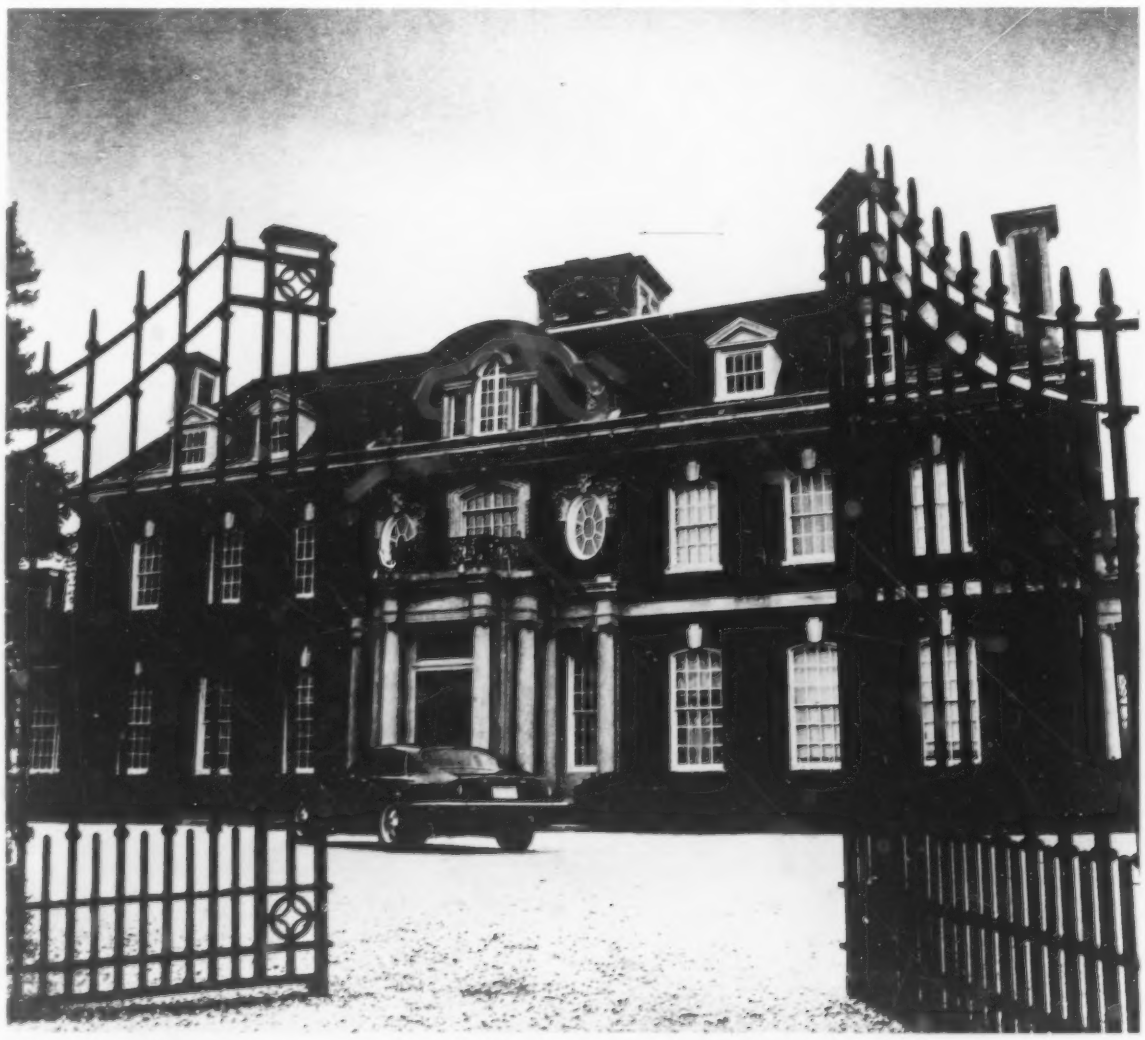
BMW of North America does not have dealer groups, although its dealers contribute to regional advertising.

Nissan disbanded its dealer groups more than two years ago, replacing them with regional advertising offices solely funded by Nissan. Each region will control its own budget and create its own advertising.

Last October, as an experiment, Nissan directed an estimated $100 million to the company's 11 regions.

The program will be reviewed at the end of this year. □

Arlena Sawyers is an Automotive News staff reporter.



Your Ad Here.

Pity the poor ad trying to reach the captains of industry and finance.

It takes a place last on line on some of the world's most overcrowded "To-do" lists. It often languishes unread on coffee tables. And gets no closer to its target than the reception area.

Unless the ad appears in Barron's, where it overcomes these obstacles by the simple act of bypassing them.

Barron's is read in that office away from the office called home. By chief officers of corporations who are all but impossible to reach in their weekday workplaces.

In fact, Barron's reaches a greater concentration of professionals/managers holding those titles than Business Week, Forbes, Fortune or any of the major newsweeklies. And we also reach them when they're best able to concentrate. On weekends.

Which means Barron's reaches your audience at the best time and the best place. And for the least money. With a lower cost per thousand than any of the competition.

So if you've ever stopped and wondered whether your advertising is actually reaching its intended target, that alone is reason to consider Barron's.

After all, how many other publications can promise an editorial environment as hospitable as the one pictured above?

HOW THE SMART MONEY GETS THAT WAY.

Sources: *Meet America's Smart Money*, 1988, Erdos and Morgan, Inc. *Survey of Adults and Markets of Affluence*, 1990, Mendelsohn Media Research, Inc. Costs per thousand are based on 7" x 10" black and white units for all publications. © 1990 Dow Jones & Company, Inc. All Rights Reserved.

IMPORT CAR SALES - 1990 CALENDAR YEAR — Continued

	January	February	March	April	May	June	July	August	September	October	November	December	1990 Total
NISSAN 300ZX	1,820	1,810	2,334	1,879	2,120	1,641	1,610	1,636	2,027	1,900	1,655	1,663	22,095
Hawaii	262	369	283	249	318	210	229	434	235	590	483	186	3,848
PEUGEOT	**336**	**312**	**481**	**449**	**443**	**355**	**337**	**359**	**267**	**312**	**295**	**346**	**4,292**
PONTIAC LeMans	**1,407**	**2,791**	**2,246**	**3,359**	**4,622**	**4,968**	**6,338**	**4,684**	**3,647**	**1,950**	**1,339**	**1,790**	**39,081**
PORSCHE	**696**	[illegible]	**941**	**1,012**	**913**	**844**	**750**	**660**	**559**	**605**	**634**	**801**	**9,139**
924S	0	63	42	27	0	0	0	0	2	2	4	0	140
944	42	0	0	0	10	11	140	3	0	0	0	0	206
944S	126	122	205	255	197	226	225	303	210	189	149	141	2,348
944 Turbo	65	96	132	60	43	33	21	11	2	4	4	0	471
911 Coupe/Carrera 2/4	124	246	351	453	400	382	273	201	226	256	301	437	3,650
911 Turbo	1	1	2	2	0	0	2	0	0	0	0	2	10
911 Cabriolet/Speedster	2[illegible]	132	152	149	201	146	182	104	82	118	130	154	1,805
928S	[illegible]	64	57	66	57	46	37	38	37	36	46	67	620
ROLLS/BENTLEY*	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**1,200**
SAAB	**1,967**	**2,088**	**2,277**	**2,186**	**1,932**	**2,799**	**3,632**	**2,386**	**1,401**	**1,967**	**1,615**	**2,147**	**26,397**
900	268	293	438	371	431	589	668	420	231	312	284	335	4,640
900S	266	267	535	462	578	823	1,158	584	272	392	349	362	6,048
900 Turbo	609	611	720	778	514	735	776	339	307	415	364	499	6,667
9000S	201	221	114	154	122	216	311	268	88	164	183	262	2,304
9000CD	324	378	292	283	191	292	232	192	291	387	283	506	3,651
9000 Turbo	289	312	168	127	73	126	458	565	201	289	145	182	2,935
Tourist	10	6	10	11	23	18	29	18	11	8	7	1	152
STERLING	**505**	**493**	**405**	**302**	**320**	**311**	**273**	**247**	**282**	**305**	**265**	**307**	**4,015**
SUBARU	**6,578**	**6,626**	**10,511**	**9,409**	**6,549**	**8,526**	**8,311**	**9,442**	**8,550**	**7,135**	**5,696**	**5,396**	**92,729**
Hatchback	30	28	35	24	13	18	11	7	8	0	0	0	174
3-Door	38	18	38	32	33	26	26	16	19	0	0	0	246
4-Door Sedan	85	57	47	47	39	39	22	40	16	0	0	0	392
Legacy	3,963	3,702	5,593	6,182	1,614	4,825	5,587	5,913	257	3,864	2,079	1,327	44,906
Loyale	1,206	1,431	1,929	1,388	4,164	2,851	1,623	1,960	6,865	2,046	2,614	3,032	31,109
XT/XT6	131	160	186	122	76	138	50	72	103	34	90	112	1,276
Station Wagon	20	12	25	34	52	13	26	60	21	0	0	0	263
Justy	1,105	1,218	2,658	1,580	556	616	966	1,374	1,261	1,191	913	925	14,363
SUZUKI	**615**	**515**	**475**	**448**	**515**	**589**	**533**	**668**	**835**	**622**	**431**	**279**	**6,525**
TOYOTA	**27,316**	**29,235**	**35,625**	**30,099**	**34,300**	**28,536**	**29,923**	**38,976**	**24,743**	**29,266**	**27,250**	**31,865**	**367,134**
Corolla	7,588	9,090	8,192	6,705	7,167	6,581	7,044	9,469	6,062	8,669	6,672	9,019	92,258
Tercel	7,225	8,033	10,315	8,213	9,040	6,095	6,798	9,642	4,452	4,534	7,638	8,823	90,808
Celica	6,081	6,408	8,019	7,315	8,066	7,058	6,438	7,356	5,623	5,886	5,216	5,055	78,521
Supra	966	544	624	584	634	558	464	467	416	427	380	355	6,419
Camry	4,688	4,154	6,284	4,727	6,485	5,487	6,506	9,100	5,668	7,167	5,154	6,588	72,008
Cressida	599	635	1,052	902	1,016	1,057	1,200	1,407	1,433	1,366	1,101	1,095	12,863
MR2	169	371	1,139	1,653	1,892	1,700	1,473	1,535	1,089	1,217	1,089	930	14,257
VOLKSWAGEN	**8,713**	**8,255**	**12,158**	**10,239**	**14,343**	**14,710**	**11,547**	**11,704**	**11,363**	**10,251**	**8,687**	**7,735**	**129,705**
Cabriolet	479	486	842	729	1,113	837	706	684	562	441	365	371	7,615
Corrado	294	349	494	390	562	493	585	582	519	475	473	459	5,675
Jetta	4,060	3,745	5,886	5,041	6,900	7,352	4,737	5,034	5,450	4,354	3,082	2,673	58,314
Golf/GTI	952	916	1,463	1,033	1,564	1,878	2,313	1,651	1,904	1,454	1,174	820	17,122
Passat	847	760	1,009	1,348	1,660	1,467	1,449	1,626	1,360	1,965	2,377	2,406	18,274
Quantum	9	4	2	3	4	1	2	3	2	1	8	7	46
Scirocco	0	0	0	0	0	0	0	0	0	0	0	19	19
Fox	2,072	1,995	2,462	1,695	2,540	2,682	1,755	2,124	1,566	1,561	1,208	980	22,640
VOLVO	**8,834**	**6,301**	**7,265**	**8,036**	**9,885**	**8,979**	**7,639**	**8,548**	**8,119**	**5,196**	**5,132**	**5,960**	**89,894**
240 series	4,043	2,141	2,545	2,777	3,251	3,145	2,796	2,948	2,896	1,527	1,825	2,516	32,410
740 series	3,998	3,409	3,887	4,447	5,663	4,904	3,790	3,678	3,853	2,918	2,793	2,730	46,070
760 series	720	662	621	684	751	644	803	1,721	1,210	550	136	125	8,627
940 series	0	0	0	0	0	0	0	0	0	62	320	530	912
780	54	71	74	72	86	62	77	122	112	124	29	38	921
Tourist	19	18	138	56	134	224	173	79	48	15	29	21	954
YUGO	**879**	**544**	**571**	**590**	**608**	**533**	**559**	**452**	**366**	**503**	**504**	**250**	**6,359**
IMPORT TOTAL	**197,709**	**185,249**	**226,846**	**205,777**	**230,273**	**228,113**	**212,401**	**221,543**	**189,519**	**195,336**	**180,318**	**179,915**	**2,452,999**

*Estimate

CANADIAN IMPORTED CAR SALES

	1990	1989	1988	1987
BMW	4,002	4,311	5,016	4,864
Chrysler	15,262	20,920	9,056	8,437
Ford	6,992	8,356	6,299	10,088
GM**	6,334	5,087	27,386	23,468
Honda	67,850	59,045	56,369	61,227
Hyundai	15,860	26,504	31,013	50,648
Jaguar	1,005	1,606	2,154	2,660
Lada	631	673	970	1,054
Mazda*	29,835	26,162	27,656	26,635
Mercedes-Benz	4,065	4,063	4,221	4,403
Nissan	24,474	28,145	29,812	36,416
Peugeot	114	223	78	-
Saab**	-	1,212	1,369	1,639
Skoda	-	344	378	625
Subaru	7,622	6,171	7,759	8,447
Suzuki	7,303	7,328	6,588	3,810
Toyota	63,385	65,954	70,400	68,753
Volkswagen	34,978	29,212	35,553	41,470
Volvo	2,456	3,253	3,491	5,208
TOTALS	**292,168**	**298,569**	**325,568**	**359,852**

*Includes N.A. built and imported car sales.
**GM's 1990 total includes Saab.

NORTH AMERICAN TRANSPLANT AND CAPTIVE IMPORT PRODUCTION 1990-1985

U.S. Car Production	1990	1989	1988	1987	1986	1985
Diamond-Star	148,379	90,741	0	0	0	0
Honda	433,317	362,274	366,355	324,064	238,159	145,337
Mazda	181,108	216,501	163,289	4,200	0	0
Nissan	97,568	115,584	109,897	117,334	65,147	43,810
NUMMI	204,513	192,471	128,430	187,378	205,854	64,601
Subaru-Isuzu	35,115	5,361	0	0	0	0
Toyota	217,463	151,088	18,527	0	0	0
Volkswagen	0	0	35,997	66,696	84,397	96,458
TOTAL U.S. CAR	**1,317,463**	**1,134,020**	**822,495**	**699,672**	**593,557**	**350,206**
Canadian Car Production						
CAMI	53,346	0	0	0	0	0
Honda	103,781	86,353	49,968	15,685	526	0
Hyundai	27,409	3,570	0	0	0	0
Toyota	61,112	19,948	0	0	0	0
Volvo	8,028	8,274	[illegible]	8,523	10,390	10,030
TOTAL CANADIAN CAR	**253,676**	**118,145**	[illegible]	**24,208**	**10,916**	**10,030**
U.S. Truck Production						
Nissan	139,404	123,057	95,919	102,718	108,116	107,442
Subaru-Isuzu	37,235	5,799	0	0	0	0
TOTAL U.S. TRUCK	**176,639**	**128,856**	**95,919**	**102,718**	**108,116**	**107,442**
Canadian Truck Production						
CAMI	17,392	0	0	0	0	0
TOTAL CANADIAN TRUCK	**17,392**	**0**	**0**	**0**	**0**	**0**
TOTAL CAR	**1,571,139**	**1,252,165**	**879,036**	**723,880**	**604,473**	**360,236**
TOTAL TRUCK	**194,031**	**128,856**	**95,919**	**102,718**	**108,116**	**107,442**
TOTAL CAR AND TRUCK	**1,765,170**	**1,381,021**	**974,955**	**826,598**	**712,589**	**467,678**

U.S. IMPORT SALES-12 YEARS

1990	2,452,999
1989	2,698,274
1988	3,068,738
1987	3,144,054
1986	3,248,579
1985	2,841,063
1984	2,441,713
1983	2,385,734
1982	2,221,517
1981	2,326,376
1980	2,396,934
1979	2,327,932

WHERE THE IMPORT MARKET WAS, 1990 CALENDAR YEAR

	1990 Sales
SUBCOMPACT	1,040,511
COMPACT	260,690
INTERMEDIATE	574,322
SPECIALTY	119,463
LUXURY	458,013
TOTAL	**2,452,999**

▶ From Page 14i

motorsports thus far provides a glimpse of how other importers may strike out into the motorsports arena.

Mel Poole, a spokesman for Championship Auto Racing Teams (CART), the sanctioning body that governs the Indy car series, says: "It's becoming more and more important for Japanese manufacturers to do all the things that make them more a part of the American auto culture."

CART is considered the premier American racing venue, and the Indianapolis 500 is the biggest CART event. The Japanese have thus far stayed out of CART.

Poole says that while he has no assurance that any of the Japanese manufacturers are planning to field Indy teams any time soon, many have requested and received some key technological components needed to build an Indy-specified engine.

A motorsports program is an expensive proposition. Up front are the hard-to-quantify costs such as research, design and engineering. Add to that the costs of fielding a team and paying top-name drivers. Then come sponsorships, merchandising, promotions and advertising.

"Nissan races because it helps us merchandise our products," says Ronald Hannum, the company's general marketing manager. "But more importantly, it furthers Nissan's image as a manufacturer of performance products.

"Image-building activities like racing take a big chunk of money, and you can't always tell whether the activity results in more sales," he says.

Motorsports promotion falls under various departments from company to company. At Mazda, it's a function of marketing and advertising. At Nissan, Nissan Performance Technology Inc. operates with a budget all its own.

Motorsports enthusiasts think the best approach is the Nissan one, where motorsports does not have to compete with every other marketing and advertising program in the company.

"It's highly unusual to find an executive at the top level of an auto company who knows and understands motorsports," says a company insider who asked to remain anonymous.

"They're more likely to be golf or tennis fans, and favor those types of sports marketing campaigns over racing. At best, most of them are neutral about motorsports. It's really a better idea to spend money on racing than to piss it away on golf, but they don't see it that way."

Indeed, it is hard to tell how much of each manufacturer's sales growth comes from what it does in motorsports. It is even harder to determine whether more motorsports brings more prestige and sales to a company.

But it is clear that auto racing has become an important part of what the biggest Japanese importers are doing to turn up the heat in the U.S. marketplace. □

Kristine Stiven Breese is an Automotive News staff reporter based in Los Angeles.

▶ From Page 8i

including Camry models produced in Kentucky and Corollas built in California.

According to Arnot, for the first 10 months of 1990, Toyota had 45,000 Corollas, it's most popular fleet vehicle, and 34,000 Camrys in corporate and daily rental fleets.

"The commercial segment seems to hold more promise for Toyota — and it can be a lot bigger," he says. "What's taking some time is that many of these companies and their fleet managers have had relationships with the domestic manufacturers for a long time.

"In many cases, we already have a fleet administrator's personal business," says Arnot. "They own a Toyota for their personal use, but their company has a policy that doesn't let them buy imports. It's a challenge for us to change that."

Tracy Tausch, director of customer sales and marketing for LMV Leasing, says the company began listing Toyotas and Nissans in its vehicle recommendation lists three years ago.

Tausch conceded that the Big 3 can build vehicles to specification and deliver them in about eight to 10 weeks, while it takes about 14 weeks for import manufacturers. "But the import manufacturers are doing a much better job, and are heading in the right direction in the areas of distribution, quality and pricing," he says.

"Toyota and Nissan are working the hardest to mirror domestic manufacturers as far as product and timeliness are concerned," he says.

Subaru of America has about 8,000 vehicles in fleets, mostly daily rentals. Its most popular fleet vehicle is Legacy sedan.

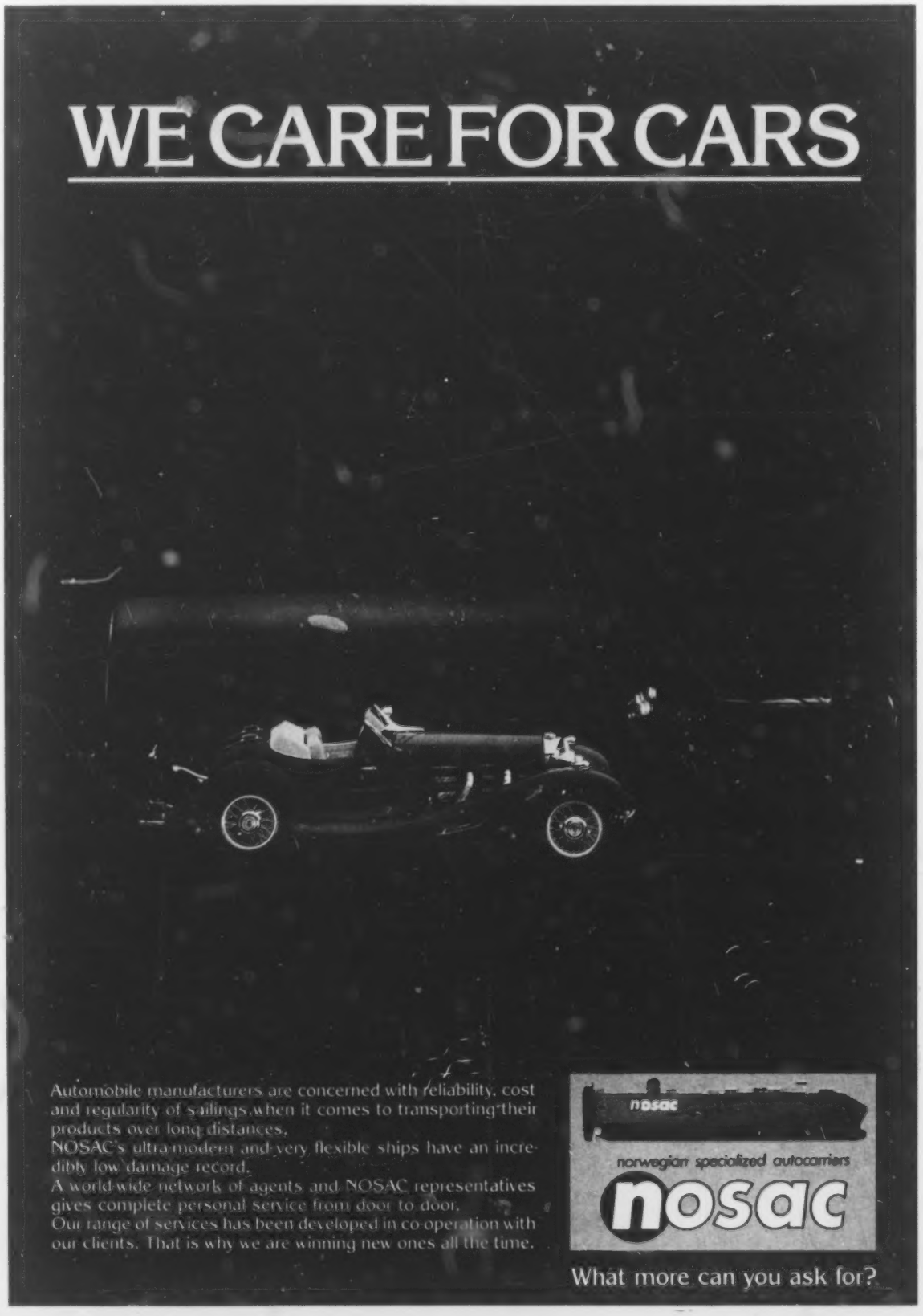
"It's tough for imports to penetrate the commercial accounts," says Charles Reed, national fleet sales manager. "Certain industries, like pharmaceutical companies, are very pro-domestic."

He noted that fleet administrators prefer mid-sized vehicles, while most Japanese makers sell compacts or subcompacts.

"The more progressive companies are looking at imports," he says. "If your vehicles are cost competitive and fit the bill, they will be considered."

Subaru is aggressively pursuing the fleet market, Reed says. "Fleet sales are 10 percent of the market, so it is hard to ignore." □

Charles M. Thomas is an Automotive News staff reporter.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Vehicle sales in Mexico surge 21 percent in 1990

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Led by a huge jump in Volkswagen sales, Mexican car and truck sales jumped 21.31 percent last year.

Sales of Mexican-built vehicles by the country's five car and truck makers totaled 527,296 in 1990, compared with 434,669 the previous year, according to figures compiled by the Mexican Automotive Industry Association.

The rankings of the five companies were scrambled along the way. Volkswagen jumped from fourth place to first. Nissan slipped a notch after leading the industry for three years in a row. And Ford, which was hurt by a strike early in the year, dropped from third to fifth.

Still, Ford managed to increase sales during the year, as did every other maker except Chrysler.

For the second year in a row, Volkswagen took the domestic car sales crown. It captured 38.35 percent of the passenger car market, well ahead of Nissan's 22.88 percent. Ford and Chrysler had about 15 percent each and General Motors had 9 percent.

Volkswagen's surging Beetle led the charge. Sales more than doubled from 1989, to 84,245.

In addition to the 527,296 car and truck sales reported by the association, there were also 4,137 sales of heavy diesel trucks, 1,511 of buses and 5,376 of imported cars. The imports were brought into the country later in the year after the government lifted a ban.

Ford, which was short of product because of its strike, tallied 1,903 import sales, and its Town Car alone accounted for nearly one-fourth of imported car sales. Volkswagen had 1,129 import sales, followed by GM (1,102), Chrysler (675) and Nissan (557).

Ford was the largest exporter, according to the association, shipping 32 percent of the 276,859 vehicles exported. Of those, 249,921 were passenger cars and 26,938 were trucks.

Ford was followed by Chrysler (27.4 percent), Volkswagen (16.7 percent), GM (14.8 percent) and Nissan (9.1 percent).

According to the association, 238,271 of those vehicles went to dealers in the United States and 13,079 to Canada.

MEXICAN VEHICLE SALES

	Cars		Trucks		Total	
	1990	1989	1990	1989	1990	1989
Volkswagen	133,694	77,021	10,248	9,008	143,942	86,029
Nissan	79,745	69,855	32,314	25,766	112,059	95,621
General Motors	31,249	22,876	61,188	49,579	92,437	72,455
Chrysler	52,503	56,952	38,764	36,393	91,267	93,345
Ford	51,412	47,801	36,179	39,418	87,591	87,219
TOTAL	348,503	274,505	178,693	160,164	527,296	434,669

Nissan looks to U.S. sources for new engine

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — Nissan Motor Co.'s planned U.S. powertrain plant will deliver an "almost completely U.S.-made engine" when it debuts in 1996.

Although the engine is five years from production, the carmaker's U.S. manufacturing arm is already having preliminary discussions with engine-component makers in this country about supplying the engine.

Nissan announced in January that it will spend about $600 million to launch an engine plant in Decherd, Tenn., in 1996. But officials with Nissan Motor Manufacturing Corp. U.S.A. maintain that they have not yet decided what kind of engine it will be, whether it will be used for cars or trucks, or what the plant's production capacity will be.

Before the new engine is produced, Nissan's plant in Smyrna, Tenn., will begin building a replacement for the Stanza in addition to its current products, the Sentra and Hardbody pickup.

The company has had casual discussions with some of its existing suppliers about the engine project, said Stan Zdeb, director of engineering for powertrain and vehicle assembly with Nissan Motor Manufacturing in Smyrna.

Nissan assembles four-cylinder engines for the Sentra inside its Smyrna car and truck plant. Zdeb said that between 30 and 40 U.S. component suppliers have begun supplying that engine over the past year. Large components such as blocks, cylinder heads, crankshafts and camshafts come from Japan.

The Tennessee manufacturer also will assemble a 3.0-liter, six-cylinder engine to power a new minivan that Ford Motor Co. will build for both companies next year in Ohio.

Zdeb said that many of the local suppliers that have been selected for those projects will be likely candidates for the new engine.

"We'll be using the same suppliers in many cases," Zdeb said. "By the time we're up and running, it will be an almost completely U.S.-made engine."

Although the proposed Decherd plant will allow more localized parts into Nissan's engine assembly, several of the components will be produced in-house. It will contain an aluminum-casting foundry, which will enable it to cast and machine its own cylinder heads and blocks.

Plans additionally call for the plant to produce several other components, but company officials maintain that they have not determined what those will be.

"A lot of our existing suppliers are already asking us questions about the project," the executive said. "We'll show them the drawings and ask them for their ideas or any changes."

Zdeb said that most of the suppliers will be selected in 1993. Contracts for production processes will be signed in 1992.

"We'll be talking to a lot of suppliers between now and then," he said. "It's almost a simultaneous process. Working with suppliers on the design phase takes a long time. When we start finalizing the decisions in 1993, it will appear that we're making decisions right and left. But it will be the result of a lot of consideration that's already beginning."

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U.S. auto trade deficit increases 12.7% in Nov.

WASHINGTON — U.S. exports of autos and light trucks continued to lose ground to imports last November, according to the latest trade statistics from the U.S. International Trade Commission.

The U.S. automotive trade deficit swelled 12.7 percent in November, as the value of exports fell 14.2 percent and the value of imports increased 7.2 percent.

The big contributor to the import gain in November was Japan, which boosted its value of car shipments 21 percent to $2.0 billion. Other major contributors to the surge included Germany, with a 16.6 percent increase, and Mexico, with a 126 percent gain.

Other countries increasing their value of U.S.-bound car shipments for the month were Sweden, France and countries classed as "others" in the report.

Nations that decreased their value of car shipments to the United States in November were Canada, down 3.6 percent; South Korea, 10.8 percent; the United Kingdom, 24.0 percent; Italy, 30.6 percent; and Brazil, 99.9 percent.

The value of U.S. car exports declined across the board during the month. The value of shipments to Japan was down 6.2 percent, even though U.S. exports to Japan are up 78.2 percent for the 12-month period ending in November. Car exports to Canada were down 19.6 percent, and exports were down 14.2 percent to all other nations combined in the report.

The annualized automotive trade deficit stood at $42.2 billion in November, less than a 2 percent improvement over the preceding 12-month period. The U.S. trade deficit in cars and trucks accounted for about 43 percent of the nation's total trade imbalance during the 12 months ended in November.

U.S. AUTOMOTIVE TRADE

(x $1,000)

Passenger cars

Country	Trade	Nov. 1989	Nov. 1990	Annualized trade Dec. 1988-Nov. 1989	Annualized trade Dec. 1989-Nov. 1990
Japan	from U.S.	$ 42,833	$ 40,162	$ 321,475	$ 572,844
	to U.S.	1,660,566	2,008,870	20 320,706	19,368,879
Canada	from U.S.	494,511	397,375	[illegible] 590	6,176,547
	to U.S.	1,315,321	1,268,466	12,016,577	13,731,161
Germany	to U.S.	475 552	554,535	5,400,749	5,823,484
S. Korea	to U.S.	108,686	96,936	1,745,910	1,095,806
Sweden	to U.S.	126,978	134,251	1,661,435	1,574,783
Mexico	to U.S.	75,246	245,626	1,231,617	2,019,323
Yugoslavia	to U.S.	3	0	6,946	5,555
United Kingdom	to U.S.	122,262	92,397	945,584	866,275
Italy	to U.S.	24,467	16,970	264,272	282,303
France	to U.S.	29	273	65,761	21,840
Brazil	to U.S.	31,375	43	270,932	89,154
Others	from U.S.	278,809	239,214	2,321,545	2,650,931
	to U.S.	33,179	46,601	394,283	594,595
Car total	from U.S.	816,153	676,752	8,743,610	9,400,323
	to U.S.	3,973,665	4,464,968	45,124,775	45,473,157
CAR TRADE BALANCE		(3,157,512)	(3,788,216)	(36,381,165)	(36,072,834)
Truck total	from U.S.	138,049	142,364	1,881,849	1,596,438
	to U.S.	757,664	609,195	8,416,496	7,702,365
TRUCK TRADE BALANCE		(619,615)	(466,831)	(6,534,647)	(6,105,927)
Car and truck total	from U.S.	954,202	819,116	10,625,459	10,996,761
	to U.S.	4,731,329	5,074,163	53,541,271	53,175,522
VEHICLE TRADE BALANCE		(3,777,127)	(4,255,047)	(42,915,812)	(42,178,761)
TOTAL U.S.	from U.S.	30,617,800	33,616,700	361,752,300	391,836,500
Merchandise trade	to U.S.	40,530,500	43,318,800	475,011,500	493,579,600
TRADE BALANCE		(9,912,700)	(9,702,100)	(113,259,200)	(101,743,100)

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COMING EVENTS

General

March 10-14 — American Car Rental Association Convention, Walt Disney World Dolphin, Orlando, Fla., (202) 789-2240

March 18-19 — Doing Business in Eastern Europe, University of Wisconsin-Madison Department of Engineering Professional Development, University of Wisconsin-Madison, (800) 462-0876

March 19-21 — East/West Interfreight Conference & Exposition, Cargo Systems International and Hungarian Ministry of Transport's Institute for Transport Sciences, Vigado Concert Hall, Budapest, Hungary, 44 81 330 3911

March 20-22 — Managing International Joint Ventures, Michigan Business School, University of Michigan, Ann Arbor, Mich., (313) 763-1000

March 30-April 2 — North American Material Handling Show and Forum, Material Handling Industry of America, Cobo Center, Detroit, (800) 345-1815

April 3-5 — Interagency Motor Equipment Advisory Committee of the Southeast conference, General Services Administration, Hyatt Regency, Louisville, Ky., (404) 331-0918

April 8-11 — IPC '91 Programmable Controllers Conference and Exposition, Engineering Society of Detroit, Cobo Center, Detroit, (313) 665-0014

April 10-11 — Developing relationships with Japanese automobile manufacturers, U.S. Department of Commerce, Bismarck Hotel, Chicago, (202) 377-5479 or (202) 377-1418

April 10-12 — Intermodal Transportation conference, International Transportatin Association, Hyatt Regency Hotel, Baltimore, (301) 864-4163

April 14-17 — Raw Materials Seminar, Adhesive and Sealant Council Inc., Adams Mark Hotel, St. Louis, (202) 452-1500

April 19-20 — Auto Trim & Accessories Show, Taj Mahal, Atlantic City, N.J., (215) 644-6400

April 24-25 — Automotive Parts Manufacturers' Association conference, Convention Center, Hamilton, Ontario, (416) 366-9673

April 28-May 1 — National Association of Fleet Administrators Inc. conference, Atlanta Marriott Marquis, Atlanta, (908) 494-8100

May 6-9 — Premium Incentive Show, Javits Convention Center, New York, (516) 627-4000

May 14-16 — Contract Manufacturers Expo, Contract Manufacturers Association, Philadelphia Convention Center, Philadelphia, (313) 643-6807 or (800) 635-9885

May 14-18 — National Vehicle Leasing Association conference, San Francisco Marriot, San Francisco, (213) 838-3170

May 20-21 — Corporate Venturing Conference, Venture Economics Inc., Westin St. Francis Hotel, San Francisco, (617) 449-2100

May 22-26 — Autopromotec, Bologna Trade Fair Centre, Bologna, Italy

June 4-6 — Northeast Interagency Motor Equipment Advisory Committee Conference, Ramada Hotel, West Springfield, Mass., (212) 264-5772

June 4-6 — Inventory Management Exposition & Conference, Rosemont/O'Hare Exposition Center, Rosemont, Ill., (212) 557-6950

June 5-7 — Managing Transportation Carrier Quality Performance Seminar, University of Wisconsin-Madison/Extension Management Institute, Wisconsin Center, Madison, Wis., (800) 362-3020 ext. 2-8890 or (800) 262-6243 ext. 2-8890

June 11-13 — Superabrasives Conference & Exposition, Society of Manufacturing Engineers, O'Hare Exposition Center & Hyatt Regency O'Hare, Rosemont, Ill., (313) 271-0777

June 23-28 — Strategy: Formulation and Implementation seminar, The Michigan Business School, University of Michigan Executive Education Center, Ann Arbor, Mich., (313) 763-1000

Sept. 4-5 — Automotive Dealers Business Show, New Jersey Automobile Dealers Association, Meadowlands Convention Center, Secaucus, N.J., (212) 286-0333

Sept. 26-28 — National Auto Glass Conference, National Glass Association, Pointe Resort, Phoenix, (703) 442-4890

Oct. 16-18 — Access Expo, Washington Convention Center, Washington, (203) 775-0422

Oct. 21-14 — Materials Week, ASM International, Convention Center, Cincinnati, (216) 338-5151

Oct. 24-25 — TyreTech, *European Rubber Journal,* Berlin Congress Centre, Berlin, 44 939 250 383

Nov. 11-14 — Autofact, Society of Manufacturing Engineers, McCormick Place, Chicago, (313) 271-1500 ext.343

Nov. 13-15 — Access Expo, Expocon Management Associates Inc., Washington Convention Center, Washington, (203) 374-1411

Dealer conventions

March 13-17 — Iowa Automobile Dealers Association and Kansas Motor Car Dealers Association, Hyatt Regency, San Antonio, Texas, (515) 226-1900

March 14-19 — Missouri-Illinois Auto & Truck Dealer Convention, Desert Springs Marriott, Palm Desert, Calif., (314) 634-3011

April 3-7 — North Carolina Automobile Dealers Association, Southampton Princiss Hotel, Bermuda, (919) 828-4421

April 21-23 — Automobile Dealers Association of North Dakota, Holiday Inn, Fargo, N.D., (701) 293-6822

May 5-6 — Oregon Automobile Dealers Association, Red Lion Lloyd Center, Portland, Ore., (503) 233-5044

May 12-14 — American International Automobile Dealers Association, J.W. Marriott, Washington, (202) 659-2561

May 19-22 — Pennsylvania Automotive Association Convention and Exhibition, Hershey Lodge and Convention Center, Hershey, Pa., (717) 255-8311

May 23-26 — South Carolina Automobile & Truck Dealers Association, Hyatt Regency, Hilton Head, S.C., (803) 252-0205

June 8-13 Arkansas Automobile Dealers Association, Acapulco Princess Hotel, Acapulco, Mexico, (800) 727-1960

June 9-12 — Idaho Automobile Dealers Association, Sun Valley Resort, Sun Valley, Idaho, (208) 342-7779

Auto shows

March 7-17 — Geneva International Motor Show, Palexpo, Geneva, 022-798-11-11

March 11-17 — Quebec City Auto Show, Pepals of Laval University, Quebec City, Quebec, (418) 683-1991

March 13-17 — Atlanta International Auto Show, Georgia World Congress Center, Atlanta, (404) 432-1658

March 13-17 — Calgary International Auto & Truck Show, Round Up Centre-Stampede Park, Calgary, Alberta (403) 287-3893

March 13-17 — Dallas Auto Show, Dallas Convention Center, Dallas, (214) 637-0531

March 15-17 — Valley RV and Camping Show, Joyce ACC, University of Notre Dame, South Bend, Ind., (800) 837-7842

March 16-24 — Greater St. Paul & Minneapolis Auto Show, New Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 20-24 — New Jersey International Auto Show, Raritan Center Exposition Hall, Edison, N.J., (609) 883-5056

March 20-24 — Inland Counties International Auto Show, National Orange Showgrounds, San Bernardino, Calif., (213) 301-9019

March 21-24 — Tulsa Auto Show, Tulsa State Fairgrounds, Tulsa, Okla., (918) 493-7272

March 22-24 — Northwod Institute's Auto Show, West Palm Beach Campus, West Palm Beach, Fla. (407) 478-5570

March 29-April 7 — Belgrade auto show, Belgrade, Yugoslavia

March 30-April 7 — New York International Auto Show, Jacob Javits Convention Center, New York, (718) 746-5300

April 3-7 — Arizona Auto Show, Phoenix Civic Center, (213) 444-5202

April 4-7 — Louisville New Car Show, Kentucky Fair and Exposition Center, Louisville, Ky., (502) 583-0279

April 10-13 — Auto Korjaamo, Helsinki Finland, (90) 6944-824

April 10-15 — Winnipeg International Car & Truck Show, Winnipeg Convention Center, Winnipeg, Manitoba, (204) 889-4924

April 13-21 — Stockholm auto show, Stockholm, Sweden

April 20-28 — Turin International Auto Show, Turin, Italy

April 24-28 — San Diego International Auto Show, San Diego Convention Center, San Diego, (619) 296-3175

May 3-12 — Oslo auto show, Oslo, Norway

May 4-12 — Barcelona auto show, Barcelona, Spain

DOMESTIC CARS, DAYS' SUPPLIES

	Mar. 1, 1991	Feb. 1, 1991	Mar. 1, 1990
Summit	226	283	—
Talon	125	132	32
Premier	224	222	190
Total Eagle	**154**	**164**	**81**
Horizon	100	118	74
Laser	186	218	68
Sundance	148	149	95
Reliant	—	—	63
Acclaim	59	60	47
Total Plymouth	**95**	**95**	**65**
LeBaron A	200	162	139
LeBaron J	79	134	123
LeBaron GTS	—	—	219
Fifth Avenue (rwd)	—	—	118
Fifth Avenue (fwd)	67	97	87
Imperial	109	79	86
New Yorker C	128	110	73
Total Chrysler	**98**	**125**	**101**
Omni	113	114	79
Shadow	112	121	69
Monaco	25	165	292
Daytona	245	295	110
Spirit	59	57	49
Dynasty	38	47	43
Total Dodge	**68**	**81**	**63**
CHRYSLER CORP.	**86**	**98**	**71**
Escort	59	90	85
Mustang	104	127	92
Tempo	50	67	53
Taurus	43	67	57
Thunderbird	75	133	78
Probe	96	230	114
Crown Victoria	137	84	65
Total Ford Div.	**63**	**91**	**66**
Topaz	68	83	74
Sable	45	78	58
Cougar	81	114	80
Grand Marquis	67	110	71
Total Mercury	**62**	**95**	**70**
Continental	37	59	32
Town Car	38	51	55
Mark VII	81	119	45
Total Lincoln	**40**	**57**	**46**
Total L-M Div.	**53**	**79**	**60**
FORD MOTOR CO.	**60**	**87**	**64**
Skyhawk	—	—	85
Roadmaster	67	—	—
Somerset/Skylark	28	57	33
Century	39	62	70
Regal	87	93	106
LeSabre	132	143	69
Reatta	240	72	101
Electra/Park Ave.	71	102	135
Riviera	97	146	98
Total Buick	**71**	**91**	**73**
Allante	230	217	108
Seville	121	39	50
DeVille	59	58	57
Brougham	109	114	82
Eldorado	131	136	84
Total Cadillac	**77**	**66**	**62**
Geo Prizm/Nova	80	91	78
Cavalier	60	68	57
Camaro	140	182	104
Celebrity	58	63	55
Corsica/Beretta	68	173	62
Lumina/Monte Carlo	79	92	77
Caprice	93	136	74
Corvette	91	118	87
Total Chevrolet	**70**	**89**	**68**
Calais	78	101	52
Cutlass Ciera	69	90	70
Cutlass Supreme	78	91	71
88	107	94	63
98	80	68	91
Toronado	90	155	106
Total Oldsmobile	**82**	**91**	**68**
Sunbird	74	94	50
Firebird	211	198	91
Grand Am	78	104	59
Pontiac 6000	61	121	61
Grand Prix	80	109	82
Bonneville H	109	107	79
Total Pontiac	**84**	**109**	**67**
Total Saturn	**71**	**60**	—
GENERAL MOTORS	**75**	**90**	**68**
HONDA	**85**	**88**	**39**
MAZDA	**45**	**94**	**76**
MITSUBISHI	**48**	**109**	**78**
NISSAN	**85**	**92**	**137**
TOYOTA	**47**	**55**	**32**
SUBARU	**191**	**187**	—
DOMESTIC TOTAL	**71**	**89**	**66**
Subcompact	**65**	**78**	**59**
Compact	**64**	**95**	**54**
Intermediate	**52**	**80**	**66**
Standard	**103**	**121**	**71**
Specialty	**114**	**119**	**93**
Luxury	**62**	**72**	—

Chrysler cuts dividend, will revise credit lines

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — In the next several weeks, Chrysler Corp. expects to finalize with its banks an agreement that reorganizes its lines of credit.

The move would help Chrysler withstand adverse market and economic conditions and help maintain the health of Chrysler Financial Corp., its financial subsidiary.

Meanwhile, as it copes with a weak market and recession, Chrysler's board of directors Thursday cut the quarterly common stock dividend in half — to 15 cents per share from 30 cents per share. The dividend is payable April 15. The dividend had been 30 cents per share since the first quarter of 1989.

"Reducing the dividend was the prudent and sensible thing to do in light of the dismal market conditions of the past few months," said Robert S. Miller Jr., Chrysler vice chairman. He added that the company hopes a resurgent economy will permit restoration of the 30-cent dividend "at some point in the future."

In February, General Motors cut its quarterly dividend to 40 cents per share from 75 cents per share.

Chrysler executives have met with a consortium of 38 banks led by Manufacturers Hanover Trust Co. to restructure the company's bank credit.

Chrysler now has a revolving line of credit of $2.64 billion on which it has never drawn. On Dec. 31, 1990, a total of 40 percent, or $1.06 billion, was available to Chrysler Financial.

Chrysler also had $3 billion in cash reserves at the end of 1990.

Under the new tentative agreement, the line of credit would be reduced to $1.7 billion, but the terms would be more flexible. About 40 percent of the sum is expected to be restricted for use by Chrysler Financial.

"You keep bank lines and pay a fee for what? For a rainy day," Chrysler Chairman Lee Iacocca said in February. "Well, it's raining. I mean hard. So you talk to the bankers."

The January downgrading of Chrysler's debt securities rating to "junk bond" status by Fitch Financial Wire and Standard & Poor's Corp. has affected the company's financial subsidiary adversely. Because Chrysler Financial's rating is linked to that of its corporate parent, the downgrading has restricted Chrysler Financial's access to commercial paper and has raised borrowing costs.

On Dec. 31, Chrysler Financial's commercial paper outstanding was only $1.1 billion, down from $10.1 billion a year earlier.

During 1990, Chrysler Financial also increased its sales of receivables, and in the second quarter it began drawing on its own bank credit lines. As of Dec. 31, 1990, Chrysler Financial had $6.2 billion of short-term bank borrowings outstanding. Chrysler Financial has its own lines of credit with 185 banks. The lines of credit total more than $13 billion and extend through the end of 1993.

Chrysler indicated in February that it was seeking a "minority partner with a triple-A rating" to take a minority stake in Chrysler Financial and boost the subsidiary's credit rating.

Chrysler Financial earned $313 million in 1990 and helped its parent stay in the black and report net earnings of $68 million.

Consumer Reports still a foe of A-604

Chrysler Corp. executives held a three-hour meeting last week with representatives of *Consumer Reports*, but there were no indications that the magazine would retreat from its position that buyers avoid models equipped with Chrysler's A-604 automatic transmission.

"We stand completely by everything we said in the magazine," said David Berliner, assistant director of Consumers Union, publisher of *Consumer Reports*.

Chrysler President Robert Lutz led the team of marketing and engineering representatives who were expected to tell the magazine that transmission reliability problems cited by the publication have been corrected.

The 1.4 million vehicles equipped with the 2½-year-old transmission include most Chrysler minivans.

Mazda workers voting on pact that mirrors Big 3 deal

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Hourly workers at the Mazda Motor Manufacturing (USA) Corp. assembly plant near Detroit will vote today on a tentative three-year contract agreed to by the company and the UAW March 4.

A union official, who did not want to be identified, said highlights of the new contract include:

- Wage parity with hourly workers at General Motors, Ford Motor Co. and Chrysler Corp. Wages will rise from $13.61 to $16.50 an hour.
- Creation of a Jobs Bank program, similar to Big 3 programs that assure workers of full pay in the event of layoffs.
- Improved sickness and accident benefits.
- Four additional paid days off.
- The same pension benefits as Big 3 workers.

The Jobs Bank program is important because company officials have said that some hourly jobs will not be needed when the plant begins producing the reskinned Mazda 626 sedans and Mazda MX-6 coupes for the 1992 model year. The Ford Probe also is built at the Flat Rock, Mich., plant.

An automotive consultant told *Automotive News* that up to 350 of the 2,900 hourly jobs may be cut during the new model changeover.

Workers in a Jobs Bank perform non-traditional assembly plant work, such as aiding community organizations or attend classes, and are paid their full wages.

A company official also acknowledged that Mazda Motor Manufacturing may trim its supplier base to provide work in-house for employees whose jobs may be eliminated.

Mazda is the only wholly owned Japanese assembly plant in the United States that is represented by the UAW. Analysts believe non-union transplant factories will sweeten their salary and benefits in an effort to keep the union out.

"I would think the other transplants would likely match the financial package in the not too distant future," said Harley Shaiken, a labor professor at the University of California at San Diego who watches the auto industry.

Added Dale Brickner of the Michigan State University School of Labor and Industrial Relations: "The (Japanese) companies will try to match the wage and benefits package if they are serious about keeping the UAW out."

In addition to Mazda's plant in Flat Rock, there are five other Japanese-owned assembly plants in the United States.

Nissan Motor Manufacturing Corp. U.S.A. has a plant in Smyrna, Tenn.; Honda of American Manufacturing Inc. has factories in Marysville and East Liberty, Ohio; Toyota Motor Manufacturing U.S.A. Inc. has a plant in Georgetown, Ky.; and Subaru-Isuzu Automotive Inc. operates a factory in Lafayette, Ind.

The Associated Press contributed to this report.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Mar. 1, 1991	Feb. 1, 1991	Mar. 1, 1990
Car			
Chevrolet	235	213	98
Chrysler Motors	255	227	93
Dodge	75	85	-
Acura	79	82	65
Daihatsu	53	52	65
Honda	90	80	50
Infiniti	70	86	61
Isuzu	545	897	188
Lexus	24	32	24
Mazda	73	62	65
Mitsubishi	68	152	80
Nissan	162	190	104
Subaru	75	98	128
Suzuki**	153	137	251
Toyota	47	54	44
JAPAN	**95**	**102**	**78**
Audi	254	285	185
BMW	84	85	64
Mercedes-Benz	59	70	33
Mercury	87	151	62
Porsche	161	234	87
Volkswagen	179	224	140
GERMANY	**120**	**160**	**94**
Alfa Romeo	178	195	97
Ford	196	192	106
Hyundai	85	83	61
Jaguar	132	150	50
Peugeot	71	68	89
Pontiac	94	67	88
Eagle/Chrysler	256	358	117
Saab	58	60	61
Sterling	58	58	68
Volvo	120	145	92
Yugo	94	69	116
Other Countries	**107**	**113**	**79**
Total Import Cars	**101**	**111**	**80**
Truck			
Daihatsu	64	60	39
Geo Tracker	172	119	145
Isuzu*	184	225	106
Mazda*	97	100	71
Mitsubishi	58	70	109
Nissan*	115	80	54
Range Rover	80	67	57
Suzuki**	109	124	157
Toyota	42	47	38
Dodge	162	153	129
Total Imp. Trucks	**93**	**91**	**74**
Total Imp. Vehicles	**99**	**106**	**79**

*Includes domestic vehicles.
**Estimated

Bryan launches effort to speed air bag installations

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The industry's progress in installing air bags hasn't satisfied four senators who have introduced a bill that would mandate the devices on all cars in the 1996 model year and on light trucks in 1997.

The bill was co-sponsored by Sen. Richard Bryan, the Nevada Democrat who is pushing the industry to adopt higher corporate average fuel economy standards. Automakers, who strongly oppose his CAFE stance, called Bryan's air-bag bill a dangerous precedent and said it would strip them of their flexibility in meeting safety rules.

Big 3 speed up truck plans, Page 29

Jerry Curry, administrator of the National Highway Traffic Safety Administration, acknowledged that the bill could help put more air bags in use but called it "regulation for regulation's sake."

The current law, which took full effect in the 1990 model year, requires only that cars have front-seat passive restraints — usually air bags or automatic seat belts. Under a special provision, cars can carry a driver-side air bag as their only passive restraint if they add a passenger-side air bag for the 1994 model year.

Bryan's bill would require driver- and passenger-side air bags for cars in model year 1996. Light trucks would have to have driver-side bags in 1997 and passenger-side bags a year later.

Passive restraints aren't currently required in light trucks, but NHTSA is expected to change that later this month. The anticipated rule would require them in 20 percent of light trucks in the 1994 model year, 100 percent in 1996.

Manufacturers aren't expected to have problems meeting the Bryan bill for its cars. Most automakers have plans to put air bags on a substantial percentage of their car fleets by the mid-1990s.

But Chrysler Corp., the industry leader in air-bag installation, said: "We do not favor legislative mandates for specific designs or mandates like air bags."

Toni Harrington, a lobbyist for Honda North America Inc., said the bill would legislate a "design standard." She called that a dangerous departure from current practice, where automakers are told what measurable crash-protection standards they must meet and are given the option of how to comply. "Now they want to tell us what we have to do," she said.

Curry said 90 percent of all cars on the road in 1994 will have air bags. "We can get the other 10 percent in the next year."

The bill was co-sponsored by Sen. John Danforth, R-Mo., who has backed unsuccessful auto safety bills before. The other sponsors are Slade Gorton, R-Wash., who is also a sponsor of Bryan's CAFE bill; and Brock Adams, D-Wash., a former U.S. transportation secretary.

SALES

FROM PAGE 1

lowest April-June quarter in 33 years.

The Persian Gulf war ended the day before the month ended, leaving little chance for any postwar euphoria to show up in February sales results. Still, the February decline in car and truck sales — 13.7 percent to 913,059 cars and light trucks — looked better than January's miserable performance, when sales fell 27.7 percent from 1990 levels.

And on a daily selling-rate basis, the industry showed steady improvement as the month progressed. In February's final selling period, sales were down 7.6 percent from a year ago, to 369,225. That compares with a 15 percent decline in the middle 10-day period and a 22 percent fall that opened the month.

By March 1, the total stock of unsold cars declined slightly to fewer than 2 million units, the equivalent of a 77-day supply. That compares with 95 days on Feb. 1.

But the supply was higher than the 70-day level of March 1 last year and the seven-year average of 61 days for the date.

During February, domestic car stocks declined to a 69-day supply from an 89-day supply on Feb. 1. Although there were more unsold import cars in stock, February's selling-rate improvement reduced the inventory from 111 days at the beginning of the month to 101 days on March 1. The monthly sales decline affected cars and trucks almost equally.

February car sales were down 13.7 percent to 621,853; light-truck sales fell 13.9 percent to 291,206.

Big 3 sales dropped 14.8 percent to 656,132 cars and light trucks.

Japanese companies suffered less, posting a 9.2 percent decline in total car and truck sales, to 222,073. Their comparatively better performance came despite predictions that consumers might avoid Japanese nameplates in reaction to Japan's restrained support for the allied cause in the Persian Gulf war.

Among the Big 3, General Motors recorded the biggest decline and Chrysler Corp. the smallest. GM sales fell 18.4 percent to 315,333 cars and trucks. GM's Saturn division sold 2,056 cars.

Ford Motor Co. sales were down 13.3 percent to 224,487 cars and trucks. Ford Division cars posted an 8 percent increase in the final selling period. Escort, Tempo, Taurus, Thunderbird and Probe sales all improved their year-ago totals in the final stretch of the month. Both periods had seven selling days.

Chrysler's sales were down 8.6 percent to 116,312 cars and trucks.

Light truck sales had been a particular worry for Chrysler. Consumer Reports told buyers in January to avoid Chrysler products with the A-604 automatic transmission, but Chrysler minivan sales increased in February from last year.

Chrysler immediately began an aggressive public relations campaign to counter the *Consumer Reports* article. Chrysler also has a $1,000 rebate on its minivans and has been heavily advertising their safety features, including driver's-side air bags. Last month, sales of Chrysler's minivans topped the anemic year-ago month by more than 40 percent for each model.

Sales for the leading Japanese companies fell below the monthly average decline. American Honda Motor Co. was down 21.3 percent to 48,060; Nissan Motor Corp. in U.S.A., down 25.6 percent to 25,568; and Toyota Motor Sales U.S.A. Inc., down 15.9 percent to 50,202.

European imports continued to suffer after pulling buyers ahead into December so they could avoid the new luxury tax that took effect Jan. 1. Jaguar Cars Inc. had a particularly dismal month, despite the fact that from Feb. 1 to April 15, Jaguar is rebating up to $3,360 in luxury taxes on its XJ-s coupes and convertibles. February Jaguar sales were down 61.5 percent to 568.

Mercedes-Benz of North America Inc. was down 31.5 percent to 3,981. Rival BMW of North America Inc. fell 18.2 percent to 3,365, but that was an improvement over January, when BMW sales fell 48.2 percent. Sales for Volvo Cars of North America, which has few models over $30,000, were down 9.1 percent to 5,725.

LIGHT-TRUCK MARKET SHARES

(Domestic and import)

	February Sales	Pct. of Total
C pickup	71,446	24.54
FS pickup	73,100	25.10
Minivan	63,392	21.77
FS van	22,754	7.81
C sport-utility	51,929	17.83
FS sport-utility	8,585	2.95
TOTAL	**291,206**	**100.00**

C = Compact, FS = Full-sized

DOMESTIC CAR MARKET SHARES

	February Sales	Pct. of Total
Subcompact	81,745	17.30
Compact	117,906	24.95
Intermediate	179,711	38.04
Standard	44,860	9.49
Specialty	1,563	0.33
Luxury	46,739	9.89
TOTAL	**472,524**	**100.00**

IMPORTED CAR SALES, FEBRUARY & YTD

	Feb 1991	Feb 1990	2 Mos. 1991	2 Mos. 1990
Acura	9,621	10,019	18,762	20,106
Alfa Romeo	268	202	520	311
Aston Martin*	5	5	10	10
Audi	874	1,411	1,717	2,694
BMW	3,365	4,113	5,913	9,032
Chevrolet/Geo	5,094	13,142	10,617	27,743
Chrysler	86	421	159	1,365
Daihatsu	425	1,027	873	2,429
Dodge	2,461	1,710	5,144	3,427
Eagle	485	1,423	1,088	2,622
Ferrari*	80	80	160	160
Ford	2,520	4,912	5,136	10,897
Honda	12,680	17,923	26,487	33,794
Hyundai	8,811	10,549	16,320	22,432
Infiniti	1,905	1,075	3,767	2,146
Isuzu	669	226	1,124	434
Jaguar	568	1,475	1,079	2,998
Lamborghini*	13	13	26	26
Lexus	4,299	4,171	7,427	8,306
Lotus*	27	27	54	54
Maserati*	20	20	40	40
Mazda	8,769	13,458	19,192	26,982
Mercedes-Benz	3,981	5,811	7,359	10,465
Mercury	6,496	1,425	10,951	3,928
Mitsubishi	9,758	8,656	14,707	24,356
Nissan	15,380	25,646	30,625	52,206
Peugeot	317	312	662	648
Plymouth	859	1,765	1,904	3,505
Pontiac	2,024	2,731	4,313	4,138
Porsche	322	725	564	1,420
Rolls/Bentley*	100	100	200	200
Saab	1,810	2,088	2,835	4,055
Sterling	211	493	416	998
Subaru	5,226	6,626	9,508	13,154
Suzuki	329	515	720	1,130
Toyota	25,968	29,235	51,225	56,551
Volkswagen	7,533	8,255	13,943	16,123
Volvo	5,725	6,301	10,981	15,135
Yugo	245	544	615	1,423
TOTAL	**149,329**	**188,630**	**287,143**	**387,443**

*Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Feb 1991	Feb 1990	Percent Share
Alfa Romeo	268	202	0.0
Aston Martin*	5	5	0.0
Am. Honda	48,060	61,050	7.7
BMW	3,365	4,113	0.5
Buick	43,397	41,171	7.0
Cadillac	15,443	20,761	2.5
Chevrolet	87,134	107,829	14.0
Chrysler	10,703	11,594	1.7
Daihatsu	425	1,027	0.1
Dodge	28,878	28,622	4.6
Eagle	3,467	4,807	0.6
Ferrari*	80	80	0.0
Ford	92,477	107,272	14.9
Hyundai	8,811	10,549	1.4
Isuzu	669	226	0.1
Jaguar	568	1,475	0.1
Lamborghini*	13	13	0.0
Lincoln	16,265	20,327	2.6
Lotus*	27	27	0.0
Maserati*	20	20	0.0
Mazda	20,426	17,791	3.3
Mercedes	3,981	5,811	0.6
Mercury	29,343	27,957	4.7
Mitsubishi	19,062	10,983	3.1
Nissan Motor	25,568	34,363	4.1
Oldsmobile	31,063	45,821	5.0
Peugeot	317	312	0.1
Plymouth	15,213	21,821	2.4
Pontiac	39,311	47,262	6.3
Porsche	322	725	0.1
Rolls/Bentley*	100	100	0.0
Saab	1,810	2,088	0.3
Saturn	2,056	0	0.3
Sterling	211	493	0.0
Subaru	8,054	6,692	1.3
Suzuki	362	515	0.1
Toyota Motor	50,202	59,720	8.1
Volvo	5,725	6,301	0.9
VWoA	8,407	9,666	1.4
Yugo	245	544	0.0
TOTAL	**621,853**	**720,155**	**100.0**
GM	**218,404**	**262,864**	**34.8**
FORD	**138,085**	**155,556**	**22.2**
CHRYSLER	**58,261**	**66,844**	**9.4**
JAPANESE	**172,828**	**192,367**	**27.8**
EUROPEAN	**25,464**	**31,975**	**4.1**
KOREAN	**8,811**	**10,549**	**1.4**

*Estimate

U.S. CAR AND LIGHT-TRUCK SALES, 2 MONTHS — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	169,164	221,206	14.4	15.1	162,935	214,391	29.0	29.2	332,099	435,597	19.1	19.8	-0.7	-23.8
Chevrolet	169,420	220,143	14.4	15.0	144,774	195,075	25.8	26.6	314,194	415,218	18.1	18.9	-0.8	-24.3
Toyota	88,159	105,740	7.5	7.2	36,855	36,710	6.6	5.0	125,014	142,014	7.2	6.5	0.7	-12.2
Dodge	59,894	58,529	5.1	4.0	64,341	92,458	11.5	12.6	124,235	150,987	7.2	6.9	0.3	-17.7
Buick	81,867	85,236	7.0	5.8	—	—	—	—	81,867	85,236	4.7	3.9	0.8	-4.0
Honda	74,673	99,143	6.3	6.8	—	—	—	—	74,673	99,143	4.3	4.5	-0.2	-24.7
Pontiac	71,810	95,544	6.1	6.5	2,826	3,732	0.5	0.5	74,636	99,276	4.3	4.5	-0.2	-24.8
Nissan	46,506	65,046	4.0	4.4	22,944	23,492	4.1	3.2	69,450	88,538	4.0	4.0	0.2	-21.6
Oldsmobile	59,797	84,701	5.1	5.8	3,311	2,978	0.6	0.4	63,108	87,679	3.6	4.0	-0.4	-28.0
Plymouth	33,019	44,357	2.8	3.0	23,700	38,564	4.2	5.2	56,719	82,921	3.3	3.8	-0.5	-31.6
Mercury	52,266	61,982	4.4	4.2	—	—	—	—	52,266	61,982	3.0	2.8	0.2	-15.7
Mazda	36,330	35,711	3.1	2.4	15,642	16,513	2.8	2.2	51,972	52,224	3.0	2.4	0.6	-0.5
GMC	—	—	0.0	0.0	36,440	49,529	6.5	6.7	36,440	49,529	2.1	2.3	-0.2	-26.4
Mitsubishi	28,497	32,829	2.4	2.2	6,479	7,391	1.2	1.0	34,976	40,220	2.0	1.8	0.2	-13.0
Cadillac	33,957	41,731	2.9	2.9	—	—	—	—	33,957	41,731	2.0	1.9	0.1	-18.6
Lincoln	28,820	38,132	2.5	2.6	—	—	—	—	28,820	38,132	1.7	1.7	-0.1	-24.4
Jeep	—	—	0.0	0.0	23,462	33,673	4.2	4.6	23,462	33,673	1.4	1.5	-0.2	-30.3
Chrysler	20,300	27,383	1.7	1.9	511	656	0.1	0.1	20,811	28,039	1.2	1.3	-0.1	-25.8
Acura	18,762	20,106	1.6	1.4	—	—	—	—	18,762	20,106	1.1	0.9	0.2	-6.7
Hyundai	16,320	22,432	1.4	1.5	—	—	—	—	16,320	22,432	0.9	1.0	-0.1	-27.2
Subaru	15,118	13,270	1.3	0.9	—	—	—	—	15,118	13,270	0.9	0.6	0.3	13.9
Volkswagen	13,943	16,123	1.2	1.1	699	842	0.1	0.1	14,642	16,965	0.8	0.8	0.1	-13.7
Isuzu	1,124	434	0.1	0.0	12,606	14,650	2.2	2.0	13,730	15,084	0.8	0.7	0.1	-9.0
Volvo	10,981	15,135	0.9	1.0	—	—	—	—	10,981	15,135	0.6	0.7	-0.1	-27.4
Lexus	7,427	8,306	0.6	0.6	—	—	—	—	7,427	8,306	0.4	0.4	0.0	-10.6
Mercedes-Benz	7,359	10,465	0.6	0.7	—	—	—	—	7,359	10,465	0.4	0.5	-0.1	-29.7
Eagle	7,018	10,165	0.6	0.7	—	—	—	—	7,018	10,165	0.4	0.5	-0.1	-31.0
BMW	5,913	9,032	0.5	0.6	—	—	—	—	5,913	9,032	0.3	0.4	-0.1	-34.5
Infiniti	3,767	2,146	0.3	0.1	—	—	—	—	3,767	2,146	0.2	0.1	0.1	75.5
Saturn	3,576	—	0.3	0.0	—	—	—	—	3,576	—	0.2	0.0	0.2	—
Suzuki	754	1,130	0.1	0.1	2,504	2,644	0.4	0.4	3,258	3,774	0.2	0.2	0.0	-13.7
Saab	2,835	4,055	0.2	0.3	—	—	—	—	2,835	4,055	0.2	0.2	0.0	-30.1
Audi	1,717	2,694	0.1	0.2	—	—	—	—	1,717	2,694	0.1	0.1	0.0	-36.3
Daihatsu	873	2,429	0.1	0.2	524	541	0.1	0.1	1,397	2,970	0.1	0.1	-0.1	-53.0
Jaguar	1,079	2,998	0.1	0.2	—	—	—	—	1,079	2,998	0.1	0.1	-0.1	-64.0
Peugeot	662	648	0.1	0.0	—	—	—	—	662	648	0.0	0.0	0.0	2.2
Yugo	615	1,423	0.1	0.1	—	—	—	—	615	1,423	0.0	0.1	0.0	-56.8
Porsche	564	1,420	0.0	0.1	—	—	—	—	564	1,420	0.0	0.1	0.0	-60.3
Alfa Romeo	520	311	0.0	0.0	—	—	—	—	520	311	0.0	0.0	0.0	67.2
Sterling	416	998	0.0	0.1	—	—	—	—	416	998	0.0	0.0	0.0	-58.3
Range Rover	—	—	0.0	0.0	412	735	0.1	0.1	412	735	0.0	0.0	0.0	-43.9
Rolls-Bentley*	200	200	0.0	0.0	—	—	—	—	200	200	0.0	0.0	0.0	0.0
Ferrari*	160	160	0.0	0.0	—	—	—	—	160	160	0.0	0.0	0.0	0.0
Lotus*	54	54	0.0	0.0	—	—	—	—	54	54	0.0	0.0	0.0	0.0
Maserati*	40	40	0.0	0.0	—	—	—	—	40	40	0.0	0.0	0.0	0.0
Lamborghini*	26	26	0.0	0.0	—	—	—	—	26	26	0.0	0.0	0.0	0.0
Aston Martin*	10	10	0.0	0.0	—	—	—	—	10	10	0.0	0.0	0.0	0.0
TOTAL	**1,176,312**	**1,463,623**	**100.0**	**100.0**	**560,965**	**734,574**	**100.0**	**100.0**	**1,737,277**	**2,198,197**	**100.0**	**100.0**	**0.0**	**-21.0**
TOTAL BIG 3	**790,908**	**989,109**	**67.2**	**67.2**	**462,300**	**631,056**	**82.4**	**85.9**	**1,253,208**	**1,620,165**	**72.1**	**73.7**	**-1.6**	**-22.6**
TOTAL JAPAN	**321,990**	**386,290**	**27.4**	**26.4**	**97,554**	**101,941**	**17.4**	**13.9**	**419,544**	**488,231**	**24.1**	**22.2**	**1.9**	**-14.1**
TOTAL EUROPE	**47,094**	**65,792**	**4.0**	**4.5**	**1,111**	**1,577**	**0.2**	**0.2**	**48,205**	**67,369**	**2.8**	**3.1**	**-0.3**	**-28.4**
GM	420,427	527,355	35.7	36.0	187,351	251,314	33.4	34.2	607,778	778,669	35.0	35.4	-0.4	-21.9
Ford	250,250	321,320	21.3	22.0	162,935	214,391	29.0	29.2	413,185	535,711	23.8	24.4	-0.6	-22.9
Chrysler	120,231	140,434	10.2	9.6	112,014	165,351	20.0	22.5	232,245	305,785	13.4	13.9	-0.5	-24.0
Toyota/Lexus	95,586	114,046	8.1	7.8	36,855	36,710	6.6	5.0	132,441	150,756	7.6	6.9	0.8	-12.1
Honda/Acura	93,435	119,249	7.9	8.1	0	0	0.0	0.0	93,435	119,249	5.4	5.4	0.0	-21.6
Nissan/Infiniti	50,273	67,192	4.3	4.6	22,944	23,492	4.1	3.2	73,217	90,684	4.2	4.1	0.1	-19.3
Geo	36,939	46,556	3.1	3.2	3,896	4,782	0.0	0.0	36,939	46,556	2.1	2.1	0.0	-20.7
VW/Audi	15,660	18,817	1.3	1.3	699	842	0.1	0.1	16,359	19,659	0.9	0.9	0.0	-16.8

*Estimate

DOMESTIC CAR SALES, FEBRUARY & YTD

	Feb. 21. to Feb. 28. 1991	Same Period 1990	Feb 1991	Same Month 1990	Jan. 1 to Feb. 28. 1991	Same Period 1990
Summit	138*	0	439	0	825	0
Talon	636*	978	2,129	2,341	4,289	4,801
Premier	119*	423	414	1,043	816	2,742
Total Eagle	**893***	**1,401**	**2,982**	**3,384**	**5,930**	**7,543**
Horizon	20*	952	80	2,586	171	4,493
Laser	499*	2,156	1,861	4,997	3,660	9,187
Sundance	1,704*	1,308	3,115	3,546	6,455	8,701
Reliant	0	155	0	471	0	1,140
Acclaim	2,773*	3,288	9,298	8,456	20,529	17,331
Total Plymouth	**4,996***	**7,859**	**14,354**	**20,056**	**31,115**	**40,852**
LeBaron A	343*	538	1,420	990	2,901	1,111
LeBaron J	958*	1,619	3,528	3,554	5,466	9,056
LeBaron GTS	0	48	0	120	0	444
Fifth Avenue (rwd)	0	24	0	80	0	348
Fifth Avenue (fwd)	844*	1,092	3,769	2,623	7,112	6,454
Imperial	314*	405	786	961	2,028	2,160
New Yorker C	374*	1,019	1,114	2,845	2,634	6,445
Total Chrysler	**2,833***	**4,745**	**10,617**	**11,173**	**20,141**	**26,018**
Omni	329*	959	80	2,436	184	4,310
Shadow	2,103*	1,721	5,003	4,566	9,938	10,808
Monaco	65*	90	228	225	423	337
Daytona	241*	1,261	1,113	2,803	2,172	5,877
Aries	0	120	0	329	0	867
Lancer	0	33	0	65	0	391
Spirit	2,196*	2,337	8,242	8,045	18,974	15,185
Dynasty	3,514*	2,438	11,751	8,443	23,059	17,327
Total Dodge	**8,448***	**8,959**	**26,417**	**26,912**	**54,750**	**55,102**
CHRYSLER CORP.	**17,170***	**22,964**	**54,370**	**61,525**	**111,936**	**129,515**
Escort	8,607	6,921	23,371	20,479	43,817	43,466
Mustang	1,770	3,042	5,534	9,392	10,973	18,886
Tempo	7,568	5,194	16,922	20,218	30,429	40,473
Taurus	8,015	7,708	26,469	27,165	47,798	55,188
Thunderbird	2,257	2,207	6,651	8,305	11,156	17,002
Probe	2,964	2,704	6,918	8,598	10,475	18,149
Crown Victoria	2,016	2,970	4,092	8,203	9,380	17,145
Total Ford Div.	**33,197**	**30,746**	**89,957**	**102,360**	**164,028**	**210,309**
Topaz	1,780	1,647	4,191	5,688	8,127	12,948
Sable	3,179	2,584	8,297	7,873	14,149	16,400
Cougar	1,542	1,954	4,063	5,726	7,589	11,728
Grand Marquis	2,677	2,589	6,296	7,245	11,450	16,978
Total Mercury	**9,178**	**8,774**	**22,847**	**26,532**	**41,315**	**58,054**
Continental	1,686	1,678	5,075	6,473	8,712	12,066
Town Car	4,085	3,773	10,363	11,154	18,645	21,548
Mark VII	339	939	827	2,700	1,463	4,518
Total Lincoln	**6,110**	**6,390**	**16,265**	**20,327**	**28,820**	**38,132**
Total L-M Div.	**15,288**	**15,164**	**39,112**	**46,859**	**70,135**	**96,186**
FORD MOTOR CO.	**48,485**	**45,910**	**129,069**	**149,219**	**234,163**	**306,495**
Skyhawk	0	52	0	134	0	350
Roadmaster	231	0	469	0	484	0
Somerset/Skylark	3,313	3,866	8,093	9,267	17,338	17,886
Century	4,279	4,507	10,100	10,132	16,971	20,321
Regal	2,571	1,772	6,955	4,358	15,125	8,832
LeSabre	3,382	4,451	8,505	11,232	15,912	22,711
Reatta	52	228	100	600	423	977
Electra/Park Ave.	2,806	1,545	7,719	4,040	13,109	11,317
Riviera	665	541	1,456	1,408	2,505	2,842
Total Buick	**17,299**	**16,962**	**43,397**	**41,171**	**81,867**	**85,236**
Allante	66	94	146	232	302	546
Seville	485	737	1,410	2,238	4,731	4,363
DeVille	3,995	4,816	10,828	13,993	22,795	28,123
Brougham	786	1,054	1,962	2,640	4,020	5,255
Eldorado	480	679	1,097	1,678	2,109	3,444
Total Cadillac	**5,812**	**7,380**	**15,443**	**20,781**	**33,957**	**41,731**
Geo Metro	1,625	195	5,584	651	12,451	1,229
Geo Prizm	1,655	3,021	7,269	9,314	13,871	17,584
Cavalier	9,124	7,398	23,992	19,778	48,729	47,569
Camaro	1,140	1,663	3,111	4,801	5,944	10,516
Celebrity	40	1,351	123	3,277	3,770	5,130
Corsica/Beretta	6,222	9,717	17,091	30,067	25,465	52,529
Lumina	3,915	6,305	12,778	17,096	26,728	36,561
Caprice	3,275	3,103	10,775	8,731	19,495	18,833
Corvette	473	547	1,317	1,623	2,350	3,100
Total Chevrolet	**27,469**	**33,105**	**82,040**	**94,687**	**158,803**	**192,400**
Calais	2,483	3,254	6,559	8,690	11,558	15,060
Cutlass Ciera	2,369	3,445	7,003	10,474	13,116	20,800
Cutlass Supreme	2,219	4,882	6,600	11,545	12,613	21,032
88	2,295	3,567	6,154	9,983	13,491	18,218
98	1,362	1,393	3,945	4,048	7,715	7,598
Toronado	402	419	802	1,081	1,304	1,993
Total Oldsmobile	**11,130**	**16,960**	**31,063**	**45,821**	**59,797**	**84,701**
Sunbird	2,967	3,262	7,842	7,404	14,443	18,094
Firebird	518	931	1,332	2,760	2,987	5,898
Grand Am	5,199	5,575	14,086	14,232	24,469	30,292
Pontiac 6000	1,039	1,995	2,709	4,447	4,236	8,620
Grand Prix	2,513	3,590	7,163	9,442	13,241	16,365
Bonneville	1,329	1,760	4,155	6,246	8,121	12,137
Total Pontiac	**13,565**	**17,113**	**37,287**	**44,531**	**67,497**	**91,486**
Total Saturn	**759**	**0**	**2,056**	**0**	**3,576**	**0**
GENERAL MOTORS	**76,034**	**91,520**	**211,286**	**246,991**	**405,497**	**495,474**
Civic	2,987	5,900	7,775	13,373	14,626	27,329
Accord	6,717	10,196	17,984	19,735	33,560	38,020
HONDA	**9,704**	**16,096**	**25,759**	**33,108**	**48,186**	**65,349**
MX-6	1,858	1,091	3,509	1,588	5,495	1,588
626	4,352	1,013	8,148	641	11,643	641
MAZDA	**6,210**	**2,104**	**11,657**	**4,333**	**17,138**	**8,729**
MITSUBISHI	**4,158**	**1,014**	**9,304**	**2,327**	**13,790**	**8,473**
NISSAN	**4,304**	**3,722**	**8,283**	**7,642**	**15,881**	**12,840**
Corolla	3,607	3,956	7,419	9,515	13,948	17,841
Camry	7,016	6,877	12,516	16,799	22,986	31,348
TOYOTA	**10,623**	**10,833**	**19,935**	**26,314**	**36,934**	**49,189**
SUBARU	**1,099**	**19**	**2,828**	**66**	**5,610**	**116**
SUZUKI	**14**	**0**	**33**	**0**	**34**	**0**
DOMESTIC TOTAL	**177,801**	**194,203**	**472,524**	**531,525**	**889,169**	**1,076,180**
IMPORT TOTAL			**149,329**	**188,630**	**287,143**	**387,443**
INDUSTRY TOTAL			**621,853**	**720,155**	**1,176,312**	**1,463,623**

*Estimate

Reatta dies; 4-year output is less than 20,000 units

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors last week scrapped the Buick Reatta, the handcrafted, luxury two-seater that was introduced barely three years ago.

Buick sold 17,900 Reattas in three model years — 3,000 in 1988, 7,900 in 1989 and 7,000 in 1990. When production ends May 10, only 1,500 of the 1991 models will have been built at the Reatta Craft Centre in Lansing, Mich.

Just last September, Buick General Manager Edward Mertz said the division had plans for the Reatta at least through 1998.

"The two-seat luxury market did not continue to grow as we expected," said Darwin Clark, Buick general marketing manager.

James Reilly, president of Reilly Buick-GMC Truck Inc. of Colorado Springs, Colo., said the Reatta was a nice car, but was expensive to floorplan and often took three or four months to sell.

"I guess it's hard to mourn the loss of a car that wasn't a fast mover," he said.

At one time, Buick thought the niche for luxury two-seaters would support 15,000 to 20,000 Reattas per year, Clark said.

GM announced last week that the facility — to be renamed the Lansing Craft Centre — will produce GM's new electric car. Many of the workers will be recalled when production of the electric car begins, perhaps as early as 1993.

LIGHT-DUTY TRUCK SALES, FEBRUARY & YTD

	Feb 1991	Feb 1990	2 Mos. 1991	2 Mos. 1990
Vans	8,258	10,863	14,836	22,386
Aerostar	11,107	12,985	19,443	28,598
Club Wagon	1,438	1,821	2,562	3,685
Ranger	18,119	20,580	35,839	44,376
Bronco	1,943	4,755	3,868	9,748
Bronco II/Explorer	16,818	6,520	33,439	14,531
Pickups	28,719	45,961	52,948	91,067
Ford	**86,402**	**103,485**	**162,935**	**214,391**
Vans	5,320	7,336	9,915	15,268
Sportsvan	457	479	827	1,070
Geo Tracker	1,670	2,298	3,896	4,782
Astro	7,047	9,776	13,700	21,029
Lumina APV	2,948	3,623	5,886	7,095
S-10	14,798	12,579	28,757	28,800
S-10 Blazer	8,776	9,428	19,155	21,649
Blazer	1,017	1,752	1,665	3,454
Suburban	2,769	4,805	5,473	8,907
Pickups	29,589	42,721	55,500	83,021
Chevrolet	**74,391**	**94,797**	**144,774**	**195,075**
Pontiac Trans Sport	**1,485**	**1,794**	**2,826**	**3,732**
Olds Silhouette	**1,746**	**1,630**	**3,311**	**2,978**
Vans	3,914	4,403	5,952	8,247
Ram Wagon	1,542	2,289	2,105	3,648
Voyager	12,573	8,717	23,700	38,564
Caravan	16,047	10,747	30,556	44,123
Caravan C/V	486	943	1,009	1,941
Town & Country	294	146	511	656
Ram 50	325	1,160	751	2,540
Raider	0	186	0	503
Ramcharger	505	879	1,057	1,933
Dakota	5,998	6,805	11,324	13,506
Pickups	6,189	8,652	11,587	16,017
Chrysler	**47,873**	**44,927**	**88,552**	**131,678**
Vans	1,825	2,358	3,339	4,846
Safari	2,296	2,171	4,201	5,018
S-15/Sonoma	3,193	2,706	6,168	6,493
S-15 Jimmy	2,043	2,107	4,307	5,252
Jimmy	253	506	477	989
Suburban	1,094	1,841	2,087	3,723
Pickups	8,337	10,946	15,324	22,652
P Model	165	202	298	399
W-4	101	78	239	157
GMC	**19,307**	**22,915**	**36,440**	**49,529**
Wrangler	2,283	3,527	5,159	6,432
Cherokee	7,329	9,963	16,710	23,430
Grand Wagoneer	139	501	652	1,173
Comanche	427	1,465	941	2,838
Jeep	**10,178**	**15,456**	**23,462**	**33,673**
Daihatsu	**261**	**288**	**524**	**541**
Pickup*	2,664	2,440	4,744	4,640
Amigo	541	816	1,034	1,436
Trooper	2,255	4,635	4,286	8,574
Rodeo	1,359	0	2,542	0
Isuzu	**6,819**	**7,891**	**12,606**	**14,650**
Pickup	3,504	5,154	7,241	10,704
MPV	2,694	2,680	6,662	5,809
Navajo	844	0	1,739	0
Mazda	**7,042**	**7,834**	**15,642**	**16,513**
Pickup	2,751	1,694	4,550	4,954
Montero	1,057	786	1,886	2,262
Van	19	85	43	175
Mitsubishi	**3,827**	**2,565**	**6,479**	**7,391**
Pickup*	8,849	11,479	17,456	17,358
Pathfinder	2,336	2,225	4,987	4,196
Axxess	119	710	253	1,461
Van	2	10	4	14
Hawaii	0	325	244	463
Nissan	**11,306**	**14,749**	**22,944**	**23,492**
Range Rover	**202**	**373**	**412**	**735**
Samuari	371	414	785	824
Sidekick*	947	857	1,719	1,820
Suzuki	**1,318**	**1,271**	**2,504**	**2,644**
Pickups	10,818	12,706	21,757	26,038
Previa	4,151	443	7,449	1,279
4 Runner	3,039	4,126	6,306	8,428
Land Cruiser	663	328	1,343	779
Van	0	45	0	186
Toyota	**18,671**	**17,648**	**36,855**	**36,710**
Volkswagen	**378**	**413**	**699**	**842**
Imports	**49,824**	**53,032**	**98,665**	**103,518**
Industry Total	**291,206**	**338,036**	**560,965**	**734,574**

*Includes domestic vehicles

Sales charts compiled by Karen Detkowski

GM's electric car is expected to look similar to Impact, a test vehicle unveiled last year.

ELECTRIC

FROM PAGE 1

In 1980, Baker was chief engineer of the GM electric-car project that involved converting Chevrolet Chevettes to electricity. That project never got off the ground, and Baker moved to Buick.

Former GM Chairman Roger Smith said in April 1990 that the company was committed to producing an electric car based on the Impact concept vehicle introduced at last year's Los Angeles auto show. Last week, GM President Lloyd Reuss said the initial production site for the car will be the Reatta Craft Centre in Lansing, Mich., which will be renamed Lansing Craft Centre. Room for the electric car was created when the Buick Reatta was canceled.

A source at GM Electric Vehicles said that while the car will be based on the Impact, it will not be called the Impact when it reaches the market.

The car probably will look much like Impact and its mechanicals will be based on the concept car, but developments since the Impact's debut will make the production car different, the source said.

There had been speculation that the Van Nuys, Calif., assembly plant would be a logical place for production because California clean-air laws require zero-emissions vehicles in the 1998 model year. Van Nuys now can be considered for another project in the works: A hybrid minivan that would meet California standards for ultra-low emissions, required in the 1997 model year.

GM Electric Vehicles has been working on engineering, production and marketing plans for some version of a hybrid vehicle that would result from Project Freedom. One such vehicle, dubbed HX3, was shown earlier this year in Detroit.

The Freedom vans — still far from final form — are four-wheel drive or all-wheel drive. As in the Impact, separate electric motors power each drive wheel. The motors get power from batteries, which are recharged with a generator driven by a 906-cc gasoline engine. No plans to produce Freedom vans have been announced.

Simonetti said there are no plans for GM Electric Vehicles to be a separate marketing division for electric cars. "Certainly, we plan on having our existing dealers involved in this," she said.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	[illegible]	3/31
All minivans	[illegible]	3/31
Finance rates [illegible] rebate [illegible] percent		
Ford Motor Co. (199[illegible])		
Ford Festiva	$700	4/10
Ranger	$1,500	4/10
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	4/10
Ranger	$1,000	4/10
Mercury Tracer	$500	4/10
Grand Marquis	$1,000	4/10
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1991)		
MX-6, 626	$1,500	4/3
Trucks	$500	4/3
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$500	5/2
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	4/10
Other cars	$800-1,500	4/10
Ford Bronco	$2,000	4/10
Other trucks	$900-1,100	4/10
Mercury Topaz	$800	4/10
Sable	$1,100	4/10
Cougar	$1,200	4/10
Grand Marquis	$1,500	4/10
All Lincoln	$1,000-2,000, based on sales	4/10
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	4/10
Crown Victoria	$1,000	4/10
Other cars	$100-700, based on sales	4/10
Ford trucks	$100-700, based on sales	4/10
Mercury Topaz, Cougar, Sable	$100-750, based on sales	4/10
All Lincoln	0-$1,000, based on sales	4/10
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Honda		
Accord (1990-91)	$500	3/31
Accord (1991)	$400 on each car ordered from importer	4/2
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Isuzu (1990-91)		
Trooper, Pickup	$600-1,700, quota	3/31
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys		
Suzuki (1990-91)		
Swift	$400-1,000	4/3
Sidekick	$1,000-2,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

WOMEN

FROM PAGE 1

Harrington feels the progress of women in the business has been slow. But she says the number of women entering engineering and business fields is growing, which will help increase the number of female executives in the future.

"The auto industry is male dominated. I have been here 20 years, and it has slowly changed. At first it was, 'Who is this little girl and why is she here?' "

One of the few women who bucked the trend and succeeded in traditional carmaking roles is Helen Petrauskas, Ford Motor Co. vice president of environmental and safety engineering.

Petrauskas, 47, who holds degrees in law and mathematics, joined Ford in 1971 and was promoted to director of automotive emissions in 1980, executive director of automotive emissions in 1982 and vice president in 1983.

She also attributes the predominance of males in the automotive field to its grass roots — engineering and science. "The kind of business we are in is a highly engineering/science-oriented business. We are just now beginning to see women progressing because they have been out of school long enough to be able to progress up the ranks."

Petrauskas sees the situation at the top changing as more qualified women graduate with technical degrees. She cites the increase in professional technical organizations as evidence of women's increased interest in this field.

"If these organizations had been around when I was in school, there would have been two of us in them. It takes 20 years in the business to reach the levels of management we're talking about. If you go back 20 years, you will see a small percentage of women engineers. It just takes time."

In 1960, there were just 7,404 female engineers in all U.S. industries; by 1990 the number had grown to 174,000, according to *Personnel Journal*, a magazine for human resources executives.

Women now account for about 25 percent of engineering school enrollment, according to David E. Cole, director of the Office for the Study of Automotive Transportation at the University of Michigan.

Cole believes it should be 50 percent. "We need to make sure we eliminate the stereotype of only males excelling in math and science and we need to reinforce the idea of the tremendous loss of this national resource — women."

Ford lists only seven women in upper management positions. Ford spokesman David Krupp says: "We are trying to catch up and right any wrongs that have been in place for years; women were overlooked. We are accelerating the pace — the company is very aware of the need to step up to this problem."

General Motors has three female vice presidents and two female outside directors. GM spokesman John Maciarcz says: "Statistically, we are improving in the face of the declines in overall employment."

None of the women at GM contacted for this article consented to be interviewed.

The lack of women in upper management positions in past years is an obstacle in itself, according to Gail O'Sullivan Neuman, vice president of human resources and general counsel for Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn. Its sales organization, Nissan Motor Corp. in U.S.A. in Carson, Calif., also lists one woman vice president.

What women executives think:

Toni Harrington
American Honda Motor Co. Inc.
Manager of government and industry relations

I think there is an institutional bias in the industry because they are not used to dealing with women. . . .I have been here 20 years and it has slowly changed. At first it was, 'Who is this little girl and why is she here?'

Helen Petrauskas
Ford Motor Co.
Vice president of environmental and safety engineering

It takes 20 years in the business to reach the levels of management we're talking about. If you go back 20 years, you will see a small percentage of women engineers. It just takes time.

Esther DeLurgio
Mitsubishi Motor Sales of America
Director of information systems

Detroit is a very structured way-of-life city, with the male in his place and the woman in hers.

I lived in the Midwest, and I think career opportunities are greater here than in the Midwest.

Cheryl Longtin
ITT Teves
President

You have always had the traditional macho image with the car companies.

This was compounded with the historical way one succeeded in these companies, through engineering or operations background.

"In the automotive industry, many men have been around for 20 to 30 years at the same companies," Neuman says. "If you presume the men are capable, and if you presume they are better experienced by virtue of their seniority, it seems it would be a natural phenomenon that you will find men in these positions. They have a tremendous amount of seniority on the number of women who entered the industry within the last 10 to 20 years."

Laurel Cutler, 64, was a consultant to Chrysler for three years before joining the No. 3 automaker as vice president of consumer affairs. She held the position for two years while also serving as vice chairman of FCB/Leber Katz Partners, a New York marketing consultancy. She left Chrysler at the end of 1990.

Cutler recently called Detroit the "last locker room" composed of "white, macho, middle-class, Middle-Western males."

Chrysler spokesman Tom Houston says: "It is true that Chrysler's first and only female vice president was Laurel Cutler, and she left us, and there has not been another one named. There is no particular reason there are no women in top management positions — it just happens these high-ranking positions are filled with men."

Two of Chrysler's outside directors are women, and Chrysler Financial Corp. has a woman vice president.

Some women in automotive executive positions outside Detroit cite its "narrow-minded" and "conservative" aura as the reason the whole industry takes a bad rap for its treatment of women.

Esther DeLurgio, director of information systems at Mitsubishi Motor Sales of America in Cypress, Calif., says: "Detroit is a very structured way-of-life city, with the male in his place and the woman in hers. "I lived in the Midwest, and I think career opportunities are greater here than in the Midwest."

Mitsubishi lists four women in upper management positions.

Last year, Jennifer Hurshell, 34, left the public relations firm she co-founded to become director of public relations for Volkswagen of America Inc. in Troy, Mich. She called the auto industry "a relatively conservative market as a whole" and says there has been a gradual change in the acceptance of women in upper management.

"We have a ways to go until the numbers start evening out, but I think there is a willingness to accept women into the top ranks of management," Hurshell says. "Women have a contribution to make that is being received finally in a very positive way."

She is the only woman in VW's upper management directory.

Mazda Motor of America has one woman vice president, but spokesman Tom McDonald says: "A lot of women are coming along into middle management. In the next five to 10 years, you're going to see more of them in upper management and senior executive positions."

Toyota Motor Sales U.S.A. has no women in executive positions. Mindy Geller, a Toyota spokeswoman, says, "Women have come into the field much later than their counterparts (men) and subsequently are just now rising through the ranks into higher positions."

Women executives say discrimination also exists in auto-related industries. Cheryl Longtin is president of ITT Teves, a supplier of brake systems and components. She calls women in executive positions the "rarity" in Detroit.

"You have always had the traditional macho image with the car companies," she says. "This was compounded with the historical way one succeeded in these companies, through engineering or operations background."

Former owners of rental firm sue Mitsubishi

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The honeymoon was short for the Cohen family, minority shareholders in Value-Rent-A-Car, and Mitsubishi Motor Sales of America Inc., which acquired 80 percent of the daily rental company from the Cohens last July.

On Feb. 6, Mitsubishi suspended four members of the Cohen clan who served in executive positions at Value while it investigates whether they were involved in cocaine possession, electronic bugging of Mitsubishi offices and misappropriation of company funds.

A Florida Circuit Court judge has given Mitsubishi until March 25 to reinstate or fire the Cohens.

"So far, Mitsubishi has placed my clients in the twilight zone because they did not terminate them," said Alan C. Kauffman, attorney for the Cohens.

The Cohens have sued Mitsubishi in Broward County Circuit Court for suspending rather than terminating them — a step that would have precipitated a potential $30 million payout to the Cohens by Mitsubishi.

The suit, which asks for damages of about $70 million, claims Mitsubishi broke its management contracts with the Cohens by conspiring to remove them from their executive posts and devalued their stock by insisting that Value purchase Mitsubishi cars instead of lower-priced Ford vehicles.

Sidney Cohen, president of Value, and sons Jeffrey Cohen, senior vice president of finance and Steven Cohen, vice president of operations, were suspended but continue to collect their $156,000 salaries and other benefits.

In a second lawsuit, Wendy Cohen, vice president of marketing before her suspension, claims she was bullied and wrongly confined at Value's Regional Operations Center in Fort Lauderdale, Fla., by security guards paid by Mitsubishi.

Mitsubishi became the first importer to acquire a majority stake in a U.S. daily rental company in a deal that involved the purchase of Value's real estate and a $15,000 monthly licensing fee to the Cohens for 20 years.

Five-year employment contracts with the Cohens, including compensation based on performance, were also part of the deal. In addition, the Cohens get 10 percent of Value's pretax profits for five years, not to exceed $15 million.

Enhancing the package further is a buyout clause at the end of five years, which was an incentive for the Cohens to manage the company efficiently so the value of their remaining stock would increase.

That was the trip wire that set off a mine field of disputes.

The Cohens opted to buy cars from Ford for Value's 20,000-vehicle fleet rather than from Mitsubishi. According to Kauffman, the difference in price was $25 million. He said Value's new management is replacing Fords with Mitsubishis.

Martin Reeder, attorney for Mitsubishi, said the four Mitsubishi directors on Value's board voted to buy the Ford vehicles and to finance them through Mitsubishi.

He conceded that Value is replacing its Ford cars with Mitsubishi vehicles, but he said the Mitsubishis are priced competitively.

Reeder declined to discuss the investigation except to say it is continuing.

"The Cohens were suspended because although the board had probable cause to take the action it did to protect the interests of the company, the board wanted to conduct a fair investigation and give the Cohens an opportunity to cooperate," he said.

Mitsubishi suspended the Cohens, saying they may have installed electronic bugging devices in the office of Kazuo Yoshida, a director and executive vice president of Value, according to documents filed with the Cohens' suit.

Other reasons cited by the importer for suspending the Cohens include suspicions that they may have diverted company funds, and that Steve Cohen was arrested by Boca Raton police in January and charged with cocaine possession. Kauffman said the Cohens deny those allegations and that the felony charges against Steve Cohen were dismissed.

PRODUCTION

U.S. CAR

	Week Ended Mar. 9, 1991	Week Ended Mar. 2, 1991	Feb. Total	Jan. 1 to Mar. 9, 1991	Jan. 1 to Mar. 10, 1990
Horizon	0	0	0	0	4,578
Sundance	0	2,074	4,774	6,669	13,005
Acclaim	2,400	2,638	5,030	18,815	13,969
Total Plymouth	**2,400**	**4,712**	**9,804**	**25,484**	**31,552**
LeBaron A	0	0	0	0	3,422
LeBaron J	0	0	2,019	4,351	4,202
N. Yorker C-Class	0	190	616	1,945	3,510
Fifth Avenue	0	666	2,059	5,675	4,886
Imperial	0	199	589	1,667	3,828
Total Chrysler	**0**	**1,055**	**5,283**	**13,638**	**19,848**
Omni	0	0	0	0	4,308
Daytona	0	0	670	1,632	2,719
Shadow	0	2,236	4,807	7,222	14,971
Dynasty	0	3,885	11,546	27,287	21,133
Spirit	2,400	2,200	4,738	17,305	15,897
Total Dodge	**2,400**	**8,321**	**21,761**	**53,445**	**59,133**
CHRYSLER CORP.	**4,800**	**14,088**	**36,848**	**92,568**	**110,533**
Escort	4,884	0	10,755	28,537	24,458
Mustang	0	0	3,612	7,933	28,723
Tempo	2,869	3,366	9,147	19,752	22,172
Taurus	8,240	4,092	19,658	51,709	74,027
Thunderbird	3,429	0	4,551	11,989	19,978
Total Ford Div.	**19,422**	**7,458**	**47,723**	**119,920**	**169,358**
Topaz	1,542	1,049	3,188	8,007	7,669
Cougar	2,122	0	1,967	7,901	11,498
Sable	2,252	1,197	7,163	15,767	17,456
Total Mercury	**5,916**	**2,246**	**12,318**	**31,675**	**36,623**
Continental	1,180	1,186	4,719	11,201	10,545
Mark VII	208	202	818	1,955	5,238
Town Car	2,772	2,772	11,073	26,338	31,722
Total Lincoln	**4,160**	**4,160**	**16,610**	**39,494**	**47,505**
Total L-M Div.	**10,076**	**6,406**	**28,928**	**71,169**	**84,128**
FORD MOTOR CO.	**29,498**	**13,864**	**76,651**	**191,089**	**253,486**
Skylark/Somerset	2,008	2,433	9,732	23,037	13,252
Century	0	0	7,385	10,601	12,543
Riviera	347	326	1,356	2,512	4,055
Electra/Park Ave.	1,723	2,281	10,399	21,793	12,317
LeSabre	0	3,679	15,846	33,069	28,816
Roadmaster Wagon**	382	382	1,912	2,576	1,197
Reatta	98	81	204	353	1,521
Total Buick	**4,558**	**9,182**	**46,834**	**92,498**	**73,701**
Eldorado	457	465	1,802	3,265	3,410
Seville	819	830	3,283	6,108	4,784
Brougham (rwd)	415	413	778	3,310	7,009
DeVille (fwd)	3,200	2,970	11,935	28,562	26,730
Allante	62	64	256	600	616
Total Cadillac	**4,953**	**4,742**	**18,054**	**41,845**	**42,549**
Cavalier	5,135	6,043	22,579	52,515	50,496
Camaro	1,975	1,886	1,446	7,890	5,493
Corsica/Beretta	0	4,045	12,903	33,429	51,514
Caprice	2,455	2,586	7,666	22,748	21,204
Corvette	485	485	1,920	4,518	3,920
Total Chevrolet	**10,050**	**15,045**	**46,514**	**121,100**	**132,627**
Calais	2,744	2,872	8,413	19,549	14,721
Cutlass Ciera	0	0	4,392	7,725	15,413
Cutlass Supreme	2,170	0	6,943	17,957	14,554
Toronado	201	203	807	1,454	4,368
88	936	1,685	7,577	16,502	13,815
Custom Cruiser Wag.***	280	280	1,121	2,534	757
98	2,000	1,976	7,821	17,874	10,020
Total Oldsmobile	**8,331**	**7,016**	**37,074**	**83,595**	**73,648**
Sunbird	2,655	2,542	9,948	23,285	20,253
Grand Am	4,800	4,907	19,264	37,538	28,475
Firebird	558	462	374	2,023	2,108
Grand Prix	0	3,088	5,936	14,751	15,578
Pontiac 6000	0	0	3,086	5,333	10,693
Bonneville	2,541	2,193	6,877	13,873	13,984
Total Pontiac	**10,554**	**13,192**	**45,485**	**96,803**	**91,091**
Total Saturn	**910**	**910**	**3,939**	**7,775**	**0**
GENERAL MOTORS	**39,356**	**50,087**	**197,900**	**443,616**	**413,616**
DIAMOND-STAR	**3,131**	**3,864**	**12,697**	**29,864**	**26,300**
Civic	2,100	2,019	7,138	16,904	24,792
Accord	5,825	7,300	27,368	65,431	59,598
HONDA	**7,925**	**9,319**	**34,506**	**82,335**	**84,490**
MAZDA†	**3,885**	**3,371**	**13,256**	**29,540**	**33,197**
NISSAN	**2,710**	**2,769**	**11,511**	**28,216**	**22,987**
Corolla	2,100	2,108	8,407	19,919	20,447
Geo Prizm/Nova	2,100	2,111	8,406	20,038	18,834
NUMMI	**4,200**	**4,219**	**16,813**	**39,957**	**39,281**
SUBARU-ISUZU	**1,184**	**1,239**	**4,755**	**11,218**	**5,280**
TOYOTA	**4,450**	**4,337**	**17,285**	**42,418**	**42,573**
TOTAL BIG 3	**73,654**	**78,039**	**311,399**	**727,273**	**777,635**
TOTAL TRANSPLANT	**27,485**	**28,318**	**110,823**	**263,548**	**254,108**
TOTAL CARS, U.S.	**101,139**	**106,357**	**422,222**	**990,821**	**1,031,743**
TOTAL CARS, CANADA	**21,217**	**22,481**	**66,676**	**171,378**	**187,998**
U.S., CANADA CARS	**122,356**	**128,838**	**488,898**	**1,162,199**	**1,219,741**
U.S., CANADA CARS AND TRUCKS	**207,420**	**283,053**	**754,229**	**1,820,742**	**2,070,932**

Monthly estimates may contain error of one or two units due to rounding.

*Estimate †Total includes MX-6, 626, and Ford Probe

**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR

	Week Ended Mar. 9, 1991	Week Ended Mar. 2, 1991	Feb. Total	Jan. 1 to Mar. 9, 1991	Jan. 1 to Mar. 10, 1990
Monaco	0	0	329	329	2,744
Premier	0	0	954	954	826
CHRYSLER CORP.	**0**	**0**	**1,283**	**1,283**	**3,570**
Tempo	0	3,181	11,984	17,987	24,979
Topaz	0	788	2,996	4,788	6,576
Crown Victoria	2,805	2,995	11,275	19,111	20,749
Grand Marquis	1,737	747	997	2,889	25,619
FORD MOTOR CO.	**4,542**	**7,711**	**27,252**	**44,775**	**77,923**
Celebrity	0	0	0	0	4,207
Cutlass Ciera	1,780	0	372	9,657	19,840
Lumina	4,975	4,888	5,749	28,936	38,133
Regal	3,025	3,009	3,721	19,169	6,225
GENERAL MOTORS	**9,780**	**7,897**	**9,842**	**57,762**	**68,405**
CAMI	**2,450**	**2,478**	**10,446**	**24,523**	**0**
HONDA	**2,150**	**2,191**	**8,572**	**20,465**	**22,386**
HYUNDAI	**765**	**647**	**3,206**	**7,945**	**3,120**
TOYOTA	**1,350**	**1,377**	**5,391**	**12,952**	**10,868**
VOLVO	**180**	**180**	**684**	**1,673**	**1,726**
TOTAL CARS, CANADA	**21,217**	**22,481**	**66,676**	**171,378**	**187,998**

U.S. TRUCK

Caravan	1,900	1,961	7,840	19,380	23,437
Dakota	1,950	0	3,772	8,831	11,303
Caravan C/V	50	71	371	687	1,473
Ram pickups	1,950	0	3,766	8,843	15,955
Total Dodge	**5,850**	**2,032**	**15,749**	**37,741**	**52,168**
Cherokee	0	3,978	7,950	14,617	31,144
Comanche	0	253	504	1,075	1,395
Grand Wagoneer	0	0	0	0	885
Wagoneer/Briarwood	0	149	306	514	616
Total Jeep	**0**	**4,380**	**8,760**	**16,206**	**34,040**
Voyager	1,500	1,581	6,042	14,944	21,606
Town & Country	50	68	246	571	727
Total C-P Div.	**1,550**	**1,649**	**6,288**	**15,515**	**22,333**
CHRYSLER CORP.	**7,400**	**8,061**	**30,797**	**69,462**	**108,541**
Aerostar	3,936	0	7,920	21,473	31,526
Bronco	0	0	758	1,935	10,221
Bronco II/Explorer	5,812	5,471	21,417	49,691	15,916
Navajo	316	397	1,536	3,594	0
Econoline	2,001	1,742	5,437	15,565	31,852
Mediums/Heavies	840	0	2,201	6,650	18,768
Light trucks	7,176	0	13,347	39,206	79,259
Ranger	4,907	3,558	15,752	41,351	54,027
Total Ford Div.	**24,988**	**11,168**	**68,368**	**179,465**	**241,569**
FORD MOTOR CO.	**24,988**	**11,168**	**68,368**	**179,465**	**241,569**
Astro	2,590	1,891	6,675	15,527	16,434
Blazer	0	209	828	1,368	2,493
Lumina APV	1,145	1,019	1,050	6,018	17,825
Mediums/Heavies	124	68	0	1,660	2,972
P-Model	460	480	1,698	2,876	4,449
Pickups	5,169	6,484	18,597	38,509	55,743
S-10	5,936	5,622	15,727	45,038	44,590
S-10 Blazer	1,570	1,466	1,254	9,142	17,880
Sportsvan/Van	1,005	1,124	3,427	6,086	8,055
Suburban	0	501	1,989	3,844	10,989
Total Chevrolet	**17,999**	**18,864**	**51,245**	**130,068**	**181,430**
Jimmy	0	70	256	467	874
Mediums/Heavies	476	464	0	3,774	3,604
P-Model	50	23	223	489	583
Pickups	3,412	2,199	8,530	15,360	15,009
S-15/Sonoma	2,782	1,737	3,998	12,608	10,924
S-15 Jimmy	460	530	489	4,087	6,417
Safari	770	1,369	3,166	6,711	5,675
Suburban	0	616	2,355	3,539	4,917
Vandura/Rally Vans	355	244	1,616	2,549	3,965
Total GMC	**8,305**	**7,252**	**20,633**	**49,584**	**51,968**
Silhouette	910	750	749	2,770	5,684
Bravada	640	650	1,955	4,719	0
Total Oldsmobile	**1,550**	**1,400**	**2,704**	**7,489**	**5,684**
Pontiac Trans Sport	**745**	**639**	**676**	**3,442**	**11,613**
GENERAL MOTORS	**28,599**	**28,155**	**75,258**	**190,583**	**250,695**
NAVISTAR	**1,645**	**1,651**	**6,517**	**14,322**	**14,594**
NISSAN	**2,610**	**2,764**	**11,049**	**27,085**	**29,560**
SUBARU-ISUZU	**732**	**1,413**	**4,790**	**10,799**	**5,345**
AM GENERAL	**400**	**400**	**1,600**	**4,050**	**4,500**
MISCELLANEOUS	**2,650**	**2,650**	**10,600**	**26,850**	**30,000**
TOTAL TRUCKS, U.S.	**69,024**	**56,262**	**208,979**	**522,616**	**684,804**

CANADIAN TRUCK

Caravan	2,715	2,792	8,848	24,513	32,386
Caravan C/V	315	261	384	1,142	2,189
Ram Wagon	715	722	2,140	3,381	3,985
Ram Van	1,205	1,214	3,716	6,123	9,762
Total Dodge	**4,950**	**4,989**	**15,068**	**35,159**	**48,322**
Voyager	2,090	1,985	6,087	18,272	26,743
Total Plymouth	**2,090**	**1,985**	**6,087**	**18,272**	**26,743**
Wrangler	1,500	1,562	3,190	8,800	6,188
Total Jeep	**1,500**	**1,562**	**3,190**	**8,800**	**6,188**
CHRYSLER CORP.	**8,540**	**8,536**	**24,365**	**62,231**	**81,253**
FORD MTR. (lt. trks.)	**0**	**2,940**	**5,928**	**13,375**	**26,061**
Light trucks	3,270	2,566	12,066	29,357	34,430
Vans	1,420	547	2,174	4,835	6,648
Total Chevrolet	**4,690**	**3,113**	**14,240**	**34,192**	**41,078**
Light trucks	980	1,637	4,745	10,994	13,429
Vans	515	412	1,779	2,944	2,575
Total GMC	**1,495**	**2,049**	**6,524**	**13,938**	**16,004**
GENERAL MOTORS	**6,185**	**5,162**	**20,764**	**48,130**	**57,082**
CAMI	**1,150**	**1,148**	**4,630**	**10,695**	**0**
NAVISTAR	**165**	**167**	**665**	**1,496**	**1,991**
TOTAL TRKS., CANADA	**16,040**	**17,953**	**56,352**	**135,927**	**166,387**
U.S., CANADA TRKS.	**85,064**	**74,215**	**265,331**	**658,543**	**851,191**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Feb. output sings blues

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Twenty-one Big 3 assembly plants in the United States and Canadian plants are closed and one U.S. car line is idle this week as the automakers battle slow sales and high inventories.

In February, 422,222 cars were assembled in the United States.

That was the lowest car production total for February that month since 1975.

U.S. truck production fell to 208,979 units.

It was the lowest total for February since 1983.

Light-vehicle output also fell in Canada.

In February, 66,676 cars were assembled — the lowest since 1982.

Truck output totaled 56,352, which was the lowest since 1983.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Atlanta	**3/11**	
Ford Taurus		2,730
Mercury Sable		910
Kentucky Truck	**3/11**	
Medium, heavy and extra heavy trucks		1,010
St. Louis	**3/11**	
Ford Aerostar		3,800
St. Paul, Minn.	**3/11**	**3,600**
Ford F series		
Ford Ranger		
GENERAL MOTORS		
Flint, Mich. (Buick City)	**3/11**	
Buick LeSabre (fwd)		3,900
Olds. 88 Royale		1,150
Fort Wayne, Ind.	**3/11, 3/18**	
Chev. S10 pickups		1,430
GMC S15 pickups		330
Moraine, Ohio	**3/11**	
Chev. S10 pickups		1,060
GMC S15 pickups		305
Chev. full-sized pickups		610
GMC full-sized pickups		265
Olds. Bravada		455
Oshawa, Ontario	**3/11, 3/18**	
Chev. full-sized pickups		2,805
GMC full-sized pickups		1,105
Oshawa, Ontario (No. 2)	**3/11**	
Chev. Lumina		2,500
Buick Regal		3,000
Pontiac, Mich. (East)	**3/11, 3/18**	
Chev. full-sized pickups		1,895
GMC full-sized pickups		800
Pontiac, Mich. (West)	**3/11, 3/18, 3/25**	
Chev. S10 pickups		70
GMC S15 pickups		25
Chev. full-sized pickups		560
GMC full-sized pickups		110
Shreveport, La.	**3/11**	
Chev. S10 pickups		1,655
GMC S15 pickups		520
Chev. S10 Blazer		220
GMC S15 Jimmy		90
Tarrytown, NY	**3/11**	
Chev. Lumina APV		245
Olds. Silhouette		175
Pontiac Trans Sport		160
Van Nuys, Calif.	**3/11**	
Chev. Camaro		2,110
Pontiac Firebird		540
CHRYSLER		
Belvidere, Ill.	**3/11, 3/18**	
Chrysler New Yorker		245
Chrysler Imperial		220
Chrysler Fifth Ave.		775
Dodge Dynasty		3,520
Bramalea, Ontario	**3/11**	
Eagle Premier		875
Dodge Monaco		400
Brampton, Ontario	**3/11**	
Jeep Wrangler		1,435
Pillette (Windsor)	**3/11**	
Dodge Ram Van		1,235
Dodge Ram Wagon		650
St. Louis (No. 1)	**3/11**	
Chrysler LeBaron J		1,500
Dodge Daytona		660
Sterling Heights, Mich.	**3/11**	
Dodge Shadow		2,210
Plymouth Sundance		2,240
Toledo, Ohio	**3/11**	
Jeep Cherokee		3,350
Jeep Comanche		400
Jeep Gr. Wagoneer		330
Jeep Briarwood		100
Total U.S. car		22,710
Total U.S. truck		23,570
Total Canada car		6,775
Total Canada truck		7,230
Total Units Lost Week of 3/11		**60,285**

Source: Automotive News Data Center

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HONDA LIVES!

Sales have slipped; press has pounced, but importer says the worst is over

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

The big news about Honda these days is the wagon.

Not the new Accord station wagon that went on sale in December, but the bandwagon that the national press has jumped on in reporting about American Honda Motor Co.'s fall from grace.

"U.S. cars depose Honda." That was the headline on a *Chicago Tribune* story reporting that the Chevrolet Cavalier and Ford Taurus, popular fleet cars, had slipped past the nation's best-selling car of the last two years, the Accord, in January and February.

Kawamoto tightens up structure, Page 2

The story cited evidence of renewed U.S. patriotism in light of the Persian Gulf war. Most of the stories tie Honda's sales to Japan's lukewarm support of the war, although Japanese automakers have actually gained market share. (See related story on Page 36.)

Honda sales fell 21.6 percent during the first two months of the year compared to the year-ago period. That's slightly above the industrywide drop of 21.0 percent.

In recent weeks, publications ranging from *USA Today* to *The Wall Street Journal* have put Honda under the magnifying glass.

The reports suggest that the days when Honda could do no wrong are over.

"Honda, the seemingly invulnerable, bulletproof car company, is taking some hits," reported *USA Today*. "And unlike its chief rivals, Honda is a relatively small firm that can't simply reach deeper into the corporate pockets to get by."

ARKIE HUDKINS

The sales declines in January and February started the change in coverage. The flames were fanned in early January when Honda put a $300 dealer incentive on the Accord — the nation's best selling car in 1989 and 1990.

Weeks later, Honda announced production cuts at U.S. and Japanese plants. Then *Automotive News* reported that Honda was stockpiling more than 2,000 unsold Accords a few miles from its plant in Marysville, Ohio.

Finally, Honda increased its $300 dealer incentive to $500 and was offering dealers an additional $400 incentive for each new car they order from the company.

. Add to all that the belief that American buyers may reject Japanese products in light of that country's feet-dragging in the Persian Gulf war, and there was plenty of fodder for the press to feed on.

Despite the new tone of press stories, Tom Elliott, executive vice president at American Honda Motor Co. Inc., is calm.

"We always have known that there'd be times when it'd be tough," Elliott said. "But we have always been less affected. But a lot of that is because of a lot of hard work on our part, not because we're somehow invincible."

Elliott thinks the worst is over

see HONDA, page 36

Toyota, Honda stay on top in sales per dealer

Lexus is 3rd; Ford tops Big 3

By John K. Teahen Jr.
SENIOR EDITOR

In 1990, the winners in the sales-per-dealership derby again wore Japanese emblems, and the Japanese invited a couple of new friends to their party.

Toyota retained the top spot in new-car and truck sales per outlet with an average of 847 deliveries, and Honda repeated as runner-up with 742 — even though it doesn't sell trucks.

The order was reversed in car sales. Honda's 742 sales per franchise were far ahead of second-place Toyota's 609.

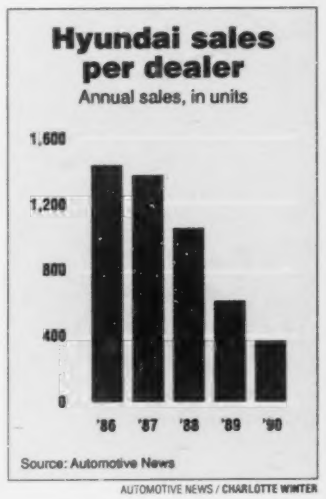
Third place in both categories went to one of the new players. Lexus, the luxury car imported by Toyota Motor Sales U.S.A., averaged 608 new-car sales per dealership, only one less than its older brother.

The sales per dealer averages are another way of keeping score in the auto industry. They measure the relative value of a franchise by showing the relationship between the number of new-vehicle sales and the number of dealers selling those vehicles. They also help automakers and importers set their dealer placement strategies.

In the 1990 car-truck rankings, seven of the Top 10 were Japanese makes. Nissan, Acura, Mitsubishi and Mazda joined Toyota, Honda and Lexus in that group. Like Honda and Lexus, Acura made it on cars alone.

The Top 10 in the car standings also included seven Japanese makes. Following Honda, Toyota and Lexus were Acura, Nissan, In-

see DEALERS, page 34



AUTOMOTIVE NEWS / CHARLOTTE WINTER

GM Canada studies lineup, may add a Geo operation

By Alex Law
STAFF CORRESPONDENT

General Motors of Canada is considering extensive changes in its product lines, including the possibility of setting up a Geo network and letting its two primary dealer groups sell Saturn.

Michael Erdman, the company's vice president of marketing, said the group he appointed last fall to review the company's product lineup should be reporting to him in a couple of weeks.

"If we're going to do something, we'll start to do it this fall," said Erdman, who left Chevrolet in the United States for Canada last summer.

GM of Canada's dealer network is split into two main groups: Pontiac-Buick-GMC Truck and Chevrolet-Oldsmobile. Both are eligible to sell Cadillac.

In addition, the company in 1987 created a separate unit, the Passport International Automobiles Division. Like the Geo operation in the United States, Passport is intended to appeal to import buyers and carries vehicles built by GM's overseas affiliates. Passport has also been designated to distribute Saturn when it goes on sale in Canada next year.

But now, Erdman said, "the Passport concept will disappear. The internal organization will go away."

"I think the day will come when we will totally integrate Passport with the domestic operations," he said.

GM of Canada has been wrestling with the fact that many Canadian consumers watch American television and see advertising pitches for GM products that Canadians do not recognize. Canada has no Geo line, but the equivalent of the U.S. Geo Storm is sold in

see GM CANADA, page 38

Ford, GM lengthen program-car cycle

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. and General Motors are tightening the tap on program cars, the nearly new daily rental units sold to price-smart consumers by dealers. The squeeze could prime the pump for new-car sales and boost GM and Ford profits.

The time Ford's 1991-model program cars spend in service at daily rental companies will be lengthened to six months or 15,000 miles from four months and no minimum mileage. It will affect new cars and trucks built after April 30.

GM will follow by lengthening the cycle of its 1992 program cars.

"We are developing rental-car plans for the 1992 model year, and we expect program vehicles to have a longer in-service holding period," said a GM spokesman.

Program cars have come under fire by dealers who say the clean, low-mileage cars steal from new-car sales. Moreover, lengthening the cycles could boost the wholesale prices of the vehicles at dealer auctions, a repercussion manufacturers would welcome.

"The concern is that there are more cars than can be absorbed by dealers at the auto auction," said Mike Shad, chairman of the Ford National Dealer Council. "Reducing the number of turns will drive up prices at the auctions."

Though it's hard to calculate, manufacturers probably lose money on program cars. A spokesman from the Ford Dealers Alliance, an association of 1,500 Ford dealers, says Ford has an average loss of $2,900 per program vehicle.

Even auction officials concede

see PROGRAM, page 38

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Saturn sticks to stickers

As production increases, Saturn dealers such as John B.T. Campbell III say they are selling cars quickly and sticking to sticker price. Story on Page 36.

Mercedes probed for alleged embargo violation

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — German police late last week raided the headquarters of Mercedes-Benz AG and seized documents as part of an investigation into charges that the company violated an arms embargo against Iraq by shipping 124 heavy-duty, military-capable trucks there last summer.

According to press reports here, the special-platform trucks were exported to Iraq with the aid of senior managers, including Mercedes Chairman Werner Niefer.

Niefer already is under investigation by the Stuttgart prosecutor's office for possible income tax evasion. No charges have been filed, but police searched Niefer's office and home three weeks ago and confiscated documents related to the investigation.

Acting on what they said was a tip from an informant, Stuttgart police and investigators from the local prosecutor's office moved through the company's headquarters complex late Thursday questioning executives and removing documents related to the company's international sales.

Officials of the giant company moved quickly to dispute the latest allegations. At a hastily called press conference Friday, senior executives denied that the company had violated the arms embargo and charged that Niefer was the victim of a smear campaign from unidentified sources.

Helmut Werner, who as Mercedes' vice chairman heads the vehicle-maker's commercial-truck operations, said the company's last shipments to Iraq were made on July 17 and 19 last year and involved 124 trucks, 90 percent of which were for road use only.

But he said only 12 trucks reached Iraq, and that the remainder were returned to Europe.

Matthias Kleinert, a member of the board of Daimler-Benz AG, Mercedes' parent, said the allegations seemed to be part of a concerted effort to smear Niefer.

Niefer has denied wrongdoing, and said he expects the matter to be resolved quickly and without filing of formal charges. The Mercedes chief said he will not resign and company officials deny that his position is in jeopardy.

Niefer, 62, would normally retire upon the expiration of his contract at the end of 1993.

The tax investigation reportedly stems from the price the Mercedes chairman paid for his home, payment for improvements made to the estate and allegations of private travel on corporate aircraft.

According to German press reports, the investigation centers on Niefer's purchase of an estate in the exclusive Killesberg area of Stuttgart. Niefer rented the house in 1978 at a rate reputed to be below the market value, according to the German magazine *Die Stern*.

The landlord was Wolfgang Fahr, a representative of several German auto industry suppliers with ties to Mercedes.

Fahr reportedly sold the estate to Niefer in 1985 for less than the market value of the property. The difference between market value and sale price of the home is viewed by the Stuttgart prosecutor as potentially taxable, according to *Die Stern*.

The magazine also cites improvements made to the house that were allegedly paid by Mercedes-Benz.

Niefer has said the only improvements underwritten by the company were security-related.

Mercedes-Benz officials say Chairman Werner Niefer is the victim of a smear campaign from unidentified sources.

Honda streamlines top

Kawamoto will head new car division

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Honda Motor Co. late last week unveiled a sweeping management reorganization that does away with four geographic marketing groups and consolidates line responsibility for worldwide automotive operations in the hands of President Nobuhiko Kawamoto.

The measure, which peels away a layer of zone-oriented marketing management, consolidates responsibility along three basic product lines: cars, motorcycles and power products.

The simplification is meant to "speed-up our decision-making process and ability to respond to market changes," said a company spokesman here.

In his New Year message in January, Kawamoto voiced dissatisfaction with Honda's loss of nimbleness and vowed to take the company "back to basics to develop attractive products."

The automaker last year surrendered its third-place market share in the Japanese passenger-car market to Mitsubishi Motors Corp. It is known that the setback both angered and embarrassed Kawamoto, who was named to his post last June.

In his New Year address, Kawamoto conceded that Honda had lost touch with tastes in its home market while it focused on overseas operations, and that many younger Japanese had "abandoned" the automaker.

"The most important objective for Honda is to enhance our sales in Japan," he said.

Under the streamlining, Kawamoto will now serve as overall head of the automotive division, a post previously shared among the zone chiefs, in addition to continuing as president.

Reporting directly to him as passenger-car chief will be Executive Vice President Yoshihide Munehuni, put in charge of sales, and Executive Vice President Shoichiro Irimajiri, who will head product development.

Honda's North American auto operations will continue to report to Kawamoto through Koichi Amemiya, head of Honda North America Inc.

INDEX

Around the world	15-17	Marketing and media	18
Auction dates	25	Obituaries	39
Classifieds	26-31	Opinion	12
Coming events	31	Personnel	32
Dealing with dealers	13	Production	39
Incentive watch	38	Recreation on wheels	14
Keith Crain	12	Sales, Canada	31
Late news	8	Sales, import, by model	35
Letters	13	Sales, 10-day	6

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Chrysler ousts Bieber, axes five board seats

By Mary Connelly
and Colleen McDonald
AUTOMOTIVE NEWS STAFF REPORTERS

HIGHLAND PARK, Mich. — Chrysler Corp. will change the complexion of its board of directors in May by reducing it from 18 to 13 members and removing UAW President Owen Bieber as a director.

The company is billing the move as a cost-cutting measure, but the fallout is more far-reaching.

At Chrysler's annual meeting in May, Bieber and four other board members will not be renominated. Bieber's exit will end an era of unprecedented union representation that began in 1980, when Chrysler invited then UAW President Douglas Fraser to join its board.

Although Bieber opposes the board's decision, the UAW said it does not plan to ask Chrysler to reconsider the move, which was announced last week.

"It was a mistake to deny a labor voice on the board," Bieber said. "Chrysler is denying themselves, not the UAW workers."

Chrysler maintains the move will not reduce UAW input. "The UAW has access to the corporation and its management through myriad programs from the shop floor to the boardroom," a Chrysler spokesman said. "There wasn't a board seat designated for the UAW. They were invited on as individuals, like all other board members."

Other retiring directors are:

- Anthony J.A. Bryan, 68, chairman of Oceonics Group plc and a Chrysler board member since February 1977.
- Ronald H. Grierson, 69, vice chairman of General Electric Co. plc (Great Britain) and a Chrysler board member since November 1982.
- Juanita M. Kreps, 70, economist and educator and a Chrysler board member since September 1983. She was U.S. secretary of commerce from 1977 to 1979.
- J. Paul Sticht, 73, retired chairman of RJR Nabisco Inc. and a Chrysler board member since September 1981.

UAW members expressed disbelief and disappointment about Chrysler's decision to drop Bieber from its board. Some predicted the move will renew tensions; others said the it won't have much impact.

John Miller, president of UAW Local 412 in Warren, Mich., does not buy Chrysler's tying the board cuts to its cost-cutting effort. He said the ouster was a slap because the UAW helped Chrysler increase sales by increasing quality.

Chrysler's plan to downsize the board will better balance the number of inside and outside directors. Chrysler has only three inside directors: Chairman Lee Iacocca, President Robert A. Lutz and Vice Chairman Robert S. Miller Jr.

Four inside directors have left the board recently and have not been replaced. They are former Vice Chairman Gerald Greenwald, former Chrysler Motors Chairman Bennett Bidwell, former Chrysler Motors President Harold Sperlich and Allen E. Paulson, chairman of Gulfstream Aerospace, a former Chrysler subsidiary.

"It's a working balance they are going for," said Eugene E. Jennings, management professor emeritus at Michigan State University in East Lansing, Mich., and a consultant to chief executive officers and corporate

see CHRYSLER, page 38

Ford

Hagen

Ford heir gains in reshuffling

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

William Clay Ford Jr., great-grandson of Ford Motor Co. founder Henry Ford, has been given added responsibilities with the reorganization of the automaker's Alpha group, an organization that was formed in 1986 to improve Ford's manufacturing processes.

William Ford's title has been upgraded to executive director from director of Business Strategy — Ford Automotive Group. He also will head a group that will look at ways to improve relationships with Japanese partners.

The reorganization of Alpha comes with the April 1 retirement of John A. Manoogian, who has been general manager of the group since 1986. On April 1, a new organization called Alpha Simultaneous Engineering will be formed, combining Alpha and Ford's former Product and Manufacturing Engineering Staff.

David F. Hagen will be the general manager of the new organization. Hagen had been general manager of Alpha's Engine Division.

Other appointments include:

- Robert H. Transou, executive director of Body Engineering, will succeed Hagen as general manager of the Engine Division.
- Kenneth R. Dabrowski, program manager of International and Small Car Programs, Car Product Development, replaces Transou.
- Paul W. Drenkow, who was director of the Asia-Pacific Operations — Dearborn office, is now executive director for Product and Business Strategy, Asia-Pacific Automotive Operations.

Despite war's end, early March sales declined 17.4%

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Car dealers had better keep their yellow ribbons up for a while in hopes that customers will come back.

Total sales of domestic and imported cars and trucks dropped 17.4 percent in the first 10 days of March, according to *Automotive News*. The decline, based on reported sales from some companies and estimated sales of others, is figured on a daily selling-rate basis.

February import sales, Page 35

There were eight selling days in the March 1-10 period this year and nine days last year.

The results debunked predictions that sales would improve once the Persian Gulf war ended. Many dealers reported that traffic picked up, but the traffic wasn't translated into sales, said Tom Webb, economist for the National Automobile Dealers Association.

"I was sort of surprised by the numbers," Webb said. "I had spoken to quite a few dealers, and they almost universally reported an increase in showroom traffic."

Actual sales of U.S.-built cars

see 10 DAYS, page 35

10-DAY CAR AND TRUCK SALES, BY MAKE

	Mar. 1-10 1991	Mar. 1-10 1990
ACURA (Imp.)	2,427	3,010
ALFA ROMEO (Imp.)*	54	53
ASTON MARTIN (Imp.)*	1	1
AUDI (Imp.)*	175	451
BMW (Imp.)*	673	1,091
Domestic car*	2,652	3,873
Imported car*	17	88
Domestic truck*	155	69
Chrysler Division*	2,824	4,030
Domestic car*	7,644	9,139
Imported car*	492	351
Domestic truck*	8,370	11,753
Imported truck*	65	302
Dodge*	16,571	21,545
Domestic car*	780	817
Imported car*	97	310
Eagle*	877	1,127
Domestic truck*	3,565	4,914
Jeep*	3,565	4,914
Domestic car*	4,524	6,379
Imported car*	172	348
Domestic truck*	3,410	3,297
Plymouth*	8,106	10,024
Domestic car*	15,600	20,208
Imported car*	778	1,097
Domestic truck*	15,500	20,033
Imported truck*	65	302
CHRYSLER CORP.*	31,943	41,640
Imported car*	85	244
Imported truck*	52	97
DAIHATSU*	137	341
FERRARI (Imp.)*	16	16
Domestic car	26,052	33,209
Imported car	767	1,594
Domestic truck	23,202	35,462
Ford Division	50,021	70,265
Domestic car	5,103	6,488
Lincoln	5,103	6,488
Domestic car	6,702	9,666
Imported car	1,198	520
Mercury	7,900	10,186
Domestic car	37,857	49,363
Imported car	1,965	2,114
Domestic truck	23,202	35,462
FORD	63,024	86,939
Domestic car	11,651	11,718
Buick	11,651	11,718
Domestic car	5,509	6,143
Cadillac	5,509	6,143
Domestic car	20,822	33,815
Imported car	1,420	4,242
Domestic truck	29,790	42,474
Imported truck	2	26
Chevrolet	52,034	80,557
Domestic car	9,055	12,765
Domestic truck	639	410
Oldsmobile	9,694	13,175
Domestic car	10,060	12,234
Imported car	446	502
Domestic truck	524	601
Pontiac	11,030	13,337
Domestic car	671	0
Saturn	671	0
Domestic car	57,768	76,675
Imported car	1,866	4,744
Domestic truck	30,953	43,485
Imported truck	2	26
GENERAL MOTORS	90,589	124,930
Domestic car	9,344	8,919
Imported car	4,546	5,382
HONDA	13,890	14,301
Imported car*	1,762	2,396
HYUNDAI*†	1,762	2,396
INFINITI (Imp.)*	381	310
Imported car*	134	80
Domestic truck	48	86
Imported truck*	1,364	2,321
ISUZU*	1,985	2,487
JAGUAR (Imp.)*	114	349
LAMBORGHINI (Imp.)*	3	3
LEXUS (Imp.)	816	970
LOTUS (Imp.)*	5	5
MASERATI (Imp.)*	4	4
Domestic car	1,197	1,331
Imported car*	1,754	3,100
Domestic truck	142	0
Imported truck*	1,408	1,994
MAZDA*	4,501	6,425
MERCEDES-BENZ (Imp.)*	796	1,378
Domestic car	695	1,122
Imported car*	1,952	1,774
Imported truck*	765	728
MITSUBISHI*	3,412	3,624
Domestic car	1,699	1,964
Imported car*	3,076	6,522
Domestic truck	1,957	3,512
Imported truck*	2,261	3,883
NISSAN*	8,993	15,881
PEUGEOT (Imp.)*	63	96
PORSCHE (Imp.)*	64	188
RANGE ROVER (Imp.)*	40	72
ROLLS/BENTLEY (Imp.)*	20	20
SAAB (Imp.)*	362	455
STERLING (Imp.)*	42	81
Domestic car	1,033	54
Imported car*	1,045	2,261
SUBARU*	2,078	2,315
Domestic car	11	0
Imported car	89	95
Domestic truck	80	0
Imported truck	323	320
SUZUKI	503	415
Domestic car	4,774	6,797
Imported car	5,800	8,738
Imported truck	3,969	5,246
TOYOTA	14,543	20,781
Imported car*	1,507	2,606
Imported truck*	76	132
VOLKSWAGEN*	1,583	2,738
VOLVO*†	1,145	1,453
YUGO (Imp.)*	49	114
Domestic car	129,978	166,433
Imported car	33,569	51,201
TOTAL CAR	163,547	217,634
Domestic truck	72,321	102,578
Imported truck	10,325	15,121
TOTAL TRUCK	82,646	117,699
TOTAL CAR & TRK	246,193	335,333

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

Accord, the best-selling car in 1989 and 1990, is trailing Cavalier and Taurus so far in 1991.

Ford F series has been truck sales king since 1976, but the Chevrolet C/K has outpaced it in 1991.

NEW LEADERS: *Chevrolet C/K and Cavalier pass F-series, Accord in sales race*

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The Honda Accord and the Ford F-series pickup, last year's leaders in car and total-vehicle sales, are playing catch up in the early months of 1991.

The Ford F series trailed the Chevrolet C/K pickup by 2,552 sales at the end of February. At the same time last year, the F series was ahead of the Chevrolet C/K by 8,046 units.

Chevrolet Cavalier and Ford Taurus have surged ahead of the Accord, which was the best-selling car nameplate in the United States in 1989 and 1990.

Last year, Honda led the sales race every month, usually trailed by Taurus and Cavalier.

But at the end of February, Cavalier was 997 units ahead of Accord. Taurus had sold 66 more cars than Accord by Feb. 28.

Michael Luckey, president of the Luckey Consulting Group in Creskill, N.J., says he believes Cavalier and Taurus sales have been buoyed by fleet purchases.

"What's really weak are individual purchases," Luckey says. "The weakness in Honda will begin to improve as the overall market improves."

Lee McMillan, a Northbrook, Ill., auto analyst, agrees: "Taurus is a very important fleet car, so it sticks out like a sore thumb. There's not so much going on at the retail level."

The Ford F series has been king much longer than the Accord. It has been the top-selling truck since 1976 and the best-selling vehicle since 1981.

The Chevrolet C/K has always played second-best to the F series, coming up short by 34,526 sales last year, but the Chevrolet truck outpaced its Ford rival in both January and February.

McMillan, president of Marksmen Management & Research, theorizes that the consumer rebates on the C/K may be more effective than the dealer rebates on the F series.

GM offers a $500 customer rebate on the C/K. Ford reimburses dealers $100 to $700 on F-series sales, depending on the number sold.

"The dealer incentives don't pack that much punch," McMillan says.

GM's incentive program expires April 7; Ford's expires April 10.

Ford still sells more trucks than Chevrolet, but Chevrolet continues to chip away at the lead.

Through Feb. 28, Ford had sold 162,935 trucks, 18,161 more than Chevrolet. At the same time last year, Ford led by 19,316 units.

Japanese win big in truck share

By Joseph Bohn
TRUCK EDITOR

Spurred by new trucks and a recessionary trend away from full-sized pickups and vans, Japanese manufacturers are making huge gains in light-truck market share in the United States.

The trend is expected to continue in 1991 as additional U.S. production capacity for Japanese trucks comes on stream.

During the first two months of this year, Japanese-based truck manufacturers captured 17.4 percent of the U.S. light-duty market, a big 3.5 percentage-point gain over January and February 1990.

They had 16.2 percent of the light-truck market for all of 1990, up 1.2 points from 1989.

The gains ended a brief period in which the U.S. Big 3 took truck share from the Japanese. In 1989, for instance, compact pickup sales dropped, and Japanese light-truck sales declined more than 81,000 units from 1988.

In January and February, Japanese light-truck sales dipped only 4.3 percent to 97,554. Big 3 light-truck sales plummeted 26.7 percent to 462,300 compared to the 1990 period.

The Japanese are benefiting chiefly from minivan sales.

They took 12.0 percent of the minivan market during the two months, compared to only 4.7 percent in the period in 1990.

The Toyota Previa minivan provided 7,449 sales during January and February, up from 1,279 a year ago when it was new to the market.

Mazda's MPV minivan provided 6,662 sales, up from 5,809 a year earlier.

Importers' share of the small pickup market was 39.9 percent during the same two months, up just 0.40 of a percentage point from a year ago.

And their share of the compact sport-utility segment dropped to 24.6 percent in January and February from 27.4 percent a year ago.

The small-truck segments have been growing, while full-sized segments, in which the Japanese have virtually no presence, are off.

Full-sized pickups took 23.3 percent of light-truck sales during the first two months of this year, down from 27.9 percent a year ago.

Similarly, full-sized vans' share dropped to 6.6 percent from 7.8 percent a year ago. And full-sized sport-utilities' share dropped to 1.3 percent from 1.9 percent.

To some degree, the importers' market gains are exaggerated by the recession, says analyst Wendy Needham of Smith Barney, Harris Upham & Co. of New York.

Needham says domestic manufacturers sell a higher percentage of business-related trucks than do importers, whose trucks are more geared to personal use. With added U.S. production capacity in the compact segments, the Japanese share is likely to continue to grow.

Toyota Motor Sales U.S.A. Inc., for example, has been short of compact pickups because it has to share production of that Japanese-built vehicle with other world markets.

New United Motor Manufacturing Inc., Toyota's joint venture with General Motors, is due to begin producing compact pickups this summer at a rate of 100,000 annually. That will give Toyota

see TRUCKS, page 36

Fleets are ray of sunshine in sales gloom

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Fleet orders from corporations and daily rental companies continue to buoy industry sales during a severe slump in retail sales.

Commercial fleets represent about 30 percent of the total U.S. market, according to industry estimates, although that may have risen in recent months as retail sales have faltered.

"Chrysler tells me they're keeping a van plant open just to handle commercial fleet business," said Jay Campbell, director of administrative operations for LMV Leasing, based in Pittsburgh.

"That has never happened before," she said. "The fleets have always been given some consideration by the manufacturers, but we've never had the clout to actually keep a plant open just to meet orders."

James Noonan, senior vice president of marketing for PHH FleetAmerica, a fleet-lease company based in Hunt Valley, Md., called fleet sales the "one ray of sunshine" in overall industry sales.

"Commercial fleet sales and sales to daily rental companies are really propping things up," said Noonan.

Though he said some companies are downsizing their fleets, orders to PHH FleetAmerica are running about the same as last year. But he said the company has felt some side effects from the recession.

"The fleet industry has always been rock-solid stable for the manufacturers," he said. "The normal trend in this industry has been toward growth and expansion, but orders are running at about the same level as last year, so there has been some impact from the recession."

Noonan said light-truck orders are up over last year, but that could be due to a migration to

see FLEET SALES, page 34

AROUND THE WORLD

Europe's execs predict 4% sales dip for 1991

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — West European car sales fell for the seventh straight month in February amid industry projections that volume for all of 1991, excluding the former East Germany, will fall by 500,000 units, or nearly 4 percent.

Britain's Economist Intelligence Unit, a private research organization, polled the chief executives of Europe's six largest carmakers and reported last week that the leaders predict a decline of about 3.8 percent this year, to some 12.7 million units. But most of the executives expect a slight recovery in 1992.

The London-based research group itself projects a decline of 4.8 percent, to 12.6 million units, in 1991. The projection also excludes the former East Germany, where the organization foresees sales of 300,000 cars in 1991.

Meanwhile, February sales declined 3.5 percent in 17 West European countries, to 1,061,700 units, according to a combination of industry estimates and official registration figures compiled by *Automotive News*.

But without the buoyancy provided by continuing strong German sales, the decline would have been much steeper.

While the overall market continued to falter in February, German sales surged 44 percent from a year earlier, to 319,000 units.

Through the first two months of the year, German sales rose 50.1 percent, to 654,000. In stark contrast, Europe's next four biggest markets — Italy, France, the United Kingdom and Spain — declined for the first two months.

When German results are subtracted from the two-month sales totals, European sales plunged 15 percent in the first two months of this year.

According to the EIU survey, Germany will continue as the main exception to the overall trend this year. But the industry leaders do not expect the strength of the German market to compensate completely for sharp declines in several other key markets.

The research organization itself projects that German sales, excluding the former East Germany, will rise 1.9 percent, to 3.1 million units, during 1991. At the same time, it expects the French market to fall 9.5 percent, to 2.09 million units; Italy, 11.4 percent to 2.08 million; the United Kingdom, 7.9 percent to 1.85 million; and Spain, 7 percent to 920,000.

Volkswagen Group, General Motors and Ford Motor Co., all well-represented in the buoyant German market, showed sales gains during the first two months of 1991. Italy's Fiat Group and France's Peugeot S.A. and Renault S.A. all turned downward because of their heavy dependence on the declining Italian, French and Spanish markets.

Ford is compensating for the collapse of its biggest European market, the United Kingdom, with big gains in Germany. Ford's sales here rose 64 percent in February, to 34,100, and were up 76 percent, to 71,000, for the first two months. Gains by the new Escort and Fiesta led the way.

Japanese carmakers are having trouble keeping pace with German demand. After compiling a market share of 15.7 percent in Germany last year, their combined share during the first two months of 1991 fell to 11.2 percent, even though volume increased 17 percent, to 73,500.

Combined Japanese sales rose 1.5 percent, to 240,100 units, in all of Western Europe during January and February, equal to a 10.5 percent market share.

Among individual makers, Volvo Car AB and Saab Automobile AB continued to suffer the biggest declines in European sales.

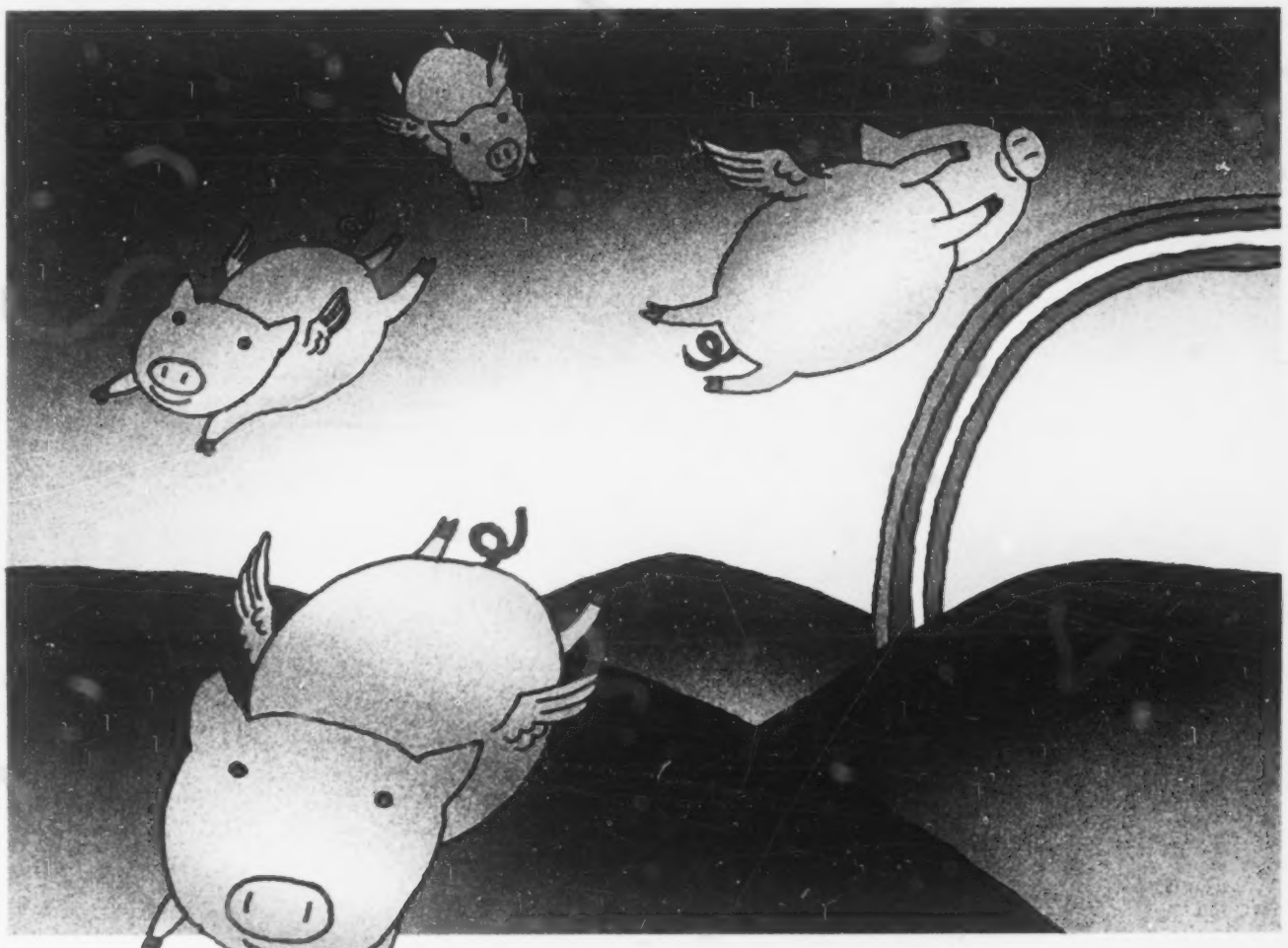
EUROPEAN SALES

Manufacturer	2 months, 1991	1991 share[1]	2 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	369,200	16.1	338,700	+ 9.0
Fiat Auto[2]	328,800	14.4	387,300	−15.1
Ford[3]	281,800	12.3	261,100	+ 7.9
(Jaguar)	2,700	0.1	4,200	−36.0)
General Motors[4]	280,400	12.3	255,800	+ 9.6
Peugeot S.A.[5]	266,300	11.6	316,800	−15.9
Renault	229,200	10.0	247,200	− 7.3
Mercedes-Benz	79,700	3.5	77,600	+ 2.7
Rover	64,300	2.8	68,800	− 6.5
Nissan	60,100	2.6	59,000	+ 1.9
BMW	59,800	2.6	64,700	− 7.6
Toyota	51,500	2.3	50,600	+ 1.8
Mazda	43,200	1.9	41,700	+ 3.6
Volvo	36,800	1.6	46,700	−21.2
Mitsubishi	29,500	1.3	28,000	+ 0.5
Honda	23,200	1.0	23,900	− 2.9
Saab	8,200	0.4	10,400	−21.2
Others	74,200	3.2	75,000	− 0.1
Total	**2,286,200**	**100.0**	**2,353,300**	**− 2.9**

1-Doesn't add to 100 because of rounding
2-Includes Alfa Romeo, Lancia
3-Includes Jaguar
4-Opel, Vauxhall, GM-U.S., Canada; Isuzu
5-Peugeot, Citroen, Talbot

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	2 months, 1991	Pct. change vs. 1990
Germany	654,000	+50.1
Italy	456,000	− 2.4
France	334,600	−21.4
United Kingdom	287,900	−23.0
Spain	124,200	−24.9
Netherlands	119,300	+ 0.1
Belgium-Luxembourg	89,400	−11.8
Austria	47,300	+ 1.5
Switzerland	46,500	−18.7
Portugal	31,200	− 3.6
Sweden	25,600	−39.4
Finland	19,000	−30.7
Greece	16,300	− 5.7
Ireland	15,500	−19.3
Denmark	11,000	−18.9
Norway	8,400	−17.9
Total	**2,286,200**	**− 2.9**



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AUCTION DATES

Chrysler Corp.

March 19 — Fredericksburg Auto Auction Inc., Fredericksburg, Va.; Indianapolis Auto Auction Inc., Indianapolis; Nashvile Auto Auction Inc., Nashville, Tenn.; Utah Auto Auction Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; and San Antonio Auto Auction, San Antonio

March 20 — American Auto Auction, Walpole, Mass.; and Denver Auto Auction, Denver

March 21 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Aptco Auto Auction Inc., Taylor, Mich.; Greensboro Auto Auction Inc., Greensboro, N.C.; Hatfield Auto Auction, Hatfield, Pa.; Omaha Auto Auction Inc., Omaha, Neb.; Golden Gate Auto Auction Inc., Fremont, Calif.; and Amarillo Auto Auction Inc., Amarillo, Texas

March 22 — Tri-State Auto Auction Inc., Cicero, N.Y.

March 26 — Columbus Fair Auto Auction Inc., Columbus, Ohio; Dallas Auto Auction Inc., Grand Prairie, Texas; Clanton's Auto Auction Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Southwest Auto Auction Inc., Kent, Wash.; and Portland Auto Auction, Portland, Ore.

March 27 — Manheim Auto Auction, Manheim, Pa.; and Minneapolis Auto Auction Inc., Maple Grove, Minn.

March 28 — Southern States Vehicle Auction of Atlanta Inc., Newnan, Ga.; Arena Auto Auction Inc., Bolingbrook, Ill.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Florida Auto Auction of Orlando, Ocoee, Fla.; Riverside Auto Auction, Riverside, Calif.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; and Butler Auto Auction, Gibsonia, Pa.

March 29 — St. Louis Auto Auction, Bridgeton, Mo.; and Northway Auto Exchange Inc., Clifton Park, N.Y.

Ford Motor Co.

March 18 — Georgia Dealers Auto Auction, Atlanta; and Auto Dealers Exchange of Memphis, Memphis, Tenn.

March 19 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; Texas Hobby Auto Auction, Houston; Dealers Auto Auction of Oklahoma City (tentative), Oklahoma City; Bay Cities Auto Auction Inc., Hayward, Calif.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

March 20 — Northway Auto Auction, Clifton Park, N.Y.; Albuquerque Auto Auction, Albuquerque, N.M.; Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 21 — Ohio Auto Auction Inc., Grove City, Ohio; Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Maple Grove, Minn.; Nashville Auto Auction, Nashville, Tenn.; and Skyline Auto Exchange, Fairfield, N.J.

March 25 — Lauderdale-Miami Auto Auction (tentative), Davie, Fla.

March 26 — Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction Inc., Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

March 27 — Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; Salt Lake Auto Auction, Salt Lake City

March 28 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; Southwest Auto Auction, Chandler, Ariz.; and St. Louis Auto Auction, Bridgeton, Mo.

General Motors

March 19 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; Dothan Auto Auction, Dothan, Ala.; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; and Florida Auto Auction of Orlando, Ocoee, Fla.

March 20 — Albuquerque Auto Auction, Alburquerque, N.M.; Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Mid-America Auto Auction, Louisville, Ky.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; and Brasher's Sacramento Auto Auction, Rio Linde, Calif.

March 21 — Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auto Auction, Colubus, Ohio; Ark-La-Tex Auto Auction Inc., Shreveport, La.; Portland Auto Auction, Portland, Ore.; St. Louis Auto Auction, Bridgeton, Mo.; Dealers Auto Exchange of Tucson, Tucson, Ariz.; and Utah Auto Auction, West Bountiful, Utah

March 26 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction Inc., Harrisonburg, Va.; Metro Milwaukee Auto Auction, Caledonia, Wis.; National Auto Dealers Exchange, Bordentown, N.J.; Dealers Auto Auction of Oklahoma City, Oklahoma City; Florida Auto Auction of Orlando, Ocoee, Fla.; and San Antonio Auto Auction, San Antonio

March 27 — Puget Sound Auto Auction, Auburn, Wash.; Indianapolis Auto Auction Inc., Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Auto Dealers Exchange of Memphis, Memphis, Tenn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

March 28 — Mid Ark Auto Auction, North Little Rock, Ark.; American Auto Auction, Boston, Mass.; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; Los Angeles Dealers Auto Auction, Rosemead, Calif.; Nashville Auto Auction, Nashville, Tenn.; Butler Auto Auction, Evans City, Pa.; and State Line Auto Auction, Waverly, N.Y.

Mitsubishi Motor Sales of America

March 19 — Ohio Auto Auction, Columbus, Ohio; and Florida Auto Auction, Fontana, Calif.

March 20 — Southern California Auto Auction, Fontana, Calif.

March 21 — Baltimore-Washington Auto Auction, Baltimore; and Denver Auto Auction, Denver

March 26 — Newburgh Auto Auction, Newburgh, N.Y.; Puget Sound Auto Auction, Seattle, Wash.; and Texas Hobby Auto Auction, Houston

March 28 — Atlanta Auto Auction, Red Oak, Ga.; and Greater Chicago Auto Auction, Chicago

Nissan Motor Corp. in U.S.A.

March 20 — Dealers Auto Auction, Grand Prairie, Texas

March 21 — Manheim Auto Auction, Manheim, Pa.

March 27 — Fredericksburg Auto Auction, Fredericksburg, Va.

Subaru of America

March 19 — Puget Sound Auto Auction, Auburn, Wash.

March 20 — Utah Auto Auction, West Bountiful, Utah

March 21 — Greater Chicago Auto Auction, Chicago

March 27 — Denver Auto Auction, Aurora, Colo.

Toyota Motor Sales U.S.A.

March 19 — Newburgh Auto Auction, Newburgh, N.Y.; Aptco Auto Auction, Taylor, Mich.; and South Seattle Auto Auction, Kent, Wash.

March 21 — Clanton's Auto Auction, Darlington, S.C.; and Greater Chicago Auto Auction, Chicago

March 26 — Southern Auto Auction, East Windsor, Conn.; Florida Auto Auction of Orlando, Ocoee, Fla.; and Southern California Auto Auction, Fontana, Calif.

March 28 — Ohio Auto Auction, Grove City, Ohio; and Dallas Auto Auction, Grand Prairie

April 2 — Bay Cities Auto Auction, Hayward, Calif.; and Georgia Dealers' Auto Auction, Atlanta

April 4 — Denver Auto Auction, Aurora, Colo.

April 9 — Southern California Auto Auction, Fontana, Calif.; Southern Auto Auction, East Windsor, Conn.; and Gulf States Auto Auction, Mesquite, Texas

April 10 — Greater Tampa Bay Auto Auction, Tampa, Fla.

April 11 — St. Louis Auto Auction, Bridgeton, Mo.; and Harrisonburg Auto Auction, Harrisonburg, Va.

April 16 — South Seattle Auto Auction, Kent, Wash.; Newburg Auto Auction, Newburgh, N.Y.; and Aptco Auto Auction, Taylor, Mich.

April 18 — Greater Chicago Auto Auction, Chicago

April 23 — South California Auto Auction, Fontana, Calif.; and Southern Auto Auction, East Windsor, Conn.

April 25 — Clanton's Auto Auction, Darlington, S.C.; Dallas Auto Auction, Grand Prairie, Texas; and Ohio Auto Auction, Grove City, Ohio

April 30 — Florida Auto Auction of Orlando, Ocoee, Fla.

Volkswagen of America

March 19 — Bay Cities Auto Auction, Hayward, Calif.

March 28 — Ohio Auto Auction, Columbus, Ohio

Volvo Cars North America

March 19 — American Auto Auction, Boston, Mass.

March 20 — Dealers Auto Auction of Dallas, Dallas; Riverside Auto Auction, Riverside, Calif.; and Atlanta Auto Auction, Atlanta

March 21 — Golden Gate Auto Auction, Fremont, Calif.

March 26 — Arena Auto Auction, Chicago

March 27 — Nashville Auto Auction, Nashville, Tenn.

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TENNESSEE

A.D.E. of Memphis, 5400 Getwell, Memphis, Tenn. 38118. 901-365-6300. Every Tues., 10 AM; Regular Consignment & repo sale.

TEXAS

San Antonio Auto Auction (div. of GECAA), 1500 Ackerman Rd., San Antonio, Texas 78219. Sale every Weds. Contact: Frank Post or Michael Milikien, 512-661-4200.

TEXAS

Alamo Auto Auction, 2719 Fredericksburg, San Antonio 78201. 12:30 Thurs. Repos, lease, trades. Charlie, 512-736-6510. The South Texas independent auction.

VIRGINIA

Fredericksburg Auto Auction, 703-898-4900. 4907 Jefferson Davis Hwy, Fredericksburg, VA. Sale every Thurs. 9:30 am. Full service auction-fleet, lease & repos.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, GMAC, all leasing. 414-835-4436, Caledonia, Wisconsin.

Canada's Feb. sales off 7.7%

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Canadian light-vehicle sales last month mimicked their performance in January, falling 7.70 percent below February 1990 levels.

Car and truck sales declined last month. In January, when sales in Canada dropped 7.41 percent, car sales had risen while truck sales dropped sharply.

In an unusual twist, Chrysler Canada sold more vehicles during the month than Ford of Canada. A year ago, Chrysler's car and truck sales lagged Ford's by more than 5,000 units. But last month, Chrysler sold 15,171 vehicles, compared with Ford's 14,131.

Chrysler was the only Big 3 company to report increases over February 1990 levels. Its car sales were up 7.13 percent and truck sales rose 19.86 percent.

Apparently, Canadian buyers have been unfazed by reported transmission problems on Chrysler's minivans. The company sold 3,687 Caravans and Voyagers during the month, up from 2,030 in the year-ago period.

There were no incentives on the minivans.

Ford's total sales were off 24.19 percent, and GM's were down 16.22 percent. The companies blamed the decline on the softness of the market, uncertainty over the economy and high interest rates.

BMW, Nissan, Subaru, Toyota, Volkswagen and Volvo were among import brands that increased sales by at least 10 percent. Decliners included Hyundai, Jaguar, and Mercedes-Benz.

Total car sales were off 4.07 percent, with sales of North American-built models dropping 6.91 percent from February 1990 and imported models declining 1.63 percent. Total truck sales were down 15.28 percent from February 1990.

That breaks down into a 16.39 percent slide in North American-built trucks and a 9.93 percent dip in imports.

Staff Correspondent Alex Law in Toronto contributed to this report.

CANADIAN CAR AND TRUCK SALES

FEBRUARY 1991

	Feb. 1991	Feb. 1990	2 mos., 1991	2 mos., 1990
BMW (imported car)	**256**	**230**	**504**	**480**
N.A. car	6,845	6,768	15,232	13,168
Imported car	1,610	1,124	2,883	2,423
N.A. truck	6,607	5,432	13,030	15,287
Imported truck	109	171	163	327
CHRYSLER	**15,171**	**13,495**	**31,308**	**31,205**
N.A. car	8,142	9,682	19,259	19,264
Imported car	495	598	927	1,076
N.A. truck	5,494	8,361	11,940	16,424
FORD	**14,131**	**18,641**	**32,126**	**36,764**
N.A. car	16,824	19,298	36,659	39,019
Imported car**	231	233	467	406
N.A. truck	7,229	9,585	15,937	19,879
Imported truck	288	355	544	1,001
GM	**24,572**	**29,471**	**53,607**	**60,305**
N.A. car	1,400	2,219	2,454	4,282
Imported car	5,096	4,248	9,248	8,114
HONDA	**6,496**	**6,467**	**11,702**	**12,396**
N.A. car	416	521	677	820
Imported car	1,228	1,385	2,189	2,303
HYUNDAI	**1,644**	**1,906**	**2,866**	**3,123**
JAGUAR (Imported car)	**45**	**80**	**89**	**188**
Imported car	26	45	46	115
Imported truck	13	8	38	12
LADA	**39**	**53**	**84**	**127**
LAND ROVER (Imported truck)	**10**	**0**	**31**	**0**
N.A. car	530	110	817	218
Imported car	1,762	2,017	2,778	3,768
Truck*	1,096	1,385	1,872	2,454
MAZDA	**3,388**	**3,512**	**5,457**	**6,440**
MERCEDES-BENZ (Imported car)	**213**	**261**	**448**	**544**
N.A. car	570	0	923	0
Imported car	1,653	1,648	2,447	3,051
Truck*	1,002	1,175	1,654	2,203
NISSAN	**3,225**	**2,823**	**5,024**	**5,254**
PEUGEOT (Imported car)	**10**	**5**	**12**	**9**
SUBARU (Imported car)	**651**	**524**	**1,122**	**985**
N.A. car	77	1	118	1
Imported car	428	588	846	1,054
N.A. truck	228	14	454	35
Imported truck	321	524	624	957
SUZUKI	**1,054**	**1,127**	**2,042**	**2,047**
N.A. car	1,514	555	2,422	1,102
Imported car	3,843	4,430	6,441	8,395
Imported truck	1,485	1,187	2,539	2,480
TOYOTA	**6,842**	**6,172**	**11,402**	**11,977**
Imported car	2,264	2,011	4,631	3,810
Imported truck	39	39	85	69
VOLKSWAGEN	**2,303**	**2,050**	**4,716**	**3,879**
N.A. car	303	187	383	410
Imported car	119	183	319	361
VOLVO	**422**	**370**	**702**	**771**
N.A. car	**36,621**	**39,341**	**78,944**	**78,284**
Imported car	**19,930**	**19,610**	**35,397**	**37,082**
TOTAL CAR	**56,551**	**58,951**	**114,341**	**115,366**
N.A. truck	**19,558**	**23,392**	**41,361**	**51,625**
Imported truck	**4,363**	**4,844**	**7,550**	**9,503**
TOTAL TRUCK	**23,921**	**28,236**	**48,911**	**61,128**
TOTAL CAR & TRUCK	**80,472**	**87,187**	**163,252**	**176,494**

*Breakdown of N.A.-built and imported sales not available.
**Includes Passport and Saab sales.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Association of Intl. Automobile Mfrs. of Canada.

DEALERS

FROM PAGE 1

finiti and Mitsubishi. Lexus and Infiniti were new to the list; Mazda dropped out of the Top 10 in car sales per outlet.

Ford and Chevrolet were the only Big 3 makes in the Top 10 in either category. Ford ranked fourth in combined car and truck sales per store and ninth in cars alone. Chevrolet was fifth in cars-trucks and 10th in cars.

The sales per outlet averages are in no way an indicator of sales volume. In 1990, Ford Division sold 20 times as many cars as Lexus, but Ford had nearly 40 times as many dealers as Lexus. As a result, Lexus averaged 608 car sales per franchise; Ford averaged 294.

> The rankings of Acura, Lexus and Infiniti indicate that Honda, Toyota and Nissan had a better idea when they decided to invade the U.S. luxury car field.

On a year-to-year basis, an increase in sales may be offset by an increase in the number of dealers. And a sales decline can result in a huge loss in the per-franchise average if the dealer total rises.

Hyundai is an example. Its sales fell 25 percent in 1990, but its dealer count rose 31 percent. As a result, Hyundai's sales per outlet plunged to 368 from 610 in 1989.

Hyundai is still in the Top 10 in sales per franchise, but its average is a far cry from the 1,431 it posted in 1986, its first year on the U.S. market. That was the highest average ever recorded by any make sold in the United States.

The rankings of Acura, Lexus and Infiniti indicate that Honda, Toyota and Nissan had a better idea when they decided to invade the U.S. luxury car field. Acura has been on the market five years; Lexus and Infiniti arrived late in 1989.

The only newcomer in the 1990 rankings was Saturn, which averaged 43 car sales per franchise.

Sixteen of the 47 makes listed in the *Automotive News* car-truck analysis averaged more sales per franchise in 1990 than in 1989, and 15 of them were imports. Lincoln, up 19, was the only gainer among the Big 3. Honda (65) and Toyota (30) had the largest increases among the makes that were on the market for the entire year in both 1989 and 1990. Mercedes-Benz was up 10 sales per franchise; the others climbed seven or less.

Lexus and Infiniti recorded huge increases in 1990, but they were on the market for only a few months in 1989.

On the car side, 15 makes registered increases: Lincoln, Chevrolet and 13 imports. Honda again led the gainers.

Chevrolet's increase points out the value of a strong captive line. U.S.-built and imported Geo models brought Chevrolet dealers an average of 61 car sales per franchise. No other captive import contributed more than 17 sales to the average of its parent make. The Geo total was up 18 sales per franchise over 1989, more than half of Chevrolet's gain of 31 new-car sales per franchise.

Hyundai's plunge of 242 sales per franchise was the stiffest of the 28 makes that declined last year. Thirteen Big 3 makes and 15 imports lost ground. Following Hyundai in the down column were Nissan, 59; Suzuki, 56; Dodge, 50; Jeep, 40; Ford, 39; Mitsubishi, 37; Subaru, 30; Volvo, 29; and Mercury, 29.

At Ford, trucks passed cars last year in share of sales per dealership. Ford's average of 600 deliveries consisted of 306 trucks (51 percent) and 294 cars (49 percent). In 1989, it was 52 to 48 percent for trucks. Trucks had an advantage of 56 to 44 percent at Dodge, but cars had a 52 to 48 percent edge in Chevrolet sales per dealership.

Cars dominated the sales per outlet averages for the major Japanese players. Toyota, Nissan, Mazda and Mitsubishi gleaned 65 to 78 percent of their sales from cars. It was a different story at Isuzu, where sales were 95 percent trucks, and Suzuki, where trucks had 68 percent of the pie.

CAR SALES PER OUTLET BY MAKE FOR 5 YEARS

	1990	1989	1988	1987	1986
Honda	742	677	691	693	716
Toyota	609	622	625	578	592
Lexus	608	185	—	—	—
Acura	459	483	510	595	352
Nissan	379	458	426	477	495
Hyundai	368	610	1,053	1,369	1,431
Infiniti	347	30	—	—	—
Mitsubishi	327	336	571	521	489
Ford	294	331	349	308	301
Chevrolet	284	253	302	304	343
Mazda	262	311	313	266	290
Volvo	220	249	238	257	276
Pontiac	214	227	262	234	283
Mercedes-Benz	191	181	198	213	236
Buick	183	184	198	189	260
Volkswagen	169	164	162	219	247
BMW	165	161	176	209	226
Oldsmobile	164	191	227	226	334
Cadillac	160	166	166	162	188
Subaru	146	176	195	219	226
Mercury	143	172	197	174	184
Lincoln	141	122	117	102	110
Jaguar	136	135	144	150	150
Dodge	121	148	168	136	178
Plymouth	84	99	109	112	141
Saab	75	86	104	124	137
Chrysler	61	71	90	99	117
Audi	61	57	58	101	146
Daihatsu	45	69	67	—	—
Saturn	43	—	—	—	—
Eagle	39	47	48	33	—
Yugo	35	47	107	166	173
Porsche	34	33	51	74	94
Sterling	27	34	50	85	—
Ferrari	24	20	22	25	18
Suzuki	23	25	1	—	—
Peugeot	23	28	26	34	51
Rolls Bentley	23	22	21	21	20
Alfa Romeo	21	21	31	42	54
Lamborghini	11	13	9	9	10
Isuzu	10	28	44	89	134
Lotus	5	4	5	3	3
Maserati	5	5	11	14	20
Aston Martin	4	2	4	4	5

Note: Totals include sales of captive imports and transplant models.

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CAR-TRUCK SALES PER OUTLET FOR FIVE YEARS

	1990	1989	1988	1987	1986
Toyota	847	817	850	857	947
Honda	742	677	691	693	716
Lexus	608	185	—	—	—
Ford	600	639	669	612	585
Chevrolet	543	555	570	541	588
Nissan	537	596	579	673	697
Acura	459	483	510	595	352
Mitsubishi	417	453	571	831	791
Mazda	405	404	427	424	494
Hyundai	368	610	1,053	1,369	1,431
Infiniti	347	30	—	—	—
Dodge	276	326	354	323	339
Pontiac	224	229	262	234	283
Volvo	220	249	238	257	276
Mercedes-Benz	191	181	198	213	236
Isuzu	191	209	171	229	236
Buick	183	184	198	189	260
Volkswagen	177	164	162	219	247
Oldsmobile	172	192	227	226	334
BMW	165	161	176	209	226
Cadillac	160	166	166	162	188
Subaru	146	176	195	220	226
Mercury	143	172	197	174	184
Lincoln	141	122	117	102	110
Plymouth	140	159	172	159	178
GMC	138	148	147	129	126
Jaguar	136	135	144	150	150
Jeep	127	167	178	150	133
Saab	75	86	104	124	137
Suzuki	71	127	322	571	430
Saturn	43	—	—	—	—
Daihatsu	64	71	67	—	—
Range Rover	64	72	57	53	—
Chrysler	62	72	90	99	117
Audi	61	57	58	101	146
Eagle	39	47	48	33	—
Yugo	35	47	107	166	173
Porsche	34	33	51	74	94
Sterling	27	34	50	85	—
Ferrari	24	20	22	25	18
Peugeot	23	28	26	34	51
Rolls/Bentley	23	22	21	21	20
Alfa Romeo	21	21	31	42	54
Lamborghini	11	13	9	9	10
Lotus	5	4	5	3	3
Maserati	5	5	11	14	20
Aston Martin	4	2	4	4	5

Note: Totals include sales of captive imports and transplant models.

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Bankers say makers want shorter leases to boost sales

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Manufacturers are promoting shorter leases to bring lease customers back for a new car sooner, according to a Consumer Bankers Association survey.

Shorter leases also help reduce the likelihood of delinquencies and repossessions, and shorter terms make it easier to predict residual values more accurately.

The early results of the association's survey, based on data from 71 lenders, showed the average lease term fell to 45 months in 1990, after growing from 49 months in 1988 to 51 months in 1989. Meanwhile, the capital cost of the average lease grew 18.6 percent from 1989 to $21,438 last year, the association said. Capital cost is the amount the bank is financing; in effect, the price of the car.

But a comparison between 1990 and 1989 showed that more lessees fell behind in their payments, terminated their leases early, or had their cars repossessed in 1990 than in 1989.

Lease repossessions doubled from 1989 to 1990, representing 1.52 percent of outstanding lease dollars in 1990, compared with 0.75 percent in 1989.

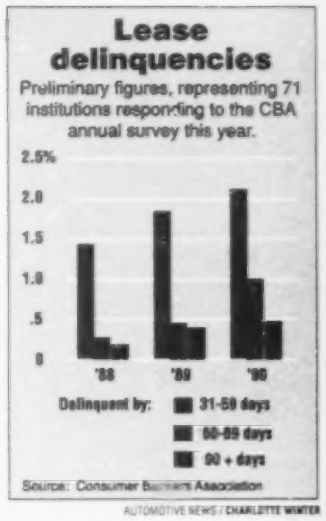
At the same time, a higher percentage of leases were delinquent. In 1989, leases representing 1.84 percent of all lease dollars were 31 to 59 days delinquent. That figure reached 2.12 percent in 1990, the association said.

The association's full survey won't be published until May, after more responses are received. Last year, 135 lenders participated in the survey.

The association is holding its annual auto finance convention in Boston this week. According to Randall McCathren, executive vice president of Bank Lease Consultants in Nashville, Tenn., consumer leasing grew from 12.4 percent of all consumer vehicle sales in 1988 to 15.35 percent in 1989. A "slight" increase is expected when final 1990 figures are tallied, McCathren said.

Last week, McCathren said he disagreed with some of the Consumer Bankers Association's statistics. He said the survey gives too much weight to smaller banks and not enough to the giants in auto financing, like Chase Manhattan.

But he agreed that manufacturers and their captive financing arms are promoting shorter leases — with such success that McCathren felt banks have a tough time competing with automakers' captive finance companies for short-term leases.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

FLEET SALES

FROM PAGE 6

trucks from cars by some companies.

Dennis LaLiberty, vice president of marketing for Wheels Inc., based in Des Plaines, Ill., said there has been no shrinkage in fleet orders or in the size of company fleets.

"Fleet sales are far more stable than retail sales because companies aren't likely to cut back their sales and service force even in a weakened economy. These are the people who get the company cars," he said.

Orders from daily rental companies have also helped buoy industry sales and have provided dealers who have strong fleet departments with a cushion from the recession.

"Our fleet sales are up 20 percent over last year," said James Hoffer, general manager of Jordan Motors Inc. in Mishawaka, Ind.

Hoffer said daily rental agencies and companies with commercial fleets must replace their vehicles after a certain number of miles.

"Fleet sales are much stronger than my retail sales," said Hoffer. "We are a strong force in the fleet business. A major portion of our business comes from fleet sales."

John Outland, vice president and controller of Luke Potter Dodge Inc. in Winter Park, Fla., said fleet sales are running about the same as last year while retail sales are down. "Retail sales rise and fall, but fleet sales are steady," he said.

Elvin Pool, general sales manager of McInerney Ford Inc. in Orlando, Fla., characterized fleet sales as very strong. He even received a surprise order of 50 cars last week from a daily rental customer. "Fleet sales never did slow down," he said.

Pool also said the dealership's retail sales are picking up steam. "We had one heck of a February; at least we didn't lose any money," he said. "March is going crazy, so we have doubled our advertising budget to capture more of a market share."

Frank Halvorson, general manager at Prospect Motors Inc. in Jackson, Calif., said fleet sales through February were 9,854 vehicles, down from about 11,500 for the same period last year.

But he said General Motors billed some vehicles late in the 1990 calendar year, so some deliveries that should have been included in the January sales numbers were rolled into December sales.

He expects Prospect to deliver more than 100,000 GM and Chrysler vehicles to fleet accounts this year, compared to about 96,000 in 1990.

SALES

Luxury tax has cost 4 makers $450 million, lobby says

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Jaguar, Porsche, BMW and Mercedes-Benz lost hundreds of millions of dollars worth of retail sales during January and February because of the new U.S. luxury tax, according to a group fighting to repeal the measure.

The Federation Against Inequitable and Regressive Taxation (FAIRTAX) estimates that sales of vehicles over $30,000 sold by the four importers fell 49 percent from last year in January and February.

Their sales totaled 9,435 during the first two months, compared with 18,475 during the same period a year ago.

The figures include only those models that sold for more than the $30,000 tax threshold, said Robert McElwaine, executive director of FAIRTAX.

They also exclude deliveries of cars that were ordered early enough to avoid the tax, he said.

McElwaine, the former head of the American International Automobile Dealers Association, said makers lost $450 million in retail sales during January and February. At that rate, they could realize an annualized loss of about $2.7 billion.

But his figures do not take into account the fact that luxury brands have not been the only ones to suffer this year. The entire U.S. car and truck market is off 21 percent.

The figures also do not reflect the sales increases enjoyed by each of the four companies last December when buyers were trying to beat the luxury tax.

McElwaine said Jaguar has been the hardest hit in 1991, with a sales decline of 64 percent from1990. Porsche sales declined 60 percent; BMW, 48 percent; and Mercedes-Benz, 42 percent.

He calculated the decreases from proprietary numbers provided by the manufacturers, which showed exactly how many sales were subject to the luxury tax. Consequently, they are different from *Automotive News*' numbers in the accompanying Import Sales by Model table.

FAIRTAX also includes the boat, jewelry and fur industries.

The group anticipates that legislation to repeal the automotive luxury tax will be introduced this spring. Last week, a bill to repeal the tax on boats that cost more than $10,000 was introduced in the Senate. Sponsors of the auto bill are waiting "for the appropriate time," McElwaine said.

McElwaine said that dealers are especially concerned that their demonstrator models that cost more than $30,000 also are affected by the tax.

The Treasury Department requires that a dealer pay the luxury tax, which is 10 percent of the amount of the transaction price above $30,000, as soon as the car has been used for 200 miles of personal driving.

"This ruling has forced dealers to restrict the use of demonstrators, resulting in the loss of valued sales personnel and further reducing sales," McElwaine said.

IMPORT SALES BY MODEL

	Feb 1991	Feb 1990	2 Mos., 1991	2 Mos., 1990
ACURA	**9,621**	**10,019**	**18,762**	**20,106**
Integra	5,275	5,992	10,280	11,685
Legend	4,192	4,027	8,216	8,421
NSX	154	0	266	0
ALFA ROMEO	**268**	**202**	**520**	**311**
Milano	0	3	0	9
Spider	109	199	202	302
164	159	0	318	0
ASTON MARTIN*	**5**	**5**	**10**	**10**
AUDI	**874**	**1,411**	**1,717**	**2,694**
5000	0	3	0	9
80	208	298	384	559
90	149	248	311	441
V8 Quattro	60	117	117	253
Coupe Quattro	32	68	62	127
100/200	336	550	670	1,060
100/200 Quattro	89	127	173	245
BMW	**3,365**	**4,113**	**5,913**	**9,032**
3 series	1,716	1,746	3,055	3,752
5 series	1,088	1,701	1,893	3,755
635 CSi	1	41	3	97
7 series	287	564	484	1,292
850i	199	0	357	0
M3	40	57	65	127
M5	34	0	56	4
M6	0	4	0	5
CHEVROLET/Geo	**5,094**	**13,142**	**10,617**	**27,743**
Geo Storm/Spectrum	4,104	8,230	8,613	16,350
Geo Metro/Sprint	990	4,912	2,004	11,393
CHRYSLER MOTORS	**3,891**	**5,319**	**8,295**	**10,919**
Colt	1,415	2,911	3,325	5,709
Conquest	0	65	0	413
Medallion	0	31	0	197
Stealth	1,406	0	2,734	0
Summit	485	1,392	1,088	2,425
Vista	499	564	989	1,223
TC	86	356	159	952
DAIHATSU	**425**	**1,027**	**160**	**2,429**
FERRARI*	**80**	**80**	**873**	**160**
FORD Festiva	**2,520**	**4,912**	**5,136**	**10,897**
HONDA	**12,680**	**17,923**	**26,487**	**33,794**
Civic/CRX	4,338	4,665	9,176	8,604
Accord	6,759	10,548	14,173	21,309
Prelude	1,583	2,710	3,138	3,881
HYUNDAI	**8,811**	**10,549**	**16,320**	**22,432**
Excel	5,154	8,489	9,516	17,676
Sonata	1,663	2,060	3,082	4,756
Scoupe	1,994	0	3,722	0
ISUZU	**669**	**226**	**1,124**	**434**
I-Mark	17	174	38	343
Impulse	310	52	555	91
Stylus	342	0	531	0
INFINITI	**1,905**	**1,075**	**3,767**	**2,146**
M30	444	645	744	1,064
Q45	652	430	1,212	1,082
G20	809	0	1,811	0
JAGUAR	**568**	**1,475**	**1,079**	**2,998**
XJ6	379	1,096	771	2,182
XJ-S	189	379	308	816
LAMBORGHINI*	**13**	**13**	**26**	**26**
LEXUS	**4,299**	**4,171**	**7,427**	**8,306**
ES	1,646	1,388	3,028	4,307
LS400	2,653	2,783	4,399	3,999
LOTUS*	**27**	**27**	**54**	**54**
MASERATI*	**20**	**20**	**40**	**40**
MAZDA	**8,769**	**13,458**	**19,192**	**26,982**
323	1,283	1,361	3,107	3,641
Protege	2,420	2,478	6,790	5,525
626	1,673	2,806	2,825	6,416
MX-6	42	1	59	11
Miata	2,438	2,510	4,344	5,362
929	552	964	1,299	2,028
RX-7	361	668	768	1,329
MERCEDES BENZ	**3,981**	**5,811**	**7,359**	**10,465**
190	1,172	1,027	2,041	1,849
300E 2.6/260E	288	124	540	178
300	1,122	2,008	1,979	3,660
300SE	160	557	385	979
350SDL Turbo	89	0	157	0
350SD	52	0	108	0
300SEL	59	306	163	564
420SEL	167	539	400	946
560SEL	133	415	309	763
SL Coupe	663	612	1,118	1,070
560SEC	49	152	99	268
Tourist	27	71	60	188
MERCURY	**6,496**	**1,425**	**10,951**	**3,928**
Tracer	5,118	1,151	8,350	2,704
Capri	1,378	0	2,601	0
XR4Ti	0	0	0	198
Scorpio	0	274	0	1,026
MITSUBISHI	**9,758**	**8,656**	**14,707**	**24,356**
Starion	0	3	0	5
Mirage	4,522	5,034	5,935	15,690
Galant	3,930	2,976	6,345	6,877
Sigma	30	164	57	335
Precis	290	401	582	1,264
3000GT	946	0	1,697	0
Wagon	40	78	91	185
NISSAN	**15,380**	**25,646**	**30,625**	**52,206**
Sentra	1,590	7,402	3,279	14,522
Pulsar	183	770	243	1,514
Stanza	4,625	3,614	8,571	6,926
Maxima	5,679	7,591	12,154	16,861
240SX/200SX	1,996	3,380	4,127	7,412
300ZX	1,018	1,810	1,962	3,630
Hawaii	289	369	289	631
PEUGEOT	**317**	**312**	**662**	**648**
PONTIAC LeMans	**2,024**	**2,731**	**4,313**	**4,138**
PORSCHE	**322**	**725**	**564**	**1,420**
944S2	54	282	109	529
911 Carrera 2	157	246	270	501
911 Turbo	25	0	32	2
911 Carrera 4	66	133	104	255
928S4/928GT	20	64	49	133
ROLLS/BENTLEY*	**100**	**100**	**200**	**200**
SAAB	**1,810**	**2,088**	**2,835**	**4,055**
900	400	293	625	561
900S	471	267	730	533
900 Turbo	411	611	621	1,220
9000S	216	221	367	422
9000 CD	179	378	279	702
9000 Turbo	129	312	207	601
Tourist	4	6	6	16
STERLING	**211**	**493**	**416**	**998**
SUBARU	**5,226**	**6,626**	**9,508**	**13,154**
Hatchback	0	28	0	58
3-Door	0	18	0	56
4-Door Sedan	0	57	0	142
Legacy	1,449	3,702	2,287	7,665
Loyale	2,956	1,431	5,440	2,637
XT/XT6	155	160	324	291
Station Wagon	0	12	0	32
Justy	666	1,218	1,457	2,323
SUZUKI	**329**	**515**	**720**	**1,130**
TOYOTA	**25,968**	**29,235**	**51,225**	**56,551**
Corolla	5,270	9,090	11,287	16,678
Tercel	8,060	8,033	15,867	15,258
Celica	4,893	6,408	9,076	12,489
Supra	293	544	531	1,510
Camry	5,625	4,154	10,989	8,842
Cressida	839	635	1,671	1,234
MR2	988	371	1,804	542
VOLKSWAGEN	**7,533**	**8,255**	**13,943**	**16,123**
Cabriolet	400	486	697	965
Corrado	637	349	1,045	643
Jetta	2,353	3,745	4,939	7,805
Golf/GTI	951	916	1,947	1,868
Passat	1,620	760	2,812	760
Quantum	1	4	1	10
Scirocco	0	0	0	5
Fox	1,571	1,995	2,502	4,067
VOLVO	**5,725**	**6,301**	**10,981**	**15,135**
240 series	2,454	2,141	4,536	6,184
700 series	2,303	4,142	4,501	8,914
940 series	956	0	1,911	0
Tourist	12	19	33	37
YUGO	**245**	**544**	**615**	**1,423**
IMPORT TOTAL	**149,329**	**188,630**	**287,143**	**387,443**

*Estimate

Compiled by Karen Detkowski

Luxury tax again clobbers sales of pricey import lines

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Luxury import cars took another big sales hit in February, the second month of the new U.S. luxury tax.

The levy, which took effect Jan. 1, has added 10 percent to the amount of the transaction price over $30,000. Models affected by the tax generally benefited from beat-the-tax buying late last year. But this year has been different.

Last month, BMW was down 18.19 percent; Mercedes-Benz, 31.49 percent; Audi, 38.06 percent; Porsche, 55.59 percent; and Jaguar, 61.49 percent. Those makes also suffered steep drops in January.

Lexus LS400 was down 4.67 percent, but Infiniti Q45 was up 51.62 percent.

Overall domestic and import car sales were down 13.65 percent in February. Imported models alone fell 20.83 percent for the month and were off 25.89 percent for the year.

A model-by-model appraisal reveals how company flagships have suffered. Mercedes-Benz's 190 models carry little, if any, luxury tax. February sales were up 14.12 percent. But more expensive Mercedes lines were off 44 to 80 percent.

BMW's 3 series, which starts well below the luxury tax threshold, dropped only 1.72 percent. The 7 series, which carries a luxury tax of at least $2,000, fell 49.11 percent.

MARKET SHARES
Domestic, Import cars

	Feb Sales	Pct. of Total
Subcompact	145,495	23.39
Compact	131,891	21.21
Intermediate	214,363	34.48
Standard	44,860	7.21
Specialty	11,523	1.85
Luxury	73,721	11.86
TOTAL	**621,853**	**100.00**

Few models outperformed their year-ago totals. February's gainers included the Acura Legend, Isuzu Impulse, Lexus ES250, Mitsubishi Galant, Nissan Stanza, Saab 900S, Toyota Cressida and Volkswagen Corrado.

For the most part, entry-level cars also failed to buck the month's downward trend.

Daihatsu fell 58.62 percent, hurt by the fact that it had only 1990 models to offer and even those were in short supply. Production delays meant that Daihatsu dealers are only just now getting their 1991 shipments.

Hyundai sales fell 16.48 percent, and the Excel, once a darling of the entry-level prospect, fell 39.29 percent. Sales of the new Scoupe totaled 1,994 units.

10 DAYS

FROM PAGE 6

and light trucks dropped to 202,299, down 24.8 percent from 269,011 a year ago.

Domestic cars declined 21.9 percentto 129,978. And trucks fell to 72,321 in early March, off 29.5 percent from last year.

On the import side, car sales were down 34.4 percent at 33,569, and trucks were off 31.7 percent at 10,325.

Total sales for General Motors lines fell 27.5 percent to 90,589. GM's cars were off 26.7 percent. Its trucks were down 28.9 percent.

Compared to the rest of the market, Buick continued to shine in early March. Its sales were down only 0.6 percent to 11,651, despite the shorter selling period.

Ford Motor Co. sales fell 27.5 percent to 63,024. Its Ford, Lincoln and Mercury makes were down 21 to 29 percent.

Automotive News estimates that Chrysler Corp. sales were down 23.3 percent, to 31,943, split about evenly between cars and trucks. Chrysler refuses to report 10-day sales.

Toyota Motor Sales U.S.A. Inc., which reports both domestic and import sales on a 10-day basis, said its Toyota-brand cars were off 31.9 percent.

Toyota trucks dropped 24.3 percent, and Lexus luxury cars were down 15.9 percent.

Sales of Honda's U.S.-built cars were up 4.8 percent to 9,344 in early March.

Honda imports fell an estimated 15.5 percent, leaving the division's total sales off 2.9 percent.

Stung by a 22.2 percent sales decline for its U.S. built cars last month, Honda hiked its dealer incentives from $300 to $500 on 1990 and 1991 Accords and added another $400 on Accords ordered by April 2.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	$400-1,000	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	4/10
Ranger	$1,500	4/10
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	4/10
Ranger	$1,000	4/10
Mercury Tracer	$500	4/10
Grand Marquis	$1,000	4/10
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1991)		
MX-6, 626	$1,500	4/3
Trucks	$500	4/3
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$500	5/2
Toyota (1991)		
Celica GT, 4Runner	$500 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	4/10
Other cars	$800-1,500	4/10
Ford Bronco	$2,000	4/10
Other trucks	$900-1,100	4/10
Mercury Topaz	$800	4/10
Sable	$1,100	4/10
Cougar	$1,200	4/10
Grand Marquis	$1,500	4/10
All Lincoln	$1,000-2,000, based on sales	4/10
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	4/10
Crown Victoria	$1,000	4/10
Other cars	$100-700, based on sales	4/10
Ford trucks	$100-700, based on sales	4/10
Mercury Topaz, Cougar, Sable	$100-750, based on sales	4/10
All Lincoln	0-$1,000, based on sales	4/10
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models.		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Honda		
Accord (1990-91)	$500	3/31
Accord (1991)	$400 on each car ordered from importer	4/2
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Isuzu (1990-91)		
Trooper, Pickup	$600-1,700, quota	3/31
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys.		
Suzuki (1990-91)		
Swift	$400-1,000	4/3
Sidekick	$1,000-2,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

Poling is latest to plead for cost cuts from suppliers

By Al Fleming
INDUSTRY EDITOR

Ford Motor Co. wants suppliers to help make up the huge costs of selling its cars and trucks in America. Today, Ford is meeting in Dearborn with 145 chief executive and chief operating officers of supplier companies. This time, the suppliers will hear from Ford Chairman Harold Poling.

So far, both Ford and General Motors have had only limited success in getting suppliers to agree to up-front price cuts.

Ford's pitch is that economic and market conditions have deteriorated beyond expectations. Meanwhile, stricter clean-air requirements and passive restraints are adding hundreds of dollars of costs to Ford vehicles between now and 1995, and competition from the Japanese is intensifying.

Unless Ford significantly improves its cost structure, Poling will tell suppliers, the company may be unable to afford new vehicle programs.

In a letter to suppliers last November, A.F. Spencer, executive director of purchasing for Ford North American Automotive Operations, said Ford's marketing costs have soared to more than 11 percent of company revenue, or about $1,400 per vehicle. He asked Ford suppliers to cut prices by 1 percent by Jan. 1.

On Jan. 10, General Motors dropped the other shoe. In a letter to suppliers, Donald A. Pais, vice president of GM's materials management staff, asked suppliers to embark on "a very aggressive effort to reduce costs." Within two weeks, GM purchasing people were seeing suppliers face to face and asking for price reductions of 3 percent this year.

Not surprisingly, supplier reaction to the Big 2 solicitations has been underwhelming. The top officer of a major component-manufacturing firm said that neither his company nor any other major supplier he knows of is able to give the automakers "up-front price cuts."

CHRYSLER

FROM PAGE 2

boards. "You have to have board balance. It also creates a smaller board for quicker action and more responsiveness."

Ford Motor Co.'s board comprises seven inside directors, nine outside directors and Ford family heir William C. Ford.

General Motors has 14 outside directors and five inside directors. Retired Chairman Roger B. Smith also serves as a director.

Chrysler pays each director $35,000 to $40,000 annually, depending on committee assignments and meeting attendance, a company spokesman said. Retired directors will continue to receive a $20,000 annual fee, two cars annually plus the option to lease two more cars annually.

Bieber has been donating his pay to Grand Valley State University in Allendale, Mich.

Chrysler's largest shareholder, Hollywood billionaire Kirk Kerkorian, was not contacted prior to Chrysler's decision, according to a Chrysler spokesman.

A spokesman for Tracinda Corp., Kerkorian's investment company, declined comment.

GM CANADA

FROM PAGE 1

Canada as Passport's Impulse. The U.S. Geo Metro is sold as the Chevrolet Sprint and Pontiac Firefly in Canada.

"We're looking at all the products of North America," Erdman said. "If you ask would I consider merchandising Geo in Canada — yeah, I'd consider that."

But he would not elaborate. Passport is now carried by 71 dealers and is separate from GM of Canada's other dealerships.

In Erdman's view, the dealer organization will likely stay as a third channel for GM products, but he would not indicate what products it might handle or what the name or organizational structure might be.

As for Saturn, Erdman gave the first indication that the company might stray from its decision to have Passport be the exclusive carrier. "We've made the decision to give the Passport dealers the first opportunity to market Saturn, and I guess I'd like to leave it at that," Erdman said.

The product "rationalization," as Erdman calls it, is necessary to position the company for a smooth entry into the price parity with the United States that the Canada-U.S. free-trade agreement will bring about on Jan. 1, 1994.

Essentially, the agreement will make car prices in Canada comparable to those in the United States and allow new-car buyers to shop for cars over the border. That is especially important to the Canadian domestic operations, since Canadians have historically paid more than Americans for domestic cars in many segments.

Erdman said that to prepare GM of Canada for the mid-1990s and beyond, "the entire lineup of the way cars are being marketed and sold is under review." He said the review group is "looking at all the pieces of the marketplace — all the cars, all the trucks, how we've got them set up, what are the price points, what are the model mixes, what are the franchises."

GM of Canada's differences with the U.S. operation go beyond Passport and Geo. Canadian dealers don't carry all the products sold in the United States, and some appear under different names. The Chevrolet Corsica is also sold as the Pontiac Tempest. The Pontiac LeMans in the United States is sold through Passport as the Optima. In addition, Passport sells some Isuzu products, such as the Trooper and Rodeo, that GM does not handle in the United States.

On March 1, Mike Johnston, director of the Passport Division, was transferred to GM's Truck Operations. His duties, "for the time being," are being handled by Bob Simpson.

PROGRAM

FROM PAGE 1

that prices on program vehicles were soft last fall but have been stronger in recent months.

Robert L. Rewey, Ford vice president for sales operations, declined to comment except to say that "Ford is not in business to lose money," and that auction prices were not a primary consideration in lengthening the rental car cycles.

The National Automobile Dealers Association lauded Ford's move. "This is a sound business decision that will help reduce the glut of nearly new cars, which has helped depress new-car sales in the first quarter of 1991," said Frank R. Anderson Jr., NADA president.

Called "program" cars, the vehicles are sold to daily rental companies and then repurchased by the automakers at a guaranteed depreciation rate and redistributed to dealers through auto auctions. Some industry estimates put the number of program cars by all domestic and foreign manufacturers at about 1.2 million.

Rewey declined to say how many program cars Ford expects to sell in the 1991 model year or how lengthening the cycle will affect volume. But there should be fewer program cars available to dealers.

He said the lengthened cycle will probably continue into the 1992 model year.

Program cars have helped dealers stay profitable, especially in lean times, because grosses are greater than on new cars.

Still, dealers complained that potential buyers of new cars often are swayed into buying program vehicles because prices are substantially lower. In some cases, the price difference between two same-year models is $5,000.

Program cars are clean and low-mileage; many 1991 program cars have fewer than 3,000 miles on them when they are returned to the auctions by the rental companies.

Substitution of those nearly new cars for new cars by buyers can run as high as 40 percent, according to some industry estimates.

Ford is expected to send an estimated 400,000 vehicles to the auctions in 1991, up from 350,000 in 1990. General Motors dispatches about 600,000 vehicles to the auctions. Most are program cars.

Last year, Ford and General Motors announced that they would repurchase 100 percent of their program cars from daily rental companies at the behest of dealers.

Automakers had repurchased about 75 percent of of the program cars sold to daily rental companies. Rental agencies sold the remainder on used-car lots in competition with franchised dealers.

Ford adds consumer incentives in Canada

OAKVILLE, Ontario — Consumer incentives have been announced by Ford Motor Co. of Canada Ltd.

The program, which has no expiration date, offers buyers a choice of 8.9 percent financing for up to 48 months or cash rebates ranging from $500 to $1,000.

The program features $1,900 cash paybacks on 1991 F-series pickup and Aerostar, and 1990 Tempo, Topaz, Mustang and Probe; $750 on 1991 Tempo and Topaz, 1990 and 1991 Taurus, Sable, Thunderbird, Cougar and Ranger, and 1990 Bronco II; and $500 on 1991 Mustang and Probe and 1990 and 1991 Festiva, Escort and Tracer.

OBITUARIES

Robert J. Ferri

SPRINGFIELD, Mass. — Robert J. Ferri, founder and president of State Chrysler-Plymouth in Springfield, Mass., died March 5. He was 65.

Thomas R. Garvey

HINGHAM, Mass. — Thomas R. Garvey, president of Garvey Oldsmobile in Norwell, Mass., died Feb. 23. He was 75.

Thomas A. Mooney

CHICAGO — Thomas A. Mooney, retired senior vice president of CR Industries in Elgin, Ill., died Feb. 19. He was 61. The company is an automotive sealant supplier.

Richard W. Toplin

MANCHESTER, N.H. — Richard W. Toplin, owner of Franklin Ford and Tilton Chrysler-Plymouth on the Franklin/Tilton border in New Hampshire, died of cancer March 2. He was 47.

PORSCHE

FROM PAGE 3

the program itself is fine. But what they really need are sales incentives for carryover models and floorplanning assistance.

"The way Porsche builds cars and ships cars, you can't be sure you'll have cars when you need them," Burton added. "So you take them whenever they arrive and sometimes end up flooring them for months before sales pick up."

Porsche sales were down 60.3 percent from 1990 for the first two months of this year. Dealers complain that they are loaded with 1990 product that they can't sell.

According to Porsche, inventories are not out of whack, considering industry sluggishness. *Automotive News* calculates Porsche's days' supply at 161 on March 1, compared with 87 a year ago.

Brian Bowler, president of Porsche Cars North America, calls the program's demands on its dealers "genteel." He said that by giving dealers an opportunity to earn some extra money with relatively little effort, the program is itself a form of financial aid.

He said the financing problem is not unique to Porsche. All dealers are under pressure because banks are getting out of auto financing, he said, and Porsche doesn't have its own captive finance company.

Bowler said Porsche is looking for creative ways to "put money into their pockets."

Jeff Barnaby, general manager at Zipper Porsche Audi in Beverly Hills, Calif., agreed with other dealers that he could use some more direct financial assistance, but he said the program is better than nothing.

Bowler said the program should eventually result in increased sales, and that's the real way to turn around dealers' fortunes.

An example of how Bowler hopes to change relates to signage. He said many dealers are using "outdated and confusing" Porsche/Audi signs left over from the days when Porsche was distributed by Audi's U.S. importer, Volkswagen of America Inc.

The program sets criteria for sales, service and parts operations. It is tiered to allow dealers to increase their participation over a three-year period, or drop out. Dealers can make some of the easiest, and least costly, changes first, but they are expected to meet the more stringent criteria before the three years are up.

For example, a dealer may immediately implement the sales-prospect tracking system and technician certification program. For most dealers, that would be relatively easy and inexpensive.

On the other hand, the program requires each dealer to have a "quality showroom area" that uses interior design elements designated by the company and is large enough to house two Porsches. For some dealers, it could mean having to build additional showroom space or remodel completely.

Said Burton, "I disagree with their facility requirements. I think they put too much emphasis on showroom. They approach their problems like they're the most profitable franchise around, and many dealers aren't making any money with Porsche."

PRODUCTION

U.S. CAR	Week Ended Mar. 16, 1991	Week Ended Mar. 9, 1991	Mar. to Date	Jan. 1 to Mar. 16, 1991	Jan. 1 to Mar. 17, 1990
Horizon	0	0	0	0	4,578
Sundance	0	0	415	6,669	14,977
Acclaim	2,500	2,569	5,597	21,484	16,012
Total Plymouth	**2,500**	**2,569**	**6,011**	**28,153**	**35,567**
LeBaron A	0	0	0	0	4,243
LeBaron J	0	0	0	4,351	5,657
N. Yorker C-Class	0	0	38	1,945	4,057
Fifth Avenue	0	0	133	5,675	5,588
Imperial	0	0	40	1,667	4,385
Total Chrysler	**0**	**0**	**211**	**13,638**	**23,930**
Omni	0	0	0	0	4,308
Daytona	0	0	0	1,632	3,724
Shadow	0	0	447	7,222	17,169
Dynasty	0	0	777	27,287	24,326
Spirit	2,100	2,291	4,831	19,296	17,970
Total Dodge	**2,100**	**2,291**	**6,055**	**55,437**	**67,497**
CHRYSLER CORP.	**4,600**	**4,860**	**12,278**	**97,228**	**126,994**
Escort	5,591	4,847	10,438	34,091	28,977
Mustang	3,655	0	3,655	11,588	32,321
Tempo	0	3,008	3,681	19,891	24,972
Taurus	3,848	8,231	12,897	55,548	81,807
Thunderbird	2,928	3,441	6,369	14,929	23,343
Total Ford Div.	**16,022**	**19,527**	**37,041**	**136,047**	**191,420**
Topaz	0	1,413	1,623	7,878	9,393
Cougar	2,697	2,110	4,807	10,586	13,750
Sable	1,370	2,276	3,885	17,161	20,425
Total Mercury	**4,067**	**5,799**	**10,315**	**35,625**	**43,568**
Continental	1,180	1,178	2,595	12,379	11,641
Mark VII	209	208	457	2,164	5,774
Town Car	2,771	2,774	6,099	29,111	34,990
Total Lincoln	**4,160**	**4,160**	**9,152**	**43,654**	**52,405**
Total L-M Div.	**8,227**	**9,959**	**19,467**	**79,279**	**95,973**
FORD MOTOR CO.	**24,249**	**29,486**	**56,508**	**215,326**	**287,393**
Skylark/Somerset	2,280	2,059	4,826	25,368	15,749
Century	2,378	0	2,378	12,979	13,991
Riviera	0	344	409	2,509	4,587
Electra/Park Ave.	1,723	1,642	3,821	23,435	12,317
LeSabre	0	0	736	33,069	31,920
Roadmaster Wagon**	382	382	840	2,958	1,391
Reatta	98	88	202	441	1,725
Total Buick	**6,861**	**4,515**	**13,212**	**99,316**	**81,680**
Eldorado	0	448	541	3,256	4,038
Seville	0	827	993	6,116	5,454
Brougham (rwd)	343	454	880	3,692	8,049
DeVille (fwd)	1,600	2,574	4,768	29,536	30,409
Allante	64	62	139	664	704
Total Cadillac	**2,007**	**4,365**	**7,320**	**43,264**	**48,654**
Cavalier	5,000	4,703	11,912	58,083	58,092
Camaro	0	2,065	2,442	7,980	7,979
Corsica/Beretta	6,160	0	6,969	39,589	57,145
Caprice	2,450	2,665	5,632	25,408	24,163
Corvette	470	463	1,030	4,966	4,480
Total Chevrolet	**15,080**	**9,896**	**27,985**	**136,026**	**151,859**
Calais	3,120	2,771	6,465	22,696	16,675
Cutlass Ciera	1,360	0	1,360	9,085	17,840
Cutlass Supreme	2,140	2,181	4,321	20,108	16,548
Toronado	0	205	246	1,458	4,754
88	936	870	2,143	17,372	15,709
Custom Cruiser Wag.***	280	280	616	2,814	850
98	1,000	1,565	2,960	18,439	11,400
Total Oldsmobile	**8,836**	**7,872**	**18,111**	**91,972**	**83,776**
Sunbird	3,102	2,967	6,577	26,699	24,344
Grand Am	4,800	4,737	10,518	42,275	33,311
Firebird	0	551	643	2,016	3,596
Grand Prix	3,027	0	3,645	17,778	18,569
Pontiac 6000	900	0	900	6,233	12,528
Bonneville	2,541	2,698	5,678	16,571	13,984
Total Pontiac	**14,370**	**10,953**	**27,961**	**111,572**	**106,332**
Total Saturn*	**910**	**910**	**2,002**	**8,685**	**0**
GENERAL MOTORS	**48,054**	**38,511**	**96,592**	**490,835**	**472,301**
DIAMOND-STAR	**3,130**	**3,169**	**6,912**	**33,032**	**29,017**
Civic	2,100	2,078	4,582	18,982	27,133
Accord	7,265	7,120	15,845	73,991	66,396
HONDA	**9,365**	**9,198**	**20,427**	**92,973**	**93,529**
MAZDA†	**2,910**	**3,406**	**6,990**	**31,971**	**38,849**
NISSAN	**2,710**	**2,770**	**6,034**	**30,986**	**25,344**
Corolla	2,100	2,089	4,611	22,008	22,763
Geo Prizm/Nova	2,100	2,017	4,539	22,055	20,816
NUMMI	**4,200**	**4,106**	**9,150**	**44,063**	**43,579**
SUBARU-ISUZU	**1,182**	**1,184**	**2,614**	**12,400**	**3,647**
TOYOTA	**4,450**	**4,369**	**9,686**	**46,787**	**47,036**
TOTAL BIG 3	**76,913**	**72,857**	**165,378**	**803,389**	**886,688**
TOTAL TRANSPLANT	**27,947**	**28,202**	**61,813**	**292,212**	**281,001**
TOTAL CARS, U.S.	**104,860**	**101,059**	**227,190**	**1,095,601**	**1,167,689**
TOTAL CARS, CANADA	**22,333**	**20,852**	**47,681**	**193,346**	**210,534**
U.S., CANADA CARS	**127,193**	**121,911**	**274,872**	**1,288,947**	**1,378,223**
U.S., CANADA CARS AND TRUCKS	**179,103**	**204,719**	**424,433**	**1,997,144**	**2,337,865**

CANADIAN CAR	Week Ended Mar. 16, 1991	Week Ended Mar. 9, 1991	Mar. to Date	Jan. 1 to Mar. 16, 1991	Jan. 1 to Mar. 17, 1990
Monaco	0	0	0	329	3,725
Premier	0	0	0	954	1,120
CHRYSLER CORP.	**0**	**0**	**0**	**1,283**	**4,845**
Tempo	3,688	0	4,324	21,675	27,680
Topaz	920	0	1,078	5,708	8,321
Crown Victoria	2,301	2,223	5,123	20,830	24,003
Grand Marquis	2,584	1,903	4,636	5,639	24,868
FORD MOTOR CO.	**9,493**	**4,126**	**15,161**	**53,852**	**84,872**
Celebrity	0	0	0	0	5,267
Cavalier	1,780	1,780	3,560	11,437	22,341
Lumina	4,000	4,878	9,856	32,839	43,409
Regal	0	3,015	3,617	19,159	7,747
GENERAL MOTORS	**5,780**	**9,673**	**17,032**	**63,435**	**78,764**
CAMI	**2,700**	**2,731**	**5,927**	**27,504**	**0**
HONDA	**2,150**	**2,152**	**4,740**	**22,617**	**24,732**
HYUNDAI	**700**	**662**	**1,491**	**8,542**	**3,436**
TOYOTA	**1,330**	**1,347**	**2,952**	**14,279**	**11,985**
VOLVO	**180**	**161**	**377**	**1,834**	**1,906**
TOTAL CARS, CANADA	**22,333**	**20,852**	**47,681**	**193,346**	**210,534**

U.S. TRUCK					
Caravan	1,950	2,037	4,379	21,467	25,851
Dakota	1,950	1,977	3,927	10,808	13,278
Caravan C/V	50	91	155	778	1,630
Ram pickups	1,950	1,971	3,921	10,814	18,925
Total Dodge	**5,900**	**6,076**	**12,382**	**43,867**	**59,684**
Cherokee	0	0	796	14,617	35,666
Comanche	0	0	51	1,075	1,593
Grand Wagoneer	0	0	0	0	910
Wagoneer/Briarwood	0	0	30	514	716
Total Jeep	**0**	**0**	**876**	**16,206**	**38,885**
Voyager	1,550	1,496	3,362	16,490	24,098
Town & Country	50	60	124	631	812
Total C-P Div.	**1,600**	**1,556**	**3,486**	**17,121**	**24,910**
CHRYSLER CORP.	**7,500**	**7,632**	**16,744**	**77,194**	**123,479**
Aerostar	0	3,928	3,928	21,465	35,578
Bronco	0	0	0	11,335	11,366
Bronco II/Explorer	5,815	5,650	12,559	50,344	17,173
Navajo	169	185	433	3,632	0
Econoline	4,126	1,950	6,424	19,640	36,202
Mediums/Heavies	0	840	840	6,650	19,821
Light trucks	3,044	7,197	10,241	42,271	90,113
Ranger	3,582	4,892	9,186	44,918	60,735
Total Ford Div.	**16,736**	**24,642**	**43,612**	**195,855**	**270,988**
FORD MOTOR CO.	**16,736**	**24,642**	**43,612**	**195,855**	**270,988**
Astro	2,590	2,492	5,460	18,019	19,438
Blazer	191	0	233	1,559	2,909
Lumina APV	0	1,126	1,330	5,999	20,054
Mediums/Heavies	160	42	216	1,738	3,204
P-Model	449	446	991	3,311	4,328
Pickups	238	5,115	6,650	38,693	63,779
S-10	445	6,302	7,871	45,849	50,126
S-10 Blazer	0	1,242	1,535	8,814	22,138
Sportsvan/Van	950	900	2,075	6,931	9,967
Suburban	386	0	486	4,230	12,596
Total Chevrolet	**5,409**	**17,665**	**26,847**	**135,143**	**208,539**
Jimmy	82	0	96	549	1,016
Mediums/Heavies	590	566	1,249	4,454	4,064
P-Model	51	62	118	552	576
Pickups	143	2,900	3,483	14,991	17,675
S-15/Sonoma	0	1,094	1,441	10,920	12,869
S-15 Jimmy	0	753	859	4,380	7,610
Safari	770	802	1,846	7,513	6,386
Suburban	706	0	829	4,245	5,543
Vandura/Rally Vans	410	403	862	3,007	4,527
Total GMC	**2,752**	**6,580**	**10,782**	**50,611**	**60,266**
Silhouette	0	898	1,048	2,758	6,177
Bravada	0	640	770	4,719	0
Total Oldsmobile	**0**	**1,538**	**1,818**	**7,477**	**6,177**
Pontiac Trans Sport	**0**	**720**	**848**	**3,417**	**12,403**
GENERAL MOTORS	**8,161**	**26,503**	**40,295**	**196,648**	**287,385**
NAVISTAR*	**1,600**	**1,650**	**3,580**	**15,927**	**16,256**
NISSAN	**2,610**	**2,605**	**5,768**	**29,690**	**32,593**
SUBARU-ISUZU	**800**	**1,018**	**2,101**	**11,885**	**3,868**
AM GENERAL	**400**	**400**	**880**	**4,450**	**4,956**
MISCELLANEOUS	**2,650**	**2,650**	**5,830**	**29,500**	**33,000**
TOTAL TRUCKS, U.S.	**40,457**	**67,100**	**118,809**	**561,149**	**772,519**

CANADIAN TRUCK					
Caravan	2,785	2,839	6,182	27,422	35,694
Caravan C/V	320	335	707	1,482	2,496
Ram Wagon	0	674	818	3,340	4,505
Ram Van	0	1,166	1,409	6,084	11,174
Total Dodge	**3,105**	**5,014**	**9,117**	**38,328**	**53,869**
Voyager	2,015	1,961	4,373	20,158	29,372
Total Plymouth	**2,015**	**1,961**	**4,373**	**20,158**	**29,372**
Wrangler	0	1,458	1,770	8,756	7,692
Total Jeep	**0**	**1,458**	**1,770**	**8,756**	**7,692**
CHRYSLER CORP.	**5,120**	**8,433**	**15,260**	**67,244**	**90,933**
FORD MTR. (lt. trks.)	**2,983**	**0**	**3,571**	**16,358**	**29,254**
Light trucks	0	2,621	3,134	28,708	39,022
Vans	1,420	1,333	2,862	6,168	7,892
Total Chevrolet	**1,420**	**3,954**	**5,997**	**34,876**	**46,914**
Light trucks	0	1,275	1,602	11,289	14,545
Vans	515	592	1,189	3,536	3,254
Total GMC	**515**	**1,867**	**2,792**	**14,825**	**17,799**
GENERAL MOTORS	**1,935**	**5,821**	**8,788**	**49,701**	**64,713**
CAMI	**1,250**	**1,289**	**2,769**	**12,084**	**0**
NAVISTAR	**165**	**165**	**363**	**1,661**	**2,223**
TOTAL TRKS., CANADA	**11,453**	**15,708**	**30,752**	**147,048**	**187,123**
U.S., CANADA TRKS.	**51,910**	**82,808**	**149,561**	**708,197**	**959,642**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Millionth car trails 1990

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. automakers assembled their one-millionth car of the year last Monday, three days behind 1990.

Year-to-date, 1,095,601 cars have been produced, 6.17 percent below the 1,167,689 that had been built last year at this time.

Last week's estimated production was 104,860 cars, 3.76 percent above the previous week, but 22.74 percent below the year-ago week.

So far this year, U.S. truck production is estimated at 561,149, which is 27.36 percent behind last year's 772,519.

Scheduled truck production last week was 40,457, down 39.71 percent from the prior week and 52.43 percent below the 1990 week.

General Motors scheduled Saturday overtime last week at the A plant in Lansing, Mich.; the car line of the Lordstown, Ohio, facility; and the postal line at the Moraine, Ohio, truck plant.

GM's plant in Lake Orion, Mich., will operate on a one-shift basis until March 25.

Ford Motor Co. scheduled daily overtime last week at the Louisville, Ky., truck plant, which assembles the Ford Explorer.

The company's Lorain, Ohio, car line will be idle this week.

CANADA: Scheduled light-vehicle production in Canada last week totaled 33,786 units, 7.59 percent below the prior week and 27.90 percent below the year-ago week.

Year-to-date light-vehicle production estimated at 340,394, down 14.40 percent from last year at this time.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	**3/18, 3/25, 4/1**	
Ford Mustang		3,700
Edison, N.J.	**3/18**	2,800
Ford F series		
Ford Ranger		
Michigan Truck	**3/18**	3,000
Ford Bronco		
Ford F series		
GENERAL MOTORS		
Baltimore	**3/18**	
Chev. Astro		1,765
GMC Safari		860
Detroit-Hamtramck, Mich.	**3/18**	
Buick Riviera		335
Cadillac Eldorado		450
Cadillac Seville		805
Olds. Toronado		195
Flint, Mich. (Buick City)	**3/18**	
Buick LeSabre (fwd)		3,900
Olds. 88 Royale		1,150
Fort Wayne, Ind.	**3/18**	
Chev. S10 pickups		1,430
GMC S15 pickups		330
Pontiac, Mich. (West)	**3/18, 3/25**	
Chev. S10 pickups		70
GMC S15 pickups		25
Chev. full-sized pickups		560
GMC full-sized pickups		110
Tarrytown, N.Y.	**3/18**	
Chev. Lumina APV		245
Olds. Silhouette		175
Pontiac Trans Sport		160
Van Nuys, Calif.	**3/18**	
Chev. Camaro		2,110
Pontiac Firebird		540
CHRYSLER		
Belvidere, Ill.	**3/18**	
Chrysler New Yorker		245
Chrysler Imperial		220
Chrysler Fifth Ave.		775
Dodge Dynasty		3,520
Newark, Del.	**3/18, 3/25, 4/1, 4/8**	
Dodge Spirit		2,090
Plymouth Acclaim		2,565
Chrysler LeBaron		1,440
Bramalea, Ontario	**3/18**	
Eagle Premier		875
Dodge Monaco		400

Total U.S. car	**24,040**
Total U.S. truck	**11,530**
Total Canada car	**1,275**
Total Canada truck	**0**
Total units lost week of 3/18	**36,845**

Source: Automotive News Data Center

NOTE

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AUTOMOTIVE NEWS/JOE WILSDEN

William Fike's assignment as Ford of Europe's new president is to clear up labor and manufacturing problems.

LATAIF RETURNS

Opinions differ on new U.S. role of Ford's mid-1980s sales Wunderkind

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The latest round of executive shuffling has created a sense of *deja vu* at Ford Motor Co.

In 1981, the company's market share had slipped to 20.6 percent, the third consecutive year that Ford's share had tumbled. A year earlier, Harold Poling, then executive vice president for North American Automotive Operations, had announced a $1.5 billion cost-cutting program that included 15,000 job terminations, 6,100 among the white-collar ranks.

"It was the most terrible time at Ford," said a 24-year Ford veteran. "The only bright spot may have been Lou" Lataif.

Lataif, then 42, was named a company vice president and general manager of Ford Division in March 1981 after holding various sales and marketing jobs since joining Ford in 1964.

Now, a decade later, Ford again is facing tough times.

Sales are off and the company's market share slipped last year.

Poling, now chairman, has announced another $1.5 billion cost-cutting program. Salaried workers fear layoffs.

Ford needs to sell cars.

Lataif, now a seasoned 52-year-old executive, has been summoned back to Dearborn after three years as president of Ford of Europe Inc. He will fill a newly established post of vice president for quality and marketing.

In a prepared statement, Poling said, "A primary mission for Mr. Lataif's position will be to lead an intensified worldwide focus to achieve a strategic competitive advantage for the company through total customer satisfaction with Ford products and services."

The marketing and corporate

see FORD, page 42

Dealership dream ruined; bank sues Palmer friend

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

James O'Neal Jr., president of APAG Holdings Inc., said he would build an automotive Goliath comprising 82 franchises with sales of $2 billion by the end of 1991. Under the aegis of the Arnold Palmer Automotive Group, he boasted APAG Holdings Inc. would be the "Saks Fifth Avenue or Nieman-Marcus" of the auto dealership community.

That plan never materialized.

Today, O'Neal and his APAG Holdings are mired in a lawsuit with Sun Bank for defaulting on loans for what appears to be the only dealership APAG Holdings ever acquired, Braun Cadillac in Orlando, Fla. Last December, O'Neal was removed from the dealership's management when it fell into receivership.

Moreover, the Arnold Palmer Automotive Group is distancing itself from O'Neal, who was admitted to a Florida hospital for stress-related illness. O'Neal's hospitalization is slowing progress on Sun Bank's lawsuit.

It was a hectic two-year ride for O'Neal, a former banker from Indiana, who said he was organizing a network of nationally recognized retail dealerships under APAG Holdings.

The network was to include the Coggin-O'Steen chain of dealerships in Florida and Kentucky; the Don Massey group of dealerships in Michigan and Colorado; and perhaps even Arnold Palmer's dealerships.

O'Neal claimed to have raised $250 million from a privately placed stock offering through Bankers Trust in New York. That was to have been followed by a public stock offering. But O'Neal also sought capital from GE Capital Corp. and elsewhere, said Luther Coggin.

A longtime friend of the celebrity golfer, O'Neal was president of numerous Palmer dealerships and businesses. They traveled together extensively, including a visit to China. O'Neal recalls the China

see PALMER, page 42

Mitsubishi 5-year plan treads the high road

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Mitsubishi Motors Corp. is flying these days. That's the way President Hirokazu Nakamura sees it. He calls the company's five-year plan for the future the "F-Campaign."

That's "F" for Flight.

Previous campaigns were called "J" or "Jump" campaigns. "But when you jump, eventually you drop," says the 65-year-old Nakamura, explaining the change. "When you fly, you can just go higher."

Nakamura has sky-high plans.

Indeed, by almost any measure, Nakamura has sky-high plans for Mitsubishi:

- A 30 percent increase in sales, to 3 trillion yen (about $22.2 billion) by 1995, with a doubling of pretax profit, to 100 billion yen.
- A 10 percent share of the Japanese market, up from the current 7.5 percent.
- Overseas production of 800,000 units, including 240,000 capacity in the United States, up from 190,000.
- European production of 100,000 units.

The plans are ambitious, but Mitsubishi is exhibiting strong signs of growth. The Japanese auto industry is expected to show a 5 percent increase in sales for the fiscal year ending March 31, Nakamura says. But Mitsubishi sales will be up 10 percent, to 750,000 units, he says.

While sales tumbled for just about every other maker in the U.S. market during the Persian Gulf war — including venerable rival Honda Motor Co. — Mitsubishi sales rose 68.9 percent to 22,889 cars and trucks in February.

AUTOMOTIVE NEWS / DAVID L. BURHANS

Mitsubishi is building momentum with a string of new models that have been winning awards in the United States and Japan, particularly the 3000GT, also sold as the Dodge Stealth, and the Diamante, which has blitzed the luxury market in Japan and gained a reputation in the United States, even before its May introduction.

Nakamura readily admits that Mitsubishi is not starting its up-

see MITSUBISHI, page 26

Chrysler expands market with low-priced minivan

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. Chairman Lee Iacocca is driving his minivan to the heart of the U.S. auto market with a lower-priced value version of the Dodge Caravan and Plymouth Voyager.

Chrysler's plan to add incremental sales at the bottom end of the minivan segment is a new strategy in the company's continuing effort to dominate the market it created in 1983. Retail price of the seven-passenger value van is $14,208; the five-passenger version is $13,811. Those contrast with the current average retail price of $17,500 for a Caravan or Voyager, Chrysler said.

Dealer orders are strong for the value van, said James R. Julow,

see MINIVANS, page 41

LOW-END MINIVANS

Table compares manufacturer's suggested retail price for each basic 5-passenger minivan plus automatic transmission and air conditioning. They have 4-cylinder engines unless otherwise noted.

Value Caravan/Voyager*	$13,811
Regular Caravan/Voyager*	14,123
Ford Aerostar (V-6)	14,645
Chevrolet Lumina (V-6)	15,535
Mazda MPV	15,564
VW Vanagon	16,535
Toyota Previa	16,568

*The value version of Dodge Caravan/Plymouth Voyager has more equipment than the regular version.

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Shaky auto loans rattle bankers:
Caught between turmoil in their own industry and the auto industry's slump, bankers are looking at ways to keep writing a large share of loans for new cars. Story on Page 2.

Washington boosts alternative fuels, bruises Bryan bill

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Alternative fuels got a big push on Capitol Hill last week while the prospects dimmed for Sen. Richard Bryan's corporate average fuel economy bill.

The Nevada Democrat suffered a setback despite the fact that his bill cleared its first legislative hurdle. Key supporters have begun to waver, and two Cabinet members said they would recommend a veto if Congress passes the bill.

Their reasons: Vehicles would have to be lighter, and thus would be less safe, if they had to meet Bryan's goal of a 20 percent gain in CAFE by the 1996 model year and 40 percent by 2001.

Bryan himself said his bill faces some tall hurdles as it heads towards the full Senate.

"It's going to be very tough going," he said before addressing the Automotive Press Association in Detroit on Friday. The auto industry has mobilized a very effective "phalanx" of lobbyists, he said. And while Bryan said it was premature to talk about a compromise, he seemed prepared to claim partial victory in helping make energy a public policy issue again.

The Cabinet members' linking of safety and fuel economy demonstrated again how automotive issues have become intertwined as Washington debates how to reduce energy use and make cars and trucks safer. And there was a lot of debate and action last week as Congress hurried to finish work before taking a two-week Easter break.

Specifically:

- The federal government announced a new rule mandating passive restraints on light trucks.
- Debate on President Bush's National Energy Strategy and one comprehensive energy bill continued in the Senate, while another, tougher energy bill was introduced by Sen. Timothy Wirth, D-Colo. To counter, House Republicans entered the energy debate with their own bill, much like the Bush bill and conspicuously void of CAFE recommendations.
- Legislation mandating the sale of alternative fuels and giving tax credits for vehicles converted to run on clean fuels was introduced in both houses.
- Bills earmarking $50 million for electric car research were introduced in both houses of Congress.
- Hearings began on another Bryan bill, which would mandate air bags in passenger cars and light-duty trucks.

On the CAFE front

Early in the week, the Senate Commerce Committee voted 14-5 to approve Bryan's CAFE bill.

But by week's end, more of the bill's 35 sponsors were expressing doubts about its feasibility. And Transportation Secretary Samuel K. Skinner and Energy Secretary James D. Watkins said the administration "strongly opposed" the bill and would recommend a presidential veto.

Wirth, who had been an outspoken supporter of the bill, said he now thought it "was too ambitious." But he still included

see CONGRESS, page 44

UNDER A CLOUD

Mercedes-Benz stands behind Niefer, but whispers of resignation are loud

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

Other German automakers are not gloating over Niefer's troubles.

FRANKFURT, Germany — At a time when Mercedes-Benz AG expected to be basking in the glow of the new S class, the company's flagship automobile is being overshadowed by personal problems surrounding its chairman.

The growing debate in Germany is over whether Werner Niefer, who as Daimler-Benz AG's No. 2 executive oversees all Mercedes car and truck operations, should resign.

Acting on anonymous tips about military-related exports to Iraq, German authorities earlier this month raided the homes and offices of several Mercedes executives, including Niefer. The Stuttgart attorney's office is also probing possible kickbacks received by employees who arranged the deals.

Two weeks earlier, Niefer's home and office were searched by authorities looking for evidence in a tax investigation that likewise started with an anonymous tip.

Moreover, Niefer was at the wheel of a travel bus in Rome last July that hit and seriously injured a tourist — a woman from Stuttgart. The case is still under investigation by German and Italian prosecutors.

"If I were Niefer, I would call it a day," said one high-ranking German auto industry executive.

But Niefer, 62, has denied any wrongdoing and vows to stay on. Mercedes officials say there is a campaign to discredit him.

The jovial, back-slapping former tool-and-die maker rose through the ranks from the factory floor during a 40-year career with Mercedes. Niefer is due to retire when his contract expires at the end of 1993.

But as personal problems mount, an increasing number of officials inside Mercedes say privately that they expect him to step down.

On March 14, the offices and homes of Niefer and nine other Daimler-Benz managers were searched by more than 100 police, customs and state prosecu-

see NIEFER, page 2

Shaky auto loans unite bankers

Lenders clamp down on own costs, credit risks sent by dealers

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

BOSTON — More than 200 consumer bankers gathered here last week to talk about the state of auto financing — and they had some harsh words for auto dealers.

Take Dale C. Miller, for example. The senior vice president of dealer corporate services for Bank of America said bankers should stop doing business with dealers who waste banks' money by turning in substandard loan applications.

"There are not many of us who have ever said to those dealers, 'Hey, do us a favor and go away,'" Miller told the Consumer Bankers Association convention.

Then there was Walter Day III. The senior vice president of Mellon Bank in Pittsburgh cited cases where dealers sent in 100 applications for financing — and only four were worthy of approval.

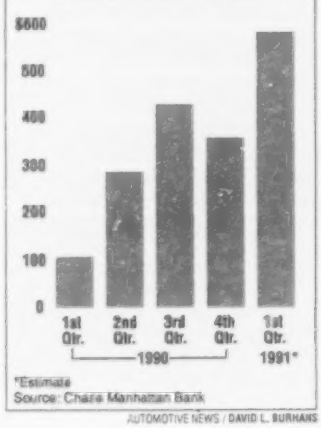
Megadealers also were singled out.

"One of my biggest nightmares is buying too much paper from one dealer, and megadealers multiply that," said Richard T. Schliesmann, senior vice president of Wells Fargo Bank in Pleasant Hill, Calif.

Bankers and auto dealers have been at odds before, particularly during recessions. While bankers gripe about dealers pushing bad credit risks, dealers have been known to call bankers fair-weather friends who bend their standards when it suits them.

Chase vs. dealers

When a customer defaults on a car loan, dealers lose part of the commission they get for arranging the loan. Before 1990, Chase Manhattan Bank recovered about $35,000 per quarter from dealers. Chart shows quarterly collections under intensified program, which uses computer calls, letters and lawsuits.
Figures in thousands of dollars.



*Estimate
Source: Chase Manhattan Bank

AUTOMOTIVE NEWS / DAVID L. BURHANS

But times like these exacerbate the tensions. While the U.S. banking industry is in turmoil, banks that handle auto loans also are competing with automakers' captive finance companies. And with cars sales down, there are fewer loan opportunities available.

At the same time, bank departments that handle auto financing are competing for funds with more lucrative profit centers in their own companies. They are pressured internally to stay clear of car loans when many of them are going sour.

Still, banks are the No. 1 source of auto financing, representing 44 percent of the nation's auto-related receivables. And the main thrust of the three-day Consumer Bankers convention was how to hang on to that business.

Automakers' captive finance companies — principally Chrysler Credit Corp., General Motors Acceptance Corp. and Ford Motor Credit Co. — have 28 percent. Credit unions and independent loan companies have the rest.

William E. Odom, chairman of Ford Credit, provided the lone perspective from the captive side.

"Contrary to what the banks think about captives, it would not be in our best interests to take over your business," Odom said.

Some big banks, including Marine Midland Bank and Citicorp in New York, and Security Pacific Corp. in California, had attempted to take on the captives, but they ended up retreating to their home markets. Ford Motor Co. recently bought out Marine Midland's nationwide business, and the bank has stopped writing new business

see BANKERS, page 41

Nissan only makes loans to its own

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — It's a sign of the times.

Nissan Motor Acceptance Corp. told Nissan dealers at the start of the year that it would stop providing retail financing on vehicles sold by non-Nissan dealerships. In other words, the finance subsidiary no longer wants to help its dualed-dealers and megadealers sell competitive products. About 51 percent of the nation's 1,100 Nissan stores are dualed.

"Our human, facility and financial resources were being stretched thin," said John French, director of product management for Nissan Motor Acceptance. "We decided that we couldn't let the non-Nissan business grow at the expense of what we wanted to do for Nissan."

French says non-Nissan financing had grown "way too high," to almost 15 percent of the company's total retail portfolio. He adds that Nissan Motor Acceptance has already replaced almost all of the non-Nissan business it would have sold with Nissan financing.

French says a change in economic climate could reverse the decision, but he doesn't foresee it.

Some dealers say the new policy has frustrated them. They say that Nissan's decision has exacerbated the credit crunch they are facing as more and more banks pull out of the retail auto lending business.

"If somebody's in the business of buying retail paper, they should buy all the paper they can, regardless of make," said Leon Larson, dealer principal at Schrier-Larson Motor Center (Nissan-Toyota-Pontiac) in Sioux City, Iowa.

Larson said he used to sell about 20 percent of his paper to Nissan Motor Acceptance. That has dwindled to less than 15 percent since January.

Nissan continues to honor contracts it signed before Jan. 17, 1991. The company has an estimated 350,000 loans outstanding.

Stephen Cushman, who has eight dealerships outside San Diego, said he regrets Nissan's move but wasn't surprised by it.

The decision "was disappointing because they were a good source of financing," Cushman said. "But as a Nissan dealer, I understand. Their number one job is to sell Nissans."

Indeed, Cushman and others believe that other captive finance companies will also eliminate competitive financing.

"Everybody's going to have a have a captive (finance company) if they're going to make it through the decade. And captives by their very nature are established to sell the company's own products," says Mark Lasher, general manager at Koeppel Nissan in Queens, New York.

"I don't think I'd buy a franchise today that didn't have a captive."

INDEX

Around the world	19-21	Legal briefs	22
Auction dates	34	Letters	14
Classifieds	35-39	Obituaries	25
Coming events	34	Opinion	12
Dealing with dealers	14	Personnel	23
Incentive watch	44	Production	45
Keith Crain	12	Truck industry	18
Late news	8		

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LATE NEWS

Explorer, Navajo recalled for bumper and fuel tank defects

Ford Motor Co. and Mazda Motor of America Inc. are recalling 1991 Ford Explorer and Mazda Navajo sport-utilities for possible defects in the rear bumper and fuel tanks.

When a bumper-mounted hitch is used for towing, the rear bumper reinforcement may crack, which could cause the bumper to fall off the vehicle. Until the vehicles are inspected, Ford and Mazda recommend they not be used with bumper-mounted hitch balls for trailer towing. The recall affects about 210,000 Explorers and 9,980 Navajos.

The fuel tank recall involves 6,424 Navajos and about 24,800 two-door Explorers. A fuel tank heat shield may rub against the fuel tank, possibly causing a small cut in the upper half of the tank that could allow fuel to leak.

Ford also is recalling about 18,000 Explorers to check for possible leakage of fuel or fuel vapors from the top of the fuel tank where the vapor vent valve is mounted. The valve mount may not be properly welded, which could allow fuel to leak when the tank is being filled.

Nissan recalls 165,00 '90 Sentras

CARSON, Calif. — Nissan Motor Corp. in U.S.A. is voluntarily recalling about 165,000 1990 Nissan Sentra sedans and wagons to repair the front seat belts.

Nissan said the belts may become frayed near the retractor due to a problem with the belt guide. The 1990 Sentra coupe and 1991 Sentras are not involved in the recall.

Ford recalls Town Cars, Probes

DEARBORN, Mich. — Ford Motor Co. is recalling 1991 Lincoln Town Cars to inspect fuel lines and 1991 Probe GL models for possible seat belt problems.

About 13,400 Town Cars are being checked for proper routing of fuel lines in the engine compartment. In some cases, misplaced lines may rub against steering shafts, which could cause leaks.

Owners of about 8,000 Probes are being contacted to have two additional bolts installed in the mounting brackets for the front-seat shoulder belt retractor assembly. The bolts are needed because some spot welds on the bracket assembly may be weak.

Hyundai price hikes average 1.5%

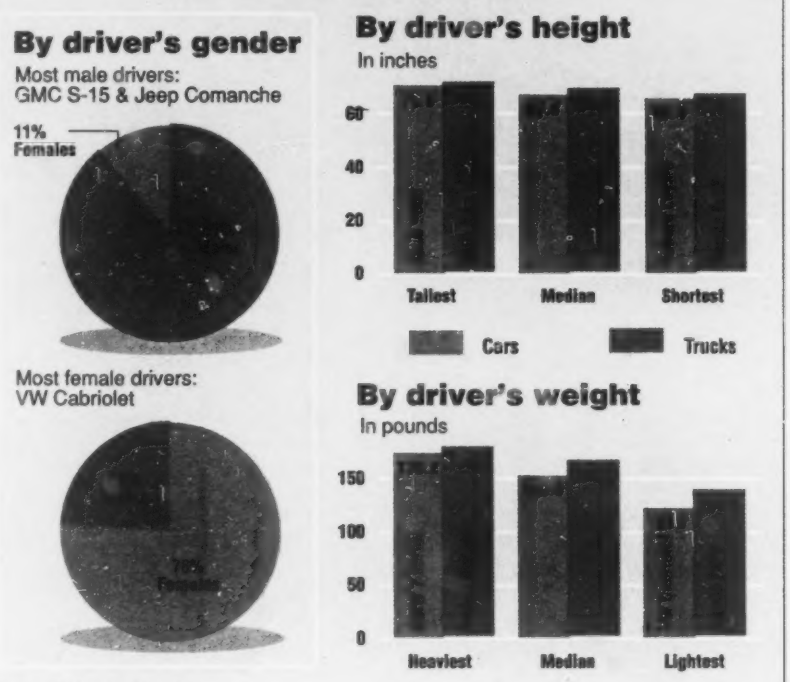
LOS ANGELES — Hyundai Motor America has raised prices an average of 1.5 percent on its 1991 cars. The new prices take effect today.

The entry-level Excel three-door hatchback starts at $6,375, up $100. The base Scoupe also rose $100, to $8,495, and the Sonata sedan now starts at $10,900, up $200.

Like Toyota, Nissan, Honda, Mazda and others, Hyundai cited currency fluctuations and higher production and manufacturing costs as reasons for the price hike.

— Kristine Stiven Breese

Most popular vehicles by driver's characteristics



Source: J.D. Power and Associates

AUTOMOTIVE NEWS / MARTHA GRATTAN

Ford to withhold Crown Victoria, Grand Marquis from fleets for '92

DETROIT — Ford Motor Co. said it will not sell 1992 Crown Victoria and Grand Marquis models to fleets.

Ford will concede some sales to Chevrolet in not offering those restyled full-sized vehicles to fleets in the cars' first year of production. But the automaker said it thinks it can sell all 250,000 of the new cars to individuals.

The Crown Victoria, with a base price of $18,728, officially went on sale last Thursday. The Mercury Grand Marquis, with a base price of $19,361, goes on sale in two weeks.

Those two full-sized cars, along with the similarly sized Chevrolet Caprice, have made up a vast majority of car sales to taxi companies and police agencies.

Richard Beattie, marketing plans manager for Ford Division, said the automaker should begin selling the cars to fleets in the second year of production.

— The Associated Press

Chrysler Financial is for sale

HIGHLAND PARK, Mich. — Chrysler Corp. has confirmed that it is willing to sell either a minority interest of more than 25 percent or a controlling interest in Chrysler Financial Corp.

Chrysler approached its Japanese partner Mitsubishi Motors Corp. about buying part of Chrysler Financial, but Mitsubishi has said it is not interested, Chrysler said.

Chrysler seeks to sell an interest in its financial subsidiary to raise cash and to boost Chrysler Financial's credit ratings. The subsidiary's cost of borrowing has risen because rating agencies have downgraded the debt securities rating of Chrysler Corp.

Chrysler said it continues to talk to several unidentified companies about purchasing the financial firm.

GM to invest $1 billion if Brazil provides tax break

SAO PAULO, Brazil — General Motors plans to invest $1 billion in Brazil during the next five years.

GM Vice Chairman John F. Smith Jr. attached one condition: The Brazilian Congress must approve President Fernando Collor de Mello's industrial competitiveness program that would give tax exemptions on imported machines and equipment to companies that modernize production lines.

Andre Beer, vice president of GM do Brasil, said the program would reduce investment costs as much as 25 percent.

GM's investment would go toward building the Senator family sedan and the Chevette, which would be altered to carry a smaller Japanese engine.

— Rik Turner

IRS audits dealerships to foil drug dealers

SAN FRANCISCO — Tax auditors are scouring the San Francisco Bay area for car dealers who sold "muscle" cars for more than $10,000 without telling the government.

The "special compliance project" is intended to foil outlaws who buy pricey wheels with illegal money, said Larry Wright, a spokesman for the Internal Revenue Service in San Francisco.

The IRS requires car dealers to file Form 8300, listing the buyer's name and Social Security number, in all cash sales of $10,000 or more. The agency then cross-checks the forms against the buyer's income tax return.

Drug lords often are reluctant to reveal the information to auto dealers and threaten to take their money elsewhere.

The fine for violating the law is $25,000 or 10 percent of the transaction, whichever is higher, according to the IRS.

— The Associated Press

Fiat announces lay offs

TURIN, Italy — Fiat said it will lay off 35,000 workers for five days next week and cut back its monthly production by about 20,000 units.

A spokesman said the decision, affecting one-third of Fiat's automobile work force, was made in view of a worldwide slowing of car sales.

On the Italian market, auto sales fell 6.4 percent in February from a year earlier.

— The Associated Press

BRIEFLY: *NSX repair shop in Arizona comes with a peanut gallery*

A delicate operation got underway in Scottsdale, Ariz., last week. The patient: a black 1991 Acura NSX. The doctors: mechanics at Raintree Auto Body and specialists from **Acura** and Celette, a French maker of collision repair benches. The diagnosis: severe contusions and abrasions along the left side and some internal injuries resulting from a close encounter with a highway guardrail.

The work is billed as the first repair of the hand-built sports car, for which dealers have charged more than $100,000, although the sticker is about $60,000. About 30 people turned out each day to watch, said David Perry, executive director of the Certified Collision Repair Association of Arizona. Celette even served lunch.

Raintree had to invest in new tools not contaminated by sheet metal to work on the all-aluminum body, manager Terry Lane said. "Our learning curve on this one is straight up," he said. Mechanics studied manuals and videotapes for two weeks prior to the repair and have been exchanging faxes with Japan. Lane said working before a crowd has not caused any problems.

The patient's prognosis: another 12 to 15 days for a complete recovery. The bill: about $36,000 for the unidentified Scottsdale doctor who owns the car.

DREAM ON: Honda's ad agency, Rubin Postaer & Associates, was honored last week by the Western States Association of Advertising Agencies. Eric Conn, Honda advertising manager, poked fun at **Chrysler Corp.** Chairman Lee Iacocca for comparing Chrysler to Honda. Conn said Chrysler sales dropped and Honda sales jumped after Chrysler launched the "Meet the Cars that Beat Honda" campaign last year. Conn unveiled an ad he'd like to run — a two-page spread with a shot of the Accord. Underneath run the words: In Your Dreams, Lee.

GALLOWS HUMOR: Bankers aren't known as comedians, especially in the midst of a recession. But speakers at the Consumer Bankers Association auto finance convention last week managed some humor.

"In 1986, we hired Jeanne Dixon, the psychic, to predict how things would be in 1991," said George B. Williams, senior vice president of AmSouth Bank in Birmingham, Ala.

"She looked in her crystal ball and said that from '86 to '91, it was going to be rough, really rough.

"She saw heart attacks, ulcers, a lot of stress all around.

" 'So what's going to happen in '91?' we asked. 'You'll get used to it,' she said."

And how bad is it?

"Business is so bad out there, I had a dealer tell me people who don't even intend to pay for the car aren't interested in buying," said Robert P. Noble III, executive vice president of Wachovia Bank & Trust Co. in Winston-Salem, N.C.

GENERALLY GOOD IDEA: Chrysler Corp. watchers have assumed there are two crown princes — Bob Lutz and Steve Miller — in line to succeed Lee Iacocca when he eventually retires as chairman.

But in an interview in *Fortune* magazine Iacocca suggests there are "four or five" good candidates inside the company who might succeed him. He is mum on who those insiders might be. But Iacocca is more vocal on another possible successor — Gen. Norman Schwarzkopf.

"He's a brilliant strategist and a hard worker, and he's going to leave the Army. He knows objectives and he must know people, and he sure would have discipline, wouldn't he? What else does an executive need?" Iacocca asked.

GM HELPS GULF: The war's over, but the cost goes on. **General Motors** and its employees are helping, pitching as much as $750,000 toward the $30 million goal of the American Red Cross Gulf Crisis Fund for people displaced by the war.

AND ON U.S. SHORES: Soldiers, sailors and their spouses are being offered $800 off the price of any new **General Motors** car, on top of any general rebate. The deal applies to all service personnel and to reservists who have been called to active duty.

TRUCK INDUSTRY

FEBRUARY 1991 TRUCK SALES BY GVW

	Feb. 1991	Feb. 1990	2 mos., 1991	2 mos., 1991
Class 1-3	84,765	101,444	159,771	210,245
Class 4	1,637	2,041	3,164	4,146
Class 6	404	282	841	724
Class 7	1,613	2,094	3,243	4,566
Class 8	628	803	1,248	1,915
FORD	**89,047**	**106,664**	**168,267**	**221,596**
Class 8	1,864	1,870	3,702	3,972
FREIGHTLINER	**1,864**	**1,870**	**3,702**	**3,972**
Class 1-3	74,312	94,797	144,610	196,981
Class 4	79	0	164	0
Class 5	19	31	26	49
Class 6	318	587	602	1,294
Class 7	564	666	997	1,265
CHEVROLET	**75,292**	**96,081**	**145,399**	**199,589**
Class 1-3	19,270	22,915	36,366	49,529
Class 4	37	0	74	0
Class 5	32	508	66	642
Class 6	344	474	617	744
Class 7	730	1,018	1,584	1,835
GMC	**20,413**	**24,915**	**38,707**	**52,750**
Class 7	23	38	38	57
Class 8	822	1,300	1,870	2,500
KENWORTH	**845**	**1,338**	**1,908**	**2,557**
Class 6	50	102	88	210
Class 7	67	136	119	280
Class 8	746	959	1,508	1,884
MACK	**863**	**1,197**	**1,715**	**2,374**
Class 6	22	40	35	80
Class 7	54	78	102	164
MERCEDES-BENZ	**76**	**118**	**137**	**244**
Class 4	3	5	6	7
Class 5	3	8	13	16
Class 6	416	979	758	1,741
Class 7	2,866	2,535	4,738	5,049
Class 8	1,802	1,917	4,307	4,092
NAVISTAR	**5,090**	**5,444**	**9,822**	**10,905**
Class 7	27	30	35	54
Class 8	670	901	1,510	2,034
PETERBILT	**697**	**931**	**1,545**	**2,118**
Class 7	26	40	54	106
Class 8	556	937	1,184	1,913
VOLVO/GM HEAVY	**582**	**977**	**1,238**	**2,019**
Class 1-3	23	26	49	51
Class 5	36	34	74	61
Class 6	47	65	98	100
Class 7	41	98	92	173
HINO	**149**	**223**	**313**	**385**
Class 1-3	35	55	70	106
Class 5	71	55	123	123
Class 6	31	30	47	57
Class 7	25	34	50	73
NISSAN DIESEL	**162**	**174**	**290**	**359**
Class 1-3	461	460	831	998
Class 4	89	49	132	101
Class 5	29	15	54	39
Class 6	66	219	98	329
Class 7	29	20	47	102
ISUZU TRUCK	**674**	**763**	**1,162**	**1,569**
Class 1-3	98	146	214	277
Class 5	56	62	92	118
Class 6	19	23	58	39
Class 7	11	68	56	101
MITSUBISHI FUSO	**184**	**299**	**420**	**535**
Class 8	4	12	7	22
SCANIA	**4**	**12**	**7**	**22**
Class 1-3	—	101	—	190
Class 4	—	33	—	58
Class 5	—	13	—	23
Class 6	—	9	—	18
IVECO TRUCKS	**0**	**156**	**0**	**289**
Class 8	62	82	135	150
WESTERN STAR	**62**	**82**	**135**	**150**
Class 1-3	111,106	108,799	216,816	257,617
Class 6	0	0	—	34
Class 7	0	0	—	1
Class 8	34	53	69	105
OTHER TRUCKS	**111,140**	**108,852**	**216,885**	**257,757**
CLASS 1-3	**290,070**	**328,743**	**558,727**	**715,994**
CLASS 4	**1,845**	**2,128**	**3,540**	**4,312**
CLASS 5	**248**	**726**	**448**	**1,071**
CLASS 6	**1,717**	**2,810**	**3,242**	**5,370**
CLASS 7	**6,076**	**6,855**	**11,155**	**13,856**
CLASS 8	**7,188**	**8,834**	**15,540**	**18,587**
TOTAL TRUCKS	**307,144**	**350,096**	**592,652**	**759,190**

SOURCE: Automotive News Data Center and MVMA

Freightliner medium-duty line bows; low-end models eyed

By Joseph Bohn
TRUCK EDITOR

PHOENIX, Ariz. — As Freightliner Corp. introduces its new Business Class of medium-duty trucks, officials at parent company Mercedes-Benz AG in Germany are sighting smaller truck segments that they don't yet cover.

"We are working on that," said Helmut Werner, vice chairman of Mercedes-Benz, at the unveiling of the medium-duties.

"Last year, we decided that we first want to bring to life this Class 6-7. Then, we also looked into Classes 3-4-5. I believe 3-4-5 will have a big priority," added Werner, who heads Mercedes' worldwide commercial operations.

"We are in the definition phase right now," he said.

Mercedes-Benz invested $100 million to produce its new-from-the-ground-up medium-duties, which went into production in Cleveland, N.C., in July.

The company will invest a total of $200 million in the United States during the next five years to add new medium-duty cabovers to the Business Class and to upgrade other products in Class 8, Werner said.

If Freightliner's plans materialize, the United States will soon rival Brazil as Mercedes-Benz's second-largest worldwide truck-producing center behind Europe, Werner said.

But Brazil will continue its much larger in-house production of components, he added.

Freightliner's trucks and components have sufficient quality to be exported, Werner said, but the dimensions of the vehicles wouldn't meet legal requirements in Europe.

Still, Freightliner has begun shipping kits for final assembly to Australia and Mexico and is looking at potential exports to Central and South America to shore up its globalization and manufacturing operations, said Dieter Zetsche, Freightliner president and chief executive officer.

Werner said he anticipates "tremendous improvements" in Freightliner's profitability in 1991 and "a very much acceptable profit situation in 1992."

Officials don't look for much change in truck sales this year, but they expect a good upturn to begin in 1992 and carry through 1993-1994. They look for some falloff in 1995, due to stiffer emissions standards.

Freightliner's new medium-duties reflect its determination to become a bigger player in Classes 6-7 in which it accounted for only 1.33 percent of the 123,553 units sold in the United States last year. The company also expects economic and regulatory events that could dramatically alter the sales mix in Classes 6-7-8.

Regional hub-and-spoke distribution systems continue to increase, favoring medium-duty models. So do improvements in mid-range diesel engines that enable smaller trucks to handle bigger loads. Requirements for certified driver licensing in Classes 7 and 8 also favor Classes 5-6 transportation.

Requirements that half of fleet vehicles in Class 6 and below use alternative fuels by 1998 also influenced the company in its investment.

The new Business Class trucks are available in families: the FL with Cummins B5.9-liter or C8.3-liter domestic engines and the MB with Mercedes-Benz OM 366LA engines.

The trucks will be available initially in a conventional cab and, subsequently, in low-cabover configurations.

They are offered in three classes: a 60 series for Class 6, a 70 series for Class 7 and an 80 series — a "Baby 8" for Class 8.

The FL60 and MB60 series range from 21,000 to 25,500 pounds gross vehicle weight, with engine horsepower from 160 to 190.

The FL70 and MB70-series cover the heart of Class 7 with 27,000 to 33,000 pounds gross vehicle weight. Engine horsepower ranges from 160 to 250 hp.

The FL80 and MB80 cover a 33,001 to 56,000 pound gvw range. Their engines produce 210 to 275 hp, with tandem axle ratings to 34,000 and 40,000 pounds.

Additional component and model availability will occur in stages in the next two years, with bigger engines and tandem axles scheduled for an early 1992 debut and the low-cabover models and larger single-drive axles for 1993.

Mercedes-Benz invested $100 million to produce its new Freightliner Business Class line of medium duties, which are produced in North Carolina.

Dealers love new line, but not prices

PHOENIX — Freightliner dealers are enthusiastic about the new line of trucks, but express some concern they may not be competitively priced.

"Everybody (dealers) is hyped and ready to go. If you talk to any of the dealers, they'll tell you they liked very much what they saw. I wish I had them (trucks) right now," said Louis Schwartz, owner of Louis Schwartz Inc., a metro New Orleans Mercedes/Freightliner/Isuzu dealer.

Freightliner held its dealer meeting following a press preview.

The concern that the trucks may be overpriced relative to competition appears to be a minor one, since Freightliner will be under considerable pressure to make a success of its new models.

James Hebe, Freightliner senior vice president of sales and marketing, said the company's long-term goal is to have 300 medium duty outlets in the United States as an optimum number.

They will be structured into 15 medium-duty-only dealers; 150 full-line Class 6-8 dealers and 10 heavy-duty-only dealers. The figure will also include up to 100 dealer satellites or service-only outlets.

Hebe said 120 U.S. Freightliner and Mercedes-Benz dealers and 33 Canadian ones have been granted the new medium duty dealer agreement thus far. These 153 North American dealers operate a total of 171 outlets.

Some 12 U.S. and one Canadian dealer represent medium duty Freightliner trucks only.

The remaining 140 are full-line Freightliner dealers.

— Joseph Bohn

TRUCK BRIEFS

GM focuses 'smart' r&d

PALM BEACH GARDENS, Fla. — General Motors created a special office to coordinate all its Intelligent Vehicle Highway System research and development projects, Clifford J. Vaughan, vice president and group executive of GM Truck & Bus Group, told the Truck Rental and Leasing Association.

Vaughan cited the importance of technologies such as automated vehicle identification and weigh-in-motion technology in improving the flow of commercial traffic.

He said GM sees industry sales of 4.5 million trucks in the 1991 model year, including 4.3 million light, 115,000 medium and 95,000 to 100,000 heavy models. That is off from 4.9 million in 1990, with 4.6 million light, 136,000 medium and 127,000 heavy trucks sold.

Rockwell consolidates

CEDAR RAPIDS, Iowa — Rockwell International Corp. combined its Automotive Electronics organization with its Mobile Communication Satellite Systems business.

David G. Lammers, vice president of the Mobile Communication operation, heads the new group.

Rockwell plans to provide complete integrated mobile asset management systems for operations.

Truck equipment studied

LIVONIA, Mich. — The National Truck Equipment Association has produced a comprehensive 59-page study of the commercial truck industry, its operations and sales, based on surveys of 400 members, including commercial truck chassis makers and body equipment producers and distributors.

Industry sales in 1989 were an estimated $10 billion, with nearly 450,000 truck bodies produced. The average distributorship has sales of $2.6 million.

MINIVANS

FROM PAGE 1

Chrysler-Plymouth marketing plans manager. He said it is too early to gauge retail reaction because the units are just beginning to trickle into showrooms.

"Wholesale orders have been great because dealers recognize the vehicle's potential for incremental sales," Julow said. "We are not planning to give up the high end of the market. But we have pretty well mined the sales of minivans over $18,000.

"The growth opportunity is in the $14,000 to $18,000 price range, which is the four-door sedan market," he said. Sales of base minivans currently represent about 20 percent of Chrysler's total minivan sales, he said.

> "Wholesale orders have been great because dealers recognize the vehicle's potential for incremental sales. We are not planning to give up the high end of the market. But we have pretty well mined the sales of minivans over $18,000."
>
> **James R. Julow**
> Chrysler-Plymouth marketing

Chrysler anticipates continuing growth in the minivan market as persons in their 20s start families earlier and buyers with grown children opt for the vans for travel and leisure pursuits.

Chrysler invented the minivan segment when it introduced the Dodge Caravan and Plymouth Voyager as 1984 models. In February of this year, the company held 46 percent of the U.S. minivan market.

The minivan strategy reprises Chrysler's decision last fall to standardize equipment on the Jeep Cherokee. At the start of the 1991 model year, Chrysler introduced a lower-priced Jeep Cherokee called the Sport edition. The value version of the Jeep sport-utility, which was designed to shore up Cherokee sales against the lower-priced Ford Explorer, has brought in new and younger buyers, Julow said.

In February, dealers throughout the country began marketing value versions of the Plymouth Voyager and Dodge Caravan in dealer association ads, Julow said.

Chrysler is considering new national divisional advertising campaigns in the second quarter to tout pricing and promote the lower-priced van. The current minivan advertising campaign uses Iacocca and stresses vehicle safety features, including an air bag.

Air conditioning standard

The value versions of the Caravan and Voyager are short-wheelbase models equipped with a 2.5-liter four-cylinder engine and three-speed automatic transmission. Standard equipment includes air conditioning, cloth seats, rear-window defroster, dual horns, a sound package with AM/FM radio.

Air conditioning is the major item. It's $857 extra on the base Caravan and Voyager. The standard rear window defroster is another plus for the value version. It's $217 extra on the regular model.

Essentially, $1,400 worth of optional equipment has been made standard on the value version for $545. The $13,811 price of the five-passenger value van is the $13,266 base sticker plus the $545.

"These are options that virtually every one of our customers ordered anyway," said Martin Levine, Dodge Division general manager. "The strength of this vehicle is in lowering the price and not taking out popular equipment. We are not taking a minivan and stripping it."

Until the recession and the war in the Persian Gulf torpedoed the auto market, Chrysler could rely on the sale of higher-priced, more heavily equipped vans. The company's estimated $4,000 pretax profit margin will be lower on the value vehicles, but they enable the company to try to buy market share in a soft market. That is important to Chrysler because much of its image is tied to its performance in the minivan segment.

MINIVAN SALES

Calendar Year	Chrysler minivans	Chrysler pct. of minivan mkt.	Total minivans
1983....	8,192	100.00	8,192
1984....	190,516	99.0	192,501
1985....	242,827	60.1	404,200
1986....	240,634	42.2	569,793
1987....	307,841	47.5	647,427
1988....	422,413	53.0	796,992
1989....	406,331	48.9	831,505
1990....	380,374	40.7	933,630

Pointing at new segment

Chrysler now is able to focus on the lower-priced minivan segment in part because of changes made in the company's national contract with the UAW last fall.

That change permits the addition of a third shift at Chrysler's St. Louis No. 2 assembly plant, which builds long-wheelbase minivans. The additional 50,000 units that can be built at St. Louis free up capacity at the company's Windsor, Ontario, plant, which builds short-wheelbase units.

Because of capacity constraints on long-wheelbase vans at St. Louis, Chrysler has been selling more loaded short-wheelbase units from Windsor. Additional production at St. Louis would mean that Windsor could build more short-wheelbase value versions.

Julow said a decision is imminent on whether to implement the third shift at St. Louis No. 2 during model changeover this summer. It can be done only during an extended downtime period. Implementation could be delayed until December vacation downtime if sales remain weak.

Long-wheelbase models now represent 45 percent of Chrysler's minivan sales. Chrysler continues to forecast growth in the minivan market. The company anticipates that the segment, which now accounts for about one million sales annually, will reach 1.5 million annually within five years, Julow said.

"If we're going to get another 500,000 units out of the market, a great bulk of them will come from the $14,000 to $18,000 price range," Julow said.

A broader market

He said Chrysler's optimism about the segment's growth is based on consumer research that upended some of the company's assumptions about the minivan market.

Specifically, Chrysler assumed until recently that the minivan is a "life-stage" vehicle. Julow said. Parents who relied on the minivan while raising children were expected to return to cars when they became "empty-nesters" whose children had grown and left home, he said.

But those consumers are becoming repeat minivan buyers as they pursue hobbies and travel, according to Julow. Chrysler's consumer research indicates that 85 percent of empty-nesters who own a minivan intend to purchase another one next time.

"I don't think anyone counted on that," Julow said. "We assumed a migration through the segment, which is not occurring."

In addition, the twentysomething group is starting families at an earlier age than did the thirtysomethings, bringing them into the minivan market sooner, he said.

Chrysler has maintained that its minivan sales have not been affected by a report in the February issue of *Consumer Reports* magazine that labeled the company's A-604 four-speed automatic transmission "a lemon." Most Chrysler minivans are equipped with that transmission.

The company said it sold 28,914 minivans in February, 47 percent more than in February 1990. The vans accounted for one of every five vehicles Chrysler sold last month.

BANKERS

FROM PAGE 2

outside its home territory.

"The bankers' graveyard is full of those that tried that business. None of us has been successful in trying to take the business nationwide," said Robert P. Noble, executive vice president of Wachovia Bank & Trust Co. of Winston-Salem, N.C.

"All those guys proved was that this is a regional business. It's still a good business, and a profitable business," said William V. Lauman, senior vice president and dealer banking manager for Seafirst Bank in Seattle. The Pacific Northwest, for instance, is one of the few U.S. markets where car sales haven't nose-dived.

Noble urged his peers to stick with auto financing, even if the short-term prospects are bad.

"The car business is not going to go away. You and I know it's going to come back. I don't think Ford Motor Credit and GMAC really want to handle *all* of this business," he said.

Banks that have elected to stay in auto financing are sharpening their pencils. They are reducing risk and cutting costs — often by cutting their staffs — at every stage of the business, from originating new loans to pursuing deadbeats.

Many banks are getting more work out of fewer people by using automated means to process loan applications and monitor existing loans, watching for late payments or other trouble signs. If loans do go bad, automated phone systems can crank out thousands of phone calls a day to demand payment.

In some cases, banks are raising rates, or raising rates for higher-risk customers.

Banks also are ditching dealers who are seen to be poor risks, whether it is the dealers themselves that's the problem, or the customers that the dealers refer to the bank.

William J. Paul Jr., senior vice president of Society National Bank in Cleveland, said his bank "eliminated" more than 300 dealers, or half the dealers in the bank's auto loan portfolio. The loans those dealers were originating didn't measure up. There were too many delinquencies, too many applications that had to be rejected, and so on.

That reduction in volume allowed the bank to cut its staff, saving more money.

"We really created a lot of rumble in our communities when we changed the way we do business," Paul said. "But that's a risk you take."

The captives have their own challenges. Ford Credit's Odom said he's propping up some financially weak dealers instead of terminating them, despite "sobering" losses on floorplans, capital loans and revolving credit.

Odom

That may mean allowing a dealer to postpone a payment, or Ford Credit may even loan the dealer more money so the dealership isn't undercapitalized, he said.

"Unfortunately, we have a plateful of weak dealers. Hopefully, that plateful won't cause too much indigestion," Odom said. He said the Ford dealer body is in the worst financial shape it's been in since the recession years of the early 1980s.

He also denied the complaint among bankers that the captives can undercut banks in the auto financing business because the captives only have to sell cars, without worrying about making a profit.

"Ford Credit must make a profit standing on its own, without financial assistance from Ford. The idea that the manufacturer props up the captive is a myth. It isn't true. We have to stand up tall and straight in the financial markets on our own," Odom said.

> "Unfortunately, we have a plateful of weak dealers. Hopefully, that plateful won't cause too much indigestion."
>
> **William E. Odom**
> Ford Credit chairman

He did acknowledge that Ford Credit can do some high-risk deals that "wouldn't make sense" for a bank, like first-time buyer programs. But he said Ford Credit can afford to do so because of its size and its geographical diversity.

NIEFER

FROM PAGE 2

tion officials. The raid was based on anonymous informants who alleged that trucks with military applications were supplied to Iraq last summer. Authorities carried off documents but refused to say what they found.

Last week, the German magazine *Spiegel* alleged that 20 Mercedes cabs with trailers modified by a German contractor firm for missile launch capability were delivered to Iraq.

Daimler officials strongly deny having engaged in illegal imports. Matthias Kleinert, the company's vice president of public affairs, charged that Niefer is the target of a smear campaign. Some German auto industry executives accuse the country's two boisterous weekly news magazines, *Spiegel* and *Stern*, of targeting Germany's largest industrial concern.

A German industry analyst said: "There are exceptions in the company, but in general Mercedes is very highbrow and likes to talk down to you. They've made a lot of enemies, and some are deciding to pay back."

Competitors in Germany have rallied around Mercedes.

"We here in Munich should take heed and not be too happy," said a BMW executive. "This would not just hurt Mercedes, but would hurt German industry if companies are continuously charged with breaking the law with sales of arms."

"Gloating would be very, very foolish," he said. "This is far too serious. Mr. Niefer is being charged with so many different things that altogether it suggests to us that there are people who have an interest in Mr. Niefer being discredited."

Truck division chief Helmut Werner, who serves as vice-chairman of Mercedes-Benz and is widely regarded as parent company Daimler's next chairman, would be a likely replacement for Niefer.

Werner, the former chairman of German tiremaker Continental AG, met the allegations of illegal truck sales head-on. He said the anonymous tipsters may have been referring to an order received from Saudi Arabia in December for 17 articulated heavy trucks and trailers. Mercedes has decided not to fulfill that order on the recommendation of the German government.

Werner said delivery of 124 heavy trucks to Iraq last summer was halted after a United Nations embargo was announced following Iraq's invasion of Kuwait. A dozen trucks reached Iraqi hands and the rest were returned to Europe.

The tax investigation reportedly centers on Niefer's home in an exclusive residential area of Stuttgart. Critics allege that Niefer first rented the house, then bought it, for less than its market value from the landlord, a representative of several German auto industry suppliers doing business with Mercedes.

The tax allegations followed the Rome bus incident last summer. After a lunch with managers from Mercedes-Benz of Italy, Niefer offered to drive the group to the airport, even though he apparently did not possess a license to do so. According to accounts of the accident, the rear of the bus swung outward while on a curve, pinning a German woman, Christa Rehm, against a wall. Rehm spent several weeks in a hospital and underwent multiple operations.

Niefer is under investigation for negligence and leaving Italy with the matter unsettled. In addition, Rehm has filed suit against Niefer.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-1,000	3/31
Dodge cars	$500-1,000	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-700	3/31
Jeep	$700	3/31
Plymouth	$400-1,000	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 5.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	4/10
Ranger	$1,500	4/10
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	4/10
Ranger	$1,000	4/10
Mercury Tracer	$500	4/10
Grand Marquis	$1,000	4/10
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
OldsmoLile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1991)		
MX-6	$1,500	4/3
Trucks	$500	4/3
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$500	5/2
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Ram D-W, Club wagon, Ramcharger	$1,000	3/31
Jeep	$400-3,000	3/31
Chrysler Corp. (1991)		
Colt, Summit	$400-700	3/31
Dodge Trucks	$1,000	3/31
Jeep	$400-3,000	3/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	4/10
Other cars	$800-1,500	4/10
Ford Bronco	$2,000	4/10
Other trucks	$900-1,100	4/10
Mercury	$800-1,500	4/10
All Lincoln	$1,000-2,000, based on sales	4/10
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	4/10
Crown Victoria	$1,000	4/10
Other cars	$100-700, based on sales	4/10
Ford trucks	$100-700, based on sales	4/10
Mercury Topaz, Cougar, Sable	$100-750, based on sales	4/10
All Lincoln	0-$1,000, based on sales	4/10
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models.		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Honda		
Accord (1990-91)	$500	3/31
Accord (1991)	$400 on each car ordered from importe	4/2
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Isuzu (1990-91)		
Trooper, Pickup	$600-1,700, quota	3/31
Mitsubishi (1990-91)		
Cars, pickups	$300-1,300, quota	4/30
Montero	$1,500-2,000, based on sales	4/30
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys.		
Suzuki (1990-91)	$400-1,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

Mitsubishi adds dealer incentives

Mitsubishi Motor Sales of America Inc. is paying rebates to dealers on sales of selected 1990 and 1991 models through April 30. Payments are based on performance against quota.

Dealers will be paid for each eligible retail sale or lease of 1990 and 1991 Galant, Eclipse and Mirage cars and two-wheel-drive or four-wheel-drive pickup trucks. Payments are $300 for zero to 25 percent of quota, $500 for 26 to 50 percent and $1,000 for 51 percent and above.

Dealers also will receive a $300 bonus on each 1990-91 Galant and Eclipse sold, refroactive to the first unit sold, when the combined sales total reaches 25 units.

Sales of the 1990-91 Mirage and pickups also count toward attainment of the bonus objective.

In addition, 1990 and 1991 Precis and 1990 Sigma, van and wagon sales will count double toward attainment of the dealer's bonus objective, but there are no rebates on those models. Mitsubishi also announced a non-retroactive per-unit bonus of $1,500 for the second 1991 Montero sold and $2,000 for each additional 1991 Montero sold.

Yugo sales plummet; 26 laid off

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Yugo America Inc. has laid off 26 of its 89 U.S. employees, citing poor sales for Yugo and the auto industry in general.

"We're seeing a slight pick up in sales recently, but not quite what anyone expected with the end of the war in the Gulf," said John Spiech, Yugo president and chief executive officer. "It's time to trim the sails."

Yugo sold 615 cars in January and February, a 56 percent decline from the same period a year earlier. In the same period in 1987, its best year in the U.S., Yugo sold 9,233 cars.

The lay-offs include one sales representative and one service representative, which will mean the elimination of one of the importer's nine sales and service districts. That will require the company to redistrict the country.

Spiech said the lay-offs were mostly clerical and office support personnel at its New Jersey headquarters.

A company spokesman said many of Yugo's larger-volume dealers are located near military bases and were hurt by the mobilization of troops for war.

> "It's time to trim the sails."
>
> **John Spiech**
> Yugo president, CEO

Spiech said the company hopes a new four-door hatchback 103 model, also called the Florida, will revive sales when it is introduced later this year.

CONGRESS

FROM PAGE 2

Bryan's CAFE language in an energy bill he introduced last Thursday. Those levels, he said, were only "a starting point."

He predicted that the Bryan bill will not reach the Senate floor but will be incorporated into an energy package.

During a hearing on another energy bill, Sen. J. Bennett Johnston said that his committee plans to increase CAFE. But his approach is different from Bryan's. Johnston wants "to stretch Detroit to the absolute maximum consistent with consumer acceptance and without costing jobs and without hurting the economy."

In answer to Johnston's questions on what CAFE automakers can achieve, experts repeatedly said that the levels in the Bryan will would be difficult, if not impossible to meet.

In a Senate Energy and Natural Resource Committee hearing, K.G. Duleep, director of engineering for Energy and Environmental Analysis Inc., used a "hypothetical" 2001 Ford Taurus to demonstrate what kind of CAFE gains he thinks are feasible.

Duleep's Taurus would feature many of the technologies that Bryan has said would help cars meet the goals in his bill: a sleeker body, a five-speed electronically controlled transmission with torque converter lockup, improved tires with lower rolling resistance and low friction oils in the crankcase and drivetrain. The Taurus would also weigh less, 2,810 pounds vs. 3,090 pounds for the 19.. model.

According to Duleep, the 2001 Taurus could achieve a 29 percent improvement in fuel economy, or 35.3 mpg. Those improvements are less than the Bryan bill would require. Duleep said the car would also cost $800 more, a price consumers would be willing to pay only if gasoline were at least $2 a gallon.

Alternative fuels

Both the newly introduced Wirth bill and President Bush's energy plan would require fleets to use alternative fuels.

Linda G. Stuntz, deputy undersecretary for policy at the Energy Department, said last year's Clean Air Act fell short of the administration's goals. She said the nation's 21 worst-polluted urban areas could meet new pollution requirements with reformulated gasoline and diesel fuel instead of with alternative fuels, as the administration had hoped.

To pave the way for public acceptance of alternative fuels and the development of a distribution system, the administration put a new alternative fuels mandate into the National Energy Strategy, which will go before the Senate in the form of a bill.

The administration's new plan would require that fleets of at least 10 cars in the most severely polluted areas and 20-car fleets in metropolitan areas with a population of more than 250,000 run on methanol, ethanol, 85 percent alcohol mixtures, natural gas, liquid petroleum gas, hydrogen or electricity.

The administration estimates that the energy strategy would result in three million alternative-fuel cars on the road by 2000 and 5.4 million by 2010. "We expect the motor vehicle industry will be able to produce these vehicles beginning with their gradual introduction in 1995," Stuntz said.

If the cars are not available "for unforeseen reasons," the secretary of energy would have authority to waive compliance requirements, she said.

Wirth's energy bill embraces the Bush alternative-fuels program. But Wirth goes several steps further and mandates that a percentage of all fuels sold be non-petroleum, beginning with 10 percent in 1998 and increasing to 30 percent in 2010. Refiners and wholesalers could reach the goal themselves or buy credits from those who sell natural gas or methanol for use in vehicles, or from manufacturers of electric cars.

On the House side, a bill that provides a 20 percent tax credit for the equipment to convert a vehicle to run on clean-burning alternative fuels was introduced by Rep. Michael Andrews, D-Texas. Andrews told the Senate Energy Committee that tax credits would cost $20 million over five years but would become more expensive in later years.

Electric vehicles

Similar bills were introduced in the House and the Senate, in which politicians heralded the start of an "automobile revolution" through electric vehicles.

The bills would allocate $50 million in federal funds over 10 years for electric car demonstration projects to pump up market demand.

Some of the funds would be earmarked for Department of Energy and industry research to develop new batteries. Current work has focused on reducing the size of electric car batteries while increasing the time they can hold a charge. The Big 3 are already involved in a joint battery research consortium.

Truck safety

Bryan held a hearing on his bill that would mandate air bags in passenger cars and light trucks. But an hour earlier, Jerry G. Curry, administrator of the National Highway Traffic Safety Administration, announced that a rule mandating passive restraints in light-duty trucks had cleared final regulatory hurdles.

As expected, the rule allows companies to phase in the restraints. Twenty percent of their light-truck fleets must have passive restraints (generally air bags or automatic seat belts) in the 1995 model year, 50 percent in the 1996 model year, 90 percent in the 1997 model year and 100 percent in the 1998 model year.

Earlier, NHTSA had proposed a three-year phase in, but automakers convinced the agency to allow one more year for the most difficult design problems, such as tow trucks.

Curry said he would not oppose Bryan's bill but warned that it "might remove any incentive for manufacturers to continue research and development plans to explore alternatives to air bags such as 'user friendly' interiors or 'air belts.' "

LAFORZA

Bankruptcy judge to review assets

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

The auto industry may not have seen the last of Laforza, the $43,850 sport-utility.

Next week a federal bankruptcy judge in Oakland, Calif., will hear testimony from Laforza Automobile Inc. creditors and other experts regarding sale of the company's assets.

At the blue sky end of the possibilities is Laforza being imported from Italy again.

The case began last August, when Laforza was forced into involuntary Chapter 7 bankruptcy by creditors to whom it owed more than $8 million.

Chapter 7 doesn't allow a debtor to reorganize; it requires liquidation of assets.

In January, Laforza's assets were auctioned off, but there is now a dispute over just what was sold.

Everyone agrees that some of the company's tangible assets — including 13 sport-utilities, some parts and equipment — were up for the highest bidder. Motor Sports International Inc., based in Dublin, Calif., outbid several others in an open auction with a bid of $401,000.

Afterward, Motor Sports International asserted that it had bought Laforza's intangible assets as well, including "the name, engineering rights, . . . applicable patents and proprietary technology, etc."

The company says that all such assets were clearly for sale according to the court papers.

But some of the losing bidders, including Ohio-based Samex Co. and Badrahn Enterprises, a Saudi Arabian company, disagreed.

They said intangibles were not for sale, and if they had been, they would have bid higher.

Lawyers admit the wording on some documents was confusing, so Judge Edward Jellen scheduled the special April 4 hearing.

He will let Motor Sports International's bid stand as the winning bid for all assets unless he determines that it was grossly below actual value.

Motor Sports International is a broker specializing in the export of luxury vehicles. Former Laforza Chairman Joseph Monterosso has been hired as a consultant by the company.

"I want to spend this money. I'm going to push this thing to the end," said owner Martin Diefenbach.

Added Monterosso: "What we paid is far more than the assets are worth. (The trustee) should be happy with that. We bought the assets fair and square and now they're trying to nullify the sale. It's sour grapes."

Diefenbach would not discuss his plans for Laforza. He said reviving the sport-utility was not out of the question, "but at this point that's counting chickens before the eggs."

Diefenbach said he will try to buy the 250 to 300 vehicles that are being stored at C&C Inc. in Brighton, Mich., and hinted that he'd like to export them.

Those vehicles were not part of the sale, as they had been pledged as collateral to C&C Inc., which assembled the sport-utility, and Bank One of Indianapolis, which had loaned Laforza $4 million.

PRODUCTION

U.S. CAR

	Week Ended Mar. 23, 1991	Week Ended Mar. 16, 1991	Mar. Est.	Jan. 1 to Mar. 23, 1991	Jan. 1 to Mar. 24, 1990
Horizon	0	0	0	0	4,578
Sundance	2,300	0	2,715	8,969	16,963
Acclaim	0	2,565	5,662	21,549	18,117
Total Plymouth	**2,300**	**2,565**	**8,376**	**30,518**	**39,658**
LeBaron A	0	0	0	0	5,057
LeBaron J	1,750	0	1,750	6,101	7,043
N. Yorker C-Class	0	0	38	1,945	4,683
Fifth Avenue	0	0	133	5,675	6,298
Imperial	0	0	40	1,667	4,982
Total Chrysler	**1,750**	**0**	**1,961**	**15,388**	**28,063**
Omni	0	0	0	0	4,308
Daytona	550	0	550	2,182	4,630
Shadow	2,450	0	2,897	9,672	19,353
Dynasty	0	0	777	27,287	27,488
Spirit	0	2,285	5,016	19,481	20,027
Total Dodge	**3,000**	**2,285**	**9,240**	**58,622**	**75,806**
CHRYSLER CORP.	**7,050**	**4,850**	**19,578**	**104,528**	**143,527**
Escort	5,748	5,454	16,049	39,702	33,924
Mustang	0	3,525	3,525	11,458	36,028
Tempo	2,736	0	6,417	22,627	28,016
Taurus	7,709	3,758	20,516	63,167	90,102
Thunderbird	0	2,880	6,321	14,881	26,263
Total Ford Div.	**16,193**	**15,617**	**52,829**	**151,835**	**214,333**
Topaz	1,668	0	3,291	9,546	11,079
Cougar	0	2,624	4,734	10,513	16,432 *
Sable	2,771	1,316	6,602	19,878	23,392
Total Mercury	**4,439**	**3,940**	**14,627**	**39,937**	**50,903**
Continental	1,178	1,180	3,773	13,557	12,896
Mark VII	209	205	662	2,369	6,403
Town Car	2,773	2,775	8,876	31,888	38,776
Total Lincoln	**4,160**	**4,160**	**13,312**	**47,814**	**58,075**
Total L-M Div.	**8,599**	**8,100**	**27,939**	**87,751**	**108,978**
FORD MOTOR CO.	**24,792**	**23,717**	**80,768**	**239,586**	**323,311**
Skylark/Somerset	2,280	2,250	7,076	27,618	17,766
Century	2,180	2,556	4,736	15,337	15,455
Riviera	283	0	692	2,792	5,116
Electra/Park Ave.	1,723	1,665	5,486	25,100	12,317
LeSabre (fwd)	0	0	736	33,069	35,709
Roadmaster Wagon**	382	382	1,222	3,340	1,557
Reatta	98	88	290	529	1,929
Total Buick	**6,946**	**6,941**	**20,238**	**106,342**	**89,849**
Eldorado	365	0	906	3,621	4,659
Seville	909	0	1,902	7,025	6,143
Brougham (rwd)	435	417	1,389	4,201	9,101
DeVille (fwd)	1,600	1,396	6,164	30,932	34,904
Allante	64	64	203	728	791
Total Cadillac	**3,373**	**1,877**	**10,563**	**46,507**	**55,598**
Cavalier	5,135	6,082	17,129	63,300	65,935
Camaro	0	0	2,442	7,980	9,838
Corsica/Beretta	6,160	6,022	12,991	45,611	63,382
Caprice	2,675	2,697	8,554	28,330	27,203
Corvette	465	471	1,496	5,432	5,040
Total Chevrolet	**14,435**	**15,272**	**42,612**	**150,653**	**171,398**
Calais	3,120	3,134	9,5[illegible]	25,830	18,762
Cutlass Ciera	1,710	1,456	3,[illegible]	10,891	20,484
Cutlass Supreme	2,140	1,965	6	22,073	18,536
Toronado	153	0	[illegible]	1,611	5,136
88 (fwd)	936	952	3	18,324	18,048
Custom Cruiser Wag.***	280	280	[illegible]	3,094	943
98	1,000	882	3,6[illegible]	19,321	13,081
Total Oldsmobile	**9,339**	**8,669**	**27,283**	**101,144**	**94,990**
Sunbird	2,655	3,140	9,270	29,392	27,747
Grand Am	4,800	4,883	15,401	47,158	38,119
Firebird	0	0	643	2,016	4,854
Grand Prix	3,180	3,010	6,808	20,941	21,659
Pontiac 6000	710	852	1,562	6,895	14,128
Bonneville	2,541	2,565	8,243	19,136	13,984
Total Pontiac	**13,886**	**14,450**	**41,927**	**125,538**	**120,491**
Total Saturn	**910**	**910**	**2,912**	**9,595**	**0**
GENERAL MOTORS	**48,889**	**48,119**	**145,536**	**539,779**	**532,326**
DIAMOND-STAR	**3,175**	**3,154**	**10,111**	**36,231**	**31,665**
Civic	2,100	2,120	6,702	21,102	30,120
Accord	7,305	7,346	23,231	81,377	73,022
HONDA	**9,405**	**9,466**	**29,933**	**102,479**	**103,142**
MAZDA†	**3,096**	**2,794**	**9,970**	**34,951**	**43,075**
NISSAN	**2,710**	**2,701**	**8,735**	**33,587**	**27,734**
Corolla	2,100	2,234	6,845	24,242	24,970
Geo Prizm/Nova	2,100	2,021	6,560	24,076	22,712
NUMMI	**4,200**	**4,255**	**13,405**	**48,318**	**47,682**
SUBARU-ISUZU	**1,166**	**865**	**3,463**	**13,249**	**4,024**
TOYOTA	**4,450**	**4,461**	**14,147**	**51,248**	**51,487**
TOTAL BIG 3	**80,731**	**76,686**	**245,882**	**883,893**	**999,164**
TOTAL TRANSPLANT	**28,202**	**27,696**	**89,764**	**320,163**	**308,809**
TOTAL CARS, U.S.	**108,933**	**104,382**	**335,645**	**1,204,056**	**1,307,973**
TOTAL CARS, CANADA	**26,531**	**21,605**	**73,484**	**219,149**	**231,960**
U.S., CANADA CARS	**135,464**	**125,987**	**409,130**	**1,423,205**	**1,539,933**
U.S., CANADA CARS AND TRUCKS	**222,299**	**180,536**	**648,165**	**2,220,876**	**2,610,491**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR

	Week Ended Mar. 23, 1991	Week Ended Mar. 16, 1991	Mar. Est.	Jan. 1 to Mar. 23, 1991	Jan. 1 to Mar. 24, 1990
Monaco	0	0	0	329	3,593
Premier	0	0	0	954	1,252
CHRYSLER CORP.	**0**	**0**	**0**	**1,283**	**4,845**
Tempo	3,694	3,466	7,796	25,147	30,902
Topaz	934	853	1,945	6,575	9,701
Crown Victoria	1,816	1,857	6,495	22,202	26,973
Grand Marquis	3,282	2,548	7,882	8,885	27,511
FORD MOTOR CO.	**9,726**	**8,724**	**24,118**	**62,809**	**95,087**
Celebrity	0	0	0	0	5,305
Cutlass Ciera	1,780	1,780	5,340	13,217	22,303
Lumina	4,625	4,029	14,510	37,493	49,220
Regal	3,375	0	6,992	22,534	9,383
GENERAL MOTORS	**9,780**	**5,809**	**26,841**	**73,244**	**86,211**
CAMI	**2,700**	**2,730**	**8,657**	**30,234**	**0**
HONDA	**2,140**	**2,173**	**6,903**	**24,780**	**26,895**
HYUNDAI	**705**	**641**	**2,137**	**9,188**	**3,740**
TOYOTA	**1,300**	**1,348**	**4,270**	**15,597**	**13,096**
VOLVO	**180**	**180**	**557**	**2,014**	**2,086**
TOTAL CARS, CANADA	**26,531**	**21,605**	**73,484**	**219,149**	**231,960**

U.S. TRUCK

	Week Ended Mar. 23, 1991	Week Ended Mar. 16, 1991	Mar. Est.	Jan. 1 to Mar. 23, 1991	Jan. 1 to Mar. 24, 1990
Caravan	1,950	2,017	6,396	23,484	27,851
Dakota	1,950	2,085	6,012	12,893	14,883
Caravan C/V	50	94	249	872	1,766
Ram pickups	1,950	1,970	5,891	12,784	21,300
Total Dodge	**5,900**	**6,166**	**18,548**	**50,033**	**65,800**
Cherokee	4,050	0	4,846	18,667	40,117
Comanche	200	0	251	1,275	1,901
Grand Wagoneer	0	0	0	0	910
Wagoneer/Briarwood	100	0	130	614	832
Total Jeep	**4,350**	**0**	**5,226**	**20,556**	**43,760**
Voyager	1,550	1,529	4,891	13,019	26,217
Town & Country	50	64	188	695	877
Total C-P Div.	**1,600**	**1,593**	**5,079**	**[illegible],714**	**27,094**
CHRYSLER CORP.	**11,850**	**7,759**	**28,853**	**89,303**	**136,654**
Aerostar	3,751	0	7,679	25,216	40,080
Bronco	0	0	0	1,935	12,517
Bronco II/Explorer	5,766	5,658	18,168	60,953	19,675
Navajo	173	170	607	3,806	0
Econoline	4,125	4,065	10,488	23,704	40,532
Mediums/Heavies	930	0	1,770	7,580	20,915
Light trucks	7,170	3,051	17,418	49,448	99,924
Ranger	4,918	3,348	13,870	49,602	68,873
Total Ford Div.	**26,833**	**16,292**	**70,001**	**222,244**	**302,516**
FORD MOTOR CO.	**26,833**	**16,292**	**70,001**	**222,244**	**302,516**
Astro	0	2,593	5,463	18,022	23,050
Blazer	203	231	476	1,802	3,419
Lumina APV	0	0	1,330	5,999	22,050
Mediums/Heavies	128	182	366	1,888	3,566
P-Model	428	437	1,407	3,727	4,956
Pickups	2,727	246	9,385	41,428	72,135
S-10	4,586	456	12,468	50,446	55,124
S-10 Blazer	1,470	0	3,005	10,284	26,790
Sportsvan/Van	945	1,002	3,072	7,928	11,684
Suburban	403	423	926	4,670	14,523
Total Chevrolet	**10,890**	**5,570**	**37,898**	**146,194**	**237,297**
Jimmy	78	51	143	596	1,166
Mediums/Heavies	472	393	1,524	4,729	4,556
P-Model	72	54	193	627	648
Pickups	1,814	138	5,292	16,800	19,744
S-15/Sonoma	1,150	0	2,591	12,070	13,065
S-15 Jimmy	320	0	1,179	4,700	8,922
Safari	0	769	1,845	7,512	7,296
Suburban	721	680	1,524	4,940	6,318
Vandura/Rally Vans	415	374	1,241	3,386	5,273
Total GMC	**5,042**	**2,459**	**15,531**	**55,360**	**66,988**
Silhouette	0	0	1,048	2,758	6,768
Bravada	640	0	1,410	5,359	0
Total Oldsmobile	**640**	**0**	**2,458**	**8,117**	**6,768**
Pontiac Trans Sport	**0**	**0**	**848**	**3,417**	**13,546**
GENERAL MOTORS	**16,572**	**8,029**	**56,735**	**213,088**	**324,599**
NAVISTAR	**1,645**	**1,657**	**5,282**	**17,629**	**17,912**
NISSAN	**2,610**	**2,603**	**8,371**	**32,293**	**35,674**
SUBARU-ISUZU	**800**	**816**	**2,717**	**12,501**	**4,289**
AM GENERAL	**400**	**400**	**1,280**	**4,850**	**5,400**
MISCELLANEOUS	**2,650**	**2,650**	**8,480**	**32,150**	**36,000**
TOTAL TRUCKS, U.S.	**63,360**	**40,006**	**181,718**	**624,058**	**863,044**

CANADIAN TRUCK

	Week Ended Mar. 23, 1991	Week Ended Mar. 16, 1991	Mar. Est.	Jan. 1 to Mar. 23, 1991	Jan. 1 to Mar. 24, 1990
Caravan	2,785	2,676	8,858	30,098	39,019
Caravan C/V	320	345	1,052	1,827	2,803
Ram Wagon	1,920	0	2,738	5,260	5,048
Ram Van	1,205	0	2,614	7,289	12,567
Total Dodge	**6,230**	**3,021**	**15,263**	**44,474**	**59,437**
Voyager	5,120	5,169	12,647	28,432	31,992
Total Plymouth	**5,120**	**5,169**	**12,647**	**28,432**	**31,992**
Wrangler	1,500	0	3,270	10,258	9,243
Total Jeep	**1,500**	**0**	**3,270**	**10,258**	**9,243**
CHRYSLER CORP.	**12,850**	**8,190**	**31,180**	**83,164**	**100,672**
FORD MTR. (lt. trks.)	**3,025**	**2,909**	**6,522**	**19,309**	**32,450**
Light trucks	3,100	0	6,234	31,808	42,547
Vans	1,520	1,455	4,417	7,723	9,217
Total Chevrolet	**4,620**	**1,455**	**10,652**	**39,531**	**51,764**
Light trucks	1,150	0	2,752	12,439	16,302
Vans	415	532	1,621	3,968	3,879
Total GMC	**1,565**	**532**	**4,374**	**16,407**	**20,181**
GENERAL MOTORS	**6,185**	**1,987**	**15,025**	**55,938**	**71,945**
CAMI	**1,250**	**1,290**	**4,059**	**13,374**	**0**
NAVISTAR	**165**	**167**	**530**	**1,828**	**2,447**
TOTAL TRKS., CANADA	**23,475**	**14,543**	**57,317**	**173,613**	**207,514**
U.S., CANADA TRKS.	**86,835**	**54,549**	**239,035**	**797,671**	**1,070,558**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

High court: Firms can't bar women from risky jobs

WASHINGTON — The Supreme Court ruled unanimously last week that women workers in lead battery plants, not the employers, should decide whether to risk their health and the health of their fetuses. Johnson Controls Inc., a Milwaukee-based maker of automotive batteries, was sued by the UAW in the case.

Like Johnson Controls, General Motors has excluded fertile women from jobs that could expose them to high concentrations of lead in five battery plants and certain foundries. Now the companies must redesign their personnel policies. A General Motors spokesman said the ruling won't have a major effect, as only 2,000 jobs are involved in battery operations, and not all of those involve exposure to lead.

Honda again tops Chrysler

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

For the fourth consecutive week, Chrysler Corp. plans to build fewer cars in the United States than Honda of America Manufacturing Inc.

Chrysler's projected production for this week is 7,050; Honda estimates its output will be 9,405.

U.S. automakers scheduled 108,933 cars last week, 4.36 percent above the prior week but 21.58 percent below the same week last year.

Year-to-date, 1,204,056 cars have been assembled, 7.94 percent below the 1,307,973 that were produced last year at this time.

Last week's estimated truck production was 63,360, up 58.38 percent over the previous week, but 30.90 percent below the year-ago week.

So far this year, U.S. truck production is estimated at 624,058. It trails last year by 27.69 percent.

Subaru-Isuzu Automotive Inc. canceled two shifts at the Lafayette, Ind., facility on March 13 and 14 due to weather conditions.

General Motors ran Saturday overtime for the second consecutive week at the A plant in Lansing, Mich., where the Buick Skylark and the Oldsmobile Cutlass Calais are built.

Saturday overtime was also scheduled at the postal line of GM's Moraine, Ohio, truck facility.

Ford Motor Co. scheduled daily overtime for the second consecutive week at the Louisville, Ky., truck plant.

Car output up 22% in Canada

Last week, Canadian automakers estimated production of 26,531 cars, up 22.80 percent over the prior week and 22.35 over the year-ago week.

Year-to-date, car production in Canada is estimated at 219,149, down 5.52 percent from 1990.

Truck production in Canada was estimated at 23,475, up 61.42 percent over the prior week and 15.71 percent above the 1990 week.

So far this year, Canadian truck production is estimated at 173,613, down 16.34 percent from the same period in 1990.

GM scheduled overtime at the Ste. Therese, Quebec, facility where the Oldsmobile Cutlass Calais is assembled.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	**3/25, 4/1**	
Ford Mustang		3,700
GENERAL MOTORS		
Flint, Mich. (Buick City)	**3/25**	
Buick LeSabre (fwd)		3,900
Olds. 88 Royal		1,150
Pontiac, Mich. (West)	**3/25**	
Chev. S-10 pickups		70
GMC S-15 pickups		25
Chev. full-sized pickups		560
GMC full-sized pickups		110
CHRYSLER		
Newark, Del.	**3/25, 4/1, 4/8**	
Dodge Spirit		2,090
Plymouth Acclaim		2,565
Chrysler LeBaron		1,440
Total U.S. car		**14,845**
Total U.S. truck		**765**
Total Canada car		**0**
Total Canada truck		**0**
Total units lost week of 3/25		**15,610**

Source: Automotive News Data Center

NOTE

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Cov. 1, Pgs: 2, 3, 4, 16,

20-22, 41, 44, 46, 47

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Manheim, GE merge to form auto auction colossus

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

In a move that could have far-reaching effects on the marketing of used cars, Manheim Auctions has merged with General Electric Capital Auto Resale Services Inc. in a melding of assets estimated at $1.2 billion.

The merger, which also includes Ford Motor Credit Co. as a partner, gives the newly formed company, Manheim Auctions, 46 locations in the United States and Canada, nearly twice as many as its nearest rival Anglo American Auto Auctions. Anglo American, based in Nashville, has 25 auctions.

Though GE and Manheim officials play down the importance of the merger, the sheer number of auctions operated by the new company gives it tremendous marketing clout, particularly for institutional vehicles sold by auto manufacturers, fleet and lease companies and banks through auto auctions.

"It's a win-win for our customers and the industry," said Stephen McNeely, president of GECARS. "The new organization will enhance our abilities to meet the needs of the marketplace and provide an unparalleled vehicle remarketing service for our customers."

Warren Young, president and chief executive officer of Manheim Auctions, will continue in that capacity in the new organization.

"Both companies are compatible, representing geographic locations with few overlaps," said Young. "GE handles more institutional vehicles, and we handle more dealer cars, so we are getting the best of both worlds."

Negotiations between the two companies have been under way for months, prompting industry-wide rumors of a merger.

Manheim Auctions, based in Atlanta, is a division of privately held Cox Enterprises. Manheim will retain its name, hold a controlling interest in the new company and appoint the majority of its six-member board of directors. Officials declined comment on the makeup of the board or shares held by the companies involved.

GECARS is based in Barrington, Ill., and is a subsidiary of GE Capital Corp. It has 20 auction locations with estimated revenues of $225 million in 1990. Manheim operates 26 auctions with 1990 revenues easily matching those of GE's

see AUCTION, page 42

SERGIO DORANTES

Mexico's vehicle sales have been leaping by an average of 30 percent a year since 1988. Among the busy plants is Ford's car and truck facility in Cuautitlan, where a worker, installs an instrument panel.

SOUTH OF THE BORDER

Is Mexico the Big 3's pinata, filled with potential sales of 4.5 million? Proposed trade pact adds to promise

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Ask Detroit's carmakers and suppliers what's left to feel good about these days and you might get a one-word answer: "Mexico." While the U.S. auto industry languishes in the worst market downturn in a decade, hundreds of North American automotive firms are looking for opportunities in the booming Mexican market.

Mexico is awakening from nearly a decade of economic depression to become a potential powerhouse of auto sales, auto production and auto exports. And if a proposed free-trade treaty materializes during the next year among Mexico, the United States and Canada, building factories and moving cars and parts across the Rio Grande will be scarcely different from doing business in Texas.

"There is an enormous growth potential here," confirms Nicholas Scheele, president of Ford Motor Co. de Mexico S.A. "It's a market of 88 million consumers who have been economically depressed for years as a result of the 1980s oil bust. And now it's opening up."

There are some potential snags. Mexico has a history of disappointing its automaking neighbors. Car sales blossomed once before in the late 1970s, only to dwindle during the 1980s. The Mexican economy generated excitement once before, only to collapse with the price of crude oil.

Mexican investment has looked alluring before, as far back as the 1930s, only to fall prey to political turmoil and protectionist governments that nationalized U.S. ventures.

There also are painful social issues to address. Poverty is still rampant in the country, despite the new economic boom, and labor conflict common. At Ford's Cuautitlan assembly plant near Mexico City last year, labor grievances interrupted production for months after a worker was murdered in an internal union dispute.

Labor groups in the United States and Canada sternly warn that improved social conditions and higher wages will be necessary before they will poli-

see MEXICO, page 20

Mitsubishi: Weight, not size, is mpg ticket

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The tough strictures of the Bryan fuel-economy bill — termed "impossible" to meet by more than one U.S. auto industry executive — can be met quite nicely without returning to stripped-down econoboxes, according to Mitsubishi Motors Corp.'s head of engineering and new-car development.

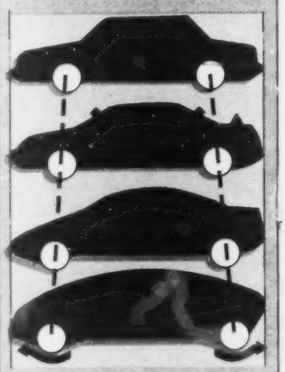
Keiichi Kisuna, a Mitsubishi managing director, says weight reduction is the obvious answer to meeting the requirements of a bill by Sen. Richard H. Bryan, a Nevada Democrat, requiring automakers to increase corporate average fuel economy scores 40 percent by 2001. But smaller size does not have to mean less space or reduced performance, Kisuna insists.

According to the 62-year-old Kisuna, Mitsubishi has begun design work on a four-meter-long (13.2 feet) car designed around the interior space of a 4.7-meter-long (15.5 feet) car, using space "like a heli-

see CAFE, page 42

Mitsubishi view of new car evolution

Without changing overall length, wheelbases and interior space have grown and shapes have become sleeker.



Source: Mitsubishi Motors Corp.

AUTOMOTIVE NEWS / MARTHA GRATTAN

Toyota puts hold on truck sought by U.S. sales arm

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. last week confirmed that the company has considered a proposal to build a mid-sized pickup truck for the U.S. market, but said all deliberations on the project had been shelved indefinitely and that a prototype vehicle did not exist.

The decision to move the project to the back burner appears to repudiate the efforts of Toyota Motor Sales U.S.A. to win a quick decision from Japan to proceed with the new pickup.

Senior Toyota U.S. officials, including executive vice president Robert McCurry and senior vice president Al Wagner, have actively fostered the impression in recent months that a go-ahead decision on the vehicle was imminent.

In January, McCurry said a decision on the project was expected in "60 days," although the U.S. sales arm later said the project had been "delayed."

In a statement issued in Tokyo Friday in response to a query, a Toyota spokesman told *Automotive News* that the automaker had indefinitely delayed a decision on introducing a "new-size" pickup in the United States "due to considerations of the condition of the American market and uncertain

see PICKUP, page 47

Monaco mania hits New York:
A New York Dodge dealer uses almost $4,500 in incentives to cut the price of Dodge Monacos to $8,995 and sells 152 of them in six days. See story on Page 2.

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Bargain-priced Monacos selling like hotcakes

Calls flood New York dealer; finding enough cars is tough

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Jim Goldfein has a message for the U.S. automotive market: Offer consumers value and watch sales ignite.

Goldfein says he is proving that maxim with the Dodge Monaco, a sales dud turned star performer in a Manhattan Dodge showroom. But Goldfein is not creating a show-stopper singlehandedly. Chrysler Corp. is underwriting Goldfein's sales success with the Monaco by paying out more than $4,500 per unit in dealer and customer incentives.

Goldfein, whose dealership sold only 10 Monacos in all of 1990, sold 152 of the sedans between March 22 and March 28. He is receiving almost 100 calls daily from customers wanting to know more about the Monaco. On March 22, 157 callers seeking information about the car clogged the phone lines at Potamkin Chrysler-Plymouth-Dodge-Mitsubishi-Sterling in Manhattan.

Goldfein, who is vice president of the dealership, says the reason is simple. On March 22, the dealership began advertising an $8,995 1991 Dodge Monaco, a price described in the ad as 41 percent below the $15,124 manufacturer's suggested retail price.

Now Goldfein is trying to convince incredulous Chrysler Corp. officials he wasn't kidding when he ordered 460 Monaco units.

Chrysler has good reason to do a double take when eyeing Goldfein's order. The company built only 329 Monacos for the North American market from Jan. 1 to March 23. Only 423 Monacos were sold in the United States in all of January and February.

But Goldfein says he has already sold 152 of the 460 units ordered and anticipates no difficulty retailing the remainder.

"It's a feeding frenzy like the old days," Goldfein said. "If the manufacturers would only get the message, and the message is if you get a low enough price people will buy them even in the worst of times.

"But you have to offer value. Price is not the key," he said.

Goldfein is being helped in a big way by Chrysler in his sticker slashing.

Chrysler inherited the Eagle Premier and the companion Dodge Monaco when the company acquired American Motors in 1987.

When Chrysler bought Renault's stake in AMC, it agreed to sell at least 300,000 Renault Premier sedans between 1988 and 1992 or pay a penalty of up to $350 million. The Premier, sold under the Eagle brand, and its Dodge companion introduced in the 1990 model year have been all but stillborn in the market.

In March Chrysler apparently decided to pump money into dealer pockets rather than ship it overseas to Renault.

The company will not confirm dealer incentives. But Dodge dealers say the company is paying to dealers at delivery $1,000 for the first Monaco/Premier received, $1,500 per unit for the next two units and $2,000 per unit for any additional units delivered. In addition, dealers receive another $1,000 per unit at the time the cars are ordered.

Also, spiffs for salespersons range from $50 to $1,000 per unit

see MONACO, page 46

With up to $4,500 in dealer and customer incentives, Potamkin Dodge is selling Monacos for $8,995.

Bricklin returns, peddling used cars

By Edward Lapham
MANAGING EDITOR

Malcolm Bricklin is back. This time as a used-car salesman.

Bricklin, who gave America the Subaru, the Yugo and the Bricklin gullwing sports car, has a new plan to refurbish and sell used cars on a 50-acre site in Phoenix, known as the Auto Ranch. After a two-year hiatus from the limelight, Bricklin has developed a remanufacturing and marketing concept called New Experienced Cars.

Bricklin said the remanufacturing part of the plan will include an assembly line-like operation at the Auto Ranch handling a minimum of 100 used cars and trucks per day. All cars will get new tires, battery, belts, hoses and shock absorbers.

The marketing part of the concept includes a computerized showroom complete with the 3-D, holographic Magic Theater that Bricklin had planned to make a centerpiece of his abortive plan to acquire 1,000 dealerships.

The entrepreneur said the current venture is a natural outgrowth from that last planned enterprise.

"There are two reasons that it didn't happen," Bricklin said. "The manufacturers didn't want the franchises clustered, and car dealers wanted to be paid for yesterday's profits, not today's profits."

Bricklin said he has completed a private placement offering that raised $60 million to fund the Phoenix Auto Ranch, although he refused to disclose the identity of the investors. He said if the Phoenix operation is a success he could develop as many as 50 in the United States — by himself (with his current investors), in joint ventures or with franchisees.

Bricklin said the New Experienced Cars sold at his Auto Ranch will carry a two-year warranty that coincides with a two-year guaranteed buyback program to keep his customers coming back.

He said warranty work can be performed at any of the 5,200 Goodyear Tire & Rubber Co. retail service outlets in the United States.

His plan also calls for Phoenix banks to provide retail financing through the Auto Ranch. Bricklin said his $60 million capitalization includes allowances for $10 million in working capital, about $8 million of which will be needed to floorplan his inventory.

Bob Pratt, Goodyear's consumer products region manager, said he has been talking to Bricklin about this project for a year. "It's one helluva concept," Pratt said.

Pratt said Goodyear will be involved only as a supplier. The company will supply the tires, belts, hoses and shock absorbers that will be fitted to the cars at the Auto Ranch. Goodyear will establish a no-cash repair account so Bricklin's customers can have warranty work performed at any Goodyear service outlet, Pratt said.

Bricklin said he is about 14 months away from the grand opening of the Phoenix Auto Ranch.

Bricklin said he has paid off an IRS lien on his Meeker, Colo., ranch and is resolving other litigation, some of which was filed against Bricklin by denizens of Meeker.

Bricklin caused a stir in 1988 when he sold his share of Global Motors and announced he would develop a youth camp on the ranch near Meeker. Like the failed plan to build Global Motors into a powerhouse importer of makes from several countries, and the abortive scheme to acquire 1,000 dealerships, the camp never happened.

"I'm selling the ranch," Bricklin said when asked about the youth camp last week. "As it turns out this was the perfect place to develop the Auto Ranch idea," he said. "But it's time to get back to civilization so I'm moving to Phoenix to get the Auto Ranch going."

INDEX

Around the world	24	Letters	14
Auction dates	29	Marketing and media	27
Classifieds	35-40	Obituaries	28
Coming events	28	Opinion	12
Dealing with dealers	26	Personnel	30
Incentive watch	46	Production	47
Keith Crain	12	Sales, 10-day	3
Late news	8	Service management	16
Legal briefs	18		

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Correction

A late news item by The Associated Press in the March 25 issue said Ford Motor Co. would not offer its 1992 Crown Victoria and Mercury Grand Marquis models for fleet sales.

Ford spokesman Larry Weis said those models will be available to fleets.

FLEX TIME

Traffic, labor problems may prompt changes in Japan's just-in-time ways

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — In another indication of the toll of traffic congestion and labor shortages on Japan's just-in-time delivery system, Nissan Motor Co. said last week that it is considering doubling its lead time on parts orders from suppliers.

Nissan, Japan's second-biggest producer behind Toyota Motor Corp., said the increase, to 96 hours from 48 now, would allow suppliers to stockpile less inventory to meet Nissan's demand for parts. The action, if taken, would be the most explicit statement yet by a Japanese carmaker that just-in-time may be evolving into a "just a little later" system under the pressure of crowded roads and social change in Japan.

Just-in-time delivery, a cornerstone of Japan's cost-efficient approach to automaking, allows producers and suppliers to maintain output without stockpiling expensive inventory.

But the system, which requires precisely timed, round-the-clock deliveries to factories, has been under attack in Japan recently because of the pollution and traffic congestion it adds to the country's already choked streets and highway systems.

In addition, suppliers and producers alike have found it increasingly difficult to find truck drivers amid Japan's mounting labor shortage.

Toyota, which has normally dealt with suppliers concentrated in the Toyota City area, says it also will have to stretch deliveries when it opens up new plants in northern and southern Japan in the next two years.

"That may require more inventory in the system" and, perhaps, a new transshipment facility between Toyota City and the new plants, said Mikiya Soyama, deputy general manager of the carmaker's Industrial Affairs Division.

"But that does not mean any change in the just-in-time philosophy," he said. "It is still a matter of keeping inventory at a minimum."

Since the system was originally developed at Toyota by Taiichi Ohno and Kiichiro Toyoda, Toyota particularly is concerned about defending the process.

"Even Ohno foresaw these problems," such as traffic jams and a labor shortage, when he first established the system, said Atsushi Noda, assistant manager in the Business Environment Research Department.

According to Noda, Ohno foresaw that these problems would develop when people only carry out the system "half way."

"What you are seeing is people who have only taken the top of the idea and have not followed through," he said.

Soyama stresses that just-in-time is "a philosophy," not a rigid system.

"It is not written in concrete; it is flexible," he says. The purpose, he said, is "to maintain high quality, at low cost, with the shortest lead time." When problems arise, companies can adjust the small lot production, the minimum inventory, or the timing of the *kanban* ordering system, he said.

The goal is to reduce waste in every aspect of production.

Both Nissan and Toyota say they adjust the delivery process constantly, and both have made attempts to make sure delivery trucks are filled to capacity.

Cartoonist roasts Iacocca for switch on air bags

Minivan owner Trudeau questions new attitude

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Lee Iacocca's visit to the White House raised eyebrows and infuriated some.

Not Iacocca's visit to George Bush's White House in March 1991. But a visit to Richard Nixon's White House in April 1971.

Iacocca, who gained national press attention last week for seeking protection from Japanese imports from the Bush administration, made a visit to the Oval Office 20 years ago that also placed him at the heart of an industry controversy. Echoes of that historic meeting with Nixon are reverberating today.

Chrysler shops parts of Acustar, Page 41

In 1971, Iacocca, then president of Ford Motor Co., and Henry Ford II had a 37-minute meeting with President Nixon. Consumer advocates claim that meeting, which remained a secret until 1982, altered the course of vehicle safety developments in the United States.

Safety advocates claim that Iacocca did most of the talking at the meeting. And when he was finished, he had persuaded Nixon to quash pending federal regulations mandating air-bag installation in U.S. passenger cars. With the government decree lifted, the industry turned its back on air bags and embraced other forms of passive restraints.

Two decades later, Iacocca has become the industry's standard bearer for air-bag safety. Chrysler Corp. has poured millions of dollars into advertising the safety advantages of the inflatable restraint, and Iacocca himself has conveyed the message on the airwaves and in newspaper pages.

Chrysler in 1988 became the industry's air-bag leader when it announced plans to begin installing driver-side air bags as standard equipment on several passenger-car lines. By the 1990 model year, all Chrysler-engineered cars built in the United States had driver-side bags as standard equipment.

And today, Iacocca talks of reading the letters of heartfelt thanks received from drivers who claim "a Chrysler air bag saved my life."

What's going on here?

That apparently is the question that occurred to political cartoonist and satirist Garry Trudeau. Minivan owner Trudeau lampooned Iacocca and his air bag turnabout in a national cartoon strip scheduled to run March 31.

Iacocca's own words on air bags are plentiful, colorful and great fodder for satirists.

Doonesbury
BY
G. B. TRUDEAU
MAYBE I SHOULD OFFER A COMMENT HERE...
WHAT, AM I NUTS?
A LOT OF PEOPLE SAID IT COULDN'T BE DONE!
THEY SAID NOBODY PUTS AIR BAGS IN MINIVANS! IT'S TOO TOUGH TO ENGINEER!
CHRYSLER SAYS, SO WHAT IF EVERYBODY ELSE WANTS TO WAIT!
SOME THINGS YA WAIT FOR! PASSENGER-SIDE AIR BAGS IN MINIVANS? OKAY, YA WAIT FOR THOSE. DRIVER-SIDE AIR BAGS? YA DON'T WAIT!
BUT, CHAIRMAN IACOCCA — YOU WAITED FOR 18 YEARS! NOBODY IN THE INDUSTRY FOUGHT AIR BAGS HARDER! AND YOU LED THE CHARGE AGAINST STRUCTURAL SAFETY STANDARDS FOR MINIVANS! WHAT GIVES HERE?
CUT!
WHAT? WHAT? WOULDN'T A BOARD MEMBER TAKE HIM ON?
ACTORS!

Recent Chrysler television commercials set in the company's boardroom were parodied in cartoon strip published last weekend.

> Everybody changes their mind about certain things over time. That's not a crime. It's a sign of an intelligent person. Mr. Iacocca is as big a believer in air bags as there is today.
>
> Chrysler spokesman

There is Iacocca circa 1984 in his best-selling autobiography: "There are those who believe that air bags are the answer. I disagree. I've been speaking out against them since they were first developed almost 20 years ago. I sometimes have the feeling that when I die — and assuming that I go to heaven — St. Peter is going to meet me at the gate to talk to me about air bags."

At that time a proponent of mandating seat-belt use, Iacocca then recites a litany of air bag woes: "Air bags can be dangerous. There's always the possibility that the air bag will not inflate when it should, or that it will inflate when it shouldn't . . . The whole business is a paradise for product liability lawyers . . . Sodium azide isn't the kind of chemical I want to be riding around with . . . Air bags are one of those areas where the solution may actually be worse than the problem."

Then there is Iacocca circa 1991: "Some things you wait for. Some things you don't. Minivans with air bags? You don't wait."

Or Iacocca circa 1988: "I had my doubts about air bags, but today's new technology made me a believer. You won't hear any more beefs about air bags from me."

States a Chrysler spokesman: "Everybody changes their mind about certain things over time. That's not a crime. It's a sign of an intelligent person. Mr. Iacocca is as big a believer in air bags as there is today. He considers himself a zealot when it comes to air bags."

In fact, while Iacocca may have gotten religion on air bags, history notes that the conversion began because of the federal government.

In 1984, former Secretary of Transportation Elizabeth Dole ordered U.S. vehicle manufacturers to phase in passive restraints in passenger cars by September 1989. The restraints could be either air bags or automatic seat belts.

The Transportation Department later extended the passive-restraint deadline if makers stepped up efforts to install driver-side air bags.

Chrysler officials in the past have indicated the federal regulations were initially the driving force behind the company's accelerated air-bag installation. The company's market research indicated consumers preferred air bags to motorized belts.

So Chrysler invested an estimated $200 million in its air-bag program to make the system standard on its passenger cars and in the process created a safety marketing advantage the company continues to mine.

Mid-March sales fall 15.4 percent

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Car and truck sales remained slow in mid-March, despite an apparent rebound in consumer confidence following the Persian Gulf war. To summarize the view of some analysts, the consumer's state of mind might best be described as, "I feel better now that the war is over, but I still don't have any money."

Honda Accord sells again, Page 42

On a daily-selling-rate basis, combined sales of cars and trucks declined 15.4 percent in the March 11-20 period. The figure is based on actual totals from some companies and *Automotive News* estimates of others. There were nine selling days in the period this year vs. eight in 1990.

Total sales in mid-March were 350,357 cars and trucks, down 4.8 percent from last year.

In the 10-day period, 179,953 North American-built cars were sold, a 1.7 percent gain over the shorter 1990 span. Domestic truck sales fell 2.9 percent to 103,613, despite this year's extra selling day.

Domestic car and truck sales combined were virtually even with last year, at 283,566.

Sales of imported cars and trucks, including estimates, fell 20.8 percent, at 66,791. Cars

see SALES, page 41

Ford considers merging powertrain units

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is studying a plan to consolidate its three powertrain divisions as part of the company's $1.5 billion cost-cutting program.

The proposed plan calls for the merger of the Transmission and Chassis, Engine and Casting divisions, sources in each of the divisions confirmed.

The sources say a study is under way to determine how much money can be saved and how the consolidation can best be implemented. Results of the study are due the first week of June.

"This is a major reorganization," said a source in the Transmission and Chassis Division. "Some positions will be combined and some will be eliminated."

Sources say they believe the company wants to combine the three divisions into a single unit.

"The company is looking for cost improvements and more efficiency," said an employee in the Casting Division. "This is a major move, and on the basis of (poor) car sales, they want to do it as soon as possible."

The Casting and Engine divisions have been consolidated twice before, according to the Casting Division employee.

The Transmission and Chassis Division, largest of the three, is headquartered in Livonia, Mich., and operates seven plants, said Ford spokesman Jay Meisenhelder. He said 15,630 employees work at the plants and 1,200 at the general office.

The Engine Division employs 11,800 at eight plants and 1,200 at its headquarters in Dearborn, Mich., Meisenhelder said.

Casting has 5,200 employees at four plants and 200 at its Dearborn offices.

Each has a general manager.

Engine is headed by Robert Transou, who assumed his new position April 1. Robert Adams leads Transmission and Chassis, and George Booth is general manager of the Casting Division.

The internal Ford sources say they don't know yet how the reorganization will fall into place but believe most of the cuts will come at the expense of the salaried employees within each division.

Ford Chairman Harold Poling has said the company needs to trim salaried costs 10 percent by the end of the year.

Meisenhelder says a reorganization of the three divisions "at this time is nothing more than a possibility."

"We're looking at organizational efficiencies all of the time," he said.

Ford started taking steps to integrate the three divisions last September. That's when Max Jurosek took over the newly created position of vice president and general manager of Powertrain Operations.

All three divisional general managers report to Jurosek under the new structure, which is designed to improve the relationship of the powertrain to the total vehicle.

Recession bites into the Big Apple; few show debuts

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The recession hung like a black cloud over the 1991 New York International Automobile Show.

With only two U.S. debuts — the Acura Vigor and Mazda MX-3 — the show was short on product introductions. And while the economy and industry sales slump clearly was on the minds of auto executives, several speakers said things could be turning around.

General Motors President Lloyd E. Reuss, noting a rebound in consumer confidence, said GM sales will might end up dropping "only 5 to 10 percent" compared to last year. Through February, GM sales had fallen 21.9 percent.

SPOTLIGHT ON AUTO SHOWS
Birmingham
Paris
Los Angeles
Detroit
Chicago
Geneva
New York

William Bruce, vice president and general manager of Nissan's Infiniti division, expressed hope that luxury car sales will recover this spring to pre-war and pre-recession levels. That would assume the economy improves and the luxury car market bounces back after pulling sales ahead into late 1990 to beat the Jan. 1 luxury tax.

Bruce: hopeful for luxury rebound.

Elliott: Honda revises '91 goal.

Tom Elliott, executive vice president of American Honda Motor Co. Inc., noted that Honda cut back its U.S.-bound production because of the economy. Last September, the company expected to sell 900,000 cars in the 1991 calendar year, said Elliott. Now the goal is to exceed last year's 855,000 Honda and Acura sales, he said.

But the recession did make it easier to pitch the idea that 1980s-style conspicuous consumption is "out," and cheaper cars are "in."

Along those lines, Tom Ryan, vice president of marketing at Hyundai Motor America, showed the company's 1992 Elantra model, to be introduced later this year for "well under $10,000."

Ryan didn't use the term "yuppie," but he said the Elantra is supposed to appeal to "young, white-collar, college-educated, family-oriented" people.

"Now, we are in a decade where those people are more conservative and responsible with their money and with their purchases."

Chris Wackman, vice president of marketing for Subaru of America, used similar logic in explaining why adding standard air conditioning and power accessories at a reduced price boosted sales of Subaru's aging Loyale line for 1991.

"There's a definite move toward value," Wackman said.

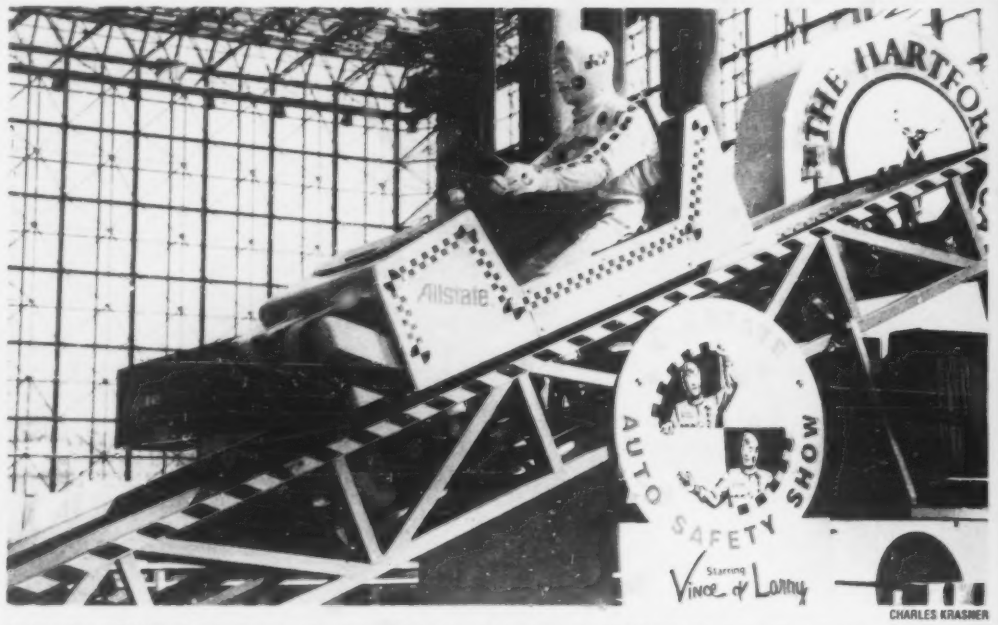
"When you looked at the '80s, it was the decade of conspicuous consumption, and conspicuous consumption was good. The '90s don't seem to be that," he said.

Other New York show news:

- Acura expects to sell between 18,000 and 20,000 of its new Vigor models this year. In calendar year 1992, sales are expected to fall between 24,000 and 30,000 units. The new five-cylinder sedan goes on sale this monthin the $23,000 to $26,000 bracket, Acura said.
- Volvo Cars of North America unveiled the "Volvo Saved My Life Club" for people who say their Volvo saved lives in accidents.

"We get thousands of letters from people who say that what made the critical difference was the Volvo automobile," said Joseph L. Nicolato, president and chief executive officer. He made it clear he's sick of Lee Iacocca bragging about the lives Chrysler Corp.'s air bags have saved.

- Hyundai Motor America is adding a Special Edition (SE) trim level for its Excel GS 3-door, Excel GL 4-door, Scoupe, Sonata and Sonata GLS V-6 models.



CHARLES KRASNER

In keeping with the show's themes of safety and a clean environment, the Allstate Insurance Co. display featured crash-test dummies Larry and Vince from popular public-service advertisements.

BE A WINNERS CIRCLE

BOBBY UNSER & ANGLO AMERICAN
THE CHAMPIONSHIP TEAM

ENTER ANGLO AMERICAN'S WINNERS CIRCLE WEEKEND PROMOTION, AND YOU COULD BECOME THE PERSONAL GUESTS OF ANGLO AMERICAN AND BOBBY UNSER AT THIS YEAR'S INDY 500!

Every dealer who visits an Anglo American auto auction in the month of April is automatically eligible to become a Winners Circle Weekend V.I.P.

A winner will be selected from each of our auctions; maybe you and a guest will be among the lucky 48 Winners Circle Weekend V.I.P.'s!!

Each Winners Circle Weekend Package includes:
Roundtrip airfare for two, between the auction city and Indianapolis.
Luxury accommodations at the Omni Severin Hotel.
Two tickets to the Indy 500 with motorcade escort to the race.
Tickets to flagship Indy 500 events.
Limited Edition Winners Circle V.I.P. racing jackets.
Special photo opportunities with Bobby Unser, 3-time Indy winner!

Contest period runs from April 1 thru April 26, 1991.

Drawings will be held the week of April 22 at each Anglo American auto auction.

No purchase necessary.

SERVICE MANAGEMENT

Toyota suppliers a key component of long-term strategy

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — Toyota Motor Corp. invests billions of dollars in manufacturing plants and research and development facilities.

In addition, Toyota also invests heavily in supplier firms to build a world-class network of suppliers to assure its future success in the American market.

In outlining the relationship between Toyota and its suppliers, Richard J.Gallio, vice president of parts, service and U.S. products for Toyota Motor Sales U.S.A. Inc., said suppliers are an integral part of the automaker's production system, not only in Japan but also the United States.

In most cases, Gallio said, suppliers are treated as a partner in Toyota's long-range strategy.

Business relationships between both parties are intended to be long term and mutually beneficial.

Gallio's responsibilities include coordination and communication with Toyota and all North American manufacturing plants to enhance product quality. He also is responsible for the development and procurement of all U.S. products, accessories, replacement parts and vehicle conversions, as well as development and implementation of all parts and service programs.

Gallio told a meeting of the Automotive Service Industry Association that Toyota's relationships with suppliers go hand-in-hand with its concept of Total Quality Management — a philosophy that is an important reason why the automaker has been so successful.

Citing examples of how Total Quality Management has been made a part of Toyota's corporate culture, Gallio said it's best explained by a relentless dedication to continuous improvement; one of never being satisfied with the current situation; and continually trying to do the little things better and better.

He noted that in 1990, two million suggestions were received by Toyota from employees worldwide; 97 percent were implemented.

"Total Quality Management also means applying just-in-time production techniques across the board to parts as well as vehicles," Gallio said, "and measuring quality in parts per million and perhaps soon in parts per billion.

"It also means building the very best and giving every customer what they want," he added, "and then raising customer expectations by giving them even better products than they were demanding."

This approach, Gallio said, actually proves more efficient. He noted that Toyota requires an average of 13 man-hours to assemble a vehicle versus 19 to 22 man-hours for Honda, Nissan and Ford.

"Our Lexus LS400 matches Mercedes-Benz quality, but Lexus requires only one-sixth the man-hours to assemble," he said. "Think of what this means not just for market share but also profitability."

To serve customers in today's market, manufacturers need to listen, Gallio told the meeting.

"Find out exactly what they really want, find out what they're not happy with and act upon it," Gallio said. "At Toyota, our goal is to look at every system and at every process, and to create a competitive advantage, all based on customer satisfaction."

> Our Lexus LS400 matches Mercedes-Benz quality, but Lexus requires only one-sixth the man-hours to assemble. Think of what this means not just for market share but also profitability.
>
> **Richard J. Gallio**
> Toyota vice president of parts, service and U.S. products

Gallio said customer satisfaction and customer retention will clearly be Toyota's marketing strategy for the 1990s. The automaker knows that its 10 million Toyota owners are its biggest asset and that they hold the key to the company's future success.

What does all this mean for Toyota's suppliers?

"Well, simply stated, because of Toyota's dedication to customer satisfaction," Gallio said, "our suppliers must understand and respond to Toyota's needs, as well the needs of our customers.

"Therefore, suppliers must be world-class in cost, quality and delivery," he said. "And they must be capable of becoming an extension of Toyota in both performing research and development, as well as practicing day-to-day teamwork."

Some of the ways Toyota shares its dedication to quality with its U.S. parts and accessory suppliers, under its Supplier Development Outreach Program include:

- An annual supplier seminar that offers workshops and facilitates on-going dialogue with the suppliers.
- A program that invites selected suppliers to Japan to see the Toyota production system in operation and to talk with some of the automaker's Japanese suppliers.
- A pair of week-long Total Quality Manangememt seminars — one for senior management and a second for operating managers.

Also last year, Toyota launched its first full-scale production system training project for suppliers in the United States.

"Projects like this are a major undertaking," Galio said, "but they demonstrate Toyota's commitment to quality and continuous improvement."

In addition to expanding business with U.S. suppliers, Gallio said Toyota's goal is to help them become original-equipment suppliers to the three Toyota plants in North America and to Toyota in Japan.

By the mid-1990s, Toyota's goal is to sell 1.5 million vehicles annually in the United States, with close to half of them built in North America, and to source half of its parts and accessories in the United States as well.

"The opportunities are growing rapidly," Gallio said. "Local content at the three North America plants is moving to 75 percent or more and we're looking to export billons of dollars worth of vehicles and products from the United States later this decade."

According to Gallio, the value of parts and accessories Toyota sells directly will rise to an expected $800 million by 1995 and the automaker will be doing business with 200 U.S. supplier firms.

Service index falls in Feb.

Service and parts business at new-car dealerships, which showed an increase to start the year, slowed in February as measured by the Automotive News Service Index.

Shop business for the month totaled 97.7 percent of the amount posted in February 1990. But a year ago, the index was up 13.6 percent from February 1989, the third month of what was to be a six-month string of increases.

In January, the index rose 2.4 percent over a year earlier.

A number of respondents singled out the Persian Gulf war and the recession as negative influences on their February business.

The decline came amid increased advertising of parts and service by dealers working to offset the continuing plunge in new-car sales.

Among the individual indicators, shop parts sales rang up the largest gain, topping the previous year by 7.3 percent. Total labor sales inched up 2.8 percent, and gross profit on all labor and parts and accessories sales rose 1.9 percent.

On the negative side, sales of all parts and accessories tumbled 6.9 percent. The number of repair orders written was unchanged from February 1990.

For the first two months of the year, only parts and accessories sales were down from 1990, declining 2.8 percent. Service business for the year to date was virtually the same as that of a year ago.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

SERVICE INDEX
97.7*

	Feb. '91 vs. Feb. '90	Jan.-Feb. '91 vs. Jan.-Feb. '90
Gross Profit on All Labor and P&A Sales	+ 1.9%	+ 2.3%
Repair Orders Written	0.0%	+ 3.1%
Total Labor Sales (Customer & Warranty)	+ 2.8%	+ 4.2%
Shop Parts Sales (Customer & Warranty)	+ 7.3%	+ 6.4%
Sales of All P&A	− 6.9%	− 2.8%

* Survey by Automotive News shows that dealers' service and parts business in February 1991 was 97.7 percent of business in February 1990. Service business in the first two months of 1991 was 100.1 percent of business in the corresponding period in 1990.

Natural gas refueling directory available

The American Gas Association expects four million natural gas vehicles to be on the road in 2005.

The current refueling infrastructure will have to grow considerably to make those vehicles practical for consumers.

Today, there are only about 325 natural gas refueling stations in 40 states and the District of Columbia. About one-third of those are currently open to the public or available through arrangements with the operator.

To find those stations, interested parties can send $6) to the association in Arlington, Va., for the *Directory of Natural Gas Vehicle Refueling Stations, Products and Services.*

SERVICE BRIEFS

Goodyear adds TDD line

AKRON, Ohio — Goodyear has added a telecommunications device for deaf and other hearing- and speech-impaired customers. The device, known as a TDD, includes a keyboard to transmit and receive messages via telephone lines.

By dialing (216) 796-6065, customers with a TDD can ask questions about Goodyear tires and services with customer representatives at the company's Assistance Center. Hearing customers can contact the center at 1-800-321-2136.

Carquest merging units

RALEIGH, N.C. — Carquest Corp. will merge its General Parts Inc. and Indiana Parts Warehouse distribution companies into a single unit on April 26. The new company will use the General Parts Inc. name.

With the merger, General Parts Inc. will operate 13 distribution centers serving Carquest Auto Parts stores in 23 states.

Import tests are popular

DIAMOND BAR, Calif. — The Auto International Association says more than 1,500 of its Import Parts Specialist certification tests have been purchased over the past year.

The test covers such knowledge as understanding of air and water-cooled engines, car manufacturers, national origin of vehicles and part numbering systems. Test copies have been purchased in bulk by companies such as Import Parts America, Lazorlite and Beck/Arnley World Parts. For a copy of the test, call Bonnie Imsland at (714) 396-0289, ext. 113.

New hydraulic fluid bows

MEMPHIS, Tenn. — An environmentally safe hydraulic fluid developed from a vegetable oil for operation of new and old lifts has been announced by the Rotary Lift Division of Dover Industries Co.

According to the company, the non-toxic Rotary Hydraulic Bio-Fluid is said to meet all current industry recognized requirements of environmentally safe fluids accepted by the EPA. Distribution of the fluid started March 1.

Along with the environmental standards, the fluid, four years in development, provides excellent anti-wear, anti-foam, anti-rust and film strength for in-ground and surface lift hydraulic systems, the firm said.

Merger talks hit snag

CHICAGO — In order to give both groups a chance to further examine unresolved issues, the Automotive Service Industry Association and Automotive Parts and Accessories Association have ended talks of a proposed merger.

The chairmen of the associations — Gene Gardner, DuPontCo. planning, quality and productivity director, and Jim Thomas, Maremont Exhaust Products Co. president — said the associations have agendas and priorities that make it difficult for a merged association to achieve its aims with maximum effectiveness.

Both executives said a dialogue would be maintained between the two trade groups.

Glass alliance formed

NORTHBROOK, Ill. — Sears Roebuck and Co., Allstate Insurance Co. and The Globe Group have formed an alliance to offer nationwide automobile glass repair and replacement services through more than 250 automotive and light-truck service centers.

The service, called Autoglass by Sears, is an association between Sears and the newly created subsidiary of Globe called AutoComp Services Inc. Allstate is the first national client for the service.

Globe will manage and operate Autoglass by Sears at service bays in Sears service centers. Globe also does business as U.S. Auto Glass Centers Inc., USA-GLAS Network and Globe Glass & Mirror Co.

Troubleshoot entries up

ORLANDO, Fla. — Nearly 14,800 students — twice as many entrants as last year — will compete for $1.2 million in scholarships and prizes in the Plymouth-AAA Troubleshooting Contest.

Sponsored jointly by Plymouth and the American Automobile Association, the contest involves 1,853 high schools and vocational programs at the state level. State winners receive an expense-paid trip to Washington with their instructors for the national finals June 17.

In the hands-on testing at the state and national levels, two-member teams compete against each other and the clock to find and repair deliberately bugged 1991 Plymouth cars.

MEXICO

FROM PAGE 1

tically support free trade with the country.

But treaty or not, Mexico is steamrolling forward.

Although the Mexican vehicle market is still about 1/25th the size of the U.S. new-vehicle market, sales in Mexico have been leaping by an average of 30 percent a year since 1988. Last year, sales of Mexico's Big 5 automakers totaled 527,296 cars and trucks, up from 240,000 in 1987. This year, forecasters see sales of about 625,000 units. In another five years, sales are expected to top 1.5 million units annually. More optimistic calculations see the market eventually swelling to 5 million units a year.

That's good news for Detroit's automakers, who collectively account for more than half of Mexico's car and light-truck sales.

Imports into Mexico have gotten a boost too, thanks to Mexico's lifting of a ban. They reached 9,500 last year.

Big 3 opportunity

For once, U.S. carmakers may have a better shot at the bonanza than most of their aggressive Japanese competitors.

Not only is the market sitting in the United States' proverbial back yard, but each of the Big 3 has a longstanding business relationship in place, points out James P. Womack, a professor at the Massachusetts Institute of Technology's Center for International Studies and a trade consultant to the Mexican government.

"Where else can U.S. carmakers look right now to pick up as many as 4.5 million new car sales a year?" Womack asks.

As if that scenario weren't rosy enough, industry observers also are touting Mexico as a vital low-cost production base for profit-squeezed North American carmakers.

The Big 3 are already building and exporting Mexican cars, as are Germany's Volkswagen AG and Nissan Motor Co. Ltd. of Japan. But with the proposed free-trade agreement, Mexico could become a swarming center of car production, with new factories aimed at the U.S. and Canadian markets. Companies ranging from VW to dozens of U.S. and Japanese partsmakers already are sinking billions into new factories there.

Mexican exports to the United States have increased five-fold over the past five years, hitting an estimated 260,000 vehicles last year. Victor Barrionuevo, Mexican industry analyst with the U.S.-based WEFA Group in Monterrey, Mexico, predicts exports to the U.S. market this year will probably reach 314,000.

Current or recent plant expansions by VW, Ford and Nissan should increase export capacity to 550,000 cars and trucks by 1992 — and that's before opening the floodgates of free trade.

Unionized Mexican autoworkers still earn a fraction of what their counterparts north of the border take home, and parts factories typically pay workers about $1 an hour. The cost savings could enable manufacturers to produce entry-level vehicles cheaply enough to throw the East Asian competition for a loop.

Investment abounds

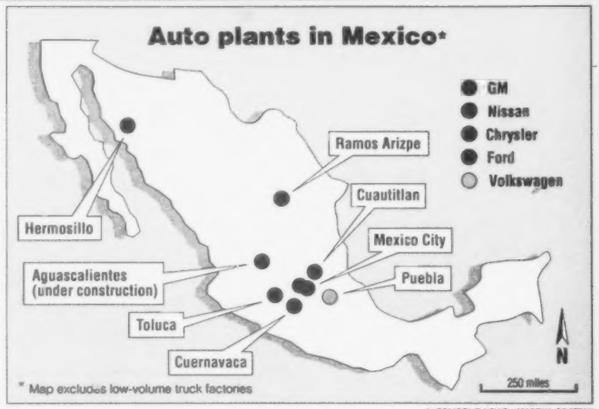
In response to rising interest in Mexico, the Mexican Trade Commissioner's office in Chicago estimates that as many as 200 automotive companies are now looking into Mexican opportunities.

"We don't know where the limit is, frankly," admits Ford's Scheele. But Ford and its competitors are eager to find out.

- Ford recently announced plans to spend $700 million to double the capacity of an engine factory in Chihuahua that will mean exports of about 500,000 engines a year to U.S. plants. That follows the $750 million Ford spent to expand its Ford Escort/Mercury Tracer plant in Hermosillo last year. All of that plant's annual capacity of 170,000 cars are targeted at the United States. The company has invested almost $2.75 billion in Mexico in the past 10 years.
- Volkswagen closed its only U.S. assembly plant two years ago and has since declared Mexico its North American production base. It is currently spending about $500 million at its Puebla complex to expand production capacity enough to supply its entire Mexican market and the United States and Canada with Golfs and Jettas.

Locally produced VW Beetles — the best-selling car in Mexico — retail for a mere $5,000. VW maintains an industry-leading 38 percent share of Mexico's car and truck market, and is expanding from a capacity of 57,000 three years ago to more than 300,000 by 1992. Half could be exported.

- Nissan is spending $1 billion on a new plant in Aguascalientes set to open in 1992. It will initially build 120,000 Sentras annually for Mexico, Canada, Latin America and probably the United States. Nissan also has enhanced its Cuernavaca engine plant to export truck engines into its U.S. assembly plant.
- Chrysler Corp. has produced vehicles in Mexico since the 1940s, and last year built 73,080 cars and trucks for export to the United States. The company declined to discuss its outlook for the market, saying it is "too sensitive of an issue right now."
- General Motors built 40,003 cars for export to the United States last year. In addition, the company now operates 26 component plants in the country.



AUTOMOTIVE NEWS / MARTHA GRATTAN

Caution is watchword

Officials from the Big 3 are reluctant to appear eager over Mexico, largely because of their sensitive relationship with organized labor in the United States and Canada.

Creating jobs in Mexico is fine, points out Stephen Beckman, international economist with the UAW. Moving jobs from the United States is a problem.

GM spent much of 1990 under a cloud created by the movie *Roger & Me*, which chastised the corporation for pulling production out of Flint, Mich., and moving factories to Mexico in the 1980s.

The politics that will be involved if the Big 3 begin adding production in Mexico now, while North America is still glutted with underutilized factories and laid-off UAW members, could be costly for the carmakers. Such tensions are already holding up trade talks in Washington.

Political pressures

The Bush administration wants "fast-track" authority to negotiate the free-trade agreement with Mexico and Canada. That move would effectively prevent Congress from tinkering with a proposed treaty and is now under political fire on various fronts.

President George Bush and Mexican President Carlos Salinas de Gortari would like an agreement by year's end.

The UAW — believing it has already lost 75,000 jobs to Mexico and stands to lose many more — would like to stop the whole Mexican fiesta.

The Canadian Auto Workers also have decried the proposed free-trade agreement, regardless of whether it includes Canada or not.

But a new study published by the Washington-based U.S. Council of the Mexico-U.S. Business Committee disputes the idea that U.S. and Canadian plants will shut down and be replaced by Mexican factories. The study suggests that a free-trade deal could create at least as 400,000 jobs in the United States during its first five to six years. Further, the new arrangement would spur investment of at least $25 billion initially, with some $18 billion of that returning as new sales for U.S. firms, according to the organization.

MIT's Womack contends that increased Mexican production by the Big 3 would actually benefit organized labor north of the border. Under a free-trade agreement, the Big 3 would most likely use Mexico as a stage for building its own low-end cars again, predicts Womack. Those low-end cars already are largely produced outside the United States by the Big 3's Asian partners, but with no role for American union members.

"Those are the cars that would most likely go to Mexico," Womack reasons. "And who would benefit? It would be the U.S. and Canadian component manufacturers who would begin supplying them. It would be the Big 3, who would reclaim that segment of the market. It would be the UAW, who would see more profits pumped into the more expensive car lines that they build."

Other world producers could also find Mexico attractive in the 1990s. Daihatsu Motors Ltd., a Japanese carmaker that has been limited by the Japanese government from increasing its U.S. exports, has been longing for a North American assembly plant. Korea's Daewoo Motor Co. Ltd. also recently announced that it wants to build a North American manufacturing base.

No signs yet

Why, if manufacturing is potentially so cheap in Mexico, haven't the Big 3's Mexican-made vehicles already swamped the United States?

Labor costs are not the only factor to consider. Labor typically represents less than 20 percent of a car's total production expense. Slashing that cost would give assemblers an edge in the market, as would further savings from Mexican-made subcomponents. Research from MIT's International Motor Vehicle Program indicates that it costs GM $625 less to deliver a Celebrity, which had been made in Mexico, to U.S. dealers than one from its Oklahoma City plant. But the cost benefits so far haven't translated into radical showroom price cuts.

Womack offers another answer. The Big 3 are seeing only modest benefits from their Mexican imports, he contends, because they have only partially embraced a Mexican production strategy. Given the new freedom of a free-trade agreement, he predicts, they will eventually have to adopt a fully integrated Mexican production strategy to remain competitive in the U.S. market.

"It isn't going to work as long as Ford just builds some Escorts in Mexico for the U.S. market, and

String of five government decrees steers industry down bumpy road

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — The Mexican auto industry's development since Ford Motor Co. established the first assembly plant in Mexico nearly 60 years ago has been erratic.

In August 1962, in the first of five government decrees that have controlled the industry for 29 years, Mexico announced that within two years 60 percent of all vehicles sold in Mexico had to be fitted with components supplied by Mexican-based manufacturers. Imported engines for passenger cars and trucks were banned in September 1964.

The result was what the government wanted: a mass exodus of a wide variety of companies such as Volvo, Austin, Peugeot and Fiat. Mexico was left with Ford, General Motors and Chrysler. The last two had set up plants about a decade after Ford opened its first Mexican plant in 1932.

The Big 3 were eventually joined by Nissan, Volkswagen, Renault, American Motors and Borgward, which had been bought by the Ramirez Group of Monterrey in northern Mexico with some help from the Mexican government.

Borgward survived for only a few years. By 1986, American Motors and Renault were gone, too.

A second government decree, in October 1972, mandated that components manufactured by the Mexican parts industry be used in all Mexican-made vehicles, on condition they cost no more than 25 percent more than imported parts.

After an inconsequential 1977 decree, a 1983 decree restricted each manufacturer to three lines of passenger cars and seven models in the 1984 model year, two lines and five models in 1985 and 1986 and one line with five models in 1987.

The restrictions were removed in the fifth and most recent decree, published in December 1989. For the first time in three decades, Mexico was opened to imports of new vehicles.

For every dollar's worth of imports, automakers already established in Mexico must export $2.50 worth. The export requirement will drop to $2 for every dollar in the 1992 and 1993 model years and to $1.75 per dollar in the 1994 model year.

It had been assumed that the market would be open after that. But in its 1990 annual report, the Mexican Automotive Industry Association said it would be wrong to draw such a conclusion. The situation is still unclear.

The makers have an import quota not exceeding 15 percent of domestic market sales in the 1991 and 1992 model years and 20 percent in 1993.

With $4 billion slated for investment in building and expanding auto plants in the next few years, Mexico's importance as an automotive center is growing. But that promise would have been unimaginable less than a decade ago.

In 1981, the industry produced a record 597,118 vehicles, almost all for the domestic market.

A year later, peso devaluations were the order of the day, and the nationalization of the banking system killed investor confidence. By 1983, production had fallen to less than half the 1981 total.

Seeds of a turnaround were sewn in the second half of the decade when Mexico began to renegotiate its debt and the country joined the General Agreement on Tariffs and Trade.

All work, little pay

At VW Mexico, an autoworker's life can mean no car, no phone, no soccer

By Stephen Downer
STAFF CORRESPONDENT

PUEBLA, Mexico — Like most of the 17,000 hourly workers at the giant Volkswagen assembly plant here, Jose Gomez Moctezuma rides one of the company's buses to work. He does not own a car.

He is single and lives rent-free with his parents, three brothers and a sister in the Colonia Pino Suarez, a working, middle-class area of Puebla, his native city.

"If I had to pay rent, I would find it difficult to survive," he says.

He is 33, but the face behind the thick, green-tinted spectacles is that of a man 10 years older. He is the only member of his family employed by the German company.

For 12 years, ever since he joined Volkswagen, he has worked in the Type 2 vehicle body shop. Today, he's a solderer on the van-like vehicles.

He rises at 4:45 every weekday morning. After dressing and eating breakfast, he makes his way to the bus pick-up point. He works from 6 a.m. until 3 p.m., with a 30 minute-lunch break. Several unofficial breaks, "arranged with mates," help relieve the monotony.

He should finish at 2 p.m., but he works the extra hour to avoid weekend work. Obviously cultured, Gomez took up landscape painting three years ago as a form of therapeutic relief from the strain of his work. "It has helped me a lot," he says.

Gomez appears to dislike his job intensely. He grimaced, sighed deeply and made a negative sign with one hand when asked if he was happy.

"It's very hard. There's a lot of wear and tear on your body, hearing and sight. You're under tremendous stress all day."

Gomez nets $84 a week.

"We're exploited here," he says. "An American auto worker earns more and receives better benefits. Here, we use rudimentary tools. The company gets richer by the day, but our wages seem to shrink."

> An American auto worker earns more and receives better benefits. Here, we use rudimentary tools. The company gets richer by the day, but our wages seem to shrink.
>
> **Jose Gomez Moctezuma**
> VW factory worker

Wage increases during the past five years have averaged 15 to 20 percent a year. "But they always are below inflation," he says. "In Germany, plant workers and their wives own their own cars. They have the chance to study. Here, there's nothing like that."

Gomez is a member of one of the Mexican automotive industry's most pugnacious unions, the independent union of Volkswagen workers. In 1987, the union paralyzed the plant for 57 days in support of a 100 percent wage demand. It settled for 78 percent.

The union is different from most others in the industry because it is outside the Confederation of Mexican Workers, an arm of the ruling Institutional Revolutionary Party that has governed Mexico for 60 years.

Gomez is one of the highest paid hourly workers at the VW plant. His basic daily rate is about $15 for eight hours work. Newcomers start at $8 a day.

Several years ago, the union's directorate agreed to a restriction that would be unacceptable in many countries: After three years in office, directorate members must resign and leave the company. The result is a lack of continuity. The directorate also is open to suspicions of bribery and corruption because of its brief hold on power.

The union is highly commercial. It collects weekly dues and controls the 40 hectares (198 acres) on which the Volkswagen housing estate stands. It also arranges low-cost government credit for union members who wish to buy property there. Workers have the right to do so after a year's service with the company.

But the union does not appear interested in egalitarianism, or at least it tolerates an absence of it on the estate, which straddles the Mexico City-Veracruz highway.

On the south side of the road, 700 new condominiums with beige and brown facades impart an air of respectability that accentuates the shabbiness of the 500 terraced houses on the north side.

Average hourly compensation of automotive industry workers

Country	1981	1983	1986	1988	1989
United States	$16.94	$16.23	$19.97	$21.11	$21.51
Canada	11.58	12.65	13.38	16.56	17.74
Japan	7.61	7.83	11.80	16.36	15.65
Korea	1.40	1.68	2.00	3.41	4.92
Mexico	5.27	2.61	2.03	2.67	3.12*

*Estimate
Source: Mexican Automotive Industry Association, MVMA, Department of Commerce

AUTOMOTIVE NEWS / DAVID L. BURHANS

The south has a new kindergarten, play areas, a primary school and a technical secondary college. The north is dusty and neglected and on the verge of becoming a slum some 20 years after it was built. It is already a graveyard for unwanted Beetles.

Javier Huerta Garcia, 41, lives on the south side with his wife and six children. He started work at the plant 18 years ago as a floor washer and dishwasher. Today, he's a waiter in the executive area.

"I like my work. I've learned a lot," he says. "You meet all kinds of people — Japanese, Englishmen, Italians."

He is on the same wage scale as Gomez, but said he earns more as a waiter at private parties and receptions than he does at the plant. "My VW wage is not enough," he says.

He owns a 1982 Beetle and spends about $3,400 a year on schooling for his four children who still go to school. "I have all the basics. I'm not complaining."

Ramon Zurita Matamoros, 31, has worked at the plant for 13 years, most of the time as an engine machinist.

His basic wage is the same as that of the other two but, with a wife and three children to support, he finds it difficult to make ends meet. He works weekends to earn an extra $33 a week.

"I used to like soccer, but I don't have time to play now, what with all my work and union responsibilities," he says. Zurita is a union section delegate.

He does not own a car and has no telephone in his house, which is a 45-minute company bus ride from the plant.

"I like my work," Zurita says. "I try to do my job well, and we deserve more money. I'm always urging my colleagues to work better so we can justifiably argue for better wages and benefits."

Housing for VW plant workers is a study in contrasts. A 20-year-old section of primitive houses, left, has become a graveyard for abandoned Beetles, while across the highway, right, stands modern apartment buildings. Both estates are owned by the workers' union.

continues building most of its content in the United States," Womack argues, referring to the Mexican Escort's 78-percent North American content level. "When Mexico will become a powerful production base for the automakers is when they do it in total — cars, parts, raw material. Otherwise, they'll keep paying a lot of money on transportation, infrastructure and other costs that still reflect U.S. economics."

Trade barrier beefs

Another problem that continues to hamper U.S.-Mexican auto trade is the existing system of trade barriers. Although liberalized last November, Mexican law effectively requires importers to chose between importing cars or importing parts to build cars for export. Regulations require a company to export $2.50 in value for every $1 in value it imports; it drops to $2 for every $1 next year.

VW has no U.S. cars to import into Mexico. But Ford, GM, Chrysler and Nissan do, and must choose between importing parts into Mexico to build cars, or importing cars into Mexico to sell.

Given the current sluggish U.S. market, there is little incentive to ship more U.S.-made parts into Mexico because they would have to go into cars that would be exported, and U.S. car sales are too slow to warrant it. Additionally, Mexico imposes a 20 percent tariff on imported vehicles and 10 percent on imported parts.

"The real opportunity here is to support the growing domestic market, rather than exporting cars to the United States," offers Ford's Scheele. "Why would you want to put in new capacity to serve a market that's already glutted, as the U.S. market is?"

But with Detroit operating with most of its Mexico-directed assembly on one side of the border and its componentry on the other, it remains hamstrung in tapping new Mexican sales.

"I'd like to see the United States and Mexico pass a very liberal trade agreement," says Jerry Benefield, president and chief executive officer of Nissan's U.S. manufacturing operations. "U.S. industry could do a lot for Mexico if we could invest more freely. As it is now, doing business in Mexico is difficult because of having to work out all the trade requirements to import all the parts and materials you need."

Forging a trade pact

Industry trade groups have been confident that a free-trade deal will pass. But the deal is far from done, notes one U.S. Ford official. U.S. negotiators currently are bogged down in the international discussions of the Uruguay Round of the General Agreement on Tariffs and Trade, which was expected to conclude before now. A shortage of manpower among Washington's trade and commerce offices could sidetrack the free-trade negotiations. Bush has asked for — but not received — a two-year extension in the Mexican discussions.

Meanwhile, Congress has challenged Bush's fast-track request over issues ranging from labor to the environment to whether Prairie-state farmers will get to sell corn to Mexico's consumers. The White House maintains that it still hopes to conclude a treaty by December — a hope that is becoming increasingly unlikely.

Industry: Free-trade pact must limit use of off-shore parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

North American auto industry groups are largely in favor of a free-trade agreement between the United States, Canada and Mexico.

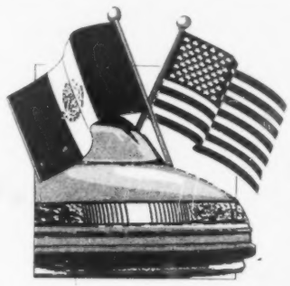
But some industry officials are concerned that if trade barriers are lifted on Mexican-made cars and parts, Japanese and European carmakers could assemble U.S.-bound products in Mexico using mainly off-shore parts.

Car makers and trade associations are urging tough "rules of origin" that would require a vehicle to contain a high percentage of North American-made parts in order to qualify for the duty-free privilege.

Volkswagen de Mexico built 45,993 cars for export to the United States and Canada last year. And Nissan Mexicana has begun shipping cars to Canada and has plans to export to the United States. Honda Motor Co. Ltd. now exports replacement body panels from Mexico. But the advent of a free-trade agreement is expected to unleash billions more in new plant investments.

"We're in favor of an agreement, but it has to contain strong rule-of-origin language," states Chris Bates, director of policy analysis for the Motor and Equipment Manufacturers Association, an 800-member parts trade group.

U.S. parts makers have lost some $10 billion in annual business with the erosion of Big 3 market share over the past decade. While a free-trade pact with Mexico is seen by many as a path toward restoring Big 3 competitiveness — and with it, Big 3 supplier competitiveness — the treaty also threatens to attract additional Japanese car production to the continent.



"Somebody is going to invest in Mexico under a free-trade agreement," comments James Womack, a professor with the Massachusetts Institute of Technology's Center for International Studies. "My only fear is that the Big 3 no longer seem to have the cash to do it."

No formal treaty has been proposed yet, but it could be modeled closely after the U.S.-Canadian Free Trade Agreement of 1989. That treaty knocks down tariffs between the two countries, eliminates restrictions on foreign ownership of business, and essentially allows a corporation from one nation to operate freely in the other.

A precursor to the free-trade deal has governed automotive trade between the United States and Canada since 1965. That deal, known as the U.S.-Canada Auto Pact, requires carmakers to have at least 50 percent North American content for duty-free benefits.

Mexico's existing restrictions are tougher than those that existed between Canada and the United States prior to the 1989 free-trade agreement. A foreign firm can own only 49 percent of a Mexican joint venture. Foreign firms also must export $2.50 worth of goods for every $1 in goods they import.

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Three views on free trade:

Seiroku Ochi, commercial director, Nissan Mexicana:

"In Japan, we lack a (large) work force, land and many things. If Japan is to continue to grow in the automotive industry, it must grow outside the country.

"Our worry is that the United States may not be quite willing to give a very good chance to foreign capital. So if Mexico turns just to the United States, no other Japanese company would be interested.

"The treaty must make provisions for German and Japanese companies to come here. They must receive similar treatment to Mexican and American companies. But we doubt that. It is not what the Americans are seeking."

Dietrich Aufenacker, executive commercial director, Volkswagen de Mexico:

A possible free-trade deal "is a huge opportunity, especially for the Mexican car industry, because it will be opening the domestic market to (Canada and the United States.)

Aufenacker: huge opportunity

"The international automotive industry has to see what kinds of cars it should produce in Mexico. I think it would be more worthwhile to produce entry-level cars in Mexico rather than luxury cars, due to Mexico's labor costs.

"The customer will benefit by getting cheaper cars. This practically confirms that VW's policy of using the Mexican plant as the production site for the North American markets is the correct one."

Cesar Flores, president, Mexican Automotive Industry Association:

"We are making a very careful analysis of the situation because we think that the free-trade agreement could be beneficial. We are trying to see what the advantages and disadvantages are. It is not easy for us because we have North American, European and Japanese companies here."

Flores: careful analysis

MEXICO'S EXPORT PRODUCTION

	To USA	To Canada	To other	Total
Chrysler*	**73,080**	**2,524**	**120**	**75,724**
Acclaim	8,311	0	14	8,325
Shadow	4,549	39	7	4,595
Spirit	8,338	0	14	8,352
LeBaron	32,224	1,529	53	33,806
D-150 truck	19,658	956	32	20,646
Ford	**88,604**	**0**	**0**	**88,604**
Escort	40,902	0	0	40,902
Tracer	47,702	0	0	47,702
Volkswagen*	**35,594**	**10,399**	**244**	**45,993**
Jetta	13,144	3,840	90	17,074
Golf	22,382	6,539	154	29,075
Other	68	20	0	88
General Motors	**40,993**	**0**	**0**	**40,993**
Century	40,993	0	0	40,993
Nissan	**0**	**156**	**25,145**	**25,301**
Tsuru (Sentra)	0	156	18,581	18,737
Trucks, vans	0	0	6,564	6,564
Totals	**238,271**	**13,079**	**25,509**	**276,737**

*Subtotals for individual models are Automotive News estimates.
Source: Mexican Automotive Industry Association.

Battle lines drawn over free-trade agreement

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Wages, labor rights and the environment are threatening to run the proposed U.S.-Mexico free trade agreement aground.

A growing force in Congress is questioning the Bush administration's call for "fast-track" authority to negotiate a free-trade deal by December.

Rep. John Dingell, D-Mich., has warned the administration that the negotiations must address methods of correcting the lopsided wage differential between the two countries. Unionized auto plants in Mexico paid workers an average of $3.12 an hour in wages and benefits in 1989, compared with average compensation at UAW-organized plants in the United States of $21.51 an hour.

Issues ranging from whether Mexico is willing to protect union-organizing efforts to whether U.S. farmers will have the right to sell corn in the Mexican interior are pitting some House and Senate members against the pact.

Opponents have also voiced concerns that Mexico's pollution laws must be toughened before a torrent of new industrial investment is let loose. A study recently undertaken by KPMG Peat Marwick predicts that as much as $25 billion in new investment could go to Mexico as a result of a free-trade deal.

While manufacturers see the proposed open border as a source of new exports and cheap imports, union forces in the United States and Canada consider it a threat to jobs and future plant investment.

The UAW believes that free trade will lure thousands of automotive jobs to Mexico. The union estimates that Mexican plants — mostly low-wage "macquiladora" parts plants along the Texas and California borders — have already cost the U.S. industry 75,000 jobs.

Proponents contend that Mexico could be a shot in the arm for all North American industry.

"Will free trade cause more industry to move to Mexico? Yes, it will," predicts Harley Shaiken, professor of labor and technology at the University of California's Center for U.S.-Mexican Studies in San Diego. "Will the continent shift and all production slide into Mexico? Of course not. Politics, among other things, will prevent that."

At the same time, Shaiken believes a free-trade agreement will eventually push average Mexican wages up and U.S. wages down.

Shaiken's studies of Mexican productivity indicate that Mexican plants are highly qualified for more than the usual labor-intensive functions that industry has relocated there so far. "According to our research, the high-tech firms that have gambled and set up in Mexico have often found the quality exceeds that of the United States and equals Japan," he notes.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Mar. 11-20 1991	Mar. 11-20 1990
ACURA (Imp.)	**4,029**	**3,279**
ALFA ROMEO (Imp.)*	**80**	**80**
ASTON MARTIN (Imp.)*	**2**	**2**
AUDI (Imp.)*	**262**	**677**
BMW (Imp.)*	**1,010**	**1,637**
Domestic car*	3,570	4,010
Imported car*	26	133
Domestic truck*	154	71
Chrysler Division*	**3,750**	**4,214**
Domestic car*	10,290	7,811
Imported car*	738	527
Domestic truck*	11,396	11,602
Imported truck*	98	452
Dodge*	**22,522**	**20,392**
Domestic car*	1,050	801
Imported car*	146	465
Eagle*	**1,196**	**1,266**
Domestic truck*	4,830	5,160
Jeep*	**4,830**	**5,160**
Domestic car*	6,090	5,486
Imported car*	258	522
Domestic truck*	4,620	3,366
Plymouth*	**10,968**	**9,374**
Domestic car*	21,000	18,108
Imported car*	1,167	1,646
Domestic truck*	21,000	20,199
Imported truck*	98	452
CHRYSLER CORP.*	**43,265**	**40,405**
Imported car*	128	366
Imported truck*	78	145
DAIHATSU*	**206**	**511**
FERRARI (Imp.)*	**24**	**24**
Domestic car	33,858	34,552
Imported car	1,169	1,638
Domestic truck	33,804	38,481
Ford Division	**68,831**	**74,671**
Domestic car	5,552	7,426
Lincoln	**5,552**	**7,426**
Domestic car	8,040	9,345
Imported car	2,350	621
Mercury	**10,390**	**9,966**
Domestic car	47,450	51,323
Imported car	3,519	2,259
Domestic truck	33,804	38,481
FORD	**84,773**	**92,063**
Domestic car	15,746	13,479
Buick	**15,746**	**13,479**
Domestic car	5,121	7,050
Cadillac	**5,121**	**7,050**
Domestic car	32,303	34,405
Imported car	2,042	4,087
Domestic truck	42,559	43,138
Imported truck	1	39
Chevrolet	**76,905**	**81,669**
Domestic car	13,668	14,450
Domestic truck	722	421
Oldsmobile	**14,390**	**14,871**
Domestic car	14,969	13,356
Imported car	871	583
Domestic truck	589	553
Pontiac	**16,429**	**14,492**
Domestic car	1,208	0
Saturn	**1,208**	**0**
Domestic car	83,015	82,740
Imported car	2,913	4,670
Domestic truck	43,870	44,112
Imported truck	1	39
GENERAL MOTORS	**129,799**	**131,561**

	Mar. 11-20 1991	Mar. 11-20 1990
Domestic car	11,205	9,808
Imported car	5,459	3,059
HONDA	**16,664**	**12,687**
Imported car*	2,643	3,594
HYUNDAI*†	**2,643**	**3,594**
INFINITI (Imp.)*	**572**	**465**
Imported car*	201	121
Domestic truck	1,057	130
Imported truck*	2,046	3,481
ISUZU*	**3,303**	**3,732**
JAGUAR (Imp.)*	**170**	**524**
LAMBORGHINI (Imp.)*	**4**	**4**
LEXUS (Imp.)	**1,234**	**1,276**
LOTUS (Imp.)*	**8**	**8**
MASERATI (Imp.)*	**6**	**6**
Domestic car	3,176	2,593
Imported car*	2,631	4,650
Domestic truck	265	0
Imported truck*	2,113	2,991
MAZDA*	**8,184**	**10,235**
MERCEDES-BENZ (Imp.)*	**1,194**	**2,067**
Domestic car	1,451	1,268
Imported car*	2,927	2,660
Imported truck*	1,148	1,093
MITSUBISHI*	**5,527**	**5,021**
Domestic car	3,739	2,515
Imported car*	4,614	9,783
Domestic truck	3,421	3,822
Imported truck*	3,392	5,825
NISSAN*	**15,166**	**21,945**
PEUGEOT (Imp.)*	**95**	**144**
PORSCHE (Imp.)*	**97**	**282**
RANGE ROVER (Imp.)*	**61**	**108**
ROLLS/BENTLEY (Imp.)*	**30**	**30**
SAAB (Imp.)*	**543**	**683**
STERLING (Imp.)*	**63**	**122**
Domestic car	1,363	46
Imported car*	1,568	3,392
SUBARU*	**2,931**	**3,438**
Domestic car	44	0
Imported car	114	143
Domestic truck	196	0
Imported truck	377	480
SUZUKI	**731**	**623**
Domestic car	7,510	8,580
Imported car	9,313	9,496
Imported truck	6,695	6,104
TOYOTA	**23,518**	**24,180**
Imported car*	2,260	3,910
Imported truck*	113	198
VOLKSWAGEN*	**2,373**	**4,107**
VOLVO*†	**1,718**	**2,180**
YUGO (Imp.)*	**74**	**171**
Domestic car	**179,953**	**176,981**
Imported car	**50,670**	**63,407**
TOTAL CAR	**230,623**	**240,388**
Domestic truck	**103,613**	**106,744**
Imported truck	**16,121**	**20,917**
TOTAL TRUCK	**119,734**	**127,661**
TOTAL CAR & TRK	**350,357**	**368,048**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 8 last year.

Chrysler willing to sell off units

Cash from non-essential operations could fund new products

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — For-sale signs are cropping up throughout Chrysler Corp. in areas not essential to vehicle making.

As the company struggles to reach a $3 billion cost-cutting target in the midst of a recession, it is trying to shed a number of minor, non-essential operations, according to published reports.

These include several small pieces of Acustar Inc., Chrysler's parts-making subsidiary.

Chrysler also is reportedly willing to reduce its stake in New Venture Gear, a historic joint venture with General Motors. New Venture Gear, formed in 1989, produces manual transmissions and transfer cases. Acustar reportedly is trying to cut its share of New Venture Gear from 64 percent to 49 percent.

Also reportedly on the block are Acustar's Sandusky Plastic Products Corp. in Sandusky, Ohio; the Etobicoke Casting Division in Toronto, and Perth Metals Industries Division in Stratford, Ontario.

Sandusky Plastic Products employs about 250 people and makes automotive and marine vinyl seating. Etobicoke Casting employs about 430 and makes engine components. Perth Metals employs about 100 and makes automotive and non-automotive powdered metal products.

Chrysler called possible sale of the units "rumor and speculation" and declined comment.

But in its annual report, issued last week, Chrysler stated its willingness to pare down operations to generate cash.

The company said it intends to spend $16.40 billion from 1991 through 1995 for new products and plant modernization. Of the $16.40 billion, $9.32 billion will be spent to produce a new line of mid-sized cars, code-named LH, and a new sport-utility, code-named ZJ, which are to bow in 1992. Chrysler said it will fund the program through cash reserves and continuing operations.

"If required, however, such sources could be supplemented by cash generated from other financing actions including the sale of assets not related to Chrysler's core automotive operations," the annual report said. "In the current economic environment, however, no assurance can be given that Chrysler will be able to complete such sales satisfactorily."

> Chrysler plans to fully fund its pension obligations, substantially with funds generated from operations over the next eight years. Such contributions may be delayed or temporarily curtailed if immediate liquidity needs dictate.
>
> Chrysler annual report

Chrysler has already confirmed that it is willing to sell a minority interest of more than 25 percent or a controlling interest in Chrysler Financial Corp., its financial subsidiary.

It has declined comment on reports that it is also trying to reduce its ownership in Diamond-Star Motors Corp., a 50-50 joint venture car-making partnership with Mitsubishi Motors Corp. in Normal, Ill.

In the annual report, Chrysler also said that its unfunded pension liability rose 32 percent, from $2.75 billion in 1989 to $3.62 billion in 1990. The company said the increase was due primarily to benefit improvements contained in the UAW labor contract signed last fall and a decline in the value of pension fund assets.

"Chrysler plans to fully fund its pension obligations, substantially with funds generated from operations over the next eight years," the annual report said. "Such contributions may be delayed or temporarily curtailed if immediate liquidity needs dictate."

Chrysler moved recently to ensure its access to cash when it reached an agreement with a consortium of 38 banks, which reorganized the company's lines of credit.

Under the agreement, Chrysler's credit line is cut from $2.64 billion to $1.75 billion, but the borrowing terms are less restrictive.

A significant new provision of the agreement requires Chrysler to use 11 domestic manufacturing facilities and other unspecified assets as collateral if the company borrows more than $500 million. The company has not borrowed under the previous line of credit.

Chrysler said in its annual report that it had $3.36 billion in cash on Dec. 31, 1990, including $576 million held by Chrysler Financial. But Chrysler Chairman Lee Iacocca indicated recently that first-quarter operations siphoned off a significant amount of that reserve.

SALES

FROM PAGE 3

dipped 20.1 percent, and trucks fell 22.9 percent.

After the end of the Persian Gulf war in late February, consumer confidence improved in March.

The Conference Board in New York said its consumer confidence index jumped to 81.0 in March from 59.4 in February, a record one-month gain. The index was 101.7 last July, just before the deployment of Operation Desert Shield.

The survey uses attitudes in 1985 as a 100-point baseline.

But the percentage of respondents who plan to buy a car within six months declined from 7.5 percent in February to 6.7 percent in March. Last July, 8.8 percent of the 5,000 households surveyed said they planned to buy a car within six months.

Loren C. Scott, an economics professor at Louisiana State University, said the overall improvement in consumer confidence was good news for the auto industry.

"When people are worried about losing their jobs, or if they've lost their job, the first thing that gets postponed is durable goods like cars, furniture and houses," Scott said. He stuck with an earlier forecast that the U.S. economy should begin to improve in the second quarter of the year.

In mid-March, Ford Motor Co. sales were down 7.9 percent — 4.9 percent for cars and 12.2 percent for trucks. General Motors overall sales fell 1.3 percent to 129,799, but Pontiac and Buick showed gains.

American Honda Motor Co., which sweetened its dealer incentives on Honda cars after sales fell in February, saw big increases in its Honda and Acura sales. Acura was up 22.9 percent for the month, and Honda rose 29.5 percent.

Sales slipped for Toyota Motor Sales U.S.A. Inc. Toyota-brand cars and trucks were off 2.7 percent, and Lexus fell 3.3 percent.

EUROPE

FROM PAGE 6

noted that Japanese component makers also scored higher on labor productivity, quality, stock turnover, design and development productivity, faster delivery and design and development cycles, more variety and, in many cases, lower product cost.

It found that the European industry's technology level "seemed adequate." At the same time, it cautioned that new technology is not being fitted into cars quickly enough.

"Rapid new product development will be one of the most important competitive weapons in the automotive industry in the 1990s," the report said. "It will be critical for European producers . . . to improve their performance along this critical dimension of competition."

The report also found dramatic differences in the way the industries are organized. While Japanese relationships between suppliers and carmakers are based on trust and cooperation, the report noted, European and North American relationships are adversarial.

The study also called for a sharp consolidation in the number of suppliers used by European carmakers. European carmakers use 800 to 2,000 direct suppliers apiece, it noted, but Japanese producers typically rely on 160 to 300.

The report followed comments last week by Susuma Miyata, managing director of Nissan Motor Co.'s new European Technology Centre in Britain, that European suppliers are still not producing to Japanese standards of quality and reliability.

According to Miyata, European standards of quality could be raised to Japanese levels "only gradually."

He also cautioned that the speed with which European suppliers design and develop components must be improved if they are to keep up with Nissan's plans to design and develop a new car every 30 months.

Nissan spent some $600 million buying parts from 177 suppliers in Europe last year. It has said it plans to increase that to about $1 billion annually with the introduction next year of a new Micra class car to be built alongside the Primera at Nissan's factory near Sunderland in northeast England.

RESEARCH

FROM PAGE 6

environmental issues related to the automotive industry," said Joseph M. Norbeck, first chairman of the partnership's management committee. He is manager of the chemistry department for Ford's research staff.

"The important benefit is to be able to respond on long-term research," he said. "We're all resource limited, and this should provide an opportunity to tackle these environmental issues as efficiently as possible."

Norbeck said all the partners have areas of expertise in which they have concentrated. For example, Ford has a very advanced "atmospheric chemistry group" and GM has concentrated on "long-term health effects."

The partnership's goals are to work closely with the EPA, the California Air Resources Board and other government agencies. The partnership will coordinate efforts with leading universities and government research centers.

Signing the agreement were Francois J. Castaing, vice president of vehicle engineering at Chrysler; John P. MacTague, vice president of technical affairs at Ford; Gary W. Dickinson, vice president in charge of the Technical Staffs Group at GM; and James C. McCandless, vice president of engineering at Navistar's Engine and Foundry Division.

Under the National Cooperative Research Act, the U.S. Justice Department's Antitrust Division and the Federal Trade Commission have been notified.

Saturn's second shift won't be like others'

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SPRING HILL, Tenn. — When the Saturn Corp. plant inaugurates its second shift within the next few months, it will represent yet another innovation for the fledgling auto company.

Saturn, which last fall unveiled a car containing 54 patented inventions from a factory that prides itself on doing things differently, will add its work rules and shift-rotation policies to that list.

Rather than use one day shift and one evening shift, as other auto plants do, the Tennessee operation has designated an "A" shift and a "B" shift.

Saturn will rotate its entire work force from days to nights on a weekly basis, giving each group an opportunity to work both schedules.

Robert Boruff, Saturn's vice president of manufacturing, said that workers from both shifts are already in the plant, working simultaneously.

That arrangement will enable the company to start second-shift production virtually overnight, he said.

Plants normally hire a separate group of workers for a second shift and slowly phase in the shift over several weeks.

"Doing it this way will enable us to increase our production time in one step, virtually between a Friday afternoon when we go home and Monday morning when we start up again," Boruff said.

Boruff and Michael Bennett, president of Saturn's UAW Local 1853, said that while the launch is envisioned for late spring, the company has not yet chosen the date to begin.

Mechanical problems at the $1.9 billion factory resulted in a slow startup last fall, causing dealers to open stores with scant inventory.

Boruff said that those early problems "are behind us." He said the company is looking for a sign from the automobile market on when to increase production and start a second shift.

The company halted its hiring drive last month with about 4,000 plant workers. A Saturn spokeswoman said that number is adequate to begin two-shift production.

Bennett said the decision to rotate shifts is the result of five years of study on the ideal work schedule. Saturn's manufacturing employees work four 10-hour days per week.

The rotating, four-day schedules will result in less on-the-job boredom, more leisure time and greater job security, Bennett said. Second shifts are traditionally more prone to layoffs.

Bennett said market demand for the new car will be the key factor in expanding production. Saturn will add more than 30 dealers this spring, starting this week, bringing the total to about 100.

"We're not going to ignore the economic climate out there," Boruff said, referring to the current industrywide slump in auto sales.

The higher-end Saturn coupes now comprise about 25 percent of the plant's weekly output of 910 cars.

The lack of coupes in Saturn's first months left most dealers with only one or two sample models in their showrooms.

Boruff said the supply problems that limited the plant's output of automatic transmissions have also been solved, and Saturn is now turning out manual and automatic-transmission versions of the cars as dealers order them.

> "Doing it this way will enable us to increase our production time in one step, virtually between a Friday afternoon when we go home and Monday morning when we start up again."
>
> **Robert Boruff**
> Saturn vice president of manufacturing

Previa, Galant, Century fall short in 35-mph crash

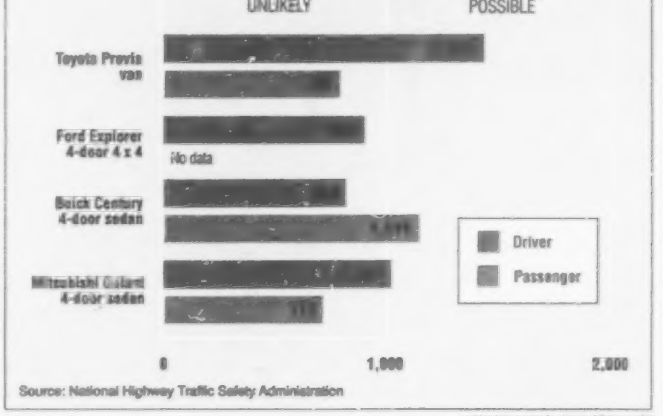
By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Three vehicles have scored in the "possible" head-injury range in the National Highway Traffic Safety Administration's latest 35-mph crashes.

The Toyota Previa and Mitsubishi Galant had driver-side scores above 1,000, and the Buick Century sedan had a passenger-side score above 1,000. The Ford Explorer posted a driver-side score of 903. NHTSA says that score indicates head injury is "unlikely." There was no score for the Explorer's passenger side because of testing problems. None of the vehicles have air bags.

With the release of its 1991 crash scores, NHTSA has changed its labels for the likelihood of injury. The agency now says only that injury is unlikely below 1,000 and possible above that. Previously, scores under 750 indicated injury was "unlikely," scores of 750 to 1,250 showed that injury was "possible" and scores above 1,250 indicated that injury was "likely."

The spokesman said NHTSA Administrator Jerry R. Curry changed the categories so each reflects the thresholds used in the government's occupant-protection standards. Cars comply with U.S. safety rules if occupant scores are under 1,000 in 30-mph tests.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

Saturn, like Toyota, asks public for ad help

By Raymond Serafin and Cleveland Horton
CRAIN NEWS SERVICE

Advertisers constantly ask consumers to evaluate their ad copy. Saturn Corp., like Toyota Motor Sales U.S.A. Inc., has taken the concept a step further by advertising for consumer help to create future ads.

On Feb. 25, Saturn began airing two lighthearted 60-second radio spots in seven markets, asking listeners to call an 800 number to nominate a spokesman for its commercials. More than 3,000 people called the first week, with most callers nominating themselves, said Thomas Shaver, Saturn's director of marketing services.

Hal Riney & Partners of San Francisco, which handles Saturn's national and regional dealer group advertising, has prepared a follow-up spot that was expected to break last week, responding to the large number of callers who thought they would be perfect for the job.

"The campaign itself is kind of evolving," said Walter Smith, Riney vice president and management supervisor. He said a goal is to establish a "continuing dialogue" with customers and prospects.

> The Saturn and Toyota campaigns underscore the importance automakers place on developing the kind of personal customer relationship that can help nurture long-term brand loyalty.

Toyota went to the public for advertising ideas for its Previa minivan, with a print ad titled "Write our next Previa ad."

The ad featured accolades from the enthusiast publications and included a coupon for the public to add their suggestions. The ad ran, off and on, for about eight months in consumer magazines and *USA Today*. About 700 people have responded. Agency Saatchi & Saatchi DFS/Pacific of Torrance, Calif., is producing a follow-up ad featuring some consumer comments.

Earlier, Toyota created a "100,000 Mile Club" for Toyota truck owners. The company encouraged Toyota truck owners with more than 100,000 miles on their original vehicles to call an 800 number. In the past two years, more than 20,000 have called. After their claims were verified, some callers were used in ads.

The Saturn and Toyota campaigns underscore the importance automakers place on developing the kind of personal customer relationship that can help nurture long-term brand loyalty. The value of a typical new-car customer is estimated at $400,000 over a lifetime, said Shirley Young, General Motors vice president of consumer market development.

Saturn began using an 800 number with its first print ads last September and received 50,000 calls before the cars went on sale.

The Saturn radio commercials have aired so far in San Francisco; Los Angeles; Dallas; Miami; Charlotte, N.C.; and Fort Myers and Tampa, Fla.

In one spot, a folksy male announcer explains: "Because we're so new, you probably haven't heard any good word-of-mouth about us from people you trust. . . . And just so you'll want to listen to the whole commercial, we're going to try to find someone you trust ho also happens to be pretty funny."

A second spot notes that suggestions have come in for "a talk show host. . .and (local) figures like scoutmasters or truck-stop waitresses." It describes Saturn cars as designed "to go head to head with the likes of a Honda Civic" and with "a lot of neat features and a real low suggested retail price."

The announcer says the 800 number can be used not only to call in spokesman ideas, but also to find out where to test drive a Saturn.

Mercury ads adopt 'Pretty Woman' line

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

The song "Pretty Woman" is teamed with a bevy of pretty women in a series of dealer ad group spots touting Mercury cars.

The ads, which broke March 24, were created by Young & Rubicam in Detroit for the spring advertising campaign planned by dealer groups. Young & Rubicam is the ad agency for Lincoln-Mercury and L-M dealer groups.

The five 30-second spots feature young women in and around Mercury Capri, Cougar, Tracer, Sable, and Topaz cars. L-M purchased the rights to the Roy Orbison rock tune that got a second go-round at fame via the movie of the same name. A modern rendition of the song is sung by a California group.

Each spot focuses on one car in the Mercury stable. One commercial features a young woman, the wind in her blond hair, headed toward the beach in a red Capri convertible. With "Pretty Woman" playing in the background, the announcer points out the Capri's "16-valve engine, independent suspension, 2+2 seating and more."

The Topaz ad features a woman chauffeuring her children around, while the woman in the Cougar ad goes from a business suit in an office setting to casual clothes carrying an arm load of groceries.

The Sable and Tracer spots point out that the cars were named among *Car and Driver* magazine's 10 best. The Sable, Tracer and Cougar spots include customer incentive information.

Stephen G. Lyons, L-M advertising manager, said the spots were not designed to appeal to one gender or the other, but to target different segments of car buyers. The objectives of any ad, said Lyons, are to create awareness and persuade consumers to put the vehicles on their shopping lists. According to the results of consumer focus groups in Cincinnati, the ads appeal to men and women.

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Spirit	$500	6/30
Monaco	$1,000-2,000, based on sales	6/30
Dodge Ramcharger	$1,000	6/30
Eagle Premier	$1,000-2,000, based on sales	6/30
Jeep Grand Wagoneer	$3,500	6/30
Plymouth Acclaim	$500	6/30
Chrysler Corp. (1991)		
Dodge Spirit	$500	6/30
Monaco	$1,000-2,000, based on sales	6/30
Dodge Ramcharger	$1,000	6/30
Eagle Premier	$1,000-2,000, based on sales	6/30
Jeep Cherokee	$700	6/30
Grand Wagoneer	$3,500	6/30
Plymouth Acclaim	$500	6/30
Caravan, Voyager	$500	6/30
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	4/10
Other cars	$800-1,500	4/10
Ford Bronco	$2,000	4/10
Other trucks	$900-1,100	4/10
Mercury	$800-1,500	4/10
All Lincoln	$1,000-2,000, based on sales	4/10
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	4/10
Crown Victoria	$1,000	4/10
Other cars	$100-700, based on sales	4/10
Ford trucks	$100-700, based on sales	4/10
Mercury Topaz, Cougar, Sable	$100-750, based on sales	4/10
All Lincoln	0-$1,000, based on sales	4/10
General Motors (1990-91)		
Corvette	$1,000-3,000, quota	4/7
Chevrolet C1500	$500	4/7
Pontiac 1990*		
6000, Trans Sport	$400	4/7
Grand Prix, Bonneville	$1,000	4/7
*Rebate increased by $1,000 if dealer gives up rebates on 1991 models		
Pontiac 1991		
Sunbird, Trans Sport	$400	4/7
Acura (1990-91)		
Integra	$300	4/2
Honda		
Accord (1991)	$400 on each car ordered from importer	4/2
Hyundai		
1990 models	$1,000-2,000	4/3
1991 Sonata	$100-500, quota	4/3
Mitsubishi (1990-91)		
Cars, pickups	$300-1,300, quota	4/30
Montero	$1,500-2,000, based on sales	4/30
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys		
Suzuki (1990-91)	$400-1,000	4/3
Toyota (1989-91)		
Corolla and Camry	$200-1,000, quota	4/3
Celica	$200-1,500, quota	4/3
Trucks	$200-1,000, quota	4/3
Volkswagen (1990)		
Cars	$500-1,500	None

Chrysler and GM feed the rebate inferno

By Arlena Sawyers and Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTERS

Chrysler Corp. last week announced new consumer and dealer incentives on 1990 and 1991 vehicles, replacing programs that expired yesterday.

In addition, Chevrolet, Cadillac, Oldsmobile and Buick have revised and/or extended their customer rebates.

Most of Chrysler's customer rebates expire June 30, but there is a Sept. 30 termination date for payments of $1,500 on 1990 and 199' Dodge Monaco and Eagle Premier, $1,000 on 1991 Chrysler LeBaron coupe and convertible and $700 on 1991 Dodge Daytona. A $1,500 rebate on 1990 and 1991 Jeep Grand Wagoneer runs through Dec. 31.

Incentives of $500 on 1991 minivans without air bags continue. On 1990 minivans, the rebate to buyers is $1,500.

Chrysler's other 1991 consumer rebates are:

$1,500: Chrysler Imperial, New Yorker Fifth Avenue, Dodge Ram D/W truck (excluding diesel, including Club Cab).

$1,000: Chrysler New Yorker Salon, LeBaron sedan; Plymouth Acclaim; Dodge Dynasty, Spirit, Shadow convertible, Dakota pickup, Ram wagon, van, conversion van and Ramcharger; Jeep Comanche and Cherokee.

$700: Dodge and Plymouth Colt three-door (excluding base model), Plymouth Laser, Eagle Talon and Summit (excluding base model).

$400: Dodge and Plymouth Colt base three-door, Eagle Summit base three-door.

$500: Dodge Shadow, Plymouth Sundance and Jeep Wrangler.

$300: Dodge Ram 50 and Power Ram 50.

Consumer incentives on 1990 Chrysler Corp. cars and trucks are:

$2,000: Dodge Ram D/W truck (excluding diesel, including Club Cab), Ramcharger, Jeep Cherokee.

$1,750: Dodge Ram van conversion.

$1,500: Dodge Caravan/CV, Grand Caravan, Ram van, Ram wagon, Dakota pickup; Plymouth Voyager, Grand Voyager; Chrysler Town & Country.

$1,000: Chrysler Imperial, New Yorker Fifth Avenue, LeBaron coupe; Plymouth Laser; Plymouth and Dodge Vista; Eagle Talon; Jeep Comanche.

$700: Chrysler New Yorker Salon, Landau and LeBaron; Plymouth Acclaim and Sundance; Plymouth and Dodge Colt; Dodge Spirit, Shadow, Daytona and Dynasty; Eagle Summit.

$500: LeBaron convertible; Jeep Wrangler; Dodge Ram 50 and Power Ram 50.

In lieu of rebates consumers may choose finance rates of 4.9 percent to 9.9 percent on all vehicles except minivans. The financing rates on minivans range from 7.9 percent to 10.9 percent.

Chrysler dealer incentives, which expire June 30, are topped by a $3,-500 rebate on 1990 and 1991 Grand Wagoneer. Next in line are payments of $1,000 to $2,000 for sales of Monaco and Premier. The Monaco-Premier rebate is based on the number sold; the spiffs on Grand Wagoneer and others are flat payments per unit.

The payments are: $1,000 on 1990 and 1991 Ram Charger; $700 on 1991 Jeep Cherokee; and $500 on 1990 and 1991 Dodge Spirit, 1990 and 1991 Plymouth Acclaim, 1991 Dodge Caravan (without air bag) and 1991 Plymouth Voyager (without air bag).

Chevrolet raised the payment to $1,000 on 1990 and 1991 Luminas and Caprices and 1990 Geo Storms. Previously, the rebates were $750 on the 1990 and 1991 Lumina and 1991 Caprice and $800 on the 1990 Storm. There was no incentive on the 1990 Caprice. The payments run through May 5 on the 1990 models, July 7 on 1991s.

Alternate financing on Chevrolets remains at 8.9 percent for contracts up to 48 months and 10.9 percent for 60 months.

Oldsmobile has increased consumer rebates on Toronado by $1,000, raising the payment to $2,-250 on the 1990 model and to $2,-000 on the 1991 model. The payments run through April 7.

Finance rates in lieu of rebates are 8.9 percent for 48 months and 10.9 percent for 60 months on 1990 and 1991 models.

Buick extended consumer rebates for most 1990 models through May 5; rebates on 1991 models are scheduled to end April 7. Buick also doubled the consumer rebate on 1990 and 1991 Rivieras from $1,000 to $2,000. Rebates are available on all 1990 and 1991 Buicks except Park Avenue, Park Avenue Ultra and Estate Wagon.

In lieu of rebates, Buick offers finance rates of 4.9 percent for 24 months, 6.9 percent for 36 months, 8.9 percent for 48 months and 10.9 percent for 60 months.

Cadillac extended the $1,200 consumer rebate on the 1990 Eldorado, DeVille, Brougham and Seville through May 5, and the $1,500 rebate on the 1991 Brougham through July 7. The incentives were scheduled to expire April 7.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1990)		
Chrysler	$500-1,000	6/30
Dodge Monaco	$1,500	9/30
Other cars	$700-1,000	6/30
Dodge trucks	$500-2,000	6/30
Eagle Premier	$1,500	9/30
Other cars	$700-1,000	6/30
Jeep Grand Wagoneer	$1,500	12/31
Other Jeep	$500-2,000	6/30
Plymouth	$700-1,000	6/30
All minivans	$1,500	6/30
Finance rates in lieu of rebate start at 4.9 percent.		
Chrysler Corp. (1991)		
Chrysler LeBaron coupe, conv.	$1,000	9/30
Other cars	$1,000-1,500	6/30
Dodge Daytona	$700	9/30
Monaco	$1,500	9/30
Other cars	$400-1,000	6/30
Dodge trucks	$300-1,500	6/30
Eagle Premier	$1,500	9/30
Other Eagle	$400-700	6/30
Jeep Grand Wagoneer	$1,500	12/31
Other Jeep	$500-1,000	6/30
Plymouth	$400-1,000	6/30
All minivans (without air bag)	$500	6/30
Finance rates in lieu of rebate start at 4.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	4/10
Ranger	$1,500	4/10
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	4/10
Ranger	$1,000	4/10
Mercury Tracer	$500	4/10
Grand Marquis	$1,000	4/10
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	5/5
Other Buick*	$250-2,000	5/5
Cadillac	$1,200	5/5
Chevrolet Geo		
Metro, Prizm	$300-500	4/7
Geo Storm	$1,000	5/5
Corvette	$3,000 (GM employees)	4/7
Lumina, Caprice	$1,000	5/5
Cavalier, Beretta	$400-500	4/7
Trucks	$500-1,500	4/7
GMC	$500-1,500	4/7
Oldsmobile	$750-2,250	4/7
Pontiac		
Bonneville	$400-1,000	4/7
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-2,000	4/7
Cadillac		
Brougham	$1,500	7/7
Chevrolet Geo	$300-800	4/7
Corvette	$3,000 (GM employees)	4/7
Cavalier, Beretta	$400-500	4/7
Lumina, Caprice	$1,000	7/7
Trucks	$500-1,000	4/7
GMC	$500-1,000	4/7
Oldsmobile	$500-2,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Mazda (1991)		
MX-6, 626	$1,500	4/3
Trucks	$500	4/3
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$500	5/2
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

MONACO

FROM PAGE 2

sold and sales managers earn another payment equal to 50 percent of the salesperson's payout.

To top it off, Chrysler is offering a $1,500 retail rebate to customers. Goldfein says he is making money selling $8,995 Monacos.

"We're not making a lot of money on it but in a volume situation you are bound to make money," he said.

"If I can make the same money on five cars as on one, I'd rather have five and keep everybody busy. The employees don't feel we are going out of business tomorrow and there will be new parts and service business. And people will tell their friends and neighbors of the value they received from this dealership."

Goldfein said a $1,000 option package including cruise control, tilt steering wheel, power windows and power door locks, is available on Monaco. But 75 percent of the buyers are opting for the base model which includes a six-cylinder engine, air conditioning, AM/FM radio.

Goldfein said his chief worry is obtaining the 460 Monacos he has ordered because Chrysler has planned a limited build for the slow-selling model. As of Thursday, 40 units had been accepted for build and the company was off for Easter until Tuesday.

"I understand I may not get all of the units but I'm confident I will get a good number," he said.

The assembly plant in Bramalea, Ontario, where the Monaco and Premier are built can turn out more than 200,000 units annually, but in 1990 only 24,676 Monaco/Premier units were produced.

Chrysler built cars at the plant only one week in March and a company spokesman said the plant would be down this week.

But one source said a company memo indicates Bramalea will produce only two weeks in April and two weeks in May.

A Chrysler spokesman said there has been no boom in Premier/Monaco orders due to the cash outlays to dealers and customers.

But at least one other dealer is marketing a low-priced Monaco.

John Wallace Dodge in Overland Park, Kan., is advertising the Monaco LE for $9,995. Stephen A. Oliver, vice president of the dealership, said, "In two weeks we will sell more than all of last year because we jumped on this program."

The dealership sold 12 Monacos in 1990; it currently has 100 on order.

"We don't know how many of the vehicles we have ordered we will receive because production numbers have not been established," Oliver said. "Here's an opportunity for us to put some meat on our bones but we don't know if it will come to fruition."

Automotive News Editor Peter Brown contributed to this report.

VW

FROM PAGE 5

area of a football field."

VW said that by optimizing the combustion chambers, the fuel-system can also help reduce nitrogen oxide emissions and noise and increase the car's power. The company claims the new Jetta engine is the cleanest production diesel engine in the world.

Barske also said a multi-fuel Jetta that can run on gasoline or methanol could be available for sale in the United States within three years.

VW is still trying to control aldehyde emissions from the exhaust, which will be required under the new Clean Air Act. The problem begins at about 50,000 miles, when the car begins to emit high levels of aldehyde, Barske said. All automakers are wrestling with the issue, he said.

But VW has concluded that alcohol fuels are the best alternative fuels, rather than compressed natural gas or other cleaner alternatives to fossil fuels.

The company has also plunged heavily into electric cars.

California pollution regulations will require a so-called "zero-emissions" car beginning in 1998. VW is working on a electric hybrid Golf diesel that can run on both electricity and diesel fuel. Battery technology is a major obstacle, one the domestic automakers are also working on. The electric Jetta City STROMer uses a sodium sulfur battery that is "the most sophisticated" developed to date, Barske said. The car has a top speed of 65 mph and a range of 75 miles, making it most suitable for city driving, he said.

"We see pure electric vehicles as niche cars," Barske said. Widespread use of electric cars is also hindered by the power generating source of electricity, especially coal-fired plants, he said. If a large number of electric cars requires power plants to burn more coal or fossil fuel, the net effect on the environment is detrimental, he said.

Until electricity can be generated from other sources, including nuclear, water, solar or wind power, the number of electric cars will remain low, VW said.

PICKUP

FROM PAGE 1

U.S. economy.

"We have not set a timetable for the decision," the spokesman added, although another company official, who insisted on anonymity, estimated that approval could be a year away.

According to the spokesman, the truck being considered "would define a new segment between compact and full size," the niche category pushed for by officials of Toyota Motor Sales U.S.A.

The new vehicle "would not compete directly with domestic full-size trucks, but would give owners of current Toyota trucks a new product to graduate to," the statement said. The project had not advanced to the stage of building a prototype, he said.

The statement, although it largely mirrored one made by Toyota U.S.A. in early March, was significant because it marked the parent company's first official comment on the subject of a larger U.S. pickup truck. By disclosing that a prototype did not yet exist, the Japanese company seemed to be emphasising that project approval would not come soon.

A Toyota official, who spoke on condition of anonymity, went further than the official statement, however.

"There is no way we are going to put a new truck in the market right now," said the executive, who has been privy to deliberations on the project. "No way."

According to the source, political factors have weighed heavily in Toyota's deliberations on whether to launch a full-sized pickup at the last important automotive segment that is completely dominated by the Big 3.

"Things might be different if the segment were expanding and there was room to insert a new vehicle," the executive said. "But the market is contracting, and we don't want friction with the Big 3."

Sales of full-sized pickups in the United States fell 6.7 percent last year, to 1,238,624 units. Even so, sales remained in the 1.2 million to 1.3 million range that pickups have commanded since 1982.

Although Toyota said the proposed truck would be in a "new" segment, it is expected to be a large pickup in everything but marketing terms. As such, it could be expected to bleed off sales from the full-size segment.

According to the source, the truck in question would be based on the Dyna series now sold in Japan, but with a wider chassis.

The Dyna, a flatbed-based series sold in regular and long-wheelbase models, includes a minibus, dump-truck and long-bed versions. Engines range from 1.9 liters to 2.7 liters, curb-weights range from 3,036 pounds to 3,475 pounds, and wheelbases stretch from 100 inches to 131.8 on a wide-cab version.

The Toyota official, saying that no prototype existed for the proposed U.S. vehicle and that work had not yet begun on one, estimated that a decision on the project could be about one year away.

According to analyst Koji Endo of Nomura Securities in Tokyo, however, Toyota's decision will be based more on political sensibilities than marketing dictates.

"The market is nothing but political at this point," he said.

If pickups were expanding in an otherwise soft market, it would represent the last money making segment for American makers to protect, and a Toyota entry could become an issue, he said.

"This is not really the right time," Endo said. But on a long term basis, he added, Toyota would logically have to look at other segments.

Toyota's seeming hesitation on the pickup decision is a matter of "getting the timing right," according to analyst Neal Doying of Baring Securities in Tokyo.

The confusion and public statements on the project to date "seems like another case of the American side of Toyota leading the discussion to try to push direction," he said.

In Torrance, Calif., Toyota spokesman Jim Olson said he would be "surprised" if approval of the new truck were to be significantly delayed.

"We think the project is further along than that," he said.

Automotive News Staff Reporter Kristine Stiven Breese in Los Angeles contributed to this report.

PRODUCTION

U.S. CAR	Week Ended Mar. 30, 1991	Week Ended Mar. 23, 1991	Mar. Est.	Jan. 1 to Mar. 30, 1991	Jan. 1 to Mar. 31, 1990
Horizon	0	0	0	0	4,578
Sundance	2,300	2,030	4,745	10,999	18,969
Acclaim	0	0	5,662	21,549	20,342
Total Plymouth	**2,300**	**2,030**	**10,406**	**32,548**	**43,909**
LeBaron A	0	0	0	0	5,430
LeBaron J	1,750	1,768	3,518	7,869	7,939
N. Yorker C-Class	200	0	238	2,145	5,129
Fifth Avenue	700	0	833	6,375	7,027
Imperial	200	0	240	1,867	5,479
Total Chrysler	**2,850**	**1,768**	**4,829**	**18,256**	**31,004**
Omni	0	0	0	0	4,308
Daytona	550	592	1,142	2,774	5,212
Shadow	2,450	2,568	5,465	12,240	21,521
Dynasty	3,800	0	4,577	31,087	30,601
Spirit	0	0	5,016	19,481	22,373
Total Dodge	**6,800**	**3,160**	**15,200**	**65,582**	**84,015**
CHRYSLER CORP.	**11,950**	**6,958**	**31,436**	**116,386**	**158,928**
Escort	4,599	5,639	20,539	44,192	38,800
Mustang	0	0	3,525	11,458	39,720
Tempo	2,221	2,725	8,627	24,837	31,310
Taurus	6,166	7,705	26,678	69,329	98,834
Thunderbird	624	0	6,945	15,505	29,071
Total Ford Div.	**13,610**	**16,069**	**96,315**	**165,321**	**237,735**
Topaz	1,299	1,679	4,601	10,856	12,515
Cougar	634	0	5,368	11,147	19,217
Sable	2,188	2,787	8,806	22,082	26,594
Total Mercury	**4,121**	**4,466**	**18,775**	**44,085**	**58,326**
Continental	946	1,175	4,716	14,500	13,980
Mark VII	166	208	827	2,534	6,952
Town Car	2,221	2,777	11,101	34,113	42,043
Total Lincoln	**3,333**	**4,160**	**16,645**	**51,147**	**62,975**
Total L-M Div.	**7,454**	**8,626**	**35,420**	**95,232**	**121,301**
FORD MOTOR CO.	**21,064**	**24,695**	**101,735**	**260,553**	**359,036**
Skylark/Somerset	1,597	1,989	8,382	28,924	19,799
Century	2,115	2,293	6,964	17,565	16,857
Riviera	230	281	920	3,020	5,647
Electra/Park Ave.	1,093	1,775	6,631	26,245	12,317
LeSabre (fwd)	0	0	736	33,069	38,867
Roadmaster Wagon**	306	382	1,528	3,646	1,775
Reatta	78	94	364	603	2,109
Total Buick	**5,419**	**6,814**	**25,525**	**111,629**	**97,371**
Eldorado	288	377	1,206	3,921	5,334
Seville	726	903	2,622	7,745	6,825
Brougham (rwd)	536	601	2,093	4,905	10,077
DeVille (fwd)	1,900	1,507	7,971	32,739	37,902
Allante	51	64	254	779	876
Total Cadillac	**3,503**	**3,452**	**14,145**	**50,089**	**61,014**
Cavalier	3,947	5,459	21,400	67,571	73,710
Camaro	2,302	0	4,744	10,282	11,585
Corsica/Beretta	4,928	6,234	17,993	50,613	69,410
Caprice	2,572	3,003	11,454	31,230	29,874
Corvette	483	470	1,984	5,920	5,600
Total Chevrolet	**14,232**	**15,166**	**57,575**	**165,616**	**190,179**
Calais	2,183	3,450	12,112	28,343	20,575
Cutlass Ciera	2,173	1,842	5,471	13,196	23,084
Cutlass Supreme	1,848	2,127	8,121	23,908	20,456
Toronado	124	148	516	1,730	5,522
88 (fwd)	601	914	3,674	18,903	20,274
Custom Cruiser Wag.***	224	260	1,120	3,318	1,032
98	1,188	854	4,884	20,363	14,123
Total Oldsmobile	**8,341**	**9,615**	**35,900**	**109,761**	**105,066**
Sunbird	2,039	2,331	10,985	31,107	31,148
Grand Am	3,840	4,806	19,247	51,004	42,901
Firebird	458	0	1,101	2,474	6,249
Grand Prix	3,265	3,115	10,008	24,141	24,726
Pontiac 6000	707	782	2,341	7,674	15,631
Bonneville	1,982	2,489	10,173	21,066	15,769
Total Pontiac	**12,291**	**13,523**	**53,855**	**137,466**	**136,824**
Total Saturn	**728**	**910**	**3,640**	**10,323**	**0**
GENERAL MOTORS	**44,514**	**49,480**	**190,641**	**584,884**	**598,254**
DIAMOND-STAR	**2,499**	**3,228**	**12,663**	**38,783**	**35,859**
Civic	1,470	2,013	8,085	22,485	32,710
Accord	5,250	7,276	28,452	86,598	79,351
HONDA	**6,720**	**9,289**	**36,537**	**109,083**	**112,061**
MAZDA†	**2,540**	**3,870**	**12,484**	**37,485**	**47,553**
NISSAN	**2,405**	**2,757**	**11,187**	**36,139**	**36,184**
Corolla	1,800	2,289	8,834	26,231	27,022
Geo Prizm/Nova	1,560	1,945	7,965	25,481	24,388
NUMMI	**3,360**	**4,234**	**16,799**	**51,712**	**51,410**
SUBARU-ISUZU	**930**	**1,177**	**4,484**	**14,198**	**4,346**
TOYOTA	**4,370**	**4,495**	**18,562**	**55,963**	**55,822**
TOTAL BIG 3	**77,529**	**81,133**	**323,812**	**961,823**	**1,188,210**
TOTAL TRANSPLANT	**22,824**	**28,258**	**112,536**	**343,035**	**336,955**
TOTAL CARS, U.S.	**100,352**	**109,393**	**436,447**	**1,304,858**	**1,445,173**
TOTAL CARS, CANADA	**22,479**	**25,862**	**95,294**	**240,959**	**252,450**
U.S., CANADA CARS	**122,831**	**135,245**	**531,742**	**1,545,817**	**1,697,623**
U.S., CANADA CARS AND TRUCKS	**203,571**	**217,673**	**847,310**	**2,420,021**	**2,879,844**

CANADIAN CAR	Week Ended Mar. 30, 1991	Week Ended Mar. 23, 1991	Mar. Est.	Jan. 1 to Mar. 30, 1991	Jan. 1 to Mar. 31, 1990
Monaco	320	0	320	649	3,593
Premier	700	0	700	1,654	1,252
CHRYSLER CORP.	**1,020**	**0**	**1,020**	**2,303**	**4,845**
Tempo	2,998	3,082	10,182	27,533	34,272
Topaz	742	780	2,533	7,163	11,178
Crown Victoria	1,360	1,696	7,735	23,442	29,742
Grand Marquis	2,836	3,166	10,602	11,605	30,454
FORD MOTOR CO.	**7,936**	**8,724**	**31,052**	**69,743**	**105,646**
Celebrity	0	0	0	0	5,305
Cutlass Ciera	1,424	1,792	6,776	14,653	22,303
Lumina	3,700	4,646	18,231	41,214	53,926
Pontiac 6000	0	0	0	0	0
Regal	2,700	3,346	9,663	25,205	11,004
GENERAL MOTORS	**7,824**	**9,784**	**34,669**	**81,072**	**92,538**
CAMI	**2,270**	**2,835**	**11,062**	**32,639**	**0**
HONDA	**1,505**	**2,295**	**8,473**	**26,350**	**28,794**
HYUNDAI	**670**	**744**	**2,846**	**9,897**	**4,050**
TOYOTA	**1,110**	**1,390**	**5,470**	**16,797**	**14,311**
VOLVO	**144**	**180**	**701**	**2,158**	**2,266**
TOTAL CARS, CANADA	**22,479**	**25,862**	**95,294**	**240,959**	**252,450**

U.S. TRUCK	Week Ended Mar. 30, 1991	Week Ended Mar. 23, 1991	Mar. Est.	Jan. 1 to Mar. 30, 1991	Jan. 1 to Mar. 31, 1990
Caravan	1,950	1,813	6,209	25,297	30,063
Dakota	2,000	2,014	8,076	14,957	16,866
Caravan C/V	50	72	321	944	1,909
Ram pickups	2,000	2,025	7,966	14,859	24,274
Total Dodge	**6,000**	**5,924**	**24,572**	**56,057**	**73,112**
Cherokee	4,000	4,047	8,843	22,664	44,575
Comanche	200	194	445	1,469	2,092
Grand Wagoneer	0	0	0	0	1,210
Wagoneer/Briarwood	100	113	243	727	953
Total Jeep	**4,300**	**4,354**	**9,530**	**24,860**	**48,830**
Voyager	1,550	1,583	6,474	19,602	28,476
Town & Country	50	56	244	751	953
Total C-P Div.	**1,600**	**1,639**	**6,718**	**20,353**	**29,429**
CHRYSLER CORP.	**11,900**	**11,917**	**40,820**	**101,270**	**151,371**
Aerostar	3,006	3,658	10,592	28,129	45,011
Bronco	502	0	502	2,437	13,691
Bronco II/Explorer	4,612	5,648	22,662	65,447	22,035
Navajo	139	171	744	3,943	0
Econoline	3,364	4,011	13,738	26,954	44,790
Mediums/Heavies	799	967	2,606	8,416	22,012
Light trucks	8,565	7,199	26,012	58,042	109,769
Ranger	4,198	4,873	18,023	53,755	75,276
Total Ford Div.	**25,185**	**26,527**	**94,880**	**247,123**	**332,584**
FORD MOTOR CO.	**25,185**	**26,527**	**94,880**	**247,123**	**332,584**
Astro	2,076	0	7,539	20,098	26,147
Blazer	162	201	636	1,962	3,858
Lumina APV	1,070	0	2,400	7,069	23,592
Mediums/Heavies	88	124	450	1,972	3,847
P-Model	289	398	1,666	3,986	5,563
Pickups	4,148	3,003	13,809	45,852	80,607
S-10	3,630	4,512	16,024	54,002	60,113
S-10 Blazer	1,142	1,524	4,201	11,480	31,200
Sportsvan/Van	756	1,047	3,930	8,786	13,247
Suburban	321	613	1,457	5,201	16,155
Total Chevrolet	**13,682**	**11,422**	**52,112**	**160,408**	**264,329**
Jimmy	62	81	208	661	1,380
Mediums/Heavies	384	479	1,915	5,120	5,022
P-Model	111	109	341	775	709
Pickups	2,810	1,486	7,774	19,282	22,131
S-15/Sonoma	883	1,147	3,471	12,950	14,640
S-15 Jimmy	260	217	1,336	4,857	10,195
Safari	612	0	2,457	8,124	8,378
Suburban	575	519	1,897	5,313	7,272
Vandura/Rally Vans	332	323	1,481	3,626	6,181
Total GMC	**6,029**	**4,361**	**20,879**	**60,708**	**75,908**
Silhouette	783	0	1,831	3,541	7,572
Bravada	512	631	1,913	5,862	0
Total Oldsmobile	**1,295**	**631**	**3,744**	**9,403**	**7,572**
Pontiac Trans Sport	**538**	**601**	**1,987**	**4,556**	**14,524**
GENERAL MOTORS	**21,544**	**17,015**	**78,722**	**235,075**	**362,333**
NAVISTAR	**1,304**	**1,886**	**6,547**	**18,894**	**19,577**
NISSAN	**2,317**	**2,633**	**10,711**	**34,633**	**38,770**
SUBARU-ISUZU	**640**	**863**	**3,420**	**13,264**	**4,714**
AM GENERAL	**320**	**400**	**1,600**	**5,170**	**5,850**
MISCELLANEOUS	**2,120**	**2,650**	**10,600**	**34,270**	**39,000**
TOTAL TRUCKS, U.S.	**65,330**	**63,611**	**247,299**	**689,639**	**954,199**

CANADIAN TRUCK	Week Ended Mar. 30, 1991	Week Ended Mar. 23, 1991	Mar. Est.	Jan. 1 to Mar. 30, 1991	Jan. 1 to Mar. 31, 1990
Caravan	2,232	2,849	11,154	32,394	42,301
Caravan C/V	262	339	1,333	2,108	3,128
Ram Wagon	572	724	2,114	4,636	5,604
Ram Van	964	1,228	3,601	8,276	13,951
Total Dodge	**4,030**	**5,140**	**18,203**	**47,414**	**64,984**
Voyager	1,602	1,990	11,119	26,904	34,706
Total Plymouth	**1,602**	**1,990**	**11,119**	**26,904**	**34,706**
Wrangler	1,200	1,820	4,590	11,578	10,794
Total Jeep	**1,200**	**1,820**	**4,590**	**11,578**	**10,794**
CHRYSLER CORP.	**6,832**	**8,750**	**33,912**	**85,896**	**110,484**
FORD MTR. (R. Vhs.)	**2,432**	**2,621**	**8,558**	**21,337**	**35,223**
Light trucks	2,480	2,980	8,594	34,168	45,651
Vans	1,192	1,391	5,480	8,786	10,718
Total Chevrolet	**3,672**	**4,371**	**14,075**	**42,954**	**56,369**
Light trucks	920	1,205	3,727	13,414	18,213
Vans	357	575	2,138	4,485	4,272
Total GMC	**1,277**	**1,780**	**5,865**	**17,899**	**22,485**
GENERAL MOTORS	**4,949**	**6,151**	**19,940**	**60,853**	**78,854**
CAMI	**1,065**	**1,328**	**5,282**	**14,517**	**0**
NAVISTAR	**132**	**167**	**664**	**1,962**	**2,661**
TOTAL TRKS., CANADA	**15,410**	**19,017**	**68,299**	**184,585**	**227,222**
U.S., CANADA TRKS.	**80,740**	**82,628**	**315,568**	**874,264**	**1,181,421**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)
Medium/heavies includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes

GM paces truck upturn

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Last week, all U.S. assembly plants except Toyota's Georgetown, Ky., facility were closed on Good Friday.

General Motors, Ford Motor Co. and Chrysler Corp. plants also will be closed today under terms of their UAW contracts.

Despite the shortened work week, U.S. truck output increased 2.70 percent over the preceding week because of a 26.62 percent gain by GM. An increase in production of full-sized pickups was chiefly responsible for the GM boost.

Total U.S. truck production last week was scheduled at 65,330 units, down 27.94 percent from the same week last year, which was a five-day week.

Year-to-date, U.S. truckmakers have built 689,639 trucks, 27.73 percent below this point in 1990.

U.S. automakers scheduled 100,352 passenger cars last week, 8.26 percent fewer than the previous week and 26.17 percent below the year-ago week, which had five working days.

So far this year, automakers have assembled 1,304,858 cars and trucks, 9.71 percent below the 1990 pace.

Holiday trims Canada output

All Canadian assembly plants were closed Good Friday. Estimated car production last week was 22,479, off 13.08 percent from the prior week, but 2.91 percent ahead of the year-ago week.

Year-to-date, Canadian auto production of 240,959, trails 1990 by 4.55 percent.

Truck production in Canada last week was scheduled at 15,410, which was 18.97 percent below the previous week and 22.23 percent below the same week in 1990.

So far this year, Canadian truck production is 184,565, down 18.77 percent from 1990.

General Motors of Canada announced last week that the Ste. Therese, Quebec, plant will discontinue production of the Oldsmobile Cutlass Ciera July 19. The plant had been scheduled to produce the 1992 Ciera, but due to poor sales the plant will be retooled to assemble the 1992 Chevrolet Camaro and Pontiac Firebird.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	**4/1**	
Ford Mustang		3,700
GENERAL MOTORS		
Flint, Mich. (Buick City)	**4/1**	
Buick LeSabre (fwd)		Model
Olds. 88 Royal		changeover
Van Nuys, Calif.	**4/1**	
Chev. Camaro		2,110
Pontiac Firebird		540
CHRYSLER		
Newark, Del.	**4/1, 4/8**	
Dodge Spirit		2,090
Plymouth Acclaim		2,565
Chrysler LeBaron		1,440
Bramalea, Ontario	**4/1**	
Eagle Premier		875
Dodge Monaco		400
Total U.S. car		**12,445**
Total Canada car		**1,275**
Total units lost week of 4/1		**13,720**

Source: Automotive News Data Center

NOTE

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Cov. 1, Pgs: 2, 4, 6i, 7i,

8i, 42-45

Automotive News

April 8, 1991

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Ramping up

Saturn is telling suppliers to prepare for a second shift at its Spring Hill, Tenn., plant this June. According to John "Jay" Wetzel II, vice president of engineering, Saturn has recovered from start-up problems. Story on Page 3.

AUTOMOTIVE NEWS JOE WILSSENS

Bigger cars cut '90 fleet CAFE to 5-year low

Even imports feel mpg squeeze

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The average fuel economy of cars sold in the United States during the 1990 model year was the lowest since 1985 as imports and U.S.-built models alike became bigger and less efficient, the government reported last week.

In its annual report to Congress, the National Highway Traffic Safety Administration said the overall corporate average fuel economy rating for 1990 models slipped 0.2 mpg, to 28.1 mpg, the third consecutive yearly decline.

But in a clear indication of the way imports have moved steadily upmarket toward greater size and engine displacement in recent years, the federal agency said the fuel-economy gap between imports and U.S.-built cars narrowed to 3 mpg in the 1990 model year, its lowest ever.

NHTSA said the domestic fleet CAFE slipped 0.2 mpg, to 26.9 mpg, while the import makers' CAFE fell 0.8 mpg, to 29.9 mpg.

Under CAFE, automakers are required to meet a fleet average of 27.5 mpg or pay a $5 penalty on each tenth of a mile per vehicle that the car falls below the standard.

CAFE regulations also allow the carmakers to avoid fines by borrowing credits from prior years when they exceeded the standard.

Several bills have been introduced in both the House and Senate proposing to boost CAFE as high as 40 percent over the current 27.5 mpg standard by 2001. But President Bush has threatened to veto bills with "unreasonable" increases in CAFE.

Bush did not include an increase in CAFE in his National Energy Strategy program that has been translated into a bill under consideration by the Senate.

In hearings on Capitol Hill, Japanese makers have been sharply criticized for their declining fuel

see CAFE, page 43

NHTSA hikes truck CAFE for '93-'94

WASHINGTON — The federal government has increased corporate average fuel economy standards for light trucks to 20.4 mpg for the 1993 model year and 20.5 mpg for 1994.

The current CAFE standard for light trucks, which applies to the 1991 and 1992 model years, is 20.2 mpg.

Congress has empowered the National Highway Traffic Safety Administration to set the light-truck CAFE. The agency also can roll back the passenger-car CAFE, but only from the level set by Congress. That standard is 27.5 mpg.

— Diana T. Kurylko

SWEET AND SOUR

In the '80s, Honda could do no wrong; did decade of success sap its strength?

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — American Honda Motor Co. Inc. got some good news and some bad news last week.

The good news was that Honda and Acura sales in March rebounded 5.45 percent while the overall industry fell. The bad news was that Moody's Investors Corp. is reviewing the debt rating for the company's captive finance arm, American Honda Finance Corp.

The sales news was sweet because it followed a 21.6 percent sales decline during the first two months of the year.

But Moody's review looks beyond Honda's recent sales slump, climbing inventory levels and $900 incentives on Accords.

"We're reviewing the credit worthiness of Honda's finance arm, but it could be viewed as a review of all of Honda's operations in the U.S. as well as their global position and their standing in the home market," said Roger Arner, representative director of Moody's Tokyo office.

Moody's revealed it was considering a downgrading of American Honda Finance Corp.'s rating from AA3 — its fourth-highest rating. (Toyota Motor Acceptance Corp., in comparison, has Moody's highest rating, AAA.)

"This is not being done because of any recent or temporary trends It's a long-term look," said Arner.

He said issues under review include "operational and financial fundamentals" such as sales, financial position, future products, overcapacity and competitive pressures in North America, Europe and Japan.

Moody's scrutiny underscores

see HONDA, page 4

TOP 10 SELLERS, MARCH 1991

	Sales
1. Honda Accord	44,894
2. Chevrolet C/K pickup	35,928
3. Ford F-series pickup	31,591
4. Ford Taurus	27,768
5. Chevrolet Cavalier	27,150
6. Toyota Camry	24,695
7. Ford Explorer	22,229
8. Ford Ranger	21,096
9. Chevrolet Lumina	20,868
10. Ford Tempo	20,240

Source: Automotive News Data Center

March tale: High hopes, poor sales

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

True to form, March came in like a lion and went out like a lamb.

Despite high postwar hopes in early March, car and truck sales declined to 1,085,170, down 14.9 percent from the year-ago month.

On a percentage basis, the decline was shared quite evenly by cars and trucks. Car sales were down 14.2 percent, and light-truck sales fell 16.2 percent.

If the end of the Persian Gulf war took a load off consumers' minds in March, it didn't show up in car and truck sales. March's drop was steeper than February's 13.7 percent decline.

According to Jack V. Kirnan, auto analyst at Kidder, Peabody & Co. Inc., the sales declines reflect falling real incomes, a sharp rise in

see SALES, page 42

Escort buyers cite price lure, Mazda link

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — When you're going head-to-head with Honda in California, it helps to have a partner named Mazda and a price advantage.

In a commissioned study, Ford Motor Co. found that while buyers of the 1991 Escort might have preferred a Honda Civic, or even the Accord, they bought Escort for price. And they liked Ford's connection with Mazda Motor Corp. so much that the sociologist who ran the study will recommend that Ford mention Mazda in its marketing.

Ford Division allowed reporters to attend the focus group session in Los Angeles, the last of a six-city tour.

The 13 buyers, introduced only by their first names, discussed the Escort with each other and with Marty Goldfarb, a sociologist and president of Goldfarb Consultants, the marketing firm that conducted the focus groups for Ford.

A dozen reporters watched from behind a one-way glass with four Ford managers. The buyers knew they were being observed, but they did not know that the study was sponsored by Ford.

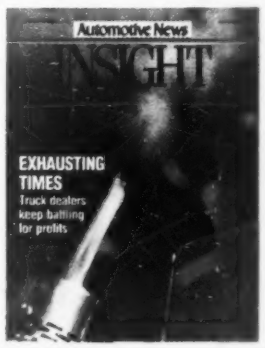
While members of the group were generally pleased with with their Escorts, Ford clearly has its work cut out in import-saturated California.

"People at work did tease me about buying an American car," said Cathy, a customer service manager at First Interstate Bank, who looked to be thirtysomething.

"All my friends have foreign models," said Sonny, a teacher in his 50s. "They couldn't believe I got a Ford."

About half the group said they had shopped for a Honda. "Honda is the image car in the marketplace. The Escort has to beat

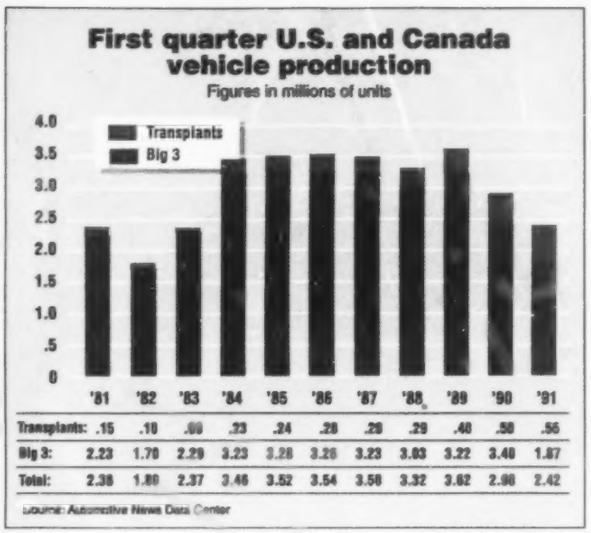
see ESCORT, page 44



Uphill climb

Truck dealers shifted gears last year, emphasizing service, parts and used-vehicle sales to stay in the black in a sagging market. See *Automotive News Insight*, which follows Page 24, for details.

ZR-1 sales ban lifted:
Mysterious engine seizures last November prompted Chevrolet to tell dealers not to sell Corvette ZR-1s. Story on Page 3.



AUTOMOTIVE NEWS / CHARLOTTE WHITE

First quarter production is lowest since 1982

By Phil Frame and Anne E. Wright
AUTOMOTIVE NEWS STAFF REPORTERS

The Big 3 built 1.87 million cars and trucks in the United States and Canada during the first quarter of 1991, the lowest total since 1982 when 1.70 million were produced.

The production figures reflected the combined effects of the war in the Persian Gulf and an economy in recession, both of which had a severely negative impact on sales. to swell beyond manageable levels, manufacturers reacted to the slump by making deep cuts in production.

Total first-quarter production (including transplants) in the two countries was 2.42 million units, the lowest since 2.37 million in 1983.

U.S. car production in the quarter was 1.31 million, down 9 percent from 1.44 million in the fourth quarter of 1990 and down 11 percent from 1.47 million in the first quarter a year ago. First-quarter U.S. car production was the lowest since 1.03 million in the same period of 1982.

U.S. truck production in the first quarter was 686,060, down 15 percent from 802,853 in the fourth quarter of 1990 and down 7 percent from 735,824 in the same quarter a year ago. First-quarter U.S. truck production was the lowest since 517,949 in the same quarter of 1983.

Car and truck production in Canada during the first quarter was down 11 percent from the previous quarter and down 10 percent from the year-ago quarter. Canadian car production fell 15 percent from the previous quarter and 3 percent from the year-ago quarter, while truck production was down 6 percent from the previous quarter and 17 percent from the year-ago quarter.

Canadian car production of 241,198 units was the lowest since 230,535 in the same quarter of 1987. Canadian truck production of 188,222 units was the lowest since 122,970 in 1983.

INDEX

Auction dates	35	Letters	14
Classifieds	36-41	Marketing and media	20
Coming events	16	Obituaries	29
Dealing with dealers	31	Opinion	12
Incentive watch	44	Personnel	30
Insight	follows page 24	Production	45
Keith Crain	12	Sales, cars, light trucks	42-43
Late news	8	Sales, imported cars	44
Legal briefs	24		

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Correction

Mitsubishi Motors Corp. said an article in the April 1 issue misstated its ability to meet proposed tougher corporate average fuel economy standards. The Japanese automaker said a smaller but more spacious car it has proposed would not be able to meet the mileage standards in a bill introduced by Sen. Richard Bryan.

Dealer ad funds missing $750,000

FBI focuses on ex-Bozell employee who handled C-P accounts

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

The FBI is investigating a former Bozell Inc. employee in connection with over $750,000 allegedly stolen from two Chrysler-Plymouth dealer advertising associations in Chrysler's Memphis zone.

Ed Bradberry, FBI special agent and media representative in Memphis, confirmed that Joe Haines, a former Bozell account executive who was in charge of the zone's Chrysler-Plymouth ad association, is being investigated in connection with the missing money.

Bradberry said "no charges have been brought or filed."

"The evidence will be presented to the federal grand jury for their determination," he added.

Haines left Bozell about a year ago. The dealer groups are negotiating with Chrysler and Bozell to have the manufacturer and ad agency replace the missing money, sources said.

A Chrysler spokesman said "because of the ongoing investigation by law enforcement officials, Chrysler feels it would be inappropriate to comment on the allegations against Mr. Haines." The spokesman refused further comment.

Haines could not be reached for comment.

Bozell did not respond to requests for comment.

Pate Pearson, a North Little Rock, Ark., dealer and member of the Memphis zone board of directors, and Dennis Hansen, a Nashville, Tenn., dealer and president of the Memphis Metro Chrysler-Plymouth Dealers Ad Association, also refused comment.

There are 103 Chrysler-Plymouth dealers in the Memphis zone, which includes all of Arkansas, west and middle Tennessee, and northern Mississippi. The two ad groups victimized by the scam are the Memphis Mid-South Chrysler-Plymouth Ad Association and the Memphis Metro Chrysler-Plymouth Dealer Ad Association.

Sources said the money, which belonged to the ad groups and was earmarked to pay for association advertising, was siphoned from the accounts over a period of several years.

Dealers in the metro group became suspicious after a summer 1989 audit revealed that money that should have been used for advertising purposes went to fund things such as golf tournaments and photography supplies.

That audit was followed by another audit by the outstate dealer group. That audit revealed that several phony companies, including radio stations, had been set up in Memphis, said one source, and in Georgia, according to another source.

The bogus companies billed the dealer group for work never done, sources said.

Chrysler and Bozell refused to even discuss restitution for the dealer groups until the groups threatened to sue.

Chrysler, Bozell and the dealer groups have been wrestling with the problem since February 1990, one source said.

While no one has been legally charged in the incident, the source predicted "there will be lots of charges filed" before the matter is put to rest.

Bozell also is the ad agency for Chrysler's corporate ads and Chrysler-Plymouth division ads. Chrysler-Plymouth dealers, like most Big 3 and import dealers, are required by the manufacturer to contribute to co-op advertising funds to pay for local advertising. The majority of Chrysler-Plymouth dealers contribute between 0.5 percent and 1 percent of vehicle invoice plus up to $100 to their ad groups. Chrysler also contributes to the fund.

Chrysler requires all its dealer ad associations to use factory appointed agencies in order to receive the matching factory funds.

Some dealers in the Memphis zone said they knew nothing about the incident.

But one dealer who is aware of the incident was angry. He said Chrysler is dragging its feet in helping dealers get the matter resolved.

"Chrysler told us we have to belong to the associations — it's in our contracts," said the dealer, who asked to remain anonymous. "They tell us how to spend our money and who to spend it with. Now there is a $750,000 problem and they say it's the dealers' fault. What do we do now?"

A different dealer who did not want to be identified said he had heard rumors about the theft but that the general dealer body was never told about it.

"I've seen no inaccuracies," he said.

"Bozell still has the account; they still answer the phone."

PRICE HIKES: *Mazda tacks on third increase; Ford quietly boosts car stickers*

By John K. Teahen Jr.
SENIOR EDITOR

Mazda Motor of America posted the first "triple" of the 1991 season, raising prices last week for the third time since the model year began.

Mazda increased prices on most of its 1991 cars and trucks. The hike was 1.3 percent on a sales-weighted basis, an average of $168 per vehicle for its full lineup.

That follows a $312 increase in November and a bump of $40 when the 1991 models were introduced last September. It adds up to an average increase of $520 for Mazda since the end of the 1990 model year.

Typical increases were: base 323 hatchback, $50; 929 sedans, $350; 626 sedans and MX-6 coupes, $296; MPV minivans, $150; Miata convertible, $100. The base Miata now is $14,300.

California Mazda dealer Jon Schultz said he doesn't like price increases, but he said consumers don't necessarily keep track of them when they are spread over a year.

"What really matters is how the prices stack up against the competition. That matters more than how we stack up against our earlier prices," said Schultz, who runs Holiday Mazda-Oldsmobile in San Bernardino, Calif.

While Mazda's three price hikes lead the field in the 1991 model year, a long list of domestics and imports have gone to the well twice. On the import side the double-hikers include Toyota Motor Sales U.S.A. Inc., American Honda Motor Cop. Inc., Nissan Motor Corp. in U.S.A., Volkswagen United States Inc., Audi of America and Volvo Cars of North America.

FORD PRICE HIKES

Festiva	$28
Escort/Tracer	$40-41
Tempo/Topaz	$46-47
Probe	$52
Mustang	$58
Taurus/Sable	$61
Thunderbird/Cougar	$67
All Lincoln	$123-124
Capri	$700

Ford raised prices earlier this year on every 1991 car, but did not announce the increase. On most models the increase was $28 to $124, but stickers climbed $700 on Capri, the convertible that Mercury imports from Ford of Australia. A $582 price hike on two Taurus sedans includes $521 for making a V-6 engine standard.

Automotive News estimates that the increase averages $61 when applied to Ford's car fleet. At introduction last fall, Ford raised prices an average of $312 (1.9 percent) on a comparably equipped basis. Thus, its 1991 increase now is $373.

Chrysler Corp., like Ford, has had two full-fledged car price increases. The second took effect Jan. 2 and averaged 0.3 percent or $37. At introduction time last fall, Chrysler boosted prices an average of 0.9 percent, or $135.

General Motors raised prices of some options early this year but left car prices intact. The hikes included $15 to $30 on automatic transmission and $15 to $55 on air conditioning. The boosts added an estimated $45 to GM's introductory increase of 2.3 percent.

The Big 3 also have raised destination charges. At intro time last fall, Ford and GM boosted those fees $10 and Chrysler tacked on $25 to $40. Since Jan. 1, GM and Chrysler have gone up another $20 per car, and Ford has added $10.

Automotive News Staff Reporter Kristine Stiven Breese in Los Angeles contributed to this report.

Automotive News appoints Jewett

Automotive News has named copy editor Dale Jewett to be its service editor.

Jewett, 30, replaces Francis J. Gawronski, who retired after 36 years with *Automotive News*.

A car buff, Jewett joined the *Automotive News* copy desk in March 1990 after four years with the *Desert Sun* in Palm Springs, Calif. Prior to that, he worked for newspapers in Arizona for two years.

Jewett

A native of Iowa, Jewett graduated in 1983 from Syracuse University with a bachelor's degree in magazine journalism.

Jewett continues as a copy editor for *Automotive News*.

HONDA

FROM PAGE 1

the pressures facing Honda as it heads into the 1990s. For most of its 21 years in the United States, the company has operated with a do-no-wrong attitude. Annual sales have fallen only twice from year-ago levels, in 1981 and 1982.

While its five-year-old Acura luxury division now has four cars — two introduced in the last year — Honda Division has carried on for more than a decade with basically the same lineup: Civic, Prelude and Accord.

Accord sales are unlikely to grow as they have — few vehicles these days sell more than 400,000 annually. In addition, the company still has no truck entry.

In the meantime, Honda is trying to shore up its performance in the Japanese market and to make itself more nimble in responding to demands in Japan as well as Europe and North America. In Japan, the company projects operating profit for the fiscal year which ended March 31 will decline from 100 billion yen to 73 billion yen.

In his New Year's message, President Nobuhiko Kawamoto intimated that sales in the home market needed to rise in order to give the company better balance.

For the 12 months ended March 31, Honda's sales in Japan declined 7.6 percent to 428,152. The overall market increased during that span, causing Honda's share to fall to 7.3 percent. In the process, Honda fell behind Mitsubishi to fifth place in Japan's sales standings.

Kawamoto also stated Honda's continued commitment to building autonomous operations in Europe, Japan and North America, which accounts for about 47 percent of its worldwide revenues.

Last month, Honda Motor Co. swept away its geographic marketing groups and consolidated responsibility for worldwide automotive operations under Kawamoto to improve its ability to "respond to market changes," according to a spokesman in Tokyo.

Product limits

With a four-year product replacement cycle, Honda can respond to the market more quickly than most companies. But Honda's U.S. product lineup is narrow. And the Civic and Accord account for nearly 95 percent of Honda Division sales. With Accord now topping 400,000 units annually, Honda is staring at some limits after more than a decade of growth, concedes Thomas Elliott, American Honda's executive vice president. "We're doing so well in some segments of the automobile market that frankly to do a lot better is unrealistic," he says.

Though competing makes have two or three times as many models, Honda Division placed fifth in U.S. sales last year with 716,495 sales. It was behind only Ford Division, Chevrolet, Toyota (not including Lexus) and Dodge. And each of those sells cars as well as pickups, minivans and sport-utilities.

Elliott: staring at limits

Elliott admits that Honda needs to move into another segment. "There are four to five million units a year of non-automobile sales out there (light trucks) and we're not currently getting any share of it," Elliott said.

Honda says it is studying the possibilities, with a North American-built minivan or sport-utility the most likely prospects.

In the meantime, Honda will get a new Prelude this fall, but Elliott isn't counting on it for huge volumes. Honda sold nearly 80,000 Preludes in 1986 and less than half that many last year. But a new Civic is also on the way for the 1992 model year, and Elliott thinks Civic sales will keep growing.

THE EVOLUTION OF ACCORD

The present-day Accord sedan is 184.8 inches long and costs $14,895 with manual transmission.

In '[illegible]3, length was 178.5 inches; manufacturer's suggested retail price was $11,979 for a five-speed.

In 1982, Accord sedan measured 165.8 inches in length and a five-speed carried a $8,245 price tag.

In 1979, Accord sedan's overall length was 163.2 inches; the price for a five-speed was $8,305.

Loses price advantage

While Civic, Prelude and Accord have been Honda's sole products for more than a decade, some dealers say Honda has gotten away from its image as a marketer of low-priced, fuel-efficient cars.

Elliott shares those concerns. "Unfortunately, Honda products are no longer the lowest price out there," Elliott said. "In many cases, domestic products have a significant price advantage."

He says Honda wants to keep a low-end market presence. "We have to find ways, product-wise, to attract first-time buyers."

He says future generations of the 660-cc Today and 1.2-liter City, two models sold in Japan, could find their way to America. Both are smaller than the current Civic.

While Elliott admits that Honda may have strayed some from its earlier reputation for high quality at a low price, he takes exception to complaints that Honda has lost its edge for innovation and is trying to be everything to everyone.

The conservative exterior design of the current Accord, redesigned for the 1990 model year and Honda's decision to go with a four-cylinder rather than a six-cylinder engine are frequent criticisms. But Elliott dismisses them.

"We don't sell cars to journalists and analysts, we sell them to people who buy their car one payment at a time," he says. "And frankly four-door buyers aren't on the cutting edge. They don't have to believe it's leading edge to like it.

Elliott said he believes a four-cylinder engine is adequate. With "CAFE, EPA and all the rest, we have to look very carefully at any decisions to enlarge the engine."

Meanwhile, Camry, being redesigned for the 1992 model year, is expected to have a V-6 as standard, and Toyota will no doubt promote that as it tries to unseat Accord as the nation's No. 1 seller.

Showroom wars

Product aside, many analysts believe the battleground in the 1990s will be the dealership. And while Honda's products have enjoyed widespread acclaim, the rap against the dealer body has been that they are simply order-takers.

"The dealers are pretty arrogant. They haven't had to work too hard for sales in the past," said Jim Wangers, senior managing partner of Automotive Marketing Consultants Inc. in San Diego. "If they have to, they can change engines to get more power (in the Accord), but I'm not sure they know how to get the dealer group in line."

While Honda has generally ranked near the top in most product-related surveys from J.D. Power and Associates, it's been an average performer in the Sales Satisfaction Index. After placing ninth in 1989, Honda scored below the industry average last year, outscored by at least 16 nameplates.

In a narrower category, Honda fell below the study's industry averages for salesperson performance in each of the last three years. Honda is "deeply concerned about its satisfaction rankings with the public," said one Honda dealer, who asked to remain anonymous.

Elliott admits that some of the accusations against Honda salespeople "had some validity in the past. But it hasn't been a seller's market for a long time, and I think we're past that."

Elliott said Honda is working to educate salespeople about products and customer service and is addressing salesperson retention.

Enviable position

Despite some complaints, all dealers interviewed for this story said they would not trade their Honda franchises for any other.

In another J.D. Power survey, 76 percent of the non-Honda dealers rated Honda's franchise desirability as "excellent."

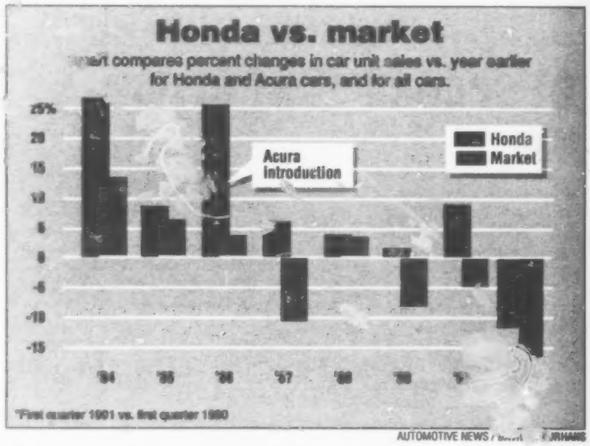
A dealer in Texas said owners are asking for "$2 million to $3 million minimum" in blue-sky for Honda stores.

Elliott points to the newest J.D. Power survey, the Vehicle Performance Index, which asks customers about their cars after three years of ownership. Acura finished first and Honda took second.

Honda advertises that it has been No. 1 in import owner loyalty for the last 14 years, based on repeat-buyer data from R.L. Polk. That claim reflects an almost cultish following despite an increasingly fickle marketplace.

"If Honda is missing a few beats, it's probably fewer than anybody else," said John Hudson, principal at Landor Associates, a San Francisco image consulting firm. A recent study by his firm ranked Honda 118th in a survey of 6,000 brand names worldwide and fifth highest among auto makers.

"There's still something magical about Honda's name."



For Acura: more dealers in the black, more competition for CSI title

LOS ANGELES -- From its beginnings as the first Japanese luxury franchise five years ago, Acura has had a mixed personality.

While Acura has been a leader in quality and customer satisfaction, Acura dealers have struggled to make their investments in separate showrooms pay off.

Now the tables may be turned.

The potential for service business increases with each new Acura on the road — and now there are more than 600,000 of them, Acura estimates. With the addition of the NSX and the new Vigor sedan, Acura has doubled its nameplates within the last year.

Dealers won't be selling many NSXs. Only 3,000 are headed to the U.S. annually. But the $61,000 flagship carries a tidy $10,000 dealer margin. And some have been selling for well above sticker.

Thomas Elliott, executive vice president of American Honda Motor Co. Inc., said more Acura dealers than ever are making money — "just above 50 percent." And that will improve with the additional products. Acura sold 138,384 cars in 1990, 459 per dealer.

But as the money-making prospects improve, Acura's reign at the top of J.D. Power and Associates Customer Satisfaction Index rankings could be threatened.

"It's going to be real tough for Acura to hold onto the title," said one Power insider. In the 1991 survey, which comes out in July, Acura will have to battle Lexus and Infiniti for the first time.

Elliott takes the threat in stride. "The price of innovation is allowing for copy cats," he said. "No question, we've got some tough competition. And in some areas, like sales satisfaction, we're not the strongest in the industry."

Elliott is trying to improve its customer service with a sales awareness effort that includes a ride-and-drive program with dealership employees in 12 markets. The hope is that salespeople who know Acura as well as the competition will be better able to serve "demanding luxury car buyers."

— Kristine Stiven Breese

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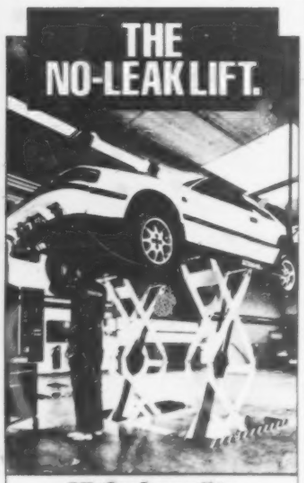

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Path to Profits

Last year, truck dealers shifted emphasis onto service, parts and used-vehicle sales

By: Joseph Bohn

Medium- and heavy-truck dealer profitability got strafed last year, but proved its ability to withstand a sluggish national economy made even more uncertain by the Persian Gulf war.

When all was said and done, the American Truck Dealers' 20 Groups managed to average $29,850 a month in net profits during 1990, only $341 below 1989.

The creditable showing is attributed mainly to improvements in service and parts operations.

Unfortunately, even that was not enough to offset the concentrated financial hit suffered by dealers in the last six months of 1990.

As ATD's 28th annual convention and exposition winds up at the Opryland Hotel in Nashville, Tenn., tomorrow under the theme "Reach for the High Notes," the new-vehicle market is still singing the blues as service, parts and used-truck sales continue to be the path to survival.

The 20 Groups' average monthly sales of $1.589 million were off 6.1 percent in 1990 because of the sharp drop in business during the last six months of the year.

They had been running ahead of the year-earlier period until then, according to Fred Stevenson, manager of ATD consulting services in McLean, Va.

Their profit as a percent of sales went up slightly, from 1.9 to 2.0 percent, in 1990 because of increased emphasis on parts and service.

Parts and service absorption increased 4.2 percent to an overall 88.8 percent, the highest level since ATD began tracking it five years ago.

Parts sales increased 9.7 percent to a $334,500 monthly average, and labor sales climbed 14.8 percent to an average $119,400 a month.

The gains stemmed from dealers doing more repair work and getting more overall business.

"Our guys have been working on service and parts in terms of improving their efficiency and attracting new business," Stevenson said.

New-truck department sales were off 12.5 percent to $833,300 a month, reflecting poor market demand, although dealer grosses on them as a percent of sales increased slightly to 6.2 percent from 5.9 percent in 1989.

Dealers were almost dead even in year-to-year used-truck sales — $166,700 in 1990 compared to $166,200 the year before.

Grosses on used trucks reflected the tough market conditions. They dropped to 6.7 percent from 8.2 percent in 1989, with repossessions playing a key part in the decline.

Dealers did an exemplary job of keeping used-truck inventory under control and turning it frequently. Their monthly used-truck inventory averaged $416,400, up only 1.8 percent from the year-earlier average.

Dealers turned the inventory an average 5.7

Dualing is mandatory to survival for many truck dealers

Freightliner Corp.'s new requirement for exclusivity in its medium-duty franchises isn't likely to spark any changes in dualing trends, according to dealers.

Most view duals as necessary to their survival, and see no change in that unless there is further erosion of the truckmaking ranks.

"I think they'll (other manufacturers) all watch Freightliner carefully. If Freightliner pulls it off, others will demand exclusivity. But they'll run into a lot of (dealer) resistance," said George Rafferty, owner Chicago Kenworth Inc. and president of the American Truck Dealers Division of the National Automobile Dealers Association in McLean, Va. "The issue won't go away until there's a heckuva lot of consolidation among manufacturers."

For Rafferty, dualing is necessary because he needs medium-duty Isuzus and Hinos, in addition to Mid-Rangers and Kenworth heavy trucks, to keep his service shop busy.

"Too many Class 8 customers are self maintainers (do their own servicing) or they buy here and operate the trucks elsewhere," he said.

Rafferty concedes it is a "headache and expensive" to keep service and parts people trained to handle so many makes, but it is also a requisite to his survival.

He noted that none of his dealer acquaintances has dropped a secondary franchise. "If anything, I detect less resistance on the part of most OEMs to dualing," he said.

Fred Stevenson, manager of ATD's 20 Groups and consulting services, also feels the trend is toward dualing rather than away from it.

"Manufacturers deny this," he said. "But I have a feeling a lot of guys (dealers) are thinking of dualing just so they can stay in business. I just came from a group of GM dealers. Out of 12 dealers, 11 were dualed."

The 20 Groups consist of 20 dealers, with similarly sized dealership handling similar products, who meet regularly to discuss various aspects of their businesses.

Barry Coffman, co-owner of Coffman Interna-

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times during the year compared to a 5.2 turn rate the prior year.

Dealers increased their labor sales by 14.8 percent to $119,400 a month. But gross profits on these sales dropped to 63.8 percent from 64.9 percent in 1989, reflecting a need to discount more heavily in order to get the extra business.

More encouraging were gross profits on parts sales, which increased to 25.8 percent from 25.4 percent in 1989.

Parts sales per employee also increased by 6.2 percent to $24,700 on average. ATD guidelines call for an average of $24,000 per employee. If a dealer has 10 employees, they should sell an average of $240,000 worth of parts monthly.

"If you hit or exceed those guidelines, you're doing very well," Stevenson said.

Dealer parts inventories, averaging about $725,500 a month last year, were up 2.9 percent over 1989. This represented about 2.8 months' worth of supply that they carried on average.

Once again, as a result of turning inventory better, the average was down from the prior year's 2.9 months.

Stevenson said ATD's guideline is 2.7 months. While dealers haven't hit the target yet, they are coming closer every year. The 1990 average was the best since ATD began tracking such inventories in 1986 when dealers averaged 3.5 months' supply of parts.

Reducing the average enables them to free up more capital for other dealership activities.

The 1990 data also showed dealers are watching their credit closely.

Although parts and service receivables grew to $530,000, up 8.0 percent from 1989, receivables as a percent of parts and service sales dropped to 110.2 percent from 115.3 percent.

That compares to ATD's guideline of 115 percent. If parts and service receivables exceed the guideline, dealers are probably being too liberal in giving credit to customers. If the figure drops below 110 percent, the credit policies may be too tight, Stevenson said.

There are some exceptions. If a dealer does a lot of cash business, the figure could safely be below 110 percent.

Stevenson estimates dealer figures have been "about right" for market conditions that existed the past few years.

"When times get tight, guys tighten up on their credit policies — and they should," he said.

Dealer warranty sales continued to increase last year. The average monthly $41,700 sale was up 19.8 percent.

This reflects the fact that vehicle and component warranties have been getting longer, a trend that is expected to continue.

Warranty receivables from factories increased only 3 percent, another good sign. It indicates that manufacturers are paying off claims more quickly. That figure had increased by about 13 percent in each of the prior three years. □

Joseph Bohn is truck editor of Automotive News.

Analysis of heavy-truck dealers

(Dollar amounts are in thousands)

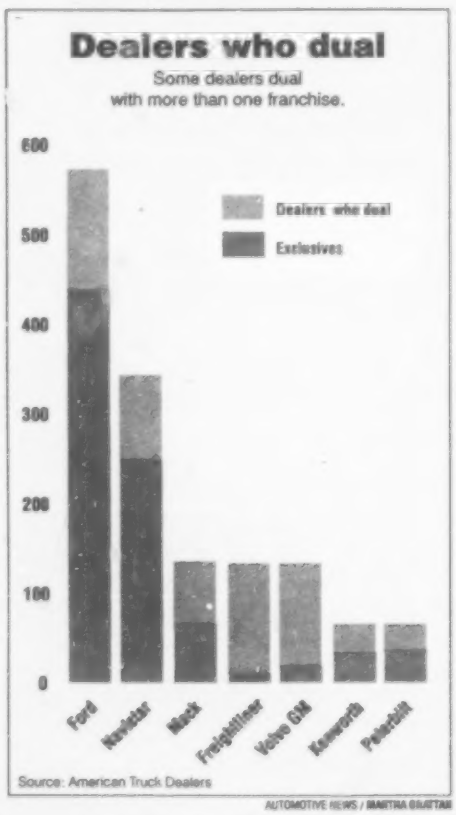
	1986	1987	1988	1989	1990
Average month sales	$1,127.5	$1,362.5	$1,518.2	$1,589.0	$1,492.5
Profit as percent of sales	1.8	1.8	2.2	1.9	2.0
Total assets	$3,915.8	$4,499.1	$4,783.8	$5,568.8	$5,979.2
Return on assets	6.2	6.6	8.7	6.7	6.4
Net Worth	$1,053.8	$1,190.6	$1,318.1	$1,403.1	$1,730.4
Return on net worth	23.1	24.9	30.4	28.6	17.7
Percent assets owned	26.9	26.5	27.7	27.1	29.6
Average month gross	$ 171.2	$ 188.6	$ 216.5	$ 233.2	$ 250.0
Average month expense	$ 154.8	$ 178.8	$ 190.9	$ 208.2	$ 225.0
Expenses as percent of sales	13.7	10.3	13.6	14.6	16.0
Expenses as percent of gross	90.4	94.8	93.8	95.4	96.3
Gross per employee	NA	NA	$ 4.4	$ 4.3	$ 4.2
Expense per employee	NA	NA	$ 3.7	$ 3.8	$ 3.8
Parts & service receivables	$ 408.4	$ 431.0	$ 440.5	$ 490.8	$ 530.0
Parts & service sales	$ 328.9	$ 374.8	$ 378.9	$ 424.6	$ 470.1
Percent past due	31.4	29.7	32.1	34.1	34.2
Warranty sales	$ 19.8	$ 23.9	$ 27.5	$ 34.8	$ 41.7
Warranty receivables	$ 54.9	$ 67.4	$ 80.4	$ 93.8	$ 96.9
New-truck sales	$ 634.3	$ 824.5	$ 959.3	$ 952.8	$ 833.3
Gross as percent of sales	6.3	5.7	6.2	5.9	6.2
Used-truck sales	$ 120.1	$ 133.3	$ 153.0	$ 166.2	$ 166.7
Gross as percent of sales	6.9	6.8	7.9	8.2	6.7
Used-truck inventory	$ 273.2	$ 307.6	$ 360.7	$ 409.0	$ 416.4
Inventory turns	4.4	4.7	5.7	5.2	5.7
Labor sales	$ 100.2	$ 104.8	$ 90.3	$ 104.0	$ 119.4
Gross as percent of sales	55.9	59.4	62.5	64.9	63.8
Parts sales	$ 251.9	$ 268.3	% 272.5	$ 304.8	$ 334.5
Gross as percent of sales	25.3	25.1	25.4	25.4	25.8
Sales per employee	$ 21.7	$ 23.5	$ 23.6	$ 24.2	$ 25.7
Inventory	$ 663.5	$ 649.0	$ 645.7	$ 705.3	$ 725.5
Inventory turns	3.4	3.7	3.8	4.1	4.3
Parts & service absorption	87.0	86.0	84.7	85.2	83.8
Prescription absorption	93.0	91.0	93.0	93.6	95.4

tional Inc. in Dothan, Ala., said dualing depends on what is offered by each manufacturer.

His dealership sells Mitsubishi medium-duty trucks, along with Navistar's broad line of mediums and heavies.

Coffman felt there was market potential for Class 3 to 6 cabover models, but Navistar cabovers, contracted through Nissan Diesel, only go through Class 5. He also disliked the three-party arrangement involving Nissan, Navistar and himself. "Our deal with Mitsubishi is between Mitsubishi and us," he said.

Navistar's agreement to distribute Nissan medium duties ran out in September 1990. Nissan still accepts orders from Navistar, but Navistar has stopped accepting orders from dealers due to economic issues, according to Navistar spokesman John McDonald.



Robert Coffman, co-owner of Coffman International, would like to add Class 8 Kenworths or Peterbilts. He feels, at times, that Navistar doesn't have a "sexy enough or strong enough appeal" and that, with its broad line, it doesn't always have to be price competitive in Class 8.

Navistar can forgo the "heavy-duty discount game" if it chooses by lowering prices on its medium duties where it has more profit elasticity, according to Barry Coffman. Kenworth and Peterbilt don't have that luxury.

The Coffman brothers disagree about adding another Class 8 make, with Barry feeling it would create more extra work than it is worth.

"Just the sales meetings — the sales knowledge you have to have about the total lines of trucks — make it harder for the dealership," he said.

"How many warranty claims by different makes can you handle?" he said, noting separate warranties for Navistar, Mitsubishi and components.

Rick Kilgore, owner of Mack Sales Inc. in Birmingham, Ala., has dualed Mitsubishi and Nissan's UD lines.

"Our goal is to run more volume through the operation and keep fixed costs the same," he said. "To get service absorption to 100 percent, you've got to run more volume through it."

Kilgore said that with his overhead, he probably loses money on every import, although they provide "excellent parts and service business" because their drivers tend to be more abusive.

Charles Bowen, owner of Oklahoma City Freightliner, said dualing depends on the dealer's manufacturer and location. He has never had to dual, having been successful with just Freightliner and Mercedes-Benz.

"I can make a strong argument this is the way to go," he said. "But in some markets, like Wyoming, in the oil fields, you may have to have an Autocar to supply the customer base that doesn't use Freightliner."

Added Brown: "There's people who represent a manufacturer who won't sell a handful of trucks a year. And if they do a true cost accounting, they can't even afford that. There are no Hondas in the heavy-truck business. It's strictly a commercial-type business, and the vehicles are viewed the same and bought the same way by everybody."

That, said Brown, makes it difficult for dealers with only Class 8 makes to avoid dualing. □

— Joseph Bohn

Major Class 8 makes

Dealerships	Volvo GM	Ford	Freightliner	Navistar	Mack	Kenworth	Peterbilt
GMC	70	—	26	19	5	9	13
Isuzu	16	31	23	14	20	7	1
Mitsubishi Fuso	9	14	9	20	14	2	1
Mercedes	23	10	—	4	10	8	1
Hino	9	13	2	8	6	10	8
Iveco	9	16	6	8	13	1	2
Volvo GM	—	7	28	5	4	6	5
Freightliner	28	16	—	4	5	—	—
Nissan Diesel	2	15	10	5	8	3	3
Ford	7	—	16	6	4	6	5
Western Star	8	10	12	4	2	—	—
International	5	6	4	—	3	—	3
Mack	4	4	5	3	—	3	1
Dodge	—	19	—	—	1	—	—
Kenworth	6	6	—	—	3	—	—
Peterbilt	5	5	—	3	1	—	—
Chevrolet	5	—	1	—	—	—	1
Marmon	1	2	1	1	1	—	—
Crane Carrier	—	—	2	2	—	—	—
Scania	1	—	—	1	1	—	—
Oshkosh	—	—	1	1	1	—	—
TOTAL DUALS	208	174	146	108	102	55	44
TOTAL DEALERS	135	573	135	345	130	70	60
EXCLUSIVES	19	438	12	250	67	35	39
DUALING DEALERS	116	[illegible]	123	95	71	35	30

Source: American Truck Dealers

U.S. CAR AND LIGHT-TRUCK SALES, MARCH — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	99,082	121,529	13.6	14.3	98,795	126,975	27.8	30.0	197,877	248,504	18.2	19.5	−1.3	−20.4
Chevrolet/Geo	101,038	130,585	13.8	15.3	94,403	117,398	26.6	27.7	195,441	247,983	18.0	19.5	−1.4	−21.2
Toyota	62,035	67,849	8.5	8.0	22,695	23,195	6.4	5.5	84,730	91,044	7.8	7.1	0.7	−6.9
Dodge	24,990	29,400	3.4	3.5	42,810	42,838	12.1	10.1	67,800	72,238	6.2	5.7	0.6	−6.1
Honda	62,258	59,255	8.5	7.0	—	—	—	—	62,258	59,255	5.7	4.6	1.1	5.1
Pontiac	47,366	50,886	6.5	6.0	1,883	2,583	0.5	0.6	49,249	53,469	4.5	4.2	0.3	−7.9
Buick	46,634	45,674	6.4	5.4	—	—	—	—	46,634	45,674	4.3	3.6	0.7	2.1
Nissan	30,284	41,991	4.1	4.9	14,518	20,217	4.1	4.8	44,802	62,208	4.1	4.9	−0.8	−28.0
Oldsmobile	38,034	47,452	5.2	5.6	2,397	1,830	0.7	0.4	40,431	49,282	3.7	3.9	−0.1	−18.0
Mazda	27,124	26,696	3.7	3.1	10,094	9,971	2.8	2.4	37,218	36,667	3.4	2.9	0.6	1.5
Mercury	32,235	35,656	4.4	4.2	—	—	—	—	32,235	35,656	3.0	2.8	0.2	−9.6
Plymouth	15,821	22,090	2.2	2.6	15,873	12,191	4.5	2.9	31,694	34,281	2.9	2.7	0.2	−7.5
GMC	—	—	—	—	24,520	29,505	6.9	7.0	24,520	29,505	2.3	2.3	−0.1	−16.9
Cadillac	18,862	27,776	2.6	3.3	—	—	—	—	18,862	27,776	1.7	2.2	−0.4	−32.1
Lincoln	17,809	24,546	2.4	2.9	—	—	—	—	17,809	24,546	1.6	1.9	−0.3	−27.4
Acura	12,703	11,831	1.7	1.4	—	—	—	—	12,703	11,831	1.2	0.9	0.2	7.4
Mitsubishi	10,815	14,995	1.5	1.8	1,564	3,642	0.4	0.9	12,379	18,637	1.1	1.5	−0.3	−33.6
Jeep	—	—	—	—	12,216	18,398	3.4	4.3	12,216	18,398	1.1	1.4	−0.3	−33.6
Hyundai	12,005	11,979	1.6	1.4	—	—	—	—	12,005	11,979	1.1	0.9	0.2	0.2
Subaru	11,439	11,305	1.6	1.3	—	—	—	—	11,439	11,305	1.1	0.9	0.2	1.2
Isuzu	746	402	0.1	0.0	9,731	11,604	2.7	2.7	10,477	12,006	1.0	0.9	0.0	−12.7
Chrysler	9,811	14,696	1.3	1.7	379	238	0.1	0.1	10,190	14,934	0.9	1.2	−0.2	−31.8
VW	8,191	13,032	1.1	1.5	456	659	0.1	0.2	8,647	13,691	0.8	1.1	−0.3	−36.8
Volvo	7,358	7,265	1.0	0.9	—	—	—	—	7,358	7,265	0.7	0.6	0.1	1.3
Mercedes-Benz	5,234	6,891	0.7	0.8	—	—	—	—	5,234	6,891	0.5	0.5	−0.1	−24.0
Eagle	5,091	4,663	0.7	0.5	—	—	—	—	5,091	4,663	0.5	0.4	0.1	9.2
BMW	4,672	5,436	0.6	0.7	—	—	—	—	4,672	5,436	0.4	0.4	0.0	−14.1
Lexus	4,459	4,861	0.6	0.6	—	—	—	—	4,459	4,861	0.4	0.4	0.0	−8.3
Saab	3,752	2,277	0.5	0.3	—	—	—	—	3,752	2,277	0.3	0.2	0.2	64.8
Saturn	3,302	—	0.5	0.0	—	—	—	—	3,302	—	0.3	0.0	0.3	—
Suzuki	500	475	0.1	0.1	1,926	1,600	0.5	0.4	2,426	2,075	0.2	0.2	0.1	16.9
Infiniti	2,389	1,549	0.3	0.2	—	—	—	—	2,389	1,549	0.2	0.1	0.1	54.2
Jaguar	1,038	1,746	0.1	0.2	—	—	—	—	1,038	1,746	0.1	0.1	0.0	−40.5
Audi	861	2,255	0.1	0.3	—	—	—	—	861	2,255	0.1	0.2	−0.1	−61.8
Daihatsu	536	1,219	0.1	0.1	226	484	0.1	0.1	802	1,703	0.1	0.1	−0.1	−52.9
Porsche	533	940	0.1	0.1	—	—	—	—	533	940	0.0	0.1	0.0	−43.3
Peugeot	347	481	0.0	0.1	—	—	—	—	347	481	0.0	0.0	0.0	−27.9
Alfa Romeo	340	266	0.0	0.0	—	—	—	—	340	266	0.0	0.0	0.0	27.8
Range Rover	—	—	—	—	319	360	0.1	0.1	319	360	0.0	0.0	0.0	−11.4
Sterling	240	405	0.0	0.0	—	—	—	—	240	405	0.0	0.0	0.0	−40.7
Yugo	146	571	0.0	0.1	—	—	—	—	146	571	0.0	0.0	0.0	−74.4
Rolls/Bentley*	100	100	0.0	0.0	—	—	—	—	100	100	0.0	0.0	0.0	0.0
Ferrari*	80	80	0.0	0.0	—	—	—	—	80	80	0.0	0.0	0.0	0.0
Lotus*	27	27	0.0	0.0	—	—	—	—	27	27	0.0	0.0	0.0	0.0
Maserati*	20	20	0.0	0.0	—	—	—	—	20	20	0.0	0.0	0.0	0.0
Lamborghini*	13	13	0.0	0.0	—	—	—	—	13	13	0.0	0.0	0.0	0.0
Aston Martin*	5	5	0.0	0.0	—	—	—	—	5	5	0.0	0.0	0.0	0.0
TOTAL	**730,325**	**851,170**	**100.0**	**100.0**	**354,845**	**423,688**	**100.0**	**100.0**	**1,085,170**	**1,274,858**	**100.0**	**100.0**	**0.0**	**−14.9**

*Estimate

U.S. CAR AND LIGHT-TRUCK SALES, 1st QUARTER — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	268,246	342,735	14.1	14.8	261,730	341,366	29.1	29.5	529,976	684,101	18.9	19.7	−0.8	−22.5
Chevrolet/Geo†	270,458	349,499	14.2	15.2	239,177	312,473	26.6	27.0	509,635	663,201	18.2	19.1	−0.9	−23.2
Toyota	150,194	173,589	7.9	7.5	49,897	59,905	5.5	5.2	200,091	233,494	7.1	6.7	−14.3	2.2
Dodge	84,884	87,929	4.5	3.8	107,151	135,296	11.9	11.7	192,035	223,225	6.8	6.4	0.4	−14.0
Honda	136,931	158,398	7.2	6.8	—	—	—	—	136,931	158,398	4.9	4.6	0.3	−13.6
Buick	128,501	130,910	6.7	5.7	—	—	—	—	128,501	130,910	4.6	3.8	0.8	−1.8
Pontiac	119,176	146,430	6.3	6.3	4,709	6,315	0.5	0.5	123,885	152,745	4.4	4.4	0.0	−18.9
Nissan	76,790	107,037	4.0	4.6	37,343	42,909	4.2	3.7	114,133	149,946	4.1	4.3	−0.3	−23.9
Oldsmobile	97,831	132,153	5.1	5.7	5,708	4,808	0.6	0.4	103,539	136,961	3.7	3.9	−0.3	−24.4
Mazda	63,454	62,407	3.3	2.7	25,736	26,484	2.9	2.3	89,190	88,891	3.2	2.6	0.6	0.3
Plymouth	48,840	66,447	2.6	2.9	39,573	50,755	4.4	4.4	88,413	117,202	3.2	3.4	−0.2	−24.6
Mercury	84,501	97,638	4.4	4.2	—	—	—	—	84,501	97,638	3.0	2.8	0.2	−13.5
GMC	—	—	—	—	60,960	79,034	6.8	6.8	60,960	79,034	2.2	2.3	−0.1	−22.9
Cadillac	52,819	69,507	2.8	3.0	—	—	—	—	52,819	69,507	1.9	2.0	−0.1	−24.0
Mitsubishi	39,312	46,416	2.1	2.0	8,043	11,033	0.9	1.0	47,355	57,449	1.7	1.7	0.0	−17.6
Lincoln	46,629	62,678	2.4	2.7	—	—	—	—	46,629	62,678	1.7	1.8	−0.1	−25.6
Jeep	—	—	—	—	35,678	52,271	4.0	4.5	35,678	52,271	1.3	1.5	−0.2	−31.7
Acura	31,465	31,937	1.7	1.4	—	—	—	—	31,465	31,937	1.1	0.9	0.2	−1.5
Chrysler	30,111	42,079	1.6	1.8	890	894	0.1	0.1	31,001	42,973	1.1	1.2	−0.1	−27.9
Hyundai	28,325	34,411	1.5	1.5	—	—	—	—	28,325	34,411	1.0	1.0	0.0	−17.7
Subaru	26,557	24,575	1.4	1.1	—	—	—	—	26,557	24,575	0.9	0.7	0.2	8.1
Volkswagen	22,134	29,155	1.2	1.3	1,155	1,501	0.1	0.1	23,289	30,656	0.8	0.9	−0.1	−24.0
Volvo	18,339	22,400	1.0	1.0	—	—	—	—	18,339	22,400	0.7	0.6	0.0	−18.1
Isuzu	1,870	836	0.1	0.0	15,518	26,584	1.7	2.3	17,388	27,420	0.6	0.8	−0.2	−36.6
Mercedes-Benz	12,593	17,356	0.7	0.8	—	—	—	—	12,593	17,356	0.4	0.5	−0.1	−27.4
Eagle	12,109	14,828	0.6	0.6	—	—	—	—	12,109	14,828	0.4	0.4	0.0	−18.3
Lexus	11,886	13,167	0.6	0.6	—	—	—	—	11,886	13,167	0.4	0.4	0.0	−9.7
BMW	10,585	14,468	0.6	0.6	—	—	—	—	10,585	14,468	0.4	0.4	0.0	−26.8
Saturn	6,878	0	0.4	0.0	—	—	—	—	6,878	0	0.2	0.0	0.2	
Saab	6,593	6,332	0.3	0.3	—	—	—	—	6,593	6,332	0.2	0.2	0.1	4.1
Infiniti	6,156	3,695	0.3	0.2	—	—	—	—	6,156	3,695	0.2	0.1	0.1	66.6
Suzuki	1,259	1,605	0.1	0.1	4,430	4,244	0.5	0.4	5,689	5,849	0.2	0.2	0.0	−2.7
Audi	2,578	4,949	0.1	0.2	—	—	—	—	2,578	4,949	0.1	0.1	−0.1	−47.9
Daihatsu	1,409	3,648	0.1	0.2	790	1,025	0.1	0.1	2,199	4,673	0.1	0.1	−0.1	−52.9
Jaguar	2,117	4,744	0.1	0.2	—	—	—	—	2,117	4,744	0.1	0.1	−0.1	−55.4
Porsche	1,096	2,360	0.1	0.1	—	—	—	—	1,096	2,360	0.0	0.1	0.0	−53.6
Peugeot	1,009	1,129	0.1	0.0	—	—	—	—	1,009	1,129	0.0	0.0	0.0	−10.6
Alfa Romeo	860	577	0.0	0.0	—	—	—	—	860	577	0.0	0.0	0.0	49.0
Yugo	761	1,994	0.0	0.1	—	—	—	—	761	1,994	0.0	0.1	0.0	−61.8
Range Rover	—	—	—	—	731	1,095	0.1	0.1	731	1,095	0.0	0.0	0.0	−33.2
Sterling	656	1,403	0.0	0.1	—	—	—	—	656	1,403	0.0	0.0	0.0	−53.2
Rolls/Bentley*	300	300	0.0	0.0	—	—	—	—	300	300	0.0	0.0	0.0	0.0
Ferrari*	240	240	0.0	0.0	—	—	—	—	240	240	0.0	0.0	0.0	0.0
Lotus*	81	81	0.0	0.0	—	—	—	—	81	81	0.0	0.0	0.0	0.0
Maserati*	60	60	0.0	0.0	—	—	—	—	60	60	0.0	0.0	0.0	0.0
Lamborghini*	39	39	0.0	0.0	—	—	—	—	39	39	0.0	0.0	0.0	0.0
Aston Martin*	15	15	0.0	0.0	—	—	—	—	15	15	0.0	0.0	0.0	0.0
TOTAL	**1,906,647**	**2,313,385**	**100.0**	**100.0**	**899,219**	**1,157,992**	**100.0**	**100.0**	**2,805,866**	**3,471,377**	**100.0**	**100.0**	**0.0**	**−19.2**
TOTAL BIG 3	**1,250,983**	**1,544,062**	**65.6**	**67.7**	**755,576**	**983,212**	**84.0**	**84.9**	**2,006,559**	**2,527,274**	**71.5**	**72.8**	**−1.3**	**−20.6**
TOTAL JAPAN	**547,283**	**627,310**	**28.7**	**27.1**	**141,757**	**172,184**	**15.8**	**14.9**	**489,040**	**799,494**	**24.6**	**23.0**	**1.5**	**−13.8**
TOTAL EUROPE	**80,056**	**107,602**	**4.2**	**4.7**	**1,886**	**2,596**	**0.2**	**0.2**	**81,942**	**110,198**	**2.9**	**3.2**	**−0.3**	**−25.6**
GM	675,663	828,499	35.4	35.9	310,554	402,630	34.5	34.8	986,217	1,232,358	35.1	35.5	−0.4	−20.0
Ford	399,376	503,051	20.9	21.7	261,730	341,366	29.1	29.5	661,106	844,417	23.6	24.3	−0.8	−21.7
Chrysler	175,944	211,283	9.2	9.1	183,292	239,216	20.4	20.7	359,236	450,499	12.8	13.0	−0.2	−20.3
Toyota/Lexus	162,080	186,756	8.5	8.1	49,897	59,905	5.5	5.2	211,977	246,661	7.6	7.1	0.4	−14.1
Honda/Acura	168,396	190,335	8.8	8.2	—	—	—	—	168,396	190,335	6.0	5.5	0.5	−11.5
Nissan/Infiniti	82,946	110,732	4.4	4.8	37,343	42,909	4.2	3.7	120,289	153,641	4.3	4.4	−0.1	−21.7
VW/Audi	24,712	34,104	1.3	1.5	1,155	1,501	0.1	0.1	25,867	35,605	0.9	1.0	−0.1	−27.4
†Geo	*54,245*	*72,412*	*2.8*	*3.2*	*6,024*	*7,572*	*0.7*	*0.7*	*60,269*	*81,213*	*2.1*	*2.3*	*−0.2*	*−25.8*

*Estimate

SALES

FROM PAGE 1

white-collar unemployment, tighter credit controls on new-car and truck loans and a glut of nearly new former fleet vehicles stealing sales from new cars.

Japanese makes showed more resistance to the trend than domestic makes. Though Japanese nameplates were off 8.6 percent in March, they continued to outperform the market. For the first quarter, Japanese makes held 24.6 percent of the U.S. car and truck market, compared with 24.0 percent for all of 1990.

Japan's sales drop again, Page 27

Big 3 sales in March were off 16.9 percent to 753,351 cars and trucks.

Chrysler Corp. fared the best among them, with a 12.1 percent decline from a poor month last year. Its performance was boosted by strong sales of its Caravan, Voyager and Town and Country minivans, whose combined sales rose 32.1 percent. The increases came as Chrysler began to fend off the competition by offering low-priced value versions of its best-sellers.

Chrysler's Jeep sales, however, were off 33.6 percent to 12,216.

Combined sales for General Motors fell 16.6 percent to 378,439. Buick remained a bright spot for GM. Sales rose 2.1 percent in March, and Buick's share of the U.S. car market now is 6.7 percent, up a full percentage point from a year ago.

Chevrolet cars and trucks, including Geo, were off 21.2 percent.

Ford Motor Co. sales fell 19.7 percent in March, as both cars and trucks declined. Lincoln was off 27.4 percent and Ford Division's car and truck sales dropped 20.4 percent.

Among the Japanese, Honda and Acura both posted March increases, giving American Honda Motor Co. a 5.5 percent gain. Honda Division sales rose 5.1 percent, aided by $900 dealer incentives on the Accord. Honda sold 44,894 Accords in March, more than enough to make it the nation's top-selling vehicle for the month. The Accord ranked fourth in February, with 24,743 sales.

Meanwhile, at Toyota Motor Sales U.S.A., combined Toyota and Lexus sales dropped 7.0 percent. Despite a 54.2 percent increase in Infiniti sales, total deliveries for Nissan Motor Corp. in U.S.A. dropped 26 percent.

Heavily advertised special leasing and finance rates helped Saab Cars USA post a 64.8 percent increase for the month, with sales of 3,752 cars.

The luxury tax on cars over $30,000 continued to hound luxury importers. Sales for Mercedes-Benz of North America Inc. fell 24.1 percent in March to 5,199; year-to-date sales were off 27 percent to 12,499.

Sales were poorest in the top of the sedan range, the S class, where deliveries were off 50.2 percent for the month and 48.6 percent for the quarter. Sales of the mid-range 300 series were off 29 percent.

Mercedes officials pinned most of the blame on the luxury tax that took effect Jan. 1, but they also cited general economic conditions.

At the bottom of the Mercedes range, sales of the 190 class rose 22.9 percent to 1,446 for the month; and were up 15.2 percent to 3,487 for the year to date.

BMW of North America Inc., which has a higher proportion of cars below $30,000, was off 14.1 percent to 4,672 in March.

DOMESTIC CAR SALES, MARCH & YTD

	March 1991	Same Month, 1990	Jan. 1 to Mar. 31, 1991	Same Period, 1990
Summit	520	0	1,345	0
Talon	2,933	1,914	7,222	6,517
Premier	1,021	1,200	1,837	3,942
Total Eagle	**4,474**	**3,114**	**10,404**	**10,657**
Horizon	76	2,133	247	6,626
Laser	2,473	3,879	6,133	13,066
Sundance	2,864	5,321	9,319	14,022
Reliant	0	420	0	1,560
Acclaim	9,283	8,598	30,112	25,929
Total Plymouth	**14,696**	**20,351**	**45,811**	**61,203**
LeBaron A	1,520	2,129	4,421	3,240
LeBaron J	3,863	4,670	9,329	13,726
LeBaron GTS	0	177	0	621
Fifth Avenue (rwd)	0	90	0	438
Fifth Avenue (fwd)	2,554	2,789	9,666	9,243
Imperial	588	1,224	2,616	3,384
New Yorker C	974	3,175	3,608	9,620
Total Chrysler	**9,499**	**14,254**	**29,640**	**40,272**
Omni	75	2,245	259	6,555
Shadow	5,757	5,772	15,695	16,580
Monaco	410	264	833	601
Daytona	1,338	3,016	3,510	8,893
Aries	0	353	0	1,220
Lancer	0	118	0	509
Spirit	7,627	7,240	26,601	22,425
Dynasty	6,806	8,637	29,865	25,964
Total Dodge	**22,013**	**27,645**	**76,763**	**82,747**
CHRYSLER CORP.	**50,682**	**65,364**	**162,618**	**194,879**
Escort	17,660	23,417	61,477	66,883
Mustang	6,295	11,592	17,268	30,478
Tempo	20,240	21,533	50,669	62,006
Taurus	27,768	29,184	75,566	84,372
Thunderbird	8,732	10,921	19,888	27,923
Probe	6,684	9,744	17,159	27,893
Crown Victoria	8,025	9,649	17,405	26,794
Total Ford Div.	**95,404**	**116,040**	**259,432**	**326,349**
Topaz	5,417	7,099	13,544	20,047
Sable	7,733	9,148	21,882	25,548
Cougar	4,632	8,349	12,221	20,077
Grand Marquis	8,479	9,303	19,929	26,281
Total Mercury	**26,261**	**33,899**	**67,576**	**91,953**
Continental	5,135	6,341	13,847	18,407
Town Car	11,882	15,989	30,527	37,537
Mark VII	792	2,215	2,255	6,734
Total Lincoln	**17,809**	**24,546**	**46,629**	**62,678**
Total L-M Div.	**44,070**	**58,445**	**114,205**	**154,631**
FORD MOTOR CO.	**139,474**	**174,485**	**373,637**	**480,980**
Skyhawk	0	108	0	458
Skylark	1,112	0	1,592	0
Somerset/Skylark	7,867	8,258	25,205	26,144
Century	9,400	10,629	26,371	30,950
Regal	9,361	4,510	24,486	13,342
LeSabre	10,852	15,492	26,768	38,203
Reatta	243	643	666	1,620
Electra/Park Ave.	6,376	4,019	19,485	15,336
Riviera	1,423	2,015	3,928	4,857
Total Buick	**46,634**	**45,674**	**128,501**	**130,910**
Allante	223	289	525	835
Seville	4,748	3,333	9,479	7,696
DeVille	9,616	17,955	32,411	46,078
Brougham	2,390	3,985	6,410	9,240
Eldorado	1,885	2,214	3,994	5,658
Total Cadillac	**18,862**	**27,776**	**52,819**	**69,507**
Geo Metro	5,644	1,407	18,095	2,636
Geo Prizm/Nova	5,139	9,335	19,010	26,268
Cavalier	27,150	29,440	75,879	77,009
Camaro	3,983	6,739	9,927	17,255
Celebrity	114	2,697	3,884	7,827
Corsica/Beretta	17,388	27,489	42,853	80,018
Lumina/Monte Carlo	20,868	20,828	47,596	57,389
Caprice	12,392	16,297	31,887	35,130
Corvette	1,837	1,995	4,187	5,095
Total Chevrolet	**94,515**	**116,227**	**253,318**	**308,627**
Calais	9,512	9,350	21,070	24,410
Cutlass Ciera	8,357	11,656	21,473	32,456
Cutlass Supreme	7,978	11,001	20,591	32,033
88	7,058	9,390	20,549	27,608
98	4,350	4,613	12,065	12,211
Toronado	779	1,442	2,083	3,435
Total Oldsmobile	**38,034**	**47,452**	**97,831**	**132,153**
Sunbird	7,749	8,341	22,192	26,435
Firebird	1,666	3,380	4,653	9,278
Grand Am	17,690	16,003	42,159	46,295
Pontiac 6000	2,408	5,239	6,644	13,859
Grand Prix	9,247	10,392	22,488	26,757
Bonneville H	5,551	5,285	13,672	17,422
Total Pontiac	**44,311**	**48,640**	**111,808**	**140,046**
Total Saturn	**3,302**	**0**	**6,878**	**0**
GENERAL MOTORS	**245,658**	**285,769**	**651,135**	**781,243**
Civic	9,710	15,736	24,336	43,065
Accord	32,917	23,783	66,477	61,803
HONDA	**42,627**	**39,519**	**90,813**	**104,868**
MX-6	4,479	5,477	9,974	10,030
626	7,659	5,718	19,302	9,894
MAZDA	**12,138**	**11,195**	**29,276**	**19,924**
MITSUBISHI	**4,380**	**4,719**	**18,170**	**13,192**
NISSAN	**11,006**	**9,381**	**26,887**	**22,221**
Corolla	10,545	12,588	24,493	30,429
Camry	17,693	19,636	40,679	50,984
TOYOTA	**28,238**	**32,224**	**65,172**	**81,413**
SUBARU	**4,588**	**293**	**10,198**	**409**
SUZUKI	**96**	**0**	**135**	**0**
DOMESTIC TOTAL	**538,887**	**622,949**	**1,428,061**	**1,699,129**
IMPORT TOTAL	**191,438**	**226,813**	**478,586**	**613,627**
INDUSTRY TOTAL	**730,325**	**851,170**	**1,906,647**	**2,312,156**

*Estimate

CAFE

FROM PAGE 1

economy. The NHTSA report shows that eight of the 10 Asian importers had a lower CAFE in 1990 than in 1989.

But General Motors had the most dramatic decrease in CAFE for an import fleet, falling 5 mpg to 32.1 mpg. The big fall reflects the addition of Saab Automobile and GM's Canadian production to its fleet fuel-economy calculations.

GM acquired a 50 percent stake in the Swedish automaker last year. GM boosted the domestic content of its Canadian-made Geo line to 75 percent, making the fuel-efficient vehicles domestics rather than imports.

Subaru of America's CAFE took an equally steep plunge, falling 4.7 mpg to 27.8 mpg. Subaru said its CAFE fell because it introduced the Legacy, its first mid-sized car, in 1989.

Alex Fedorak, a spokesman for Subaru, said the CAFE numbers are actually good news because "they show how well the Legacy is selling."

Nissan Motor Corp. in U.S.A. said its fuel economy dropped to 28.4 mpg from 30.4 mpg in the 1989 model year, primarily because of the addition of the upscale Infiniti marque and the restyled 300ZX.

On the domestic side, none of the Big 3 met the standard. Chrysler Corp., Ford Motor Co. and GM's passenger-car CAFE fell 0.9 mpg, 0.2 mpg and 0.1 mpg, respectively, below their 1989-model-year levels to 27.1 mpg, 26.4 mpg and 27.1 mpg.

A NHTSA analyst estimated GM's penalty at $55 million and Ford's at $90 million, but said Chrysler's had not yet been calculated. Because of credit carry-forwards, however, none of the three will have to shell out any actual cash to pay fines on the 1990 shortfalls, the analyst said.

The only major European maker to meet the 1990 standard was Germany's Volkswagen Group, which slipped to 29 mpg from 30.4 mpg. The upscale Audi brand is included in VW's CAFE.

Both Alfa Romeo and Yugo exceeded their 1989 CAFE last year, rising 3.2 mpg and 0.4 mpg, respectively.

Mercedes-Benz, with a 21.4-mpg average, had the worst CAFE of any European marque and is expected to pay a penalty of $17.5 million.

A NHTSA analyst estimated GM's penalty at $55 million, Ford's at $90 million. Chrysler's had not been calculated. Because of credits, none will have to pay.

LIGHT-DUTY TRUCK SALES, MARCH & YTD

	Mar. 1991	Mar. 1990	3 Mos., 1991	3 Mos., 1990
Vans	7,776	14,110	22,612	36,496
Aerostar	12,133	15,507	31,576	44,105
Club Wagon	1,666	1,992	4,228	5,677
Ranger	21,096	25,530	56,935	69,906
Bronco	2,304	6,147	6,172	15,895
Bronco II/Explorer	22,229	7,591	55,668	22,122
Pickups	31,591	56,098	84,539	147,165
Ford	**98,795**	**126,975**	**261,730**	**341,366**
Vans	7,019	10,415	16,934	25,683
Sportsvan	688	1,012	1,515	2,082
Geo Tracker	2,128	2,790	6,024	7,572
Astro	10,571	12,004	24,271	33,033
Lumina APV	4,060	4,809	9,946	11,904
S-10	19,622	15,177	48,379	43,977
S-10 Blazer	10,133	12,193	29,288	33,842
Blazer	1,162	1,765	2,827	5,219
Suburban	3,092	6,253	8,565	15,160
Pickups	35,928	50,980	91,428	134,001
Chevrolet	**94,403**	**117,398**	**239,177**	**312,473**
Pontiac Trans Sport	**1,883**	**2,583**	**4,709**	**6,315**
Olds Silhouette	**2,397**	**1,830**	**5,708**	**4,808**
Vans	4,740	5,396	10,692	13,643
Ram Wagon	2,351	2,300	4,456	5,948
Voyager	15,873	12,191	39,573	50,755
Caravan	18,802	13,751	49,358	57,874
Caravan C/V	742	917	1,751	2,858
Town & Country	379	238	890	894
Ram 50	380	1,335	1,131	3,875
Raider	0	173	0	676
Ramcharger	553	979	1,610	2,912
Dakota	6,883	8,013	18,207	21,519
Pickups	8,359	9,974	19,946	25,991
Chrysler	**59,062**	**55,267**	**147,614**	**186,945**
Vans	2,968	3,623	6,307	8,469
Safari	2,726	2,749	6,927	7,767
S-1/Sonoma	4,322	3,417	10,490	9,910
S-15 Jimmy	2,643	2,891	6,950	8,143
Jimmy	262	559	739	1,548
Suburban	1,251	2,475	3,338	6,198
Pickups	10,082	13,450	25,406	36,102
P Model	187	226	485	625
W-4	79	115	318	272
GMC	**24,520**	**29,505**	**60,960**	**79,034**
Wrangler	3,045	4,810	8,204	11,242
Wagoneer	0	294	0	985
Cherokee	8,329	11,134	25,039	33,873
Grand Wagoneer	331	592	983	1,765
Comanche	511	1,568	1,452	4,406
Jeep	**12,216**	**18,398**	**35,678**	**52,271**
Daihatsu	**266**	**484**	**790**	**1,025**
Pickup*	3,775	2,979	5,855	7,619
Amigo	667	1,021	1,160	2,457
Trooper	2,983	7,604	5,014	16,178
Rodeo	2,306	0	3,489	0
Isuzu	**9,731**	**11,604**	**15,518**	**26,584**
Pickup	4,089	6,402	11,330	17,106
MPV	5,160	3,569	11,822	9,378
Navajo	845	0	2,584	0
Mazda	**10,094**	**9,971**	**25,736**	**26,484**
Pickup	969	2,460	5,519	7,414
Montero	591	1,108	2,477	3,370
Van	4	74	47	249
Mitsubishi	**1,564**	**3,642**	**8,043**	**11,033**
Pickup*	11,162	15,517	28,618	32,875
Pathfinder	3,284	2,893	8,271	7,089
Axxess	72	807	208	2,268
Van	0	9	2	23
Hawaii	0	191	244	654
Nissan	**14,518**	**20,217**	**37,343**	**42,909**
Range Rover	**319**	**360**	**731**	**1,095**
Samuari	450	571	1,235	1,395
Sidekick*	1,476	1,029	3,195	2,849
Suzuki	**1,926**	**1,600**	**4,430**	**4,244**
Pickups	13,695	16,534	29,952	42,572
Previa	4,717	2,106	8,015	3,385
4 Runner	3,591	4,181	6,858	12,609
Land Cruiser	692	355	3,137	1,134
Van	0	19	1,935	205
Toyota	**22,695**	**23,195**	**49,897**	**59,905**
Volkswagen	**456**	**659**	**1,155**	**1,501**
Imports	**61,569**	**90,107**	**143,643**	**207,358**
Industry Total	**354,845**	**423,688**	**899,219**	**1,157,992**

*Includes domestic vehicles

Sales charts compiled by Karen Delkowski

PASSENGER CAR FUEL ECONOMY

Model Year CAFE (mpg)

Manufacturer*	1989	1990
Chrysler	28.0	27.1
Ford	26.6	26.4
GM	27.2	27.1
Big 3 sales weighted average	**27.1**	**26.9**
Alfa Romeo	26.9	30.1
BMW	22.2	22.2
Chrysler Imports	30.3	30.5
Daihatsu	44.1	41.5
Ford Imports**	31.5	32.3
GM Imports***	37.1	32.1
Honda	31.6	30.9
Hyundai	33.4	33.3
Isuzu	35.8	33.2
Jaguar	20.4	—
Mazda	29.8	30.5
Mercedes-Benz	21.4	21.4
Mitsubishi	31.4	30.0
Nissan	30.4	28.4
Peugeot	25.5	25.1
Porsche	23.0	21.7
Saab	26.6	—
Sterling	23.6	24.9
Subaru	32.5	27.8
Suzuki	36.9	47.4
Toyota	32.1	30.6
Volvo	25.0	25.2
Volkswagen	30.4	29.0
Yugo	33.6	34.0
Imported sales weighted average	**30.7**	**29.9**
TOTAL FLEET ECONOMY	**28.3**	**28.1**
FUEL ECONOMY STANDARDS	**26.5**	**27.5**

*Manufacturers of fewer than 10,000 passenger cars annually that have requested alternative fuel economy standards are not listed.
**Includes Jaguar production for MY 1990.
***Includes Saab production for MY 1990.
Source: NHTSA

ESCORT

FROM PAGE 1

Honda to be successful," said Goldfarb.

Of the group, Goldfarb said: "In their hearts, they may have really wanted a Honda, but then logic took over and they said: 'Why should I pay so much more?' " Honda Civic suggested retail prices range from $6,995 to $13,320, and Accords are $12,525 to $19,795. Escorts are $8,016 to $11,524.

In spite of being badgered by friends, or perhaps because of it, almost all of the group could articulate clearly why they bought an Escort. They believed that the car offered high value.

"I got a really loaded car at a good price," said Eujene, a student and grocery clerk.

Goldfarb said he will suggest that Ford put more emphasis on the value message in advertising. He also said Ford should play up the fact that Mazda is Ford's manufacturing partner and that the car shares many components with the Mazda 323.

"We thought the Mazda connection was a plus, that the influence of a Japanese carmaker was good," said Nancy, an aerospace engineer and mother of two.

Goldfarb said he heard similar comments around the country — except in Detroit. He said Ford could put the Mazda connection in advertising and instruct salespersons to mention it.

None of the buyers mentioned advertising when Goldfarb asked how they had heard about Escort. When he asked about advertising specifically, the only ads the group could recall were regional dealer spots featuring actress Lindsay Wagner.

Other small issues popped up in the focus groups, including complaints that the oil dipstick is too hard to find, the automatic seat belts are irritating and the cupholders are too narrow. At every stop, Goldfarb said, buyers "seemed prepared to recommend the car. They're even bragging about it in environments where they're going against the grain."

CORVETTE

FROM PAGE 3

said Steve Campbell, project manager at the Mercury Marine engine plant in Stillwater. "It turned out to be a tolerance issue on one journal of the camshaft. But until we were able to determine what was causing the problem, we just sort of sat still. Eventually it turned out to be nothing that interfered with the customers. And it only involved 17 engines — all of which were caught before they reached customers."

Only last week, the carmaker's public relations staff acknowledged for the first time that the engine gremlin had popped up.

"In all, there were seven engine failures in the shipping yard at Bowling Green," said Tom Hoxie, a Chevrolet spokesman. "What was happening was the front camshaft bearing journal was being destroyed by a lack of oil during cold-start. The camshaft locked and then the (camshaft) gear sprocket broke off. The problem was caused by a slightly oversized cam journal in a green engine combined with below 30 temperatures."

Engineers said cold engines start up with low oil pressure and thick, heavy oil that is difficult for the engine to pump. But the spinning camshaft depends on thin, pressurized films of oil that support and lubricate the moving cam from the stationary head bearings. The front camshaft bearing is the "last outpost" on the oil circuit.

Mercury's Campbell and Chevrolet engineers insist that the problem has been fully corrected. Campbell said all of the affected engines were destroyed "looking for the root cause during analysis."

A spokesman at Chevrolet told *Automotive News* that "software changes" to the electronic control unit now limit LT5 engine revs until engine coolant reaches a certain warm-up temperature and sufficient oil pressure is assured at all bearing surfaces.

IMPORTED CAR SALES, MARCH & YTD

	Mar. 1991	Mar. 1990	3 Mos. 1991	3 Mos. 1990
Acura	12,703	11,831	31,465	31,937
Alfa Romeo	340	266	860	577
Aston Martin*	5	5	15	15
Audi	861	2,255	2,578	4,949
BMW	4,672	5,436	10,585	14,468
Chevrolet/Geo	6,523	14,358	17,140	40,872
Chrysler	312	442	471	1,807
Daihatsu	536	1,219	1,409	3,648
Dodge	2,977	1,755	8,121	5,182
Eagle	617	1,549	1,705	4,171
Ferrari*	80	80	240	240
Ford	3,678	5,489	8,814	16,386
Honda	19,631	19,736	46,118	53,530
Hyundai	12,005	11,979	28,325	34,411
Infiniti	2,389	1,549	6,156	3,695
Isuzu	746	402	1,870	836
Jaguar	1,038	1,746	2,117	4,744
Lamborghini*	13	13	39	39
Lexus	4,459	4,861	11,886	13,167
Lotus*	27	27	81	81
Maserati*	20	20	60	60
Mazda	14,986	15,501	34,178	42,483
Mercedes-Benz	5,234	6,891	12,593	17,356
Mercury	5,974	1,757	16,925	5,685
Mitsubishi	6,435	8,868	21,142	33,224
Nissan	19,278	32,610	49,903	84,816
Peugeot	347	481	1,009	1,129
Plymouth	1,125	1,739	3,029	5,244
Pontiac	3,055	2,246	7,368	6,384
Porsche	533	940	1,096	2,360
Rolls/Bentley*	100	100	300	300
Saab	3,752	2,277	6,593	6,332
Sterling	240	405	656	1,403
Subaru	6,851	11,012	16,359	24,166
Suzuki	404	475	1,124	1,605
Toyota	33,797	35,625	85,022	92,176
Volkswagen	8,191	13,032	22,134	29,155
Volvo	7,358	7,265	18,339	22,400
Yugo	146	571	761	1,994
TOTAL	**191,438**	**226,813**	**478,586**	**613,027**

*Estimate

Incentives blossom for 7 makes

Imports and domestics ladle out cash to spark spring sales

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Four imported makes plus Chevrolet, Pontiac and GMC Truck fueled the incentive fires last week by announcing new or extended programs.

● **Nissan Motor Corp. in U.S.A.** added the 1991 Sentra to its dealer incentives and extended all others.

Nissan is paying dealers a flat incentive of $1,500 on each 1990 Pathfinder. The rest of the payments are tied to the dealer's performance against quota. Rebates include 1991 Pathfinder, zero to $1,500; 1990 and 1991 Stanza, zero to $1,500; 1991 Sentra, zero to $700; and pickups, $400 to $1,200.

Nissan incentives expire May 2.

● **American Honda Motor Co.** is paying dealers $500 on 1991 Accords through April 30.

● **American Isuzu Motors Inc.** started its new dealer incentive program, "The Big Deal," April 1. Through June 30, Isuzu dealers receive points for each unit car and truck they sell. At the end of the program the points will be converted into cash incentives of $800 to $2,000 per vehicle.

The 1990 and 1991 vehicles included are Impulse, I-Mark, Trooper, Stylus, Amigo, Rodeo and pickup.

● **Hyundai Motor America** is offering dealer and customer incentives through July 2. Customers will receive $500 on 1990 and 1991 Excel three-door L, $700 on 1990 and 1991 Excel three-door GS and Excel four-door L/GL and $1,000 on 1990 and 1991 Excel four-door GLS. Retail rebates of $1,000 on 1990 and 1991 Sonatas (non-Special Edition) and $750 on 1991 Scoupes (non-Special Edition) are also offered.

Hyundai dealers are eligible for $100 to $300 depending on the number of 1991 SE Sonatas and Scoupes sold. The payment levels are: four to nine vehicles, $100; 10 to 15 vehicles, $200; and 16 and over, $300.

● **GMC Truck** increased the retail incentive on 1990 Sierra and cab chassis to $750 from $500. The offer ends May 5. As an alternative to rebates consumers may choose financing ranging from 8.9 percent to 10.9 percent, depending on contract length.

● **Pontiac** is offering a $1,000 consumer incentive on 1991 Grand Am models through July 7. As an alternative to the rebates consumers may choose financing ranging from 4.9 percent to 10.9 percent.

● **Chevrolet** adjusted and extended its consumer incentives. It increased the rebate on its 1991 Geo Storm to $1,000 from $800. The 1990 and 1991 Geo Tracker and 1990 and 1991 Camaro were added and all now carry $500 rebates.

The $500 rebate on the 1990 and 1991 Astro was increased to $1,000. All 1990 and 1991 V Blazers and 1990 and 1991 Suburbans now carry a $1,000 rebate. The 1991 V Blazer and 1991 Suburban previously had a $500 rebate.

Chevrolet reduced from $750 to $500 the incentive on the 1991 R/V pickup and cab chassis. It increased from $500 to $750 the incentive on the 1990 pickup and cab chassis.

In lieu of rebates consumers may choose financing of 8.9 percent for 12- to 48-month contracts and 10.9 percent for 49- to 60-month contracts.

The incentives on 1990 Chevrolet vehicles expire May 5; the 1991 Suburban incentive ends Sept. 25. All other 1991 incentives expire July 7.

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990)		
Dodge Spirit	$500	6/30
Monaco	$1,000-2,000, based on sales	9/30
Dodge Ramcharger	$1,000	6/30
Eagle Premier	$1,000-2,000, based on sales	9/30
Jeep Grand Wagoneer	$3,500	6/30
Plymouth Acclaim	$500	6/30
Chrysler Corp. (1991)		
Dodge Spirit	$500	6/30
Monaco	$1,000-2,000, based on sales; also $1,000 for each car ordered from factory	9/30
Dodge Ramcharger	$1,000	6/30
Eagle Premier	$1,000-2,000, based on sales; also $1,000 for each car ordered from factory	9/30
Jeep Cherokee Grand Wagoneer	$700 $3,500	6/30 6/30
Plymouth Acclaim	$500	6/30
Caravan, Voyager	$500	6/30
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	4/10
Other cars	$800-1,500	4/10
Ford Bronco	$2,000	4/10
Other trucks	$900-1,100	4/10
Mercury	$800-1,500	4/10
All Lincoln	$1,000-2,000, based on sales	4/10
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	4/10
Crown Victoria	$1,000	4/10
Other cars	$100-700, based on sales	4/10
Ford trucks	$100-700, based on sales	4/10
Mercury Topaz, Cougar, Sable	$100-750, based on sales	4/10
All Lincoln	0-$1,000, based on sales	4/10
Honda (1991)		
Accord	$500	4/30
Hyundai (1991)		
Scoupe, Sonata	$100-300, based on sales	7/2
Isuzu (1990-91)	$800-2,000, based on sales	6/30
Mitsubishi (1990-91)		
Cars, pickups	$300-1,300, quota	4/30
Montero	$1,500-2,000, based on sales	4/30
Nissan		
Pathfinder (1990)	$1,500	5/2
Stanza (1990-91)	0-$1,500, quota	5/2
Pickups (1990-91)	$400-1,200, quota	5/2
Sentra (1991)	0-$700, quota	5/2
Pathfinder (1991)	$1,500, quota	5/2
Peugeot (1990)	$2,000	None
Subaru		
XT (1990-91)	$2,000	5/2
Legacy (1991)*	$500-1,700	5/2
Loyale (1990)	$800-1,500	5/2
*$1,000 extra on 1990 Legacys.		
Volkswagen (1990)		
Cars	$500-1,500	None

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1990)		
Chrysler	$500-1,000	6/30
Dodge Monaco	$1,500	9/30
Other cars	$700-1,000	6/30
Dodge trucks	$500-2,000	6/30
Eagle Premier	$1,500	9/30
Other cars	$700-1,000	6/30
Jeep Grand Wagoneer	$1,500	12/31
Other Jeep	$500-2,000	6/30
Plymouth	$700-1,000	6/30
All minivans	$1,500	6/30
Finance rates in lieu of rebate start at 4.9 percent.		
Chrysler Corp. (1991)		
Chrysler LeBaron coupe, conv.	$1,000	9/30
Other cars	$1,000-1,500	6/30
Dodge Daytona	$700	9/30
Monaco	$1,500	9/30
Other cars	$400-1,000	6/30
Dodge trucks	$300-1,500	6/30
Eagle Premier	$1,500	9/30
Other Eagle	$400-700	6/30
Jeep Grand Wagoneer	$1,500	12/31
Other Jeep	$500-1,000	6/30
Plymouth	$400-1,000	6/30
All minivans (four air bag)	$500	6/30
Finance rates in lieu of rebate start at 4.9 percent.		
Ford Motor Co. (1990)		
Ford Festiva	$700	4/10
Ranger	$1,500	4/10
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	4/10
Ranger	$1,000	4/10
Mercury Tracer	$500	4/10
Grand Marquis	$1,000	4/10
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	5/5
Other Buick*	$250-2,000	5/5
Cadillac	$1,200	5/5
Chevrolet		
Geo Metro	$300	5/5
Geo Storm	$1,000	5/5
Geo Prizm, Tracker	$500	5/5
Cavalier	$400	5/5
Camaro, Beretta	$500	5/5
Lumina, Caprice	$1,000	5/5
Trucks	$500-1,000	5/5
GMC Sierra, cab chassis	$750	5/2
*Based on option package selected		
General Motors (1991)		
Cadillac Brougham	$1,500	7/7
Chevrolet		
Geo Metro	$300	7/7
Geo Strom	$1,000	7/7
Geo Prizm, Tracker	$500	7/7
Cavalier	$400	7/7
Camaro, Beretta	$500	7/7
Lumina, Caprice	$1,000	7/7
Trucks	$500-1,000	7/7
Pontiac Grand Am	$1,000	7/7
Finance rates except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai (1990-91)		
Excel	$500-1,000	7/2
Sonata	$1,000	7/2
Scoupe ('91)	$750	7/2
Subaru		
Justy ECVT (1990-91)	$500	5/2
Loyale (1991)	$500	5/2
Toyota (1991)		
Celica GT, 4Runner	$800 discount on options	10/1

Maruti sales, income up

NEW DELHI, India — Maruti Udyog Ltd., the state-controlled automaker that produces Maruti vehicles in conjunction with Japan's Suzuki Motor Co., reported last week that production, revenue and estimated net income all rose in its just-ended fiscal year.

Maruti, which is 60 percent government owned and 40 percent owned by Suzuki, said revenue rose 26 percent from a year earlier, to 15.9 billion rupees (about $809 million), while output rose 4 percent, to 123,005 units. It estimated that net income for the year rose 7 percent, to 450 million rupees.

— Sadananda Mukherjee

FORD

FROM PAGE 3

Dealers Association, says Ford was emphatic about not putting its money into the test stores, "so it would be pretty bad if (dealers) put our money in."

Some dealers fear that program-car lots will further steal sales from new cars.

John Percelli, owner of Capital Lincoln-Mercury, says he is selling more program cars than new ones at his store in Chicago Heights, Ill.

Percelli said he sells a 1990 Town Car with 8,000 to 15,000 miles for about $19,000, compared to $30,000 for a new 1991 model. "It's not brand new, but it's a Lincoln," Percelli said of the ex-rental car. "And it comes with a warranty."

He said he sells 1991 Mercury Tracers with 4,000 to 8,000 miles for at least $1,000 less than brand-new Tracers.

> We used to teach salespeople to try to switch people from a used-car purchase to a new car. Now we try to sell from new to used.
>
> **John Percelli**
> Capital Lincoln-Mercury, Chicago Heights, Ill.

"We used to teach salespeople to try to switch people from a used-car purchase to a new car," Percelli said. "Now we try to sell from new to used."

In March, he sold half again as many program cars as new cars, he said. And his profit on the programs cars beats the profit on new cars by $300 to $400.

Percelli said, "Ford is shooting itself in the foot. Program cars are literally taking away the new-car buyer and hurting the new-car market."

The used-car lots will be tested for a year at three Ford and two Lincoln-Mercury dealers. If the separate operations succeed, Ford will roll out the program throughout the country.

Although dealers can already operate a used-car program lot on their own, they can do only in their own districts, a Ford official said. They would have to get permission from the factory to open one outside of their areas.

SATURN

FROM PAGE 3

with single-cam engines, designated SL and SL1, Saturn originally wanted to build more than 30,000, but now expects to finish the model year with just under 13,000, according to company estimates prepared last month.

The company stopped building base cars with manual transmissions for two to three months last fall because of a problem with the shifter mechanism, said John "Jay" Wetzel II, vice president of engineering.

Wetzel said the original supplier, which he would not name, had financial problems that kept it from meeting build rates. Saturn was forced to change suppliers.

Saturn also stopped building single-cam cars with automatic transmissions for a short time early on, Wetzel said, because the company wanted to change specifications on engine mounts to reduce vibration.

Production of coupes was two months behind sedans, and Saturn was not able to begin dealer shipments of coupes until late December.

But the 1992 model year gives Saturn a chance for a fresh start. The company expects to build its first three models at its planned rate and will introduce two new cars at the beginning of the model year — luxury-sport versions of the twin-cam sedan and coupe with leather interiors, sporty aluminum wheels and a rear spoiler wing.

About midway in the 1992 model year, Saturn plans to roll out its sixth model, a convertible version of its coupe.

When Saturn opens the 1992 model year Sept. 1, it plans to have 131 dealerships open and another 23 coming on line that month. An additional 13 retail outlets are set to open in the last quarter of 1991.

PRODUCTION

U.S. CAR	Week Ended Apr. 6, 1991	Week Ended Mar. 30, 1991	Mar. Total	Jan. 1 to Apr. 6, 1991	Jan. 1 to Apr. 7, 1990
Horizon	0	0	0	0	4,327
Sundance	1,850	1,591	3,827	12,140	18,755
Acclaim	0	0	5,643	21,549	19,857
Total Plymouth	**1,850**	**1,591**	**9,470**	**33,689**	**42,939**
LeBaron A	0	0	0	0	5,361
LeBaron J	1,400	1,414	3,182	8,933	9,732
N. Yorker C-Class	150	174	215	2,269	5,126
Fifth Avenue	550	513	642	6,738	7,200
Imperial	150	152	193	1,969	4,671
Total Chrysler	**2,250**	**2,253**	**4,232**	**19,909**	**32,090**
Omni	0	0	0	0	4,078
Daytona	450	467	1,059	3,141	6,596
Shadow	1,950	2,269	5,105	14,005	21,285
Dynasty	3,050	3,113	3,890	33,450	28,967
Spirit	0	0	5,029	19,481	21,545
Total Dodge	**5,450**	**5,845**	**15,083**	**70,077**	**82,491**
CHRYSLER CORP.	**9,550**	**9,689**	**28,785**	**123,675**	**157,520**
Escort	4,599	4,269	20,209	48,461	44,283
Mustang	0	0	3,525	11,458	38,906
Tempo	2,200	2,223	8,526	27,039	34,524
Taurus	6,434	6,188	26,448	75,526	106,849
Thunderbird	1,151	632	6,953	16,664	29,029
Total Ford Div.	**14,384**	**13,312**	**65,661**	**179,148**	**253,591**
Topaz	1,320	1,297	4,704	12,174	13,866
Cougar	1,129	666	5,400	12,308	19,259
Sable	1,950	2,172	9,043	24,275	29,371
Total Mercury	**4,399**	**4,135**	**19,147**	**48,757**	**62,496**
Continental	930	882	4,651	15,366	15,200
Mark VII	165	150	813	2,683	7,587
Town Car	2,192	2,065	10,945	36,149	45,781
Total Lincoln	**3,287**	**3,097**	**16,409**	**54,198**	**68,568**
Total L-M Div.	**7,686**	**7,232**	**35,556**	**102,955**	**131,064**
FORD MOTOR CO.	**22,070**	**20,544**	**101,217**	**282,103**	**384,655**
Skylark/Somerset	1,743	1,769	8,729	30,839	22,897
Century	1,556	1,684	6,533	18,690	16,957
Riviera	233	232	908	2,497	6,155
Electra/Park Ave.	0	1,185	6,733	26,337	12,365
LeSabre (fwd)	0	0	494	33,069	42,562
Roadmaster Wagon**	790	790	3,150	6,427	1,871
Reatta	78	78	364	681	2,300
Total Buick	**4,400**	**5,738**	**26,911**	**118,699**	**105,107**
Eldorado	285	287	1,180	4,205	5,865
Seville	722	723	2,571	8,464	7,540
Brougham (rwd)	555	410	1,984	5,332	10,653
DeVille (fwd)	2,550	1,702	7,718	35,091	42,097
Allante	51	51	254	830	999
Total Cadillac	**4,163**	**3,173**	**13,707**	**54,680**	**67,124**
Cavalier	4,488	4,197	21,989	72,309	80,848
Camaro	0	1,717	4,222	9,697	12,316
Corsica/Beretta	4,696	4,739	18,015	55,325	75,334
Caprice	2,528	2,091	11,012	33,277	61,915
Corvette	388	385	1,884	6,208	6,160
Total Chevrolet	**12,100**	**13,129**	**57,122**	**176,816**	**236,573**
Calais	2,037	1,993	12,180	30,190	23,957
Cutlass Ciera	1,724	1,734	5,032	14,481	23,160
Cutlass Supreme	1,980	1,613	7,886	25,653	22,241
Toronado	127	127	503	1,860	5,912
88 (fwd)	0	666	3,627	18,968	22,799
Custom Cruiser Wag.***	205	205	811	3,326	1,113
98	1,594	991	4,641	21,760	15,351
Total Oldsmobile	**7,667**	**7,329**	**34,680**	**116,238**	**114,533**
Sunbird	1,744	1,789	10,893	32,601	34,455
Grand Am	3,780	3,875	19,267	54,819	47,745
Firebird	0	394	1,033	2,410	7,328
Grand Prix	1,240	2,549	9,316	24,665	27,649
Pontiac 6000	572	595	2,229	8,134	15,835
Bonneville	0	1,856	10,057	20,940	17,653
Total Pontiac	**7,336**	**11,058**	**52,795**	**143,569**	**158,665**
Total Saturn	**1,385**	**1,385**	**5,534**	**14,762**	**0**
GENERAL MOTORS	**37,051**	**41,812**	**190,749**	**624,764**	**674,082**
DIAMOND-STAR	**3,136**	**2,456**	**12,568**	**42,035**	**38,670**
Civic	2,010	1,424	8,130	24,539	30,927
Accord	7,460	5,084	28,164	93,892	89,062
HONDA	**9,470**	**6,508**	**36,294**	**118,431**	**119,989**
MAZDA†	**2,193**	**2,473**	**11,742**	**39,590**	**51,818**
NISSAN	**2,750**	**2,405**	**11,187**	**38,941**	**31,656**
Corolla	1,750	1,773	8,895	28,031	29,388
Geo Prizm/Nova	1,600	1,596	8,080	27,188	24,348
NUMMI	**3,350**	**3,369**	**16,975**	**55,219**	**53,736**
SUBARU-ISUZU	**1,162**	**944**	**4,411**	**15,264**	**7,905**
TOYOTA	**4,400**	**4,442**	**18,641**	**60,136**	**60,308**
TOTAL BIG 3	**68,671**	**72,045**	**320,751**	**1,030,542**	**1,216,177**
TOTAL TRANSPLANT	**26,461**	**22,637**	**111,818**	**369,616**	**363,982**
TOTAL CARS, U.S.	**95,132**	**94,682**	**432,569**	**1,400,158**	**1,580,159**
TOTAL CARS, CANADA	**23,301**	**21,661**	**93,709**	**264,499**	**271,668**
U.S., CANADA CARS	**118,433**	**116,343**	**526,278**	**1,664,657**	**1,851,827**
U.S., CANADA CARS AND TRUCKS	**282,278**	**193,335**	**840,985**	**2,622,784**	**3,136,773**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd) ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR	Week Ended Apr. 6, 1991	Week Ended Mar. 30, 1991	Mar. Total	Jan. 1 to Apr. 6, 1991	Jan. 1 to Apr. 7, 1990
Monaco	0	361	361	690	3,593
Premier	0	659	659	1,613	1,252
CHRYSLER CORP.	**0**	**1,020**	**1,020**	**2,303**	**4,845**
Tempo	3,032	2,791	9,969	30,358	37,622
Topaz	742	700	2,487	7,863	12,589
Crown Victoria	1,549	1,215	7,484	24,846	32,585
Grand Marquis	2,928	2,496	10,268	14,193	30,419
FORD MOTOR CO.	**8,251**	**7,202**	**30,206**	**77,260**	**113,215**
Celebrity	0	0	0	0	5,292
Cutlass Ciera	1,424	1,412	6,764	16,066	22,305
Lumina	3,700	3,805	18,328	45,941	60,073
Regal	2,700	2,742	9,706	28,596	13,579
GENERAL MOTORS	**7,824**	**7,959**	**34,798**	**90,603**	**101,249**
CAMI	**2,700**	**2,169**	**10,465**	**34,540**	**0**
HONDA	**2,200**	**1,522**	**8,469**	**28,567**	**29,719**
HYUNDAI	**756**	**557**	**2,604**	**10,623**	**4,422**
TOYOTA	**1,390**	**1,088**	**5,444**	**18,165**	**15,735**
VOLVO	**180**	**144**	**701**	**2,338**	**2,483**
TOTAL CARS, CANADA	**23,301**	**21,661**	**93,709**	**264,499**	**271,668**

U.S. TRUCK

Caravan	1,550	1,496	7,799	26,393	31,727
Dakota	1,600	1,637	7,713	16,194	18,985
Caravan C/V	100	65	338	1,060	2,077
Ram pickups	1,600	1,741	7,707	16,200	27,607
Total Dodge	**4,850**	**4,939**	**23,557**	**59,847**	**80,396**
Cherokee	3,200	3,297	8,129	25,161	43,740
Comanche	200	149	405	1,618	1,979
Grand Wagoneer	0	0	0	0	1,026
Wagoneer/Briarwood	50	84	226	761	941
Total Jeep	**3,450**	**3,530**	**8,760**	**27,540**	**47,686**
Voyager	1,150	1,256	6,237	20,558	30,390
Town & Country	50	37	228	788	1,033
Total C-P Div.	**1,200**	**1,293**	**6,465**	**21,346**	**31,423**
CHRYSLER CORP.	**9,500**	**9,862**	**38,782**	**108,733**	**159,505**
Aerostar	3,124	3,006	10,592	31,253	49,896
Bronco	549	471	471	2,955	14,881
Bronco II/Explorer	5,556	4,469	22,531	70,860	25,934
Navajo	106	140	734	4,050	0
Econoline	3,299	3,210	13,604	30,099	49,480
Mediums/Heavies	788	797	2,604	9,202	13,714
Light trucks	7,385	7,177	24,624	64,039	122,196
Ranger	5,408	4,907	18,744	59,872	82,169
Total Ford Div.	**26,215**	**24,177**	**93,904**	**272,330**	**358,270**
FORD MOTOR CO.	**26,215**	**24,177**	**93,904**	**272,330**	**358,270**
Astro	1,908	2,091	7,560	22,021	29,271
Blazer	162	141	615	2,103	4,362
Lumina APV	976	825	2,197	7,600	26,969
Mediums/Heavies	167	84	0	167	2,090
P-Model	366	302	1,678	4,375	6,175
Pickups	4,841	3,356	16,322	59,108	98,581
S-10	4,918	3,181	15,605	58,471	63,218
S-10 Blazer	1,302	1,210	1,226	5,613	27,542
Sportsvan/Van	865	856	4,030	9,674	15,366
Suburban	565	311	1,486	5,765	17,632
Total Chevrolet	**16,070**	**12,357**	**50,719**	**175,097**	**291,226**
Jimmy	62	70	217	731	1,494
Mediums/Heavies	305	324	0	305	2,511
P-Model	32	107	335	799	799
Pickups	2,097	3,509	11,088	30,268	33,093
S-15/Sonoma	1,014	1,346	3,939	14,427	15,765
S-15 Jimmy	420	213	501	2,112	8,372
Safari	780	519	2,362	8,811	8,914
Suburban	331	528	1,822	5,604	7,690
Vandura/Rally Vans	427	263	1,410	4,061	6,569
Total GMC	**5,468**	**6,879**	**21,674**	**67,118**	**85,207**
Silhouette	556	615	1,637	3,930	8,221
Bravada	384	498	1,895	6,232	0
Total Oldsmobile	**940**	**1,113**	**3,532**	**10,162**	**8,221**
Pontiac Trans Sport	**652**	**458**	**1,303**	**4,528**	**15,383**
GENERAL MOTORS	**23,130**	**20,808**	**77,228**	**256,905**	**400,037**
NAVISTAR	**1,645**	**1,320**	**6,555**	**20,645**	**21,238**
NISSAN	**2,650**	**2,317**	**10,711**	**37,309**	**41,808**
SUBARU-ISUZU	**845**	**709**	**3,464**	**14,073**	**7,781**
AM GENERAL	**400**	**320**	**1,600**	**5,650**	**6,390**
MISCELLANEOUS	**2,650**	**2,120**	**10,600**	**37,450**	**42,600**
TOTAL TRUCKS, U.S.	**67,035**	**61,633**	**242,844**	**753,095**	**1,037,621**

CANADIAN TRUCK

Caravan	2,680	2,130	10,906	34,972	45,471
Caravan C/V	285	276	8,347	9,395	3,446
Ram Wagon	964	954	2,075	5,556	6,070
Ram Van	572	528	3,583	8,838	15,340
Total Dodge	**4,501**	**3,888**	**24,911**	**58,761**	**70,327**
Voyager	2,155	1,694	8,347	26,130	37,634
Total Plymouth	**2,155**	**1,694**	**8,347**	**26,130**	**37,634**
Wrangler	1,200	1,278	4,670	12,856	12,404
Total Jeep	**1,200**	**1,278**	**4,670**	**12,856**	**12,404**
CHRYSLER CORP.	**7,856**	**6,860**	**37,928**	**97,747**	**120,635**
FORD MTR. (IL Intls.)	**2,414**	**2,432**	**8,553**	**23,751**	**38,348**
Light trucks	2,556	2,206	8,381	36,450	49,959
Vans	1,296	1,099	5,410	9,989	11,663
Total Chevrolet	**3,852**	**3,305**	**13,791**	**46,439**	**61,622**
Light trucks	844	1,136	3,883	14,474	19,004
Vans	459	523	2,289	5,110	4,830
Total GMC	**1,303**	**1,659**	**6,172**	**19,584**	**19,552**
GENERAL MOTORS	**5,155**	**4,964**	**19,963**	**66,023**	**85,456**
CAMI	**1,220**	**976**	**4,771**	**15,297**	**0**
NAVISTAR	**165**	**127**	**648**	**2,214**	**2,886**
TOTAL TRKS., CANADA	**16,810**	**15,359**	**71,863**	**205,032**	**247,325**
U.S., CANADA TRKS.	**83,845**	**76,992**	**314,707**	**958,127**	**1,284,946**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

30-year low in car output

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

In March, U.S. automakers assembled 432,569 cars, the lowest production for that month since 1961 when 408,538 were produced.

Last week's estimated build was 95,132, up 0.48 percent over the prior week's four-day total but 14.27 percent below the same week in 1990.

Year-to-date estimated auto production is 1,400,158, down 11.39 percent from 1990.

Truckmakers assembled 242,844 units in March, the lowest build for that month since 1983 when 217,957 were produced.

Estimated truck production last week was 67,035, up 8.76 percent over the prior week but 18.60 percent below 1990.

So far this year, estimated truck production is 753,095, down 27.42 percent from 1990.

The car and truck lines at Ford Motor Co.'s Kansas City, Mo., plant are scheduled to be idle this week for facility rearrangement. Production is scheduled to resume April 15.

General Motors scheduled Saturday overtime at the Arlington, Texas, facility and the postal line at the Moraine, Ohio, plant last week.

In Canada, March production of both cars and trucks was the highest of any month this year.

Car output was 93,709, up 40.54 percent over February, and truck production was 71,863, up 27.53 percent.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Kansas City, Mo.	**4/8**	*
Ford F-Series light truck		
Ford Tempo		
Mercury Topaz		
Michigan Truck	**4/8**	**3,000**
Bronco		
Ford F series		
Oakville, Ontario	**4/8**	
Ford Tempo		3,370
Mercury Topaz		850
Ontario Truck	**4/8**	
Ford F series		2,920
St. Paul, Minn.	**4/8**	**3,600**
Ford F series		
Ford Ranger		
Wayne, Mich.	**4/8**	
Escort		5,800
GENERAL MOTORS		
Flint, Mich. (Buick City)	**4/8**	**
Buick LeSabre (fwd)		
Olds. 88 Royal		
Ste. Therese, Quebec	**4/8**	
Olds. Cutlass Ciera		1,780
Wentzville, Mo.	**4/8**	**
Buick Park Avenue		
Pontiac Bonneville		
Olds. 88 Royale		
CHRYSLER		
Newark, Del.	**4/8**	
Dodge Spirit		2,090
Plymouth Acclaim		2,565
Chrysler LeBaron		1,440
Sterling Hgts., Mich.	**4/8, 4/15, 4/21**	
Dodge Shadow		2,210
Plymouth Sundance		2,240
Toledo, Ohio	**4/8**	
Jeep Cherokee		3,350
Jeep Comanche		400
Jeep Gr. Wagoneer		330
Jeep Briarwood		100
Bramalea, Ontario	**4/8**	
Eagle Premier		875
Dodge Monaco		400
Total U.S. car		**18,345**
Total Canada car		**7,275**
Total U.S. truck		**10,780**
Total Canada truck		**2,920**
Total units lost week of 4/8		**37,320**

*Plant maintenance
**Model changeover
Source: Automotive News Data Center

NOTE

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Automotive News

April 15, 1991

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Ford dumps dealer incentives; Olds tries regional pitch

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

The addictive nature of consumer rebates was hammered home again last week as Ford Motor Co. dumped its dealer incentives and restored its consumer spiffs in an attempt to shore up its sagging market share.

Also last week, Oldsmobile discontinued its national consumer rebate program and replaced it with regional promotions that offer buyers $500 to $2,250 a car.

Ford's new program includes customer rebates of $650 to $1,650 on 1990 models and $500 to $1,500 on 1991 vehicles. It does not include cash incentives to dealers.

The new program, which started April 11 and expires June 4, includes Mercury cars and Ford cars and trucks.

Last December, Ford announced a major incentive program that designated the lion's share of its incentive money to dealers. Oldsmobile announced a similar dealer-targeted incentive program in November 1989, but abandoned it a few months later after it did nothing to enhance sales.

Last week, Ford also succumbed to the pressures of a consumer-rebate-driven market. For the first three months of the year, Ford's share of the U.S. car and light-truck market declined to 23.5 percent from 24 percent last year.

While many dealers prefer dealer incentives because they can use the money where it is needed most, they admit that consumer incentives are easier to administer and easier to advertise.

At a meeting of Ford dealers at the National Automobile Dealers Association convention in Atlanta in February, dealers voted to go back to customer incentives.

Many Ford and Lincoln-Mercury dealers seemed to take a "business-as-usual" attitude toward the new program.

Craig Widner, owner of Widner Motor Sales (Ford-Lincoln-Mercury) in Cadillac, Mich., described the dealer incentive vs. customer incentive strategies as a Catch-22 be-

see INCENTIVES, page 38

REBOUND

Sharp focus helps Buick regain sales

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Buick General Manager Edward Mertz seemed to bubble over with pride last month as he discussed with reporters his division's sales performance in 1991.

The casually dressed Mertz, dripping confidence and looking a bit surprised, told the gathering in Scottsdale, Ariz., how Buick had passed the invincible Honda nameplate and gained ground on No.3-nameplate Toyota.

Patriotic uptick fizzles out, Page 20

AUTOMOTIVE NEWS/JOE WILSSENS

"I don't expect to catch Toyota and we may not stay ahead of Honda all year, but we're very happy with what's going on," says Buick's Mertz.

Buick has made great strides toward recovery in 1991 after falling like a rock since 1986, when Mertz took over. Mertz attributes the recent success to an unwavering, more narrowly defined approach to product, styling and marketing. Once Mertz and company determined what Buick stood for, nothing got in the way.

"Now, I don't expect to catch Toyota and we may not stay ahead of Honda all year, but we're very happy with what's going on," Mertz said.

Then the March sales figures came in. Honda regained its position as the No. 4 car make in the country and Buick fell to fifth.

Buick isn't all the way back. In 1991, it will sell more than 200,000 units, fewer cars than in 1986. But Buick draws encouragement from:

- Sales of the new, pricey Park

see BUICK, page 19

GM dealers to get full 5% allowance on '91 carryovers

No more penalty for late sales

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has sweetened its traditional 5 percent carryover allowance for 1991 vehicles left in dealers' inventory when the 1992 model year begins. It will pay dealers 5 percent of sticker price for every one of those vehicles delivered to customers through March 31, 1992.

In addition, dealers will receive a lump-sum payment of 5 percent for all eligible 1991 vehicles in inventory on April 1, 1992.

This is a dramatic change from last year's carryover allowance, which paid dealers 5 percent of sticker price on all vehicles delivered to customers through Dec. 31 and a flat $150 on all eligible 1990 vehicles in inventory after that.

Since the 1950s, GM has paid dealers 5 percent of sticker for all cars left in stock when the new model year begins. In recent years, because of high inventories, GM has given dealers the option of participating in model closeout retail promotions to clear vehicles from dealers' lots. Those programs are offered instead of a carryover allowance or in combination with the carryover allowance.

That could happen again this summer if there is a glut of cars. GM may ask dealers to surrender all or part of the 5 percent carryover allowance to participate in an end-of-model-year promotion.

Another change in recent years has been a shift from a lump-sum payment to payments as vehicles are sold and delivered to customers.

GM recognizes that old-model cars and trucks still in inventory

see CARRYOVER, page 39

Chrysler banks on new products as it fights for life

By Mary Connelly and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

CHRYSLER'S GAMBLE

The Chrysler Corp. of the 1990s is betting its future on a strategy that the company avoided in the 1980s. The new strategy: Bring out totally new cars and trucks, year after year, and steer clear of diversification.

Chrysler's balance sheet is taking a terrible beating. But as cash-strapped as the company is, it will certainly navigate its way through this year's storms to at least glimpse some sunlight in 1992.

Then, with the introduction of the first all-new car platform since the K-cars of 1980, Chrysler will either begin a comeback or be swamped by the huge costs of trying to remain competitive as a one-continent player in a global game.

The $3.36 billion in cash that Chrysler had the end of 1990 dwindled to less than $2.7 billion in the first quarter of 1991. At the same time, the company is shelling out $9.32 billion on just two of its vehicle programs by 1992: the new mid-sized LH-platform cars and an updated Jeep. That may not leave much of a financial safety net to face the uncertainties of 1992 and beyond.

"We don't bet the ranch on an optimistic, rosy future," says Robert S. "Steve" Miller Jr., Chrysler's vice chairman and chief financial officer. "We assume this recession may well last into 1992 and are continuing tough cost-cutting measures, trying to conserve our cash resources and everything else for the long haul."

Under the chairmanship of Lee Iacocca, Chrysler has swung this way and that since it rose from its deathbed to prosperity in the early and mid-1980s. The company put its money into diversification rather than new products, and entered the 1990s with an aging product line that President Robert Lutz admits is based on a platform that has become too narrow for Americans' tastes.

Iacocca, 66, who oversaw the halcyon days of the 1980s and must now help forge a strategy for the 1990s, admits he is tiring of the battle. And certainly the Iacocca era seems to be winding down. Thursday, an Iacocca protege, Richard E. Dauch, executive vice president for worldwide manufacturing, said he was leaving

see CHRYSLER, page 36

Dauch exits Chrysler, Page 2

What's 'For Sale,' Page 36

Suppliers help save cash, Page 37

Lutz: "If we hadn't started on that cost reduction program, we would not be sitting here."

GMAC penalizes some dealers

Dealers who submit too many credit applications with General Motors Acceptance Corp. that do not result in GMAC business may be subject to a $25 penalty for every incomplete transaction. Story on Page 4

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69

Dauch leaves with Iacocca era entering twilight

Manufacturing exec renowned for brash, hard-charging style

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — As one Chrysler Corp. expatriate tells the story, Dick Dauch was in the conference room adjacent to his fifth-floor office in Chrysler's headquarters.

As executive vice president of worldwide manufacturing, Dauch was rallying his troops in his typical grandiloquent style. As the decibel level of his speech rose, the sentences became peppered with various vulgarities.

On the other side of the wall in an adjacent conference room, well within hearing distance, sat a decorous and genteel lady visitor — the mother of company Vice Chairman Robert S. 'Steve' Miller Jr.

> "I wasn't asked to leave. Dick Dauch is leaving because he wants to leave. This is something Dick Dauch wants to do."
>
> **Dick Dauch**
> Chrysler executive

As a result of that incident, all executive conference rooms are now dotted with placards cautioning users that the rooms are not soundproof and conversations may be overheard.

In his nearly 12 years at Chrysler, no one ever accused Richard E. "Dick" Dauch of being quiet or unassuming.

And it may be precisely that domineering and brash tone that led to his departure from Chrysler last week.

As he said himself last Thursday: "Nobody has ever accused me of being a timid leader."

Indeed, the leadership style of the one-time Purdue University varsity linebacker has been likened by at least one former colleague to that of U.S. Gen. George S. Patton.

But while that style seemed in nearly 12 years at Chrysler to earn Dauch the devotion of the men and women on the plant floor, it apparently instilled fear in his subordinates and was barely tolerated by some in the upper echelon of Chrysler management.

And as Chrysler's power base has begun gradually changing in recognition of the impending retirement of Chrysler Chairman Lee Iacocca, Dauch apparently no longer fit the new order.

Iacocca hired Dauch. When the company was tottering on the brink of bankruptcy a decade ago, Iacocca gave Dauch the charge of turning some of the industry's worst manufacturing facilities into world class operations and humane industrial environments.

By most accounts, Dauch has succeeded and earned high marks from the union rank-and-file who today toil in better lighted, better laid-out and friendlier work places. He frequently is recalled as the guy who painted all plant floors white to brighten the facilities and display his commitment to cleanliness.

But the cost to Dauch has been high. Dauch describes Iacocca as his "tutor and mentor" and at least twice in the last four years stories have swept through the auto community that Iacocca stepped in to save Dauch's job when he crossed other executives once too often.

Now, as Dauch says, "an end of an era is coming at Chrysler."

Translated, that means Iacocca is preparing to depart and Chrysler President Robert A. Lutz is readying to takeover. There seemed no place for Dauch in a Lutz regime.

There were suggestions last week that Dauch was asked to leave Chrysler and had been given three months to do so earlier this year.

Dauch vehemently rejects that notion. "I wasn't asked to leave. Dick Dauch is leaving because he

see DAUCH, page 34

"An end of an era is coming at Chrysler," says Dick Dauch, who quit as chief manufacturing executive for the automaker last week.

H. Ross Perot says he still likes Detroit.

Chrysler board hears Perot

Is Texas billionaire H. Ross Perot getting back into the automobile business through Perot Systems Corp. in a computer deal with Chrysler Corp.?

Probably not, but the scrappy entrepreneur did speak to the Chrysler board of directors last week, providing them with insights into his unique business philosophy — a philosophy that was rejected by General Motors.

And, Perot says, he still likes Detroit.

He should. It was in Detroit that Perot made a cool $700 million after he sold Electronic Data Systems Corp. to GM in 1984, became a member of the automaker's board of directors, squabbled with former GM chairman Roger Smith then relinquished his board seat for the money and headed south.

— Charles M. Thomas

O'Neal ordered to pay $5.5 million

ORLANDO, Fla. — A circuit judge has ruled that James O'Neal Jr. must pay $5.55 million to SunBank N.A. for loans he took to buy numerous auto dealerships under golfer Arnold Palmer's name.

O'Neal, the only stockholder of APAG Holdings Inc., defaulted on the loans in December, prompting the bank to place his company and an Orlando Cadillac dealership under court control.

O'Neal was general manager of Palmer's auto dealership in Charlotte, N.C. He formed APAG — believed to stand for Arnold Palmer Automotive Group — to acquire six dealerships owned by the golfer, along with about a dozen others, in efforts to form the nation's largest chain.

Palmer, who was a close friend of O'Neal's, withdrew his support of APAG at the end of last year.

SunBank earlier received court authority to sell Braun Cadillac in Orlando because it was part of the collateral put up to secure the loans to O'Neal.

But that effort is being challenged by the Edward R. Braun family because they have not received full payment for the sale of the dealership to O'Neal.

O'Neal, who lives at Palmer's Bay Hill development in Orlando, did not attend the Tuesday hearing before Circuit Judge Rom W. Powell.

— The Associated Press

INDEX

Auction dates	26	Legal briefs	9
Classifieds	27-32	Letters	14
Coming events	32	Opinion	12
Dealing with dealers	17	Personnel	23
Incentive watch	38	Production	39
Inventories	38	Recreation on wheels	16
Keith Crain	12	Sales, vehicle, 1st quarter	33
Late news	8		

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Corrections

- An April 1 story on CIMCO Inc., a supplier of metal automotive parts and subassemblies, contained two errors. The story erroneously said CIMCO intends to become a tier-one supplier to Japanese transplants. Company President Peter Reick says the company is pursuing business with all automakers. The story also erroneously reported that CIMCO owns part of Mazda Motor of America, Inc. Reick says CIMCO owns no part of any Japanese maker. C. Itoh & Co. Ltd. of Japan, CIMCO's parent company, owns part of Mazda Motor of America.
- A computer error dropped Isuzu's February light-truck sales from year-to-date figures in the total vehicle market chart published April 8. The revised chart, with corrected market shares, is reprinted on Page 33.

NHTSA issues roof-crush rule for trucks

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Light trucks will be required to meet passenger car roof-crush standards and have center-mounted stop lamps beginning Sept. 1, 1993.

The new rule, issued last week, came less than a month after the federal government said all light trucks would have to have passive restraints by the 1998 model year. In both cases, Jerry R. Curry, administrator of the National Highway Traffic Safety Administration, made the announcements on the same day of Senate hearings on safety issues.

Curry: pushing truck safety

Both hearings were chaired by Sen. Richard Bryan, the Nevada Democrat who is at odds with the industry because he's pushing for mandated air bags and higher fuel economy standards.

Bryan's hearing last week, held by the Consumer Subcommittee of the Commerce, Science and Transportation Committee, was on a bill to change NHTSA's charter. The measure, still being drafted, seeks to set deadlines for rules to bring light trucks in compliance with all passenger car standards. The proposal also would require rollover standards for cars and trucks and would give consumer groups the right to sue the agency if the groups disagreed with a decision.

Curry surprised the packed hearing room with the announcement that the roof-crush standard and rear center-mounted stop lamp rules had cleared final hurdles.

The stop lamps have been mandated on cars since the 1986 model year. Under the roof-crush test, a light truck is subjected to a force 1.5 times greater than its own weight and must not have a roof dent more than five inches.

Bryan also introduced a bill to change NHTSA's charter last year. It cleared the Senate but died in the House.

Rather than argue against the proposed bill, Curry took the offensive and deluged Bryan with examples of the agency's work. Curry even promised to re-examine whether NHTSA should reinstate a 5 mph bumper standard, which the agency rolled back to 2.5 mph in 1982. Consumer activists have hammered NHTSA and Congress to reverse the decision, and Bryan raised the issue during the hearing. Curry said an interim report on the effectiveness of three passive restraint systems — air bags, automatic shoulder belts and automatic lap and shoulder belts — will be completed this year.

The agency also is nearing a decision on a light-truck rollover standard, frontal and side impact head protection and anti-lock brakes for trucks.

In addition, NHTSA is considering whether to require improved frontal crash protection and how to further protect pedestrians hit by passenger cars. Decisions will be made by 1993, Curry said.

Consumer advocates who testified later were not satisfied with the administrator's timetable.

Joan Claybrook, president of Public Citizen and former NHTSA administrator from 1977 to 1981, said the agency's top priorities should be head injury and pedestrian safety standards, safer braking systems, and increased research in biomechanics, the study of injury and tolerance to crashes.

The Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers said there is no need for Congress to impose detailed regulations or to set timetables for NHTSA because the agency has been revitalized and is issuing numerous new requirements.

U.S., Japan square off over parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — U.S. trade officials are warning Japan's carmakers that they must buy more U.S. auto parts to avoid a resurgence of anti-Japanese protectionist pressures in this country.

Michael Farren, U.S. undersecretary of commerce for international trade, flatly told a group of Japanese auto industry officials here last week that the political repercussions of the "parts trade imbalance" between the two countries would be detrimental to Japanese business in the United States.

"What will happen I would not want to speculate," said Farren, who spoke at a conference sponsored by the Department of Commerce and Japan's Ministry of International Trade and Industry. Executives from all the Japanese carmakers and representatives of about 100 U.S. supplier companies attended.

"If we don't correct the situation, there will be a lot of people out there with proposals for changes that I don't think will be helpful for either industry," Farren said.

He cited auto parts as the primary component of the United States' total $41-billion-a-year trade imbalance with Japan. Reducing the $10.5-billion parts-trade deficit has emerged as this country's leading trade objective, said Farren.

> "Ford has its Glass Division. That's *keiretsu*. General Motors has its parts division. That's *keiretsu*. It's discriminatory. I'm not criticizing them. It's their structure."
>
> **Hiromichi Kamimura**
> Toyota Motor Corp.

Japan has exported more than $11 billion in auto parts to the United States over the past two years, while U.S. parts makers exported approximately $640 million in parts to Japan. The resulting $10.5-billion deficit is up from the $2-billion deficit in 1984, when U.S. and Japanese trade officials first agreed to address the issue. The figure does not reflect more than $7 billion that Japanese car companies spend to produce and buy parts within the United States.

But a soon-to-be-released study claims that U.S. auto parts makers are about to lose more ground than ever to the Japanese, despite years of promises from Japanese carmakers that they will increase purchases of U.S. components.

The study, expected to be released this week by the University of Michigan, predicts that the parts deficit, rather than easing, will double over the next four years.

The study suggests that increasing imports of aftermarket parts for Japanese vehicles will result in the parts deficit swelling to $22 billion by 1994.

AUTOMOTIVE NEWS/JOE WILSSENS

Jackie Elliot of Donnelly Corp. in Grand Haven, Mich., packages mirrors for Honda of America Manufacturing Inc. in East Liberty, Ohio.

The report also predicts that the total auto trade deficit with Japan will increase from $31 billion in 1990 to $46 billion in 1994, and that parts sales will become the largest portion of the deficit.

Over the past year, the parts-trade issue has sparked U.S. industry interests to call for trade sanctions against Japan that could include limiting Japan's access to the U.S. market. Most recently, Chrysler Chairman Lee Iacocca has called for a limit to Japan's U.S. vehicle market share.

The Michigan study was commissioned by the Auto Parts Advisory Committee, a private industry group formed last year to advise the Department of Commerce on automotive trade issues. Insiders expect the committee to ask the Commerce Department to push Japan to further open its automotive market to U.S. suppliers. Farren blamed the Japanese government for much of the frustration that U.S. parts firms have experienced in failing to win Japanese sales contracts. He said Japan's government is "woefully lacking" in its efforts to prevent discrimination against U.S. parts companies.

He also suggested that the Japanese *keiretsu* system of suppliers — which includes cross ownership of carmakers and their suppliers — serves as an impediment to U.S. sales in Japan and "leads to collusion and exclusion of competitors."

The Federal Trade Commission is investigating Japanese *keiretsu* practices in the United States.

Hiromichi Kamimura, corporate manager for Toyota Motor Corp.'s North American purchasing activities, said the political clouds over the parts issue would not affect Toyota's U.S. purchasing plans. The company has said it will purchase $1.2 billion in North American materials next year, up from $300 million two years ago.

"It doesn't affect us," Kamimura said. "What am I to do? I'm a businessman doing business with American suppliers. Some people are trying to pressure us into buying more. Do they want us to buy uncompetitive or defective parts? No one has to pressure us to buy parts that are desirable."

Kamimura also said that Farren's comments on *keiretsu* contradicted the findings of the Motor and Equipment Manufacturers Association, a U.S. trade group of about 800 suppliers. MEMA found the *keiretsu* system is a natural outgrowth of Japan's manufacturing base.

"I cannot understand why Mr. Farren is so brassy as to disregard MEMA's own study," Kamimura said. "Ford has its Glass Division. That's *keiretsu*. General Motors has its parts division. That's *keiretsu*. It's discriminatory. I'm not criticizing them. It's their structure. It's very hard to crack GM's parts business."

GMAC penalizes some deals for too many credit checks

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Dealers who submit too many credit applications with General Motors Acceptance Corp. that do not result in GMAC business may be subject to a $25 penalty for every incomplete transaction.

The finance subsidiary has implemented a policy that gives local GMAC branch offices the authority to require the charges selectively of dealers who are "using GMAC as a credit clearinghouse," said GMAC spokesman John Andrews.

If branches determine that a dealer over the span of a quarter is submitting too many applications that are not resulting in business, the branch manager can warn the dealer that a $25 fee per application will be levied if the same rate of incomplete transactions continues in the next quarter, Andrews said.

"When we put in our tiered rate structure (in January 1989), we found there was an increase in the number of applications that were approved with no contract resulting," Andrews said.

He said GMAC determined dealers were using GMAC as a bargaining tool with local banks and competitors such as GE Capital Corp.

The $25 fee is the estimated cost of running a credit check on a customer and the time GMAC branch employees spend processing an application, Andrews said.

Andrews would not say how many dealers have been subjected to the fee, but he said the number is very small.

Even if the number of dealers affected is small, GMAC determined that only a national program administered locally would fairly deal with the problem, Andrews said.

Iacocca's pay rises, Poling's dips

By Kathy Jackson and Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTERS

Chrysler Corp. paid Chairman Lee Iacocca's $4.58 million in salary and other compensation in 1990, a notch above the $3.98 million paid to him in 1989, but far short of the $20.6 million he received in 1986.

The compensation of top officers at Ford Motor Co. was reduced last year. Bonuses were eliminated because Ford's net earnings fell from $3.9 billion in 1989 to $860 million. Bonuses in 1989 were almost equal to salaries.

According to Chrysler's proxy statement, the company also paid Iacocca $1.6 million for real estate in Michigan and Florida he owned as a condition for extending his employment and granted him a variety of stock grants and options.

None of top management exercised any stock option in 1990.

Bennett E. Bidwell, retired chairman of Chrysler Motors, received $857,889 compared to $1.1 million in 1989. Bidwell also will receive $100,000 this year as chairman of the board of Pentastar Transportation Group, according to the proxy statement.

Robert A. Lutz, president, received $948,306 compared to $951,436 a year earlier.

R.S. Miller, Jr., vice chairman, received 833,379 compared to $874,266 in 1989.

R.E. Dauch, executive vice president who resigned last week, received $688,907 in compensation.

At Ford, Harold Poling, chairman and chief executive officer, earned $1.2 million last year, compared to $2.9 million in 1989, when he served as vice chairman and chief operating officer.

1990 CHRYSLER COMPENSATION

	Salary	Stock Incentive	Other	Total
Lee Iacocca, chairman	$ 918,182	$ 218,417	$3,443,862	$4,580,461
Bennett Bidwell, Chrysler Mtrs. chairman	488,803	115,833	253,353	857,989
Robert Lutz, president	562,574	135,833	249,899	948,306
R. S. Miller, vice chairman	503,852	116,333	211,194	833,379
Richard Dauch, exec. vice chairman	415,789	97,667	175,451	688,907

1990 FORD COMPENSATION

	Salary	Bonus	Stock options	Total compensation	Percent change from 1989
Harold Poling, chairman	$1,221,339	—	—	$1,221,339	–58.4
Philip Benton president	788,392	—	348,750	1,137,142	–45.2
Louis Ross, executive vice president	643,907	—	348,469	992,376	–42.4
Allan Gilmour, executive vice president	623,730	—	—	623,730	–68.8
Alex Trotman, executive vice president	516,193	—	165,656	681,849	—*

*Alex Trotman's compensation was not reported for 1989, when he was not among the top five earners at Ford.

Donald E. Petersen, Ford's chairman in 1989, earned $6.6 million in 1989, including $3.5 million by exercising stock options.

Despite the deep cuts in total compensation, UAW President Owen Bieber and Vice President Ernest Lofton say the executives still make too much money.

"Compensation stretching into the millions of dollars has become far too common among auto executives," the union leaders said in a prepared statement. "We find such compensation difficult to justify while auto workers and their families are suffering the pain of layoffs in a sluggish market."

Chrysler's proxy disclosed that the board of directors will shrink to 13 members. And, according to the proxy, corporate raider Kirk Kerkorian's Tracinda Corp., based in Beverly Hills, Calif., is the largest single stockholder with 22 million shares or 9.78 percent of stock outstanding.

Kerkorian is followed by the Wellington Management Co., based in Boston, with 20,087,350 shares or 8.91 percent; and Sanford C. Bernstein & Co., based in New York, with 17,903,791 shares or 7.99 percent of stock outstanding.

Ford dividend squeezed by debt, waning cash flow

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Growing debt and declining cash flow from operating activities played a part in Ford Motor Co.'s dividend cut last week.

Directors slashed the quarterly dividend on common stock from 75 cents a share to 40 cents, a move that will save the company about $650 million annually.

General Motors and Chrysler Corp. cut their common stock dividends earlier this year. GM's quarterly payout fell to 40 cents a share from 75 cents; Chrysler's, to 15 cents from 30 cents.

Ford had more cash on hand at the end of last year than it did on Dec. 31, 1989, $6.8 billion compared with $5.4 billion, but liabilities rose from $138 billion in 1989 to $150 billion.

The automotive side suffered most. Automotive debt soared from $3.7 billion in 1989 to $7.4 billion last year, and liabilities increased from $30.1 billion to $35.8 billion.

Net cash flow from operations also has been declining. Automotive operations generated $7.8 billion in cash in 1988, $5.6 billion in 1989 and $4.1 billion last year.

Capital expenditures rose from $6.7 billion in 1989 to $7.2 billion last year.

Scott Merlis, securities analyst at Morgan Stanley in New York, said Ford is not overburdened with debt, but its commitment to increase capital spending made the dividend cut a "prudent and positive measure."

Ford's other major division, financial services, also incurred more debt and suffered a decline in cash flow. Cash flow from operating activities dropped from $4 billion in 1989 to $3.3 billion last year. Debt increased from $81.8 billion to $88.1 billion.

TV spending rises 13 percent

But the biggest dealer advertisers cut back at local stations

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Despite sluggish vehicle sales, the nation's automakers and their dealers spent $3.21 billion for national and regional television advertising, up 13 percent from $2.84 billion in 1989.

The Television Bureau of Advertising, in a report developed from Arbitron data, summarized television advertising expenditures by automakers and dealers in 1990.

Most of the 13 percent increase is attributed to network spending, which rose 21 percent to $1.76 billion from $1.45 billion in 1989. Spot television — market-by-market — advertising was $1.44 billion, a 4 percent increase over the $1.39 billion spent in 1989.

Jim Joyella, president of the Television Bureau of Advertising, attributed the network spending rise to new product introductions and corporate campaigns geared to increasing brand awareness.

Fred Danzig editor of *Advertising Age*, a sister publication to *Automotive News*, said the bureau's figures indicate that factories and dealers actually spent more on television advertising in 1990 than 1989 because television ad "rates didn't increase in double digits."

Danzig said the announced 1990 television rate increase was around 6 or 7 percent, but big spenders such as GM and Ford were able to negotiate discount rates because they buy in bulk. That makes it difficult to determine how much of the 13 percent increase can be attributed to rate increases, he said.

"There is no rate card," said Danzig. "Everything is negotiable."

The economic downturn was evident at the local dealer level, which experienced a 16 percent decline in television advertising. In 1990, the nation's 15 leading dealer television advertisers collectively spent $270.6 million compared to $321.4 million in 1989.

General Motors and Ford Motor Co. and their respective dealer associations remained the top television ad spenders in the automotive category in 1990. GM and its dealer associations spent $978.4 million for network and spot television ads, a 16 percent increase over 1989; Ford and its dealer associations spent $407.8 million for network and spot television, 6 percent more than the previous year.

Toyota Motor Sales U.S.A. Inc. and its dealers increased spending by 42 percent to $403.2 million to become the third largest automotive television advertiser in 1990. Toyota surpassed fourth place Chrysler Corp., which spent $335.4 million, an increase of 8 percent over 1989.

Nissan Motor Corp. in U.S.A. was the fifth largest television ad spender at $267.8 million, up 34 percent over 1989.

For two years running, Toyota nameplate had the largest television budget of any single nameplate. Toyota and its dealers spent $210.5 million to advertise the nameplate in 1990, 33 percent more than the $157.9 million it spent the previous year.

The Ford nameplate was second with $168.3 million in ad revenues. Ford was followed by Nissan at $165.2 million; Buick at $132.2 million; and Honda at $125.2 million.

Luxury nameplates Lexus and Infiniti, which debuted in fall and winter 1989, respectively, enjoyed their first full year of advertising in 1990. Both outspent European nameplate Mercedes-Benz. Lexus spent $80.2 million, an increase of 168 percent; Infiniti spent $50.8 million, an increase of 211 percent. The Mercedes-Benz nameplate spent $48.6 million, 22 percent more than it spent in 1989.

Several GM nameplates decreased their 1990 television ad spending from the previous year. Chevrolet spent $120.9 million, down 5 percent; Pontiac spent $108 million, down 22 percent; Oldsmobile spent $105.7, down 14 percent and Geo spent $56.3 million, down 7 percent. Cadillac spent $71.1 million, one percent more than 1989.

GM's decreased spending partly reflects the $80 million the automaker slashed from its ad budgets for the first half of 1990. GM later restored some of the savings to fund a new corporate campaign that focused on the quality of its products.

Mazda, which launched a massive ad campaign to introduce its Navajo sport-utility last fall, spent $72.7 million on truck advertising in 1990, 134 percent more than the previous year.

In the individual auto dealer advertising category, Atlanta Toyota spent $3.2 million, making it the biggest single purchaser of television advertising in 1990. Still, that was 23 percent less than the dealership spent the previous year.

LEADING AUTO DEALER TV ADVERTISERS

Figures in thousands of dollars

	1990	1989	Percent Change
1. Atlanta Toyota, Atlanta	3,210	4,187	−23
2. Cal Worthington, Sacramento	1,885	1,716	+10
3. Cerritos Auto Square Dealers, L.A.	1,678	1,665	+ 1
4. Lynn Hickey Dodge, Oklahoma City	1,628	1,367	+19
5. Foothill Nissan, Los Angeles	1,348	3,300	−59
6. Cal Worthington, Los Angeles	1,346	2,468	−45
7. Pete Ellis Motors, Los Angeles	1,335	1,589	−16
8. Celozzi Ettleson Chevrolet, Chicago	1,335	2,126	−37
9. Worthington Chevrolet, Houston	1,329	2,118	−37
10. Ricart Ford, Columbus, Ohio	1,182	1,171	+ 1
11. Long-Lewis Ford, Birmingham	1,119	1,382	−19
12. Nationwide Nissan Saab Isuzu, Balt.	1,044	4	—
13. Claremont Auto Park, Los Angeles	1,019	—	+inf.
14. Maher Chevrolet, Tampa	1,003	680	+48
15. River Oaks Toyota, Chicago	1,001	520	+92
15. Fox Chevrolet, Baltimore	1,001	905	+11

SOURCE: Television Bureau of Advertising from analysis of Arbitron data.

LEADING TV ADVERTISERS

Table shows advertising spending, in millions of dollars, on network and spot TV for cars and trucks by companies and dealer associations.

	1990	1989	Percent Change
1. General Motors	$978.4	$846.7	+16
2. Ford	407.8	384.6	+ 6
3. Toyota	403.2	283.0	+42
4. Chrysler	335.4	310.0	+ 8
5. Nissan	267.8	199.6	+34
6. Honda	199.4	175.7	+13
7. Mazda	168.9	123.4	+37
8. Hyundai	98.7	105.4	− 6
9. Mitsubishi	77.1	75.1	+ 3
10. Subaru	62.2	95.1	−35
11. Isuzu	54.7	40.8	+34
12. Mercedes	48.6	39.9	+22
13. Volkswagen	45.9	54.7	−16
14. BMW	27.3	33.6	−19
15. Volvo	8.6	12.7	−33
16. Saab	7.3	12.6	−42
17. Suzuki	4.6	24.2	−81
18. Automobiles Peugeot	3.5	4.9	−27
TOTAL	**$3,206.3**	**$2,843.4**	**+13**

Source: Television Bureau of Advertising from analysis of Arbitron data.

Saturn running 26-minute 'documercial' film on two cable networks

By Raymond Serafin and Alison Fahey
CRAIN NEWS SERVICE

Saturn Corp., nearing the last lap of a near-national rollout, is using an unusual buy on two cable networks as a key part of its expansion during the next 60 days.

A 26-minute film, "Spring, in Spring Hill," produced in 1989 by Hal Riney & Partners of San Francisco for internal use by Saturn, is scheduled to air on cable networks Arts & Entertainment and VH-1.

Riney calls the film the first "documercial," differing from "infomercials" in quality and the lack of a direct-response aspect.

Saturn and Riney negotiated prices at programming rates rather than ad rates, similar to what Saturn did last fall when it ran the film on stations in five markets.

Saturn's ad budget for its launch period from last fall through the end of this year is estimated at as much as $100 million.

"Spring" broke March 29 on VH-1, where it will air 17 times through June 4. It will air 13 times on A&E from April 20 through June 8. A disclaimer saying that the program is paid advertising runs at the beginning.

Officials at VH-1 and A&E said such a program is unprecedented for cable.

"We have some paid programming in the wee hours of the morning, but those are infomercials. This is completely different," said Doug Greenlaw, senior vice president for advertising sales at MTV Networks, which operates VH-1. "We see this as a piece of programming. We've never done this in prime time before."

The cable buys coincide with Saturn's addition of 34 dealers in April and 22 in May and June to bring its total to to 124 covering about 80 percent of the U.S. population.

Through March 31, Saturn had sold 8,759 cars since dealerships first opened Oct. 25.

Production and sales are accelerating. Saturn sold 3,302 cars in March, its best month, and a second shift is slated to begin working at Spring Hill this month.

A&E and VH-1 provide the sort of highly educated, import-owning audience that Saturn is going after, said Thomas Shaver, director of marketing services for Saturn.

"Spring" details how the Saturn project grew from a desire by GM executives and union members to forge a new, non-adversarial relationship dedicated to developing products that could compete head-on with the imports.

Zinc-air battery developer hopes race win sparks interest

By Melanie Johnston
SPECIAL CORRESPONDENT

PHOENIX — Now that it has a checkered flag to wave, the developer of a zinc-air battery for electric cars is hoping to attract attention from a major automaker.

A sleek Honda CRX powered by 67 horsepower worth of batteries built by Dreisbach ElectroMotive Inc. of Santa Barbara, Calif., swept past the checkered flag at the Solar & Electric 500 on April 7, averaging just under 60 miles per hour while completing 108 laps on the one-mile oval at Phoenix International Raceway. In qualifying runs, it averaged 69.4 mph.

"This win gives us credibility with the battery," said Len Danczyk, director of market development for DEMI.

"We would like to sublicense the technology to automotive companies that adopt the concept of zero-emission vehicles and use our proprietary technology," he said. "This could take the form of a spin-off company that would be funded in part by an automotive company partner committed to this concept."

Danczyk noted that this scenario would put DEMI in the role of partner, not vendor, in the engineering and production of electric vehicles.

He also said DEMI could provide the zinc-air battery to auto manufacturers on an original equipment manufacturer basis.

One potential partner is Honda. Although DEMI purchased the CRX from a California dealer, American Honda Motor Co. later joined the effort by furnishing parts and another CRX as a support vehicle, as well as loaning racing experts for suspension tuning.

Danczyk would not comment on whether Honda had expressed an interest in teaming with DEMI, but he noted the two companies were in the midst of a relationship and that "negotiations are in progress. They've seen that we are a very professional organization and can deliver on the technology."

A handful of executives from Japan's Honda Motor Co. Ltd. attended the race, and a spokeswoman for American Honda said the company will continue to support DEMI for the two-year life of the project, which was funded by $45,000 in grants from electric utilities in California and Arizona.

Engineers from Hyundai Motor Co. of Korea attended the race, as did representatives from each of the Big 3, but the Detroit contingent kept a low profile.

Ernie Holden, president of the Solar and Electric Racing Association, which sponsored the 500, confirmed that General Motors, Chrysler Corp. and Ford Motor Co. were represented, but none sponsored a car in the race. GM participated in an energy-conservation trade show during the race with a photographic display of the Impact, an electric vehicle scheduled for production in Lansing, Mich., during the middle of the decade.

The CRX was the star of the race, but among the other 12 entrants were several hopeful commercial ventures.

Two entries from Solectria, an Arlington, Mass., company that plans to market electric/solar-assisted cars directly to consumers, finished in second and fifth places. Brochures distributed at the race indicate that Solectria was seeking additional investors.

California Electric Cars, whose convertible sports car placed fourth by finishing 86 laps, expects to sell its 80-mile-range Monterey model to rental fleets in Hawaii for $26,000. The car was powered by lead-acid batteries.

Craig Campbell, president of the Seaside, Calif., company, said Hawaii's climate, limited driving range and concern for the environment make it a primary market.

Doran Motor Co. of Sparks, Nev., showed its three-wheel sports car, but was not allowed to race because rules prohibit prototypes. Company founder Rick Doran said he will soon begin selling single cars to established automotive dealers for use as a showroom draw. "By selling one vehicle at a time, we will get the money up front that we need to finance production," he said. If this capitalization program is successful, Doran hopes to begin selling vehicles priced at $12,000 directly to consumers next year.

Holden said the Solar & Electric 500, which received international media coverage, will be held again next year.

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Canadian sales slip from bad to awful

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Canadian light-vehicle sales in March fell 22.0 percent below last year, by far the steepest of three monthly falls in 1991. Sales were down 7.4 percent in January and 7.7 percent in February.

Canadian dealers sold 108,519 cars and trucks in March, dragging the industry 14.0 percent behind last year's first-quarter sales.

Car sales were off 21.2 percent in March, and truck sales plunged 23.7 percent.

Each of the Big 3 had a double-digit decline for the month. Chrysler Corp., which has suffered the least among the Big 3 so far this year, was down 25.14 percent. Ford Motor Co. plunged 29.55 percent, and General Motors fell 28.66 percent.

The declines occurred despite signs that the economy is recovering. The prime interest rate dipped to 10.75 percent last week, and the housing market is improving.

Yet March provided more evidence that that a company still needs incentives if it hopes to stay in the game. About 80 percent of Ford's March sales were made after a new incentive program was announced at mid-month.

Gord Hoddinott, president of Campbell Ford in Ottawa, said people have gotten used to cars being on sale. And they know that if there isn't a deal now, there will likely be one soon.

In addition, there has been "an overall sense that it wasn't a good time to buy cars. Buying a car is always an anxious time, only it seems worse now," Hoddinott said.

Among Japanese makes, Honda, Nissan and Toyota posted slight increases in car sales in March. Honda's Acura Division was up 13.3 percent in March and 7.81 percent for the year. Subaru and Hyundai also were up for the month.

Among the Europeans, BMW gained 9.9 percent and continued ahead of last year's total. Volkswagen, Mercedes-Benz and Volvo all dropped in March. Each is down for the year, too.

March sales consisted of 73,968 cars and 34,551 trucks.

Toyota was the only make, import or domestic, to increase its truck sales in March. Sales rose 7.8 percent for the month and 4.5 percent for the first quarter.

Through March, Canada's truck sales were off 21.6 percent from last year.

Staff Correspondent Alex Law in Toronto contributed to this report.

CANADIAN CAR AND TRUCK SALES

MARCH 1991

	Mar. 1991	Mar. 1990	3 mos., 1991	3 mos., 1990
BMW (Imported car)	**312**	**284**	**816**	**764**
N.A. car	7,682	13,136	22,914	26,303
Imported car	1,700	1,566	4,583	3,990
N.A. truck	8,455	8,984	21,485	24,271
Imported truck	87	256	272	583
CHRYSLER	**17,924**	**23,942**	**49,254**	**55,147**
N.A. car	11,092	14,349	30,351	33,613
Imported car	771	734	1,698	1,812
N.A. truck	7,954	13,045	19,894	29,469
FORD	**19,817**	**28,128**	**51,943**	**64,894**
N.A. car	21,153	30,675	57,812	69,694
Imported car	459	424	926	830
N.A. truck	12,434	16,598	28,371	36,477
Imported truck	310	463	854	1,464
GM	**34,356**	**48,160**	**87,963**	**108,465**
N.A. car	2,319	3,123	4,733	7,405
Imported car	7,588	6,537	16,836	14,651
HONDA	**9,907**	**9,660**	**21,569**	**22,056**
N.A. car	482	404	1,159	1,224
Imported car	1,522	1,429	3,711	3,732
HYUNDAI	**2,004**	**1,833**	**4,870**	**4,956**
JAGUAR (Imported car)	72	97	161	285
Imported car	50	55	96	170
Imported truck	15	10	53	22
LADA	**65**	**65**	**149**	**192**
LAND ROVER (Imported truck)	9	0	40	0
N.A. car	686	185	1,503	403
Imported car	2,318	4,650	5,096	8,418
Truck*	1,525	1,811	3,397	4,265
MAZDA	**4,529**	**6,646**	**9,996**	**13,086**
MERCEDES-BENZ (Imported car)	**273**	**356**	**721**	**900**
N.A. car	785	0	1,708	0
Imported car	2,249	2,627	4,696	5,678
Truck*	1,310	1,698	2,964	3,901
NISSAN	**4,344**	**4,325**	**9,368**	**9,579**
PEUGEOT (Imported car)	**15**	**10**	**27**	**19**
SUBARU (Imported car)	**1,015**	**848**	**2,137**	**1,833**
N.A. car	157	22	275	23
Imported car	557	909	1,403	1,963
N.A. truck	332	86	786	121
Imported truck	408	709	1,032	1,666
SUZUKI	**1,454**	**1,726**	**3,496**	**3,773**
N.A. car	2,552	751	4,974	1,853
Imported car	4,657	6,575	10,818	14,970
Imported truck	1,662	1,542	4,201	4,022
TOYOTA	**8,871**	**8,868**	**19,993**	**20,845**
Imported car	3,078	3,526	7,709	7,336
Imported truck	50	82	135	151
VOLKSWAGEN	**3,128**	**3,608**	**7,844**	**7,487**
N.A. car	157	306	540	716
Imported car	267	231	586	592
VOLVO	**424**	**537**	**1,126**	**1,308**
N.A. car	**47,065**	**93,809**	**187,989**	**141,234**
Imported car	**26,903**	**30,858**	**62,020**	**67,943**
TOTAL CAR	**73,968**	**93,809**	**187,989**	**209,177**
N.A. truck	**29,175**	**38,713**	**70,536**	**90,338**
Imported truck	**5,376**	**6,571**	**12,948**	**16,074**
TOTAL TRUCK	**34,551**	**45,284**	**83,484**	**106,412**
TOTAL CAR & TRUCK	**108,519**	**139,093**	**271,473**	**315,589**

*Breakdown of N.A.-built and imported sales not available.
**Includes Passport and Saab sales.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Association of Intl. Automobile Mfrs. of Canada.

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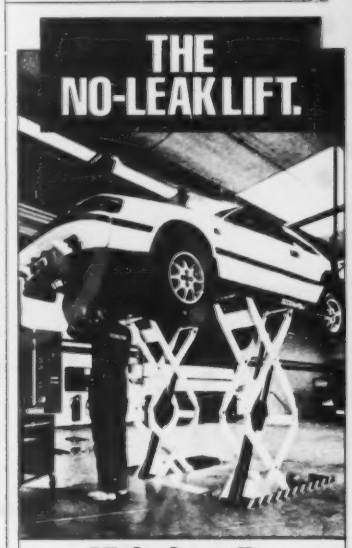

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SALES

Asians bridge gulf, gain market share in first quarter

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Like their domestic counterparts, Asian automakers selling vehicles in the U.S. had to contend with war and recession during the first quarter of 1991. But the patriotic, buy-American call-to-arms they feared never materialized.

As a group the nine Japanese makers, their luxury divisions, and one Korean company sold 724,184 units in the first quarter, down 13.2 percent from the same period a year ago.

Still that was enough to earn them a 25.7 percent share of the total car and truck market, up 1.7 percentage points from 1990 first-quarter levels.

Three makes — Mazda, Subaru and Infiniti — increased their sales for the three-month period. Eight others — Toyota, Lexus, Honda, Acura, Mitsubishi, Hyundai, Isuzu and Suzuki — had a mixed performance. Though their sales dropped, each increased market share by outpacing the total U.S. car and truck market, which fell 18.9 percent.

The remaining two Asian makes — Nissan and Daihatsu — lost sales and market share. Nissan's decline was 23.9 percent and Daihatsu, which has just introduced its 1991 cars, dropped 52.9 percent.

Among the sales gainers, Mazda was helped in part by aggressive rebating and option packaging. The 323/Protege series, 626 and Miata had increases.

Subaru saw its Loyale sales jump 80.4 percent, aided by a $500 customer rebate and a new option package. Two programs gussied up the car by making formerly optional equipment standard, and dropped the price below $9,000. The Legacy is "gaining momentum," according to the company. Its sales rose 9.9 percent.

Infiniti said its sales jump came from having more product and more dealers. In fact, the entire sales increase came from the new entry level G20 sedan. Infiniti sold 2,895 of them in the three-month period. Sales of the flagship Q45 actually dropped 20.4 percent for the quarter. The dealer body stands at 84, up from 63 last April.

The top-of-the-line LS400 continues to outsell the Q45 by a substantial margin, and Lexus is preparing to introduce a new coupe this summer. Q45 sales stood at 1,671, compared with 7,242 for the LS400.

Acura continues to outsell both its Japanese competitors, although division sales fell 1.5 percent compared to a year ago. The new Legend made a strong showing in March to bring quarterly Legend sales up 6.6 percent.

IMPORT SALES BY MODEL

	Mar. 1991	Mar. 1990	3 Mos., 1991	3 Mos., 1990
ACURA	**12,703**	**11,831**	**31,465**	**31,937**
Integra	6,814	7,252	17,094	18,937
Legend	5,637	4,579	13,853	13,000
NSX	252	0	518	0
ALFA ROMEO	**340**	**266**	**860**	**577**
Milano	1	7	1	16
Spider	138	259	340	561
164	201	0	519	0
ASTON MARTIN*	**5**	**5**	**15**	**15**
AUDI	**861**	**2,255**	**2,578**	**4,949**
5000	0	1	0	10
80	151	499	535	1,058
90	116	409	427	850
V8 Quattro	44	147	161	400
Coupe Quattro	34	99	96	226
100/200	435	900	1,105	1,960
100/200 Quattro	81	200	254	445
BMW	**4,672**	**5,436**	**10,585**	**14,468**
3 series	2,202	2,435	5,257	6,187
5 series	1,785	2,083	3,678	5,838
635 CSi	1	43	4	140
7 series	376	797	860	2,089
850i	223	0	580	0
M3	40	72	105	199
M5	45	5	101	9
M6	0	1	0	6
CHEVROLET/Geo	**6,523**	**14,358**	**17,140**	**40,872**
Geo Storm/Spectrum	5,401	10,836	14,014	27,186
Geo Metro/Sprint	1,122	3,522	3,126	13,686
CHRYSLER MOTORS	**5,031**	**5,485**	**13,326**	**16,404**
Colt	1,796	2,925	5,121	8,634
Conquest	0	93	0	506
Medallion	0	34	0	231
Stealth	1,682	0	4,416	0
Summit	617	1,515	1,705	3,940
Vista	624	569	1,613	1,792
TC	312	349	471	1,301
DAIHATSU	**536**	**1,219**	**1,409**	**3,648**
FERRARI*	**80**	**80**	**240**	**240**
FORD Festiva	3,678	5,489	8,814	16,386
HONDA	**19,631**	**19,736**	**46,118**	**53,530**
Civic/CRX	5,631	5,045	14,807	13,649
Accord	11,977	11,196	26,150	32,505
Prelude	2,023	3,495	5,161	7,376
HYUNDAI	**12,005**	**11,979**	**28,325**	**34,411**
Excel	6,902	9,164	16,418	26,840
Sonata	2,073	21,815	5,155	26,571
Scoupe	3,030	0	6,752	0
ISUZU	**746**	**402**	**1,870**	**836**
I-Mark	9	237	47	580
Impulse	338	165	893	256
Stylus	399	0	930	0
INFINITI	**2,389**	**1,549**	**6,156**	**3,695**
M30	846	532	1,590	1,596
Q45	459	1,017	1,671	2,099
G20	1,084	0	2,895	0
JAGUAR	**1,038**	**1,746**	**2,117**	**4,744**
XJ6	786	1,291	1,557	3,473
XJ-S	252	455	560	1,271
LAMBORGHINI*	**13**	**13**	**39**	**39**
LEXUS	**4,459**	**4,861**	**11,886**	**13,167**
ES 250	1,616	1,532	4,644	4,136
LS 400	2,843	3,329	7,242	9,031
LOTUS*	**27**	**27**	**81**	**81**
MASERATI*	**20**	**20**	**60**	**60**
MAZDA	**14,986**	**15,501**	**34,178**	**42,483**
323	2,259	1,493	5,366	5,134
Protege	4,060	4,601	10,850	10,126
626	1,775	4,095	4,600	10,511
MX-6	129	15	188	26
Miata	4,478	3,435	8,822	8,797
929	1,583	1,062	2,882	3,090
RX-7	702	800	1,470	2,129
MERCEDES BENZ	**5,234**	**6,891**	**12,593**	**17,356**
190	1,446	1,177	3,487	3,026
300E 2.6/260E	415	412	955	590
300	1,359	2,089	3,338	5,749
300 SE	278	640	663	1,619
350SDL Turbo	118	371	275	371
350SD	112	0	220	0
300SEL	127	371	290	935
420SEL	284	649	684	1,595
560SEL	167	448	476	1,211
SL Coupe	845	894	1,963	1,964
560SEC	48	170	147	438
Tourist	35	41	95	229
MERCURY	**5,974**	**1,757**	**16,925**	**5,685**
Tracer	4,284	1,212	12,634	3,916
Capri	1,690	0	4,291	0
XR4Ti	0	0	0	198
Scorpio	0	545	0	1,571
MITSUBISHI	**6,435**	**8,868**	**21,142**	**33,224**
Starion	0	3	0	8
Diamante	20	0	20	0
Mirage	2,343	4,464	8,278	20,154
Galant	2,455	3,673	8,800	10,550
Sigma	22	142	79	477
Precis	188	484	770	1,748
3000GT	1,381	0	3,078	0
Wagon	26	102	117	295
NISSAN	**19,278**	**32,610**	**49,903**	**84,816**
Sentra	1,816	7,688	5,095	22,210
Pulsar	286	725	529	2,239
Stanza	6,592	6,898	15,163	13,824
Maxima	6,365	10,248	18,519	27,109
240SX/200SX	2,596	4,434	6,723	11,846
300ZX	1,351	2,334	3,313	5,964
Hawaii	272	283	561	914
PEUGEOT	**347**	**481**	**1,009**	**1,129**
PONTIAC LeMans	**3,055**	**2,246**	**7,368**	**6,384**
PORSCHE	**533**	**940**	**1,097**	**2,360**
924S/944	0	42	0	42
944	0	0	0	56
944S	85	205	194	612
944 Turbo	0	132	0	197
911 Carrera 4	298	351	568	721
911 Turbo	46	2	78	3
911 Carrera 2	87	152	191	540
928S	17	57	66	190
ROLLS/BENTLEY*	**100**	**100**	**300**	**300**
SAAB	**3,752**	**2,277**	**6,587**	**6,332**
900	869	438	1,494	999
900S	1,006	535	1,736	1,068
900 Turbo	775	720	1,396	1,940
9000S	521	114	888	536
9000 CD	326	292	605	994
9000 Turbo	249	168	456	769
Tourist	6	10	12	26
STERLING	**240**	**405**	**656**	**1,403**
SUBARU	**6,851**	**11,012**	**16,359**	**24,166**
Hatchback	0	35	0	93
3-Door	0	38	0	94
4-Door Sedan	0	47	0	189
Legacy	3,039	6,094	5,326	13,709
Loyale	2,796	1,929	8,236	4,566
XT/XT6	283	186	607	477
Station Wagon	0	25	0	57
Justy	733	2,658	2,190	4,981
SUZUKI	**404**	**475**	**1,124**	**1,604**
TOYOTA	**33,797**	**35,625**	**85,022**	**92,176**
Corolla	7,155	8,192	18,442	24,870
Tercel	9,039	10,315	24,906	25,573
Celica	8,203	8,019	17,279	20,508
Supra	351	624	882	2,134
Camry	7,002	6,284	17,991	15,126
Cressida	917	1,052	2,588	2,286
MR2	1,130	1,139	2,934	1,679
VOLKSWAGEN	**8,191**	**13,032**	**22,134**	**29,155**
Cabriolet	548	842	1,245	1,807
Corrado	663	494	1,708	1,137
Jetta	2,767	5,886	7,706	13,691
Golf/GTI	1,170	1,463	3,117	3,331
Passat	1,418	0	4,230	760
Quantum	0	9	1	19
Scirocco	0	2	0	7
Fox	1,625	2,462	4,127	6,529
VOLVO	**7,358**	**7,265**	**18,339**	**22,400**
240 series	3,273	2,545	7,809	8,729
700 series	2,571	4,582	7,072	13,496
940 series	1,495	0	3,406	0
Tourist	19	138	52	176
YUGO	**146**	**571**	**761**	**1,994**
IMPORT TOTAL	**191,438**	**226,813**	**478,581**	**613,026**

*Estimate

Compiled by Karen Dettkowski

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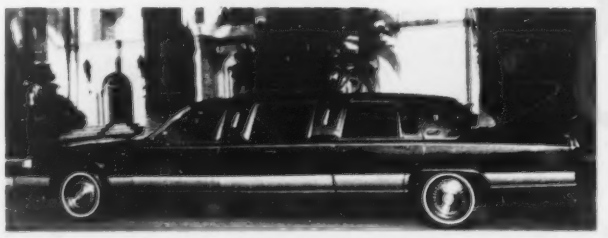

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BMW PRICES

	April 15 price	Increase
318i 4-dr.	$20,300	$400
318is 2-dr.	21,750	250
318iC conv.	28,500	0
325i 4-dr.	26,400	0
325i 2-dr.	25,600	0
325iX 4-dr.	31,900	0
325iX 2-dr.	31,100	0
325iC conv.	35,950	250
M3 2-dr.	35,900	0
525i 4-dr.	34,900	400
535i 4-dr.	42,900	300
M5 4-dr.	57,600	1,000
735i 4-dr.	51,500	600
735iL 4-dr.	55,500	500
750iL 4-dr.	74,600	600
850i coupe	77,700	4,100

Mitsubishi sues partners in U.S. rental firm

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Mitsubishi Motor Sales of America Inc. has filed suit against its partners in Value-Rent-A-Car Inc., claiming that it was deceived into paying too much money for the Florida-based daily-rental car company.

Mitsubishi agreed to pay $17.5 million for an 80-percent interest in the company last year, becoming the first importer to control a U.S. rental firm. The agreement with former Value owner Sidney Cohen also guaranteed that Cohen and his three children would remain in management at the firm and receive up to $15 million in operating profits over five years.

The lawsuit seeks unspecified damages. A Mitsubishi spokesman said the damages would "probably be in the millions."

The lawsuit claims that Value's former owners misled Mitsubishi about the rental company's assets and its financial and legal liabilities. Attorneys for the Cohen family deny the allegations.

Mitsubishi claims that it learned after the sale that Value owed more than $600,000 to Ford Motor Co. Additionally, the rental company recently agreed to pay $1.6 million to settle claims from disgruntled customers and insurance companies, according to the Florida Attorney General's office.

Value operates a fleet of 20,000 vehicles in the United States, consisting almost entirely of Fords. After the agreement with Mitsubishi, the rental company began replacing the Ford vehicles with Mitsubishi products.

The lawsuit follows a February lawsuit against Mitsubishi by the Cohens. It accused Mitsubishi of breaking its purchase agreement by seeking to remove the Cohen family members from management. That suit seeks $70 million in damages from Mitsubishi.

Mitsubishi terminated the Cohen family members two weeks ago.

BMW hikes prices; 850i up $4,100

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The price of BMW's flagship 850i coupe has risen $4,100 to $77,700, effective today.

With luxury tax and gas-guzzler fine, customers will face a $86,170 price tag.

That's unwelcome news to dealers, who were already having trouble moving the car, says John Jaffe of BMW of Fairfax (Va.), chairman of the BMW dealer council.

He says that if dealers continue to discount the car as they have been, the $4,100 price hike is "coming right off the gross profit on the car."

The old sticker price of $73,600 reflected a markup of about 19 percent, Jaffe said. That would represent around $14,000.

The increase on the 850i was one of several announced by BMW of North America Inc. last week.

The sales-weighted average price hike was 1.2 percent, or $446 per car. The V-12-powered 850i was hiked 5.6 percent.

The 850i officially went on sale last fall after being delayed several months by production glitches. Only five were sold through November, and the first trickle reportedly commanded a premium over sticker price.

But 306 were delivered in December, which Jaffe said represented several months worth of production.

It wasn't long before even the sticker price became hard to get, he said.

"In the real world, everything is being discounted," he said.

Sales fell to 158 in January, after the luxury tax on cars over $30,000 took effect.

Deliveries climbed to 199 in February and 223 in March.

BMW expects to sell every 850i it can get from the factory this year. That's about 2,500 from last December through the end of this year, a spokesman said.

Besides the pricing, the 850i has been a bone of contention between BMW and its dealers in other respects.

BMW has 377 dealers, and many are allotted only one 850i, even though BMW is requiring extra equipment and trained mechanics to work on the new car.

Some dealers are allotted none, as the company is withholding the car from dealers who don't meet its facility requirements.

Sobbing workers say goodbye to Germany's Wartburg

By Mark Fritz
THE ASSOCIATED PRESS

EISENACH, Germany — The name, the design and the engineering were all from another era, which is why the last Wartburg has finally rolled off the assembly line.

The 1,836,695th Wartburg, a basic boxy two-door automobile painted a glistening cherry red, chugged out of a plant building Wednesday while eastern German workers sobbed in sorrow and disbelief.

"My work, my work, that was my work!" shouted an almost hysterical young man.

He rested his head against a steel beam and cried.

About 1,500 people crowded into the final assembly building at the sprawling red-brick factory to watch the formal collapse of a company that cranked out cars under Hindenburg, Hitler and Honecker.

Founded in 1898, the company that once made sleek sports cars spent its final decades building clunky, utilitarian vehicles mandated by the former East Germany's Communist rulers.

When Germany united, Wartburg found it could no longer compete.

About 4,700 people at the facility lost their jobs immediately.

Another 1,300 workers will stay on for the time being, many of them building replacement parts for the tens of thousands of Wartburgs still plying the former nation's cobblestone streets.

The shutdown of Wartburg is almost a textbook example of why so many of east Germany's enterprises are collapsing now that they are no longer state-run.

Due to overstaffing and inefficiency, it cost the company 15,000 marks, about $9,000, to make a car that only sells for 7,000 marks, or about $4,200.

The company has lost $120 million since German unification six months ago.

Wartburg, one of the world's oldest carmakers, is named after the nearby castle where Protestant reformer Martin Luther hid after he challenged the Roman Catholic Church.

The employees who have lost their jobs will not be listed as unemployed, because of the federal government's subsidized wages program.

They will be listed as short-time workers who receive lower wages, but work zero hours.

Boerbel Meng, a draughtsman at the plant for 25 years, says Wartburg's demise will hit her household hard.

"My daughter is losing her job and so is my husband," she said, her eyes red as she walked out of her office for the last time to go home.

"No more Wartburgs," she said.

REVISED U.S. CAR AND LIGHT-TRUCK SALES, 1st QUARTER — 1991 vs. 1990
(ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	268,246	342,735	14.1	14.8	261,730	341,366	28.9	29.5	529,976	684,101	18.8	19.7	−0.9	−22.5
Chevrolet/Geo†	270,458	349,499	14.2	15.1	239,177	312,473	26.4	27.0	509,635	661,972	18.1	19.1	−1.0	−23.0
Toyota	150,194	173,589	7.9	7.5	49,897	59,505	5.5	5.2	200,091	233,494	7.1	6.7	0.4	−14.3
Dodge	84,884	87,929	4.5	3.8	107,151	135,296	11.8	11.7	192,035	223,225	6.8	6.4	0.4	−14.0
Honda	136,931	158,398	7.2	6.9	—	—	—	—	136,931	158,398	4.9	4.6	0.3	−13.6
Buick	128,501	130,910	6.7	5.7	—	—	—	—	128,501	130,910	4.6	3.8	0.8	−1.8
Pontiac	119,176	146,430	6.3	6.3	4,709	6,315	0.5	0.5	123,885	152,745	4.4	4.4	0.0	−18.9
Nissan	76,790	107,037	4.0	4.6	37,343	42,909	4.1	3.7	114,133	149,946	4.1	4.3	−0.3	−23.9
Oldsmobile	97,831	132,153	5.1	5.7	5,708	4,808	0.6	0.4	103,539	136,961	3.7	3.9	−0.3	−24.4
Mazda	63,454	62,407	3.3	2.7	25,736	26,484	2.8	2.3	89,190	88,891	3.2	2.6	0.6	0.3
Plymouth	48,840	66,447	2.6	2.9	39,573	50,755	4.4	4.4	88,413	117,202	3.1	3.4	−0.2	−24.6
Mercury	84,501	97,638	4.4	4.2	—	—	—	—	84,501	97,638	3.0	2.8	0.2	−13.5
GMC	—	—	—	—	60,960	79,034	6.7	6.8	60,960	79,034	2.2	2.3	−0.1	−22.9
Cadillac	52,819	69,507	2.8	3.0	—	—	—	—	52,819	69,507	1.9	2.0	−0.1	−24.0
Mitsubishi	39,312	46,416	2.1	2.0	8,043	11,033	0.9	1.0	47,355	57,449	1.7	1.7	0.0	−17.6
Lincoln	46,629	62,678	2.4	2.7	—	—	—	—	46,629	62,678	1.7	1.8	−0.1	−25.6
Jeep	—	—	—	—	35,678	52,271	3.9	4.5	35,678	52,271	1.3	1.5	−0.2	−31.7
Acura	31,465	31,937	1.7	1.4	—	—	—	—	31,465	31,937	1.1	0.9	0.2	−1.5
Chrysler	30,111	42,079	1.6	1.8	890	894	0.1	0.1	31,001	42,973	1.1	1.2	−0.1	−27.9
Hyundai	28,325	34,411	1.5	1.5	—	—	—	—	28,325	34,411	1.0	1.0	0.0	−17.7
Subaru	26,557	24,575	1.4	1.1	—	—	—	—	26,557	24,575	0.9	0.7	0.2	8.1
Isuzu	1,870	836	0.1	0.0	22,337	26,584	2.5	2.3	24,207	27,420	0.9	0.8	0.1	−11.7
Volkswagen	22,134	29,155	1.2	1.3	1,155	1,501	0.1	0.1	23,289	30,656	0.8	0.9	−0.1	−24.0
Volvo	18,339	22,400	1.0	1.0	—	—	—	—	18,339	22,400	0.7	0.6	0.0	−18.1
Mercedes-Benz	12,593	17,356	0.7	0.8	—	—	—	—	12,593	17,356	0.4	0.5	−0.1	−27.4
Eagle	12,109	14,828	0.6	0.6	—	—	—	—	12,109	14,828	0.4	0.4	0.0	−18.3
Lexus	11,886	13,167	0.6	0.6	—	—	—	—	11,886	13,167	0.4	0.4	0.0	−9.7
BMW	10,585	14,468	0.6	0.6	—	—	—	—	10,585	14,468	0.4	0.4	0.0	−26.8
Saturn	6,878	0	0.4	0.0	—	—	—	—	6,878	0	0.2	0.0	0.2	
Saab	6,593	6,332	0.3	0.3	—	—	—	—	6,593	6,332	0.2	0.2	0.1	4.1
Infiniti	6,156	3,695	0.3	0.2	—	—	—	—	6,156	3,695	0.2	0.1	0.1	66.6
Suzuki	1,259	1,605	0.1	0.1	4,430	4,244	0.5	0.4	5,689	5,849	0.2	0.2	0.0	−2.7
Audi	2,578	4,949	0.1	0.2	—	—	—	—	2,578	4,949	0.1	0.1	−0.1	−47.9
Daihatsu	1,409	3,648	0.1	0.2	790	1,025	0.1	0.1	2,199	4,673	0.1	0.1	−0.1	−52.9
Jaguar	2,117	4,744	0.1	0.2	—	—	—	—	2,117	4,744	0.1	0.1	−0.1	−55.4
Porsche	1,096	2,360	0.1	0.1	—	—	—	—	1,096	2,360	0.0	0.1	0.0	−53.6
Peugeot	1,009	1,129	0.1	0.0	—	—	—	—	1,009	1,129	0.0	0.0	0.0	−10.6
Alfa Romeo	860	577	0.0	0.0	—	—	—	—	860	577	0.0	0.0	0.0	49.0
Yugo	761	1,994	0.0	0.1	—	—	—	—	761	1,994	0.0	0.1	0.0	−61.8
Range Rover	—	—	—	—	731	1,095	0.1	0.1	731	1,095	0.0	0.0	0.0	−33.2
Sterling	656	1,403	0.0	0.1	—	—	—	—	656	1,403	0.0	0.0	0.0	−53.2
Rolls/Bentley*	300	300	0.0	0.0	—	—	—	—	300	300	0.0	0.0	0.0	0.0
Ferrari*	240	240	0.0	0.0	—	—	—	—	240	240	0.0	0.0	0.0	0.0
Lotus*	81	81	0.0	0.0	—	—	—	—	81	81	0.0	0.0	0.0	0.0
Maserati*	60	60	0.0	0.0	—	—	—	—	60	60	0.0	0.0	0.0	0.0
Lamborghini*	39	39	0.0	0.0	—	—	—	—	39	39	0.0	0.0	0.0	0.0
Aston Martin*	15	15	0.0	0.0	—	—	—	—	15	15	0.0	0.0	0.0	0.0
TOTAL	**1,906,647**	**2,312,156**	**100.0**	**100.0**	**906,038**	**1,157,992**	**100.0**	**100.0**	**2,812,685**	**3,470,148**	**100.0**	**100.0**	**0.0**	**−18.9**
TOTAL BIG 3	**1,250,983**	**1,542,833**	**65.6**	**67.7**	**755,576**	**983,212**	**83.4**	**84.9**	**2,006,559**	**2,526,045**	**71.3**	**72.8**	**−1.5**	**−20.6**
TOTAL JAPAN	**547,283**	**627,310**	**28.7**	**27.1**	**148,576**	**172,184**	**16.4**	**14.9**	**695,859**	**799,494**	**24.7**	**23.0**	**1.7**	**−13.0**
TOTAL EUROPE	**80,056**	**107,602**	**4.2**	**4.7**	**1,886**	**2,596**	**0.2**	**0.2**	**81,942**	**110,198**	**2.9**	**3.2**	**−0.3**	**−25.6**
GM	675,663	828,499	35.4	35.8	310,554	402,630	34.3	34.8	986,217	1,231,129	35.1	35.5	−0.4	−19.9
Ford	399,376	503,051	20.9	21.7	261,730	341,366	28.9	29.5	661,106	844,417	23.5	24.3	−0.8	−21.7
Chrysler	175,944	211,283	9.2	9.1	183,292	239,216	20.2	20.7	359,236	450,499	12.8	13.0	−0.2	−20.3
Toyota/Lexus	162,080	186,756	8.5	8.1	49,897	59,905	5.5	5.2	211,977	246,661	7.5	7.1	0.4	−14.1
Honda/Acura	168,396	190,335	8.8	8.2	—	—	—	—	168,396	190,335	6.0	5.5	0.5	−11.5
Nissan/Infiniti	82,946	110,732	4.4	4.8	37,343	42,909	4.1	3.7	120,289	153,641	4.3	4.4	−0.1	−21.7
VW/Audi	24,712	34,104	1.3	1.5	1,155	1,501	0.1	0.1	25,867	35,605	0.9	1.0	−0.1	−27.4
†Geo	*54,245*	*72,412*	*2.8*	*3.2*	*6,024*	*7,572*	*0.7*	*0.7*	*60,269*	*79,984*	*2.1*	*2.3*	*−0.2*	*−24.6*

*Estimate

INCENTIVE WATCH

CUSTOMER INCENTIVES

New this week

Ford Motor Co.
Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

Ford Festiva, Escort, Tempo, Mustang (1991)	$500
Festiva, Escort Tempo, Mustang (1990)	$650
Taurus, Thunderbird (1991)	$600
Taurus, Thunderbird (1990)	$750
Probe (1991)	$750
Probe (1990)	$900
Crown Victoria (1991)	$1,000
Ford Bronco (1991)	$1,500
Bronco (1990)	$1,650
Ranger, Aerostar (1991)	$1,000
Ranger, Aerostar (1990)	$1,150
F series, Econoline (1991)	$500
F series (1990)	$750
Econoline (1990)	$650
Mercury Tracer (1991)	$500
Tracer (1990)	$600
Topaz, Sable Cougar (1991)	$600
Grand Marquis (1991)	$1,000

Oldsmobile (expires May 5 on 1990 models, July 7 on 1991 models)

1990 and 1991 Regional incentives	$500-2,250

Suzuki* (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,500
Sidekick (1990)	$1,000-1,500
Samurai (1991)	$1,000
Samurai (1990)	$500-1,000

*Rebate goes to customer or dealer. Dealer's choice.

Continuing Programs

Chrysler Corp.
Rebates expire June 30, 1991 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on lenght of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 Trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700,1000
Jeep Grand Wagoneer 1991)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer (1990)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

General Motors
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire May 5 on 1990 models, July 7 on 1991 models.

Buick (1990)	$250-2,000
Cadillac Brougham (1991)	$1,500
1990 models	$1,200
Chevrolet (1990-91)	$300-1,000
Trucks (1990-91)	$500-1,000
GMC Sierra, cab chassis (1990)*	$750
Pontiac Grand Am (1991)	$1,000

*Expires May 2

Hyundai (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

Subaru (expires May 2)

Justy ECVT (1990-91)	$500
Loyale (1991)	$500

Toyota (1991, expires Oct. 1)

Celica GT, 4Runner	$800 discount on options

INCENTIVES

FROM PAGE 1

cause while customer incentives draw floor traffic, they do nothing to help dealer profits. He said he commends Ford for at least trying the dealer incentives.

"Dealers liked the dealer incentive program better, but Ford lost some ground to competitors who had rebates," he said.

"Upfront (consumer) rebates draw traffic."

A Ford dealership general manager who did not want to be named said the new program will have little, if any, affect on the way he does business because his dealer incentive always winds up in the pocket of the consumer anyway.

"And it's a lot simpler for us to administer," the manager added.

Ford also has revamped its finance program, which customers may choose in lieu of rebates.

It now is based on the vehicle, not the length of the contract.

The finance rate is 4.8 percent on Festiva, 5.9 percent on Escort and Tracer and 7.9 percent on other vehicles. Those rates apply regardless of the length of the loan.

The company's new schedule points to differences in the way Ford Division and Lincoln-Mercury executives look at rebates. All 1991 Ford and Mercury lines (except Capri) carry rebates, but Mercury makes no payments on 1990 Topaz, Sable and Cougar. The corresponding 1990 Ford Tempo, Taurus and Thunderbird bring $650-$750 to buyers.

Another difference: Leftover 1991 Ford Crown Victorias are worth $1,500; 1991 Grand Marquis, only $1,000.

Oldsmobile, in hopes of stimulating sales and floor traffic, is offering a variety of consumer incentive programs — a different program in each of its four regions.

Chuck Strong, executive assistant to the general sales and service manager at Oldsmobile, said each program was tailored to fit the region based on recommendations from its field assistant general sales manager.

The new program, said Strong, gives Oldsmobile the flexibility to put emphasis on the vehicles and areas where it is needed most.

"If you look at the makeup of the marketplace, California is much different from Illinois," said Strong. "You need to have more flexibility."

Oldsmobile's regions are East, South, California and Midwest.

As an example, Oldsmobile's South region program offers customers a choice of cash or a U.S. savings bond.

Incentives in that region are: 1990 Cutlass Ciera, $700 or $1,500 bond; 1991 Cutlass Ciera, $500 or $1,000 bond; 1990 Cutlass Supreme, $1,000 or $2,000 bond; 1991 Cutlass Supreme, $500 or $1,000 bond; 1990 Custom Cruiser, $750 or $1,500 bond; 1991 Custom Cruiser, $500 or $1,000 bond; 1990 98 Regency, $750 or $1,500 bond; 1991 98 Regency, $500 or $1,000 bond; 1990 Toronado, $2,250 or $4,500 bond; 1991 Toronado, $2,000 or $4,000 bond; and 1991 Bravada, $500 or $1,000 bond.

The program on 1990 vehicles expires May 5; the program on 1991 models run through July 7.

Hyundai Motor America is offering a special incentive to military personnel through July 2. The $300 rebate is available to both active and reserve personnel and supplements the national rebates that range from $300 to $1,000.

Suzuki of America Corp. has adopted a program that allows dealers to keep the rebate or pass it on to the consumer. Through June 3, Suzuki is offering $500 to $1,500 on its 1990 and 1991 vehicles.

INCENTIVE WATCH

DEALER INCENTIVES

New this week

Suzuki* (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,500
Sidekick (1990)	$1,000-1,500
Samurai (1991)	$1,000
Samurai (1990)	$500-1,000

*Rebate goes to customer or dealer. Dealer's choice.

Continuing Programs

Chrysler Corp.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

Honda (expires April 30)

Accord (1991)	$500

Hyundai (1991, expire July 2)

Scoupe, Sonata	$100-300, based on sales

Isuzu (expires June 30)

1990-91 models	$800-2,000 based on sales

Mitsubishi (1990-91, expires April 30)

Cars, pickups	$300-1,300, quota
Montero	$1,500-2,000, based on sales

Nissan (expires May 2)

Sentra (1991)	$0-700, quota
Stanza (1990-91)	$0-1,500, quota
Pickups (1990-91)	$400-1,200, quota
Pathfinder (1991)	$1,500, quota
Pathfinder (1990)	$1,500

Peugeot (1990, no expiration date) $2,000

Subaru (expire May 2)

XT (1990-91)	$2,000
Legacy (1991)*	$500-1,700
Loyale (1990)	$800-1,500

*$1,000 extra on 1990 Legacys

Volkswagen (1990, no expiration date)

Cars	$500-1,500

Calif. okays bus fueled by compressed gas

SACRAMENTO, Calif. — California's Air Resources Board has pushed the nation one step closer to an alternative-fueled future by certifying for sale a 66-passenger school bus that runs on compressed natural gas.

The bus engine is said to be three times cleaner than its gasoline-burning counterpart while having a comparable useful life and range.

The engine is based on 427-cubic-inch gasoline-burning General Motors V-8.

Crusader Marine, located in Sterling Heights, Mich., and a subsidiary of Thermal Electron Corp. of Waltham, Mass., modifies the engine to run on compressed natural gas using parts developed by Tecogen.

Tecogen is a Thermal Electron Corp. subsidiary specializing in cogeneration plants.

— Tom Lankard

DOMESTIC CARS, INVENTORY

	Units	Day's Supply Apr. 1, 1991	Day's Supply Mar. 1, 1991
Summit	4,000	202	226
Talon	10,200	91	125
Premier	3,500	88	224
Total Eagle	**17,700**	**103**	**154**
Horizon	300	88	100
Laser	13,400	141	186
Sundance	18,900	172	148
Acclaim	18,500	52	59
Total Plymouth	**51,100**	**90**	**95**
LeBaron A	6,800	116	200
LeBaron J	10,700	72	79
Fifth Avenue (fwd)	8,600	88	67
Imperial	3,200	139	109
New Yorker C	5,200	138	128
Total Chrysler	**34,500**	**94**	**98**
Omni	300	105	113
Shadow	23,200	105	112
Monaco	1,300	81	25
Daytona	10,700	208	245
Spirit	16,800	57	59
Dynasty	14,700	56	38
Total Dodge	**67,000**	**79**	**68**
CHRYSLER CORP.	**170,200**	**87**	**86**
Escort	59,600	88	59
Mustang	20,500	85	104
Tempo	31,100	40	50
Taurus	44,300	41	43
Thunderbird	18,400	55	75
Probe	26,600	103	96
Crown Victoria	22,300	72	137
Total Ford Div.	**222,800**	**61**	**63**
Topaz	12,800	61	68
Sable	16,100	54	45
Cougar	13,900	78	81
Grand Marquis	18,500	57	67
Total Mercury	**61,300**	**61**	**62**
Continental	7,200	36	37
Town Car	15,300	33	38
Mark VII	2,900	95	81
Total Lincoln	**25,400**	**37**	**40**
Total L-M Div.	**86,700**	**51**	**53**
FORD MOTOR CO.	**309,500**	**58**	**60**
Roadmaster	1,800	40	67
Somerset/Skylark	22,500	74	28
Century	1,600	44	39
Regal	24,700	69	87
LeSabre	35,000	84	132
Reatta	1,100	118	240
Electra/Park Ave.	2,300	92	71
Riviera	5,400	99	97
Total Buick	**128,600**	**72**	**71**
Allante	2,000	175	230
Seville	4,800	26	121
DeVille	25,000	67	59
Brougham	8,300	90	109
Eldorado	5,500	73	131
Total Cadillac	**44,600**	**61**	**77**
Geo Prizm/Nova	26,500	137	80
Cavalier	19,000	18	60
Camaro	19,000	121	140
Celebrity	200	46	58
Corsica/Beretta	46,100	69	68
Lumina	36,800	46	79
Caprice	39,200	82	93
Corvette	4,500	68	91
Total Chevrolet	**191,200**	**53**	**70**
Calais	24,000	65	78
Cutlass Ciera	22,000	66	69
Cutlass Supreme	21,000	68	78
88	25,000	91	107
98	14,000	81	80
Toronado	2,700	90	90
Total Oldsmobile	**106,500**	**73**	**82**
Sunbird	25,000	82	74
Firebird	11,000	167	211
Grand Am	47,000	68	78
Pontiac 6000	6,500	68	61
Grand Prix	24,000	67	80
Bonneville H	22,900	107	109
Total Pontiac	**134,500**	**79**	**84**
Total Saturn	**6,600**	**52**	**71**
GENERAL MOTORS	**612,100**	**65**	**75**
HONDA	**81,000**	**50**	**85**
MAZDA	**17,700**	**38**	**45**
MITSUBISHI	**20,900**	**124**	**48**
NISSAN	**29,000**	**66**	**85**
TOYOTA	**38,000**	**35**	**47**
SUBARU	**22,100**	**125**	**191**
DOMESTIC TOTAL	**1,300,800**	**63**	**71**

Days' supply falls, 70 days for March

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Car inventories fell for the most part in March despite poor sales, as domestic manufacturers kept a tight rein on production.

For the industry, car inventories fell to a 70-day supply as of April 1. That compares with 77 days a month earlier. The year-ago figure was 68 days.

Car sales improved about 17.4 percent from February to March, which helped reduce inventories along with reduced production schedules.

But while sales were better, the daily selling rate for March was still 1[illegible] percent below the year-ago March.

Domestic car stocks, which stood at a 63-day supply, were considerably slimmer than the imported car supply of 90 days; both figures were reduced from March 1.

Ford Motor Co. sales fell furthest of the Big 3 rivals during March, but it had good control of its production and ended up with an inventory of 57 days supply of domestic cars.

Chrysler Corp. and General Motors had larger domestic car supplies than average.

Saab Cars USA saw its supply drop to 35 days from 58 the previous month, as its March sales more than doubled its sales in February.

IMPORTED VEHICLES, INVENTORY

	Units	Day's Supply Apr. 1, 1991	Day's Supply Mar. 1, 1991
Car			
Chevrolet	54,800	218	235
Chrysler Motors	30,700	262	255
Dodge	5,500	85	75
Acura	35,000	71	79
Daihatsu	1,000	50	53
Honda	50,200	67	90
Infiniti	4,300	47	70
Isuzu	14,500	505	545
Lexus	5,500	32	24
Mazda	30,000	52	73
Mitsubishi	30,700	124	68
Nissan	105,800	143	162
Subaru	18,500	70	75
Suzuki	1,900	123	153
Toyota	49,400	38	47
JAPAN	**437,400**	**85**	**95**
Audi	8,700	263	254
BMW	12,800	71	84
Mercedes-Benz	11,900	59	59
Mercury	22,500	98	87
Porsche	2,200	105	161
Volkswagen	54,900	174	179
GERMANY	**112,900**	**115**	**120**
Alfa Romeo	2,000	152	178
Ford	19,700	139	196
Hyundai**	39,700	86	85
Jaguar	3,400	85	132
Peugeot	900	70	71
Pontiac	9,300	79	94
Eagle/Chrysler	600	51	256
Saab	5,100	35	58
Sterling	500	56	58
Volvo	26,200	93	120
Yugo	900	165	94
Other Countries	**108,400**	**87**	**107**
Total Import Cars	**659,000**	**90**	**101**
Truck			
Daihatsu	700	65	64
Geo Tracker	11,000	134	172
Isuzu	47,000	125	184
Mazda	36,500	94	97
Mitsubishi	7,500	125	58
Nissan*	54,400	97	115
Range Rover	1,100	90	80
Suzuki	6,100	82	109
Toyota	34,000	39	42
Dodge	2,800	191	162
Total Imp. Trucks	**201,000**	**82**	**93**
Total Imp. Vehicles	**860,000**	**88**	**99**

*Includes domestic vehicles
**Estimate

Toyota plans sales in Israel

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Against a backdrop of changing political pressures, Toyota Motor Corp. says it will start selling the Corolla in Israel this year.

The World Jewish Congress, a U.S.-based activist group, has claimed Toyota, Nissan Motor Co. Ltd. and Mazda Motor Corp. have adhered to an Arab boycott of Israel.

Toyota President Shoichiro Toyoda said his company's decision to enter Israel had nothing to do with political pressure, and its absence was not because of any boycott. Until now, he said, "We were kept busy elsewhere."

Mazda and Nissan both say they are studying the possibility of entering the Israeli market, which rose from 61,000 vehicles in 1989 to 90,000 last year.

The Arab boycott came up after the Persian Gulf war in a March meeting between Foreign Minister Taro Nakayama and U.S. Secretary of State James Baker as the United States sought cooperation between Japan and Israel as a measure to ensure a new Mideast peace effort. It resurfaced when President Bush met with Prime Minister Toshiki Kaifu early this month.

The official relationship between Japan and Israel has been correct but distant as Japan sought to shore up Arab support after the oil crises of the 1970s.

A number of Japanese auto companies have been doing business with Israel for some time. Subaru, made by Fuji Heavy Industries Ltd., is the sales leader with about 30,000 units a year, followed by Mitsubishi Motors Corp., Daihatsu Motor Co. and Honda Motor Co.

Toyota said it will set up three outlets initially and plans to sell 5,000 vehicles in 1992, with the hope of capturing 20 percent of a 100,000-unit market in the future. In 1990, Toyota sold 118,000 vehicles to Arab countries.

CARRYOVER

FROM PAGE 1

after new-model introduction have less value. It adjusts for that by giving dealers a 5 percent carryover allowance. Dealers can pass along the 5 percent to customers.

Ford Motor Co. has offered dealers special incentives, including dealer cash, in lieu of the 5 percent carryover allowance in the last few years. Ford hasn't announced its 1991 program to dealers yet.

A Chrysler Corp. spokesman said the company stopped offering a carryover allowance. The company does offer other incentive programs.

Frank R. Anderson Jr., president of the National Automobile Dealers Association and owner of Sir Walter Chevrolet in Raleigh, N.C., said GM is admitting that it was in error in economizing the program last year.

"It is a big change from last year," he said. "It's an important program to have reconstituted. The big problem for dealers was that we had a tremendous carryover of 1990 models, and no real honest program available to help us sell those vehicles."

Though Anderson said the program falls short of generous, he said Ford and Chrysler will have to take a look at GM's action and develop similar plans for their dealers.

Dealers agree that GM's carryover program for 1991 models is far better than last year's.

"It wasn't much of a program last year," said Don Williams, vice president of Colonial Chevrolet in Norfolk, Va. "It may have been good for GM and Chevrolet, but it was a disaster for the retail side. This program will be a lot more helpful."

Williams said he will wait and see what closeout programs GM offers before deciding whether to participate in them.

"A couple of years ago, GM offered a tremendous sell-down program for dealers, but it was pretty costly for GM," he said.

Daniel E. Burns, owner of Dan Burns Oldsmobile in Delray Beach Fla., said the new program should be beneficial. "GM is struggling, too," he said. "This program should help dealers."

PRODUCTION

U.S. CAR	Week Ended Apr. 13, 1991	Week Ended Apr. 6, 1991	Apr. to Date	Jan. 1 to Apr. 13, 1991	Jan. 1 to Apr. 14, 1990
Horizon	0	0	0	0	4,327
Sundance	0	1,795	1,795	12,085	20,355
Acclaim	0	0	0	21,549	21,657
Total Plymouth	**0**	**1,795**	**1,795**	**33,634**	**46,339**
LeBaron A	0	0	0	0	7,039
LeBaron J	1,750	1,418	3,168	10,701	8,332
N. Yorker C-Class	150	145	295	2,414	5,426
Fifth Avenue	1,100	831	1,931	8,119	7,700
Imperial	200	170	370	2,180	5,071
Total Chrysler	**3,200**	**2,564**	**5,764**	**23,423**	**34,668**
Omni	0	0	0	0	4,078
Daytona	550	462	1,012	3,703	7,338
Shadow	0	2,083	2,083	14,138	22,885
Dynasty	3,450	2,806	6,256	36,656	31,387
Spirit	0	0	0	19,481	23,245
Total Dodge	**4,000**	**5,351**	**9,351**	**73,978**	**88,933**
CHRYSLER CORP.	**7,200**	**9,710**	**16,910**	**131,035**	**169,940**
Escort	0	4,599	4,599	48,461	48,668
Mustang	3,369	0	3,369	14,827	38,906
Tempo	0	2,179	2,179	27,018	37,152
Taurus	7,751	6,435	14,186	83,278	112,412
Thunderbird	2,217	1,161	3,378	18,891	31,617
Total Ford Div.	**13,337**	**14,374**	**27,711**	**192,475**	**268,755**
Topaz	0	1,341	1,341	12,195	14,758
Cougar	1,674	1,139	2,813	13,992	21,171
Sable	2,729	1,949	4,678	27,003	32,237
Total Mercury	**4,403**	**4,429**	**8,832**	**53,190**	**68,166**
Continental	1,210	926	2,136	16,572	16,124
Mark VII	211	166	377	2,895	8,040
Town Car	2,551	2,195	4,746	38,703	48,533
Total Lincoln	**3,972**	**3,287**	**7,259**	**58,170**	**72,697**
Total L-M Div.	**8,375**	**7,716**	**16,091**	**111,360**	**140,863**
FORD MOTOR CO.	**21,712**	**22,090**	**43,802**	**303,835**	**409,618**
Skylark/Somerset	2,005	1,822	3,827	32,923	24,446
Century	1,840	1,631	3,471	20,605	17,205
Riviera	283	237	520	2,784	6,599
Electra/Park Ave.	0	0	0	26,337	12,354
LeSabre (fwd)	0	0	0	33,069	45,668
Roadmaster Wagon**	790	790	1,580	7,217	1,978
Reatta	98	78	176	779	2,461
Total Buick	**5,016**	**4,558**	**9,574**	**123,873**	**110,711**
Eldorado	365	279	644	4,764	6,367
Seville	909	725	1,634	9,376	8,092
Brougham (rwd)	305	387	692	5,469	11,450
DeVille (fwd)	3,651	2,059	5,710	38,251	45,269
Allante	64	51	115	894	1,038
Total Cadillac	**5,294**	**3,501**	**8,795**	**59,312**	**72,216**
Cavalier	5,610	4,484	10,094	77,915	85,956
Camaro	1,030	0	1,030	10,727	14,041
Corsica/Beretta	2,160	5,010	7,170	57,799	80,179
Caprice	2,535	2,445	4,980	35,729	64,370
Corvette	480	387	867	6,687	6,608
Total Chevrolet	**11,815**	**12,326**	**24,141**	**188,857**	**251,154**
Calais	2,315	1,981	4,296	32,449	25,647
Cutlass Ciera	2,305	1,778	4,083	16,840	23,448
Cutlass Supreme	2,475	1,982	4,457	28,130	23,852
Toronado	153	126	279	2,012	6,206
88 (fwd)	0	0	0	18,968	23,571
Custom Cruiser Wag.***	205	205	410	3,531	1,704
98	1,549	1,314	2,863	23,029	16,263
Total Oldsmobile	**9,002**	**7,386**	**16,388**	**124,959**	**120,191**
Sunbird	2,180	1,748	3,928	34,785	37,626
Grand Am	4,800	3,841	8,641	59,680	51,526
Firebird	290	0	290	2,700	8,195
Grand Prix	1,480	1,235	2,715	26,140	30,037
Pontiac 6000	635	620	1,255	8,817	16,099
Bonneville	0	0	0	20,940	18,950
Total Pontiac	**9,385**	**7,444**	**16,829**	**153,062**	**162,433**
Total Saturn	**1,385**	**1,385**	**2,770**	**16,147**	**0**
GENERAL MOTORS	**41,897**	**36,600**	**78,497**	**666,210**	**716,705**
DIAMOND-STAR	**3,135**	**3,123**	**6,258**	**45,157**	**40,947**
Civic	2,080	2,080	4,160	26,689	33,877
Accord	7,465	7,412	14,877	101,309	93,940
HONDA	**9,545**	**9,492**	**19,037**	**127,998**	**127,817**
MAZDA†	**2,190**	**2,346**	**4,539**	**41,936**	**54,620**
NISSAN	**2,630**	**2,311**	**4,941**	**41,132**	**33,166**
Corolla	2,200	1,732	3,932	30,213	31,743
Geo Prizm/Nova	2,000	2,200	4,200	29,788	28,726
NUMMI	**4,200**	**3,932**	**8,132**	**60,001**	**60,469**
SUBARU-ISUZU	**1,174**	**1,150**	**2,324**	**16,425**	**8,079**
TOYOTA	**4,400**	**4,386**	**8,786**	**64,522**	**64,542**
TOTAL BIG 3	**70,809**	**68,400**	**139,209**	**1,101,080**	**1,296,253**
TOTAL TRANSPLANT	**27,277**	**25,740**	**54,017**	**387,172**	**389,540**
TOTAL CARS, U.S.	**98,086**	**95,140**	**193,226**	**1,488,252**	**1,685,903**
TOTAL CARS, CANADA	**20,729**	**22,565**	**43,294**	**284,492**	**255,835**
U.S., CANADA CARS	**118,815**	**117,705**	**236,520**	**1,772,744**	**1,941,738**
U.S., CANADA CARS AND TRUCKS	**200,178**	**201,725**	**401,903**	**2,822,469**	**3,309,807**

CANADIAN CAR	Week Ended Apr. 13, 1991	Week Ended Apr. 6, 1991	Apr. to Date	Jan. 1 to Apr. 13, 1991	Jan. 1 to Apr. 14, 1990
Monaco	0	0	0	690	3,593
Premier	0	0	0	1,613	1,252
CHRYSLER CORP.	**0**	**0**	**0**	**2,303**	**4,845**
Tempo	0	2,797	2,797	30,123	36,657
Topaz	0	703	703	7,824	12,503
Crown Victoria	1,971	1,429	3,400	26,697	34,925
Grand Marquis	3,578	2,623	6,201	17,466	31,745
FORD MOTOR CO.	**5,549**	**7,552**	**13,101**	**82,110**	**115,830**
Celebrity	0	0	0	0	5,292
Cutlass Ciera	0	1,425	1,425	16,067	22,305
Lumina	4,625	3,755	8,380	50,621	63,886
Regal	3,375	2,704	6,079	31,975	49,332
GENERAL MOTORS	**8,000**	**7,884**	**15,884**	**98,663**	**70,396**
CAMI	**2,650**	**2,700**	**5,350**	**37,290**	**0**
HONDA	**2,200**	**2,076**	**4,276**	**30,643**	**31,413**
HYUNDAI	**750**	**756**	**1,506**	**11,373**	**4,732**
TOYOTA	**1,400**	**1,417**	**2,817**	**19,562**	**16,990**
VOLVO	**180**	**180**	**360**	**2,518**	**2,627**
TOTAL CARS, CANADA	**20,729**	**22,565**	**43,294**	**284,492**	**255,835**

U.S. TRUCK					
Caravan	2,150	2,058	4,208	29,051	33,375
Dakota	1,750	1,623	3,373	17,967	20,229
Caravan C/V	50	100	150	1,110	2,225
Ram pickups	2,050	1,563	3,613	18,213	29,604
Total Dodge	**6,000**	**5,344**	**11,344**	**66,341**	**85,433**
Cherokee	0	3,273	3,273	25,234	46,040
Comanche	0	95	95	1,513	2,079
Grand Wagoneer	0	0	0	0	1,260
Wagoneer/Briarwood	0	90	90	801	991
Total Jeep	**0**	**3,458**	**3,458**	**27,548**	**50,370**
Voyager	1,450	2,005	3,455	22,863	32,041
Town & Country	50	77	127	865	1,106
Total C-P Div.	**1,500**	**2,082**	**3,582**	**23,728**	**33,147**
CHRYSLER CORP.	**7,500**	**10,884**	**18,384**	**117,617**	**168,950**
Aerostar	4,115	3,031	7,146	35,275	53,648
Bronco	0	519	519	2,925	15,794
Bronco II/Explorer	5,801	5,482	11,283	76,587	29,076
Navajo	122	105	227	4,171	0
Econoline	2,058	3,142	5,200	32,000	53,366
Mediums/Heavies	1,033	824	1,857	10,271	14,653
Light trucks	3,225	7,294	10,519	67,173	129,684
Ranger	3,579	5,285	8,864	63,328	87,323
Total Ford Div.	**19,933**	**25,682**	**45,615**	**291,730**	**383,544**
FORD MOTOR CO.	**19,933**	**25,682**	**45,615**	**291,730**	**383,544**
Astro	2,385	2,070	4,455	24,568	31,514
Blazer	0	134	134	2,075	4,711
Lumina APV	1,250	974	2,224	9,048	28,499
Mediums/Heavies	208	162	370	370	2,231
P-Model	434	295	729	4,738	6,690
Pickups	5,969	4,859	10,828	65,095	104,221
S-10	6,114	4,490	10,604	64,157	67,715
S-10 Blazer	1,615	1,267	2,882	7,193	31,748
Sportsvan/Van	1,185	962	2,147	10,956	17,134
Suburban	798	367	1,165	6,365	18,939
Total Chevrolet	**19,958**	**15,580**	**35,538**	**194,565**	**313,402**
Jimmy	0	76	76	745	1,588
Mediums/Heavies	392	277	669	669	30,000
P-Model	66	117	183	950	833
Pickups	2,628	2,047	4,675	32,846	35,159
S-15 Sonoma	1,300	1,350	2,650	16,063	16,929
S-15 Jimmy	545	344	889	2,581	9,753
Safari	975	618	1,593	9,624	9,566
Suburban	607	470	1,077	6,350	8,159
Vandura/Rally Vans	430	330	760	4,394	6,772
Total GMC	**6,943**	**5,629**	**12,572**	**74,222**	**91,759**
Silhouette	555	480	1,035	4,409	8,629
Bravada	480	478	958	6,806	0
Total Oldsmobile	**1,035**	**958**	**1,993**	**11,215**	**8,629**
Pontiac Trans Sport	**955**	**687**	**1,642**	**5,518**	**15,870**
GENERAL MOTORS	**28,891**	**22,854**	**51,745**	**285,520**	**429,660**
NAVISTAR	**1,240**	**1,656**	**2,896**	**21,806**	**21,082**
NISSAN	**2,890**	**2,267**	**4,957**	**39,616**	**44,659**
SUBARU-ISUZU	**900**	**828**	**1,728**	**14,956**	**8,148**
AM GENERAL	**400**	**400**	**800**	**6,056**	**6,840**
MISCELLANEOUS	**2,650**	**2,650**	**5,300**	**40,100**	**42,600**
TOTAL TRUCKS, U.S.	**64,294**	**67,221**	**131,425**	**817,485**	**1,105,483**

CANADIAN TRUCK					
Caravan	3,258	2,703	5,961	38,253	47,692
Caravan C/V	336	394	730	9,840	3,666
Pam Wagon	715	580	1,295	5,887	6,490
Ram Van	1,205	980	2,185	10,451	16,456
Total Dodge	**5,514**	**4,657**	**10,171**	**64,431**	**74,304**
Voyager	2,550	2,008	4,558	28,533	39,427
Total Plymouth	**2,550**	**2,008**	**4,558**	**28,533**	**39,427**
Wrangler	1,500	1,304	2,804	14,460	13,677
Total Jeep	**1,500**	**1,304**	**2,804**	**14,460**	**13,677**
CHRYSLER CORP.	**9,564**	**7,969**	**17,533**	**107,424**	**127,678**
FORD MTR. (lt. trks.)	**0**	**2,287**	**2,287**	**23,624**	**41,002**
Light trucks	3,195	2,433	5,628	39,522	52,722
Vans	1,584	1,267	2,851	11,544	12,604
Total Chevrolet	**4,779**	**3,700**	**8,479**	**51,066**	**65,326**
Light trucks	1,055	952	2,007	15,637	20,242
Vans	561	514	1,075	5,726	5,271
Total GMC	**1,616**	**1,466**	**3,082**	**21,363**	**25,513**
GENERAL MOTORS	**6,395**	**5,166**	**11,561**	**72,429**	**90,839**
CAMI	**1,200**	**1,220**	**2,420**	**16,407**	**0**
NAVISTAR	**0**	**157**	**157**	**2,206**	**3,067**
TOTAL TRKS., CANADA	**17,159**	**16,799**	**33,958**	**222,180**	**262,586**
U.S., CANADA TRKS.	**81,363**	**84,020**	**165,383**	**1,039,665**	**1,368,069**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Output rises in full week

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. automakers assembled 98,086 cars last week, 3.10 percent above the prior week when the Big 3 worked a four-day holiday week. Last week's output was 6.18 percent below the year-ago week.

Year-to-date, U.S. automakers have produced 11.13 percent fewer cars than at this point last year.

Truck production was estimated at 64,204 units last week, 4.49 percent below the prior week and 7.61 below the year-ago week.

So far this year, 817,485 trucks have been assembled, a drop of 26.05 percent from 1990.

Ford has scheduled single shifts at the Lorain, Ohio, and Edison, N.J., truck plants this week.

General Motors' Wilmington, Del., car plant is down this week for assembly readjustment. The plant is being prepared for higher daily output of Chevrolet Corsica and Beretta to compensate for the closing of the Linden, N.J., assembly plant in July. GM continues to work Saturday overtime on the postal line at the Moraine, Ohio, truck facility.

CANADA: Canadian car production was 20,729 last week, down 8.14 percent from the prior week. Year-to-date, 284,492 cars have been assembled, 11.20 percent above 1990.

Truck production was 17,159 last week, up 2.14 percent over the prior week. So far this year, 222,180 trucks have been assembled, 15.39 percent behind 1990.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Kansas City, Mo.	4/15	*
Ford F-Series light truck		
Michigan Truck	4/15	3,000
Bronco		
Ford F series		
Ontario Truck	4/15	
Ford F series		2,920
GENERAL MOTORS		
Fort Wayne, Ind.	4/15	
Chev. S10 pickups		1,430
GMC S15 pickups		330
Oshawa, Ontario	4/15	
Chev. full-sized pickups		2,805
GMC full-sized pickups		1,105
Tarrytown, NY	4/15	
Chev. Lumina APV		245
Olds. Silhouette		175
Pontiac Transport		160
Wentzville, Mo.	4/15	**
Buick Park Avenue		
Pontiac Bonneville		
Olds. 88 Royale		
Wilmington, Del.	4/15	
Chev. Corsica/Beretta		*
CHRYSLER		
Belvidere, Ill.	4/15, 4/22	
Chrysler New Yorker		245
Chrysler Imperial		220
Chrysler Fifth Ave.		775
Dodge Dynasty		3,520
Newark, Del.	4/15	
Dodge Spirit		2,090
Plymouth Acclaim		2,565
Chrysler LeBaron		1,440
Sterling Heights, Mich.	4/15, 4/22	
Dodge Shadow		2,210
Plymouth Sundance		2,240
Bramalea, Ontario	4/15	
Eagle Premier		875
Dodge Monaco		400
Pillette (Windsor)	4/15	
Dodge Ram Van		1,235
Dodge Ram Wagon		650
Total U.S. car		**19,305**
Total Canada car		**1,275**
Total U.S. truck		**5,340**
Total Canada truck		**8,715**
Total units lost week of 4/15		**34,635**

†Plant maintenance
**Model changeover
Source: Automotive News Data Center

NOTE

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24, 28, 52, 53

Automotive News

April 22, 1991

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Ford revamps field sales, will close 31 offices

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Houston Ford dealer Jack Roach says it doesn't bother him one bit that Ford Motor Co. is closing the Houston district office, one of 31 field offices it will shut before the end of the year.

The offices that will be closed are operated by Ford Division, Lincoln-Mercury Division and the Ford Parts and Service Division.

Roach, owner of Jack Roach Ford Inc., says he never sees his zone manager anyway.

"I've only seen him twice," Roach said of the zone manager. "One time was when the local television station was coming over to shoot a commercial, and he (the zone manager) just wanted his big, fat face in it.

"You can print that."

The closings will leave 50 offices across the country and will eliminate 165 jobs. There are 576 employees in the 31 offices affected.

The company also said responsibility for all major fleet activity will be centralized in Ford's offices in downtown Detroit.

Ford Chairman Harold Poling has ordered a 10 percent cut in white-collar costs this year. The 165 job losses at the sales offices represent 8 percent of the total work force in those offices.

A letter to dealers specified that there will be no change in the number of zone managers contacting dealers directly. The letter also said the company will double the support staff at all remaining locations and add several new management positions, including eight regional marketing managers.

"The intent was to figure out a way to serve the field better and more efficiently," said Ford spokesman John Spelich. "We didn't do this just to cut costs; we will be beefing up the offices that remain."

Spelich maintained that the field organization can do just as good a job with 38 percent fewer offices.

He said that closing the eight regional offices will eliminate a layer of management that Ford and L-M divisions believe is not necessary. Under the old system, district offices report to the regions, and the regions report to company headquarters.

see FORD, page 51

John Elway calls shots on car lots

By Mary Beth Vander Schaaf
NEWS EDITOR

When Denver Broncos quarterback John Elway isn't hustling on the gridiron, he's hustling iron on the lots of his new-car dealerships.

Elway and his partner, veteran dealer Rod Buscher, last week scored one of the largest automotive acquisitions in Colorado history when they bought Metro automobile group from Mel Nelson. Metro comprises Toyota, Honda, Oldsmobile, Hyundai, Suzuki and Daihatsu franchises in the Denver area and tallied $85 million in sales last year, Elway said.

Said Buscher: "This was bigger than what we were looking for, but with the franchises that were involved, the opportunity was too great to pass up."

Elway, 30, has taken the Broncos to three Super Bowls but has yet to win one.

He draws parallels between dealing cars and playing football.

"It's always interesting," he said. "Something different happens every day."

Elway plans to be at the dealerships every day in the off-season. "During the season he'll stay in contact but his priority then is football," Buscher said.

Elway and Buscher are operating the Metro franchises as three dealerships: John Elway Toyota in Englewood, John Elway Honda in Westminster, and John Elway Motors (Oldsmobile-Hyundai-Suzuki-Daihatsu) in Westminster.

Elway entered the car business in June 1989 with Buscher, Broncos owner Pat Bowlen and two other partners.

They owned a Jeep-Eagle store in Thornton, Colo., and added a Mazda store in Englewood.

In a stock swap last month, Elway and Buscher gained ownership of John Elway Mazda and ceded their interest in Pro Jeep-Eagle.

Elway said his initial dealership involvement was promotional and

see ELWAY, page 51

AUTOMOTIVE NEWS JOE WILSSENS

One-day walkout

Rail workers Louis Joseph, left, and Bill Nash picket near Chrysler Corp.'s Sterling Heights, Mich., assembly plant hours before President Bush signed an order ending the stoppage. Story on Page 2.

Panda drops dream of building China car

By Stephen Vines
SPECIAL CORRESPONDENT

HONG KONG — Panda Motors Corp., the would-be automaker backed by Korea's Unification Church, has abandoned its plan to build cars in China and is seeking a buyer for its assets.

The decision to drop the two-year-old project — which once envisioned building a huge greenfields complex capable of producing 300,000 cars a year for worldwide export — was "really a matter of economics," Richard Cummins, chief operating officer of Panda Motors (China) Corp., said in Hong Kong last week.

According to Cummins, attempts to attract independent investors to the proposed $1 billion project were unsuccessful, as were attempts to find a carmaker willing to supply kits for production. He did not disclose the amount of the Unification Church's investment in the project to date.

Panda is now looking for an established automaker to take over the project or to acquire a substantial equity stake in the corporation and produce its own marque in the yet to be completed plant situated at Dan Shui, near China's border with Hong Kong, he said.

"We're looking for someone who is already producing cars and has an interest in China," he said.

> We're looking for someone who is already producing cars and has an interest in China.
>
> **Richard Cummins**
> Panda Motors Corp.

Perhaps the key reason for the project's failure, however, was Panda's inability to find a carmaker willing to supply kits to the new company. Although it was the company's stated intention to "develop" its own range of 1.6-liter sedans and minivans, it would have had to begin with kit assembly of someone else's car.

But Japanese and Korean companies said they had little enthusiasm for equipping a potential rival to compete in export markets.

Cummins said Japan's Nomura Securities Ltd. had been retained to find a buyer or equity partner for Panda, and that the firm has spent the past four weeks contact-

see PANDA, page 51

VW looks to Mexico for more cars

Puebla may be new home for current German-sourced vehicles

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

WOLFSBURG, Germany — Volkswagen AG, which already has the goal of producing all Golfs and Jettas sold in North America at its plant in Puebla, Mexico, may tap the facility to supply other models now shipped from Germany, VW Chairman Carl Hahn said in an interview last week.

"We are investigating further alternatives that could be profitably sourced in Mexico," he said.

Volkswagen has been exporting Golfs and Jettas to the United States from Mexico since closing its Westmoreland, Pa., plant two years ago. Conceivably, any German-sourced product now sold by VW in North America could eventually be put into production in Mexico, according to Hahn.

Besides Golf and Jetta, VW's North American offerings include the Passat, Corrado, Cabriolet and Vanagon from Germany, and the Brazil-built Fox.

Asked which additional products are under consideration for Puebla, Hahn said, "I do not yet have an answer to this question."

Volkswagen de Mexico S.A. de C.V., which holds an industry-leading 38 percent of the Mexican market, produces Golf, Jetta and Beetle cars and Type 2 minibuses and commercial vans at Puebla. Exports of about 46,000 cars to the U.S. and Canada last year are expected to rise to 150,000 in 1992 or 1993.

Volkswagen is spending $1 billion over five years to modernize and expand capacity to 300,000 to 200,000 units.

"We have upgraded Mexico,

see VW, page 50

Hahn: "We have twice doubled our production figures in Mexico. We are now at 1,000 vehicles a day."

NEWSPAPER

INSIDE:

Micro-mini motor homes recalled
NHTSA's four-year probe of micro-mini motor home manufacturers has ended with agreements with three makers and a partial agreement with a fourth to recall 10,053 units built on Toyota chassis. Story on Page 2.

Chrysler takes command of General rentals

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Even though it is trying to sell some of its assets, Chrysler Corp. has purchased General Rent-A-Car, which has a rental fleet of 18,000 vehicles.

Chrysler declined to disclose terms of the deal, which was completed April 3 and made General a wholly owned subsidiary.

Chrysler's purchase of General occurred as the domestic automakers are trying to stem the tide of so-called program cars that makers repurchase from daily rental fleets and sell to dealers through auctions. Automakers claim that dealers' sales of those nearly new autos to consumers are cannibalizing new-car sales.

Chrysler owns three other rental car companies: Thrifty Rent-A-Car Systems Inc., Snappy Car Rental Inc. and Dollar Rent A Car Inc.

An estimated 80 percent of General's fleet is composed of Chrysler vehicles, according to a Chrysler spokesman. General, based in Hollywood, Fla., operates about 70 locations in the United States, including airport and off-airport sites, Chrysler said.

Chrysler said it bought General because "it makes Chrysler more competitive and presents the company with a greater opportunity to put Chrysler vehicles in more locations."

But unlike its past acquisitions of rental car companies, Chrysler completed the purchase without a public announcement. That may be because Chrysler is in the midst of a $3 billion cost-cutting campaign and is trying to shed many assets to raise cash and curb spending.

General and Chrysler declined to specify General's 1990 revenue. But it is not a large player in the daily rent-a-car market.

Automotive Fleet magazine's *1990 Fact Book* ranks General No. 8 in the daily business/leisure rental field with estimated 1989 revenue of $190 million and a 2.6 percent share of the fleet market. Industry leader Hertz, with a fleet of 170,000 vehicles, had estimated 1989 revenue of $1.5 billion and 24 percent of the market.

Sixth-ranked Dollar, which is Chrysler's biggest car rental company with a fleet of 35,000 vehicles, had estimated 1989 revenue of $255 million and 5 percent of the market, the publication said.

As a subsidiary of Chrysler, General is the responsibility of Theodor Cunningham, Chrysler's executive vice president of sales and marketing. General has about 1,500 employees nationwide.

Chrysler's other three rental car companies are subsidiaries of Pentastar Transportation Group, a Chrysler subsidiary run by Bennett Bidwell. Bidwell retired last Dec. 31 as chairman of Chrysler Motors.

General was not put in the Pentastar Group to avoid a conflict of interest, a Chrysler spokesman said. Dollar has operations at airports, and Thrifty is an off-airport network. General competes in both areas. Snappy competes is a separate market, supplying temporary replacement vehicles for persons whose cars have been stolen or are being repaired after a collision.

F. Paul Silicato, who bought General in May 1989 with V. William Monaco, remains president of the company, Chrysler said. Monaco continues as executive vice president. Silicato doubled General's rental locations after his 1989 purchase.

CHRYSLER RENTAL FLEETS

Company	Cars
Dollar	35,000
Thrifty	27,000
General	18,000
Snappy	18,000
TOTAL	**98,000**

SOURCE: *Automotive Fleet*

Industry looks toward truck strike

May 31 deadline looms; government derails rail walkout

By Greg Bowens
SPECIAL CORRESPONDENT

The auto industry may have averted one disaster with the short railway strike, only to leap into the arms of another.

Negotiations between 31 U.S. and Canadian trucking companies and the Teamsters union begin today in Scottsdale, Ariz., with hopes that both sides can reach an agreement before the union's contract expires on May 31.

The rail strike began early last Wednesday and ended the next day after Congress and the president approved a bill establishing a new emergency board to resolve the dispute within 65 days.

Although U.S. factories lost little production during the brief rail strike, a trucking strike could prove to be a nightmare for the industry; every new car and light truck sold in the United States must be shipped by truck at some point.

Moreover, as the railroad strike illustrated, brief supply-line interruptions can close Big 3 assembly plants within days. Three U.S. assembly plants closed briefly because of the one-day strike.

Reports indicate that 60 percent of all new cars manufactured in the United States and 20 percent of all the parts used in assembly are transported by rail.

Last year, independent Canadian truckers blockaded ports of entry between Canada and the United States. Some parts shipments to assembly plants were halted and domestic assembly plants quickly shut down.

Japanese transplants went largely unaffected by the railway strike but will not escape so easily this time. Most of their parts are shipped by truck.

Jim Wiseman, a spokesman for Toyota Motor Manufacturing USA Inc. in Georgetown, Ky., provided an example of the transplants' particular dependency on truckers.

"Most of our parts and supplies now come in from U.S. suppliers. Every one of those come by truck," he said.

Robert Farrell, president of the National Automobile Transporters Association, said he is not optimistic about avoiding a strike.

The association, headquartered in Detroit, represents 35 of the approximately 45 auto carriers operating nationwide.

According to Farrell, 31 of his members operate with union employees and all of them are expecting a rough ride during the negotiations.

"There are going to be some problems," he said.

One of the key issues seems to be the practice of "double-breasting," where a larger freight company operates both union and non-union transporter companies. The Teamsters want to end the practice and force companies to agree to operate only union transporters.

HIDDEN IMAGE/HANS G. LEHMANN

The next generation Audi 80 will have a larger trunk and front grille similar to the 100 sedan.

THE 'NEW' AUDI: *80/90, 100/200 replacements spearhead drive for new niche*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

BAY CITY, Mich. — Hoping to leave its past behind, Audi of America will replace more than half its product line in the 1992 model year and will try to reposition its cars between European and Japanese luxury models.

Richard Mugg, vice president in charge of Audi of America, said he believes the end of the recession coupled with the aging "baby boom" generation will expand the luxury car market.

Audi, he said, will earn its place in that segment by marketing itself as a "new" company with all-new, quality products and a smaller, more dedicated dealer body.

Audi has set its sights on the "gap" between the $38,000 Japanese luxury cars and the $48,000 European luxury cars.

"Audi will not attempt to position itself in the upper regions of that market, we're quite content in what we call the 'gap,'" Mugg said. "The gap between the 'blue-blooded' Mercedes-Benz and BMW and the newer entries from Japan."

The repositioning of Audi was among several topics discussed by Volkswagen of America Inc. executives, including William Young, president and chief executive officer, at a press briefing on the current state of the company. VWoA imports and markets Volkswagens and Audis in the United States.

In a six-month period beginning

see AUDI, page 52

Overweight micro-mini motor homes to be recalled

By Joseph Bohn
TRUCK EDITOR

The National Highway Traffic Safety Administration confirmed it has agreements with three manufacturers and a partial agreement with a fourth to recall 10,053 micro-mini motor homes, almost all built on Toyota chassis.

The agreements represent a breakthrough in NHTSA's four-year investigation of, and negotiation with, micro-mini motor home manufacturers to recall potentially dangerous vehicles they built between 1977 and 1986.

Many of the units involved were sold by new-car dealers.

The manufacturers include National RV Inc. of Perris, Calif., which agreed to recall 8,000 Dolphin-brand motor homes; Gardner Pacific Corp. of Vallejo, Calif., which will recall 906 vehicles; Coachmen Industries Inc. of Elkhart, Ind., which will recall 967 vehicles; and Leisure Odyssey Inc. in San Bernardino, Calif., which, thus far, has agreed to recall 180.

Tim Hurd, chief of media relations for NHTSA, said the agency is still discussing additional recalls with Leisure Odyssey and other manufacturers.

Last April, the agency determined there were 30 manufacturers who built an estimated 25,000 of the defective motor homes.

The vehicles have overloaded rear axles that can result in wheel bearing or axle shaft failure, causing the wheels to fall off.

They were built on Toyota's 5,500-pound gross vehicle weight mini pickup truck chassis.

An issue in the dispute had been whether Toyota encouraged the motor home producers to add too much weight to the chassis. The company has since developed a stronger 6,000-pound gvw rated chassis.

NHTSA is still determining which of the other manufacturers are still in business, which ones will agree to a voluntary recall and which may require a recall order.

NHTSA previously recommended that owners of the micro-minis should avoid unbalanced loads and minimize weight on the rear axle.

The motor homes were built on a chassis that had rear axles with a single wheel on each side, to which the manufacturers added dual rear wheels in almost all cases.

INDEX

Auction dates	39	Letters	14
Classifieds	44-48	Obituaries	39
Coming events	24	Opinion	12
Dealing with dealers	24	Personnel	30-31
Incentive watch	52	Production	53
Keith Crain	12	Sales, 10-day	6
Late news	8	Truck industry	22
Legal briefs	38		

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Correction

Buick is on a pace to sell more than 500,000 cars in calendar year 1991, a total more than 200,000 units below the division's 1986 sales. A punctuation error in the April 15 issue created an incorrect projection of Buick's 1991 sales.

Mitsubishi's strategy: Beat luxury rivals' prices

By David Versical
and Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTERS

DALLAS — In a bid to gain instant attention in the luxury car segment, Mitsubishi Motor Sales of America Inc. will offer a version of its new Diamante sedan for less than $21,000.

Mitsubishi's plan to beat the competition's pricing is one element of a strategy to break away from the pack of "second-tier" Japanese automakers in the United States. Within five years, Mitsubishi wants to pass Mazda and become the No. 4 Japanese brand in the United States, said Rick Lepley, senior vice president of sales.

Diamante's price will start at $20,495. The high-trim LS version, with standard anti-lock brakes and traction control, will start at $25,135, Mitsubishi told its dealers here last week. Both models have a driver-side air bag.

Dealers will receive their first shipments this month, and Mitsubishi will pitch the cars as lower-priced alternatives to Lexus, Acura and Infiniti.

"Drive the LS and tell me what $13,000 more gets you in a (Lexus) LS400," Lepley told dealers.

The Diamante is the first of several new products that are due from Mitsubishi during the 1992 model year:

- The Expo "sports wagon," a van-wagon hybrid, will be shipped from Japan soon and will go on sale in July, company officials said. A smaller counterpart, the Expo LRV, goes into production in July. Expo will start below $13,000 and the Expo LRV will start below $10,000.
- The next generation of the Montero sport-utility will arrive by the end of 1991.
- A restyled Eclipse featuring a new rear-end treatment and fixed headlights arrives this fall.

Mitsubishi's 1992 Diamante is being shipped to dealers this month; the base model carries a sticker price below $21,000.

The new products, as well as sales to its captive daily rental company will help Mitsubishi sell 213,000 vehicles in the 1991 calendar year, including 16,000 Diamantes, Lepley said. That compares with 190,730 last year.

Mitsubishi officials told dealers that the company has created the infrastructure to help support continued rapid growth.

A new captive finance arm, Mitsubishi Motors Credit of America, Inc., began operations this month. It will offer a three-tiered loan program when it begins accepting retail applications June 1.

The best credit risks will be charged 0.25 of a percentage point less than the rates charged by competitive captive arms, the company said. The highest risks will pay 0.25 of a point above.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Apr. 1-10 1991	Apr. 1-10 1990
ACURA (Imp.)	3,087	2,978
ALFA ROMEO (Imp.)*	68	53
ASTON MARTIN (Imp.)*	1	1
AUDI (Imp.)*	172	451
BMW (Imp.)*	934	1,087
Domestic car*	4,277	5,709
Imported car*	62	88
Domestic truck*	123	50
Chrysler Division*	4,462	5,847
Domestic car*	6,901	4,187
Imported car*	595	351
Domestic truck*	10,560	10,745
Imported truck*	76	302
Dodge*	18,132	15,585
Domestic car*	127	773
Imported car*	123	310
Eagle*	250	1,083
Domestic truck*	3,010	3,997
Jeep*	3,010	3,997
Domestic car*	4,595	7,338
Imported car*	225	348
Domestic truck*	3,907	3,182
Plymouth*	8,727	10,868
Domestic car*	15,900	18,007
Imported car*	1,006	1,097
Domestic truck*	17,600	17,974
Imported truck*	76	302
CHRYSLER CORP.*	34,582	37,380
Imported car*	107	244
Imported truck*	53	97
DAIHATSU*	160	341
FERRARI (Imp.)*	16	16
Domestic car	25,588	34,438
Imported car	1,341	1,434
Domestic truck	32,203	34,861
Ford Division	59,132	70,733
Domestic car	4,230	5,643
Lincoln	4,230	5,643
Domestic car	9,792	9,790
Imported car	1,647	245
Mercury	11,439	10,035
Domestic car	39,610	49,871
Imported car	2,988	1,679
Domestic truck	32,203	34,861
FORD	74,801	85,411
Domestic car	12,405	10,789
Buick	12,405	10,789
Domestic car	5,884	5,093
Cadillac	5,884	5,093
Domestic car	28,254	32,097
Imported car	2,748	3,897
Domestic truck	33,986	41,821
Imported truck	1	26
Chevrolet	64,989	77,841
Domestic car	11,370	11,690
Domestic truck	687	589
Oldsmobile	12,057	12,279
Domestic car	14,447	14,731
Imported car	1,288	448
Domestic truck	615	888
Pontiac	16,350	16,067
Domestic car	1,379	0
Saturn	1,379	0
Domestic car	73,739	74,400
Imported car	4,036	4,345
Domestic truck	35,288	43,298
Imported truck	1	26
GENERAL MOTORS	113,064	122,069

	Apr. 1-10 1991	Apr. 1-10 1990
Domestic car	10,312	9,455
Imported car	4,770	4,706
HONDA	15,082	14,161
Imported car*	2,401	2,396
HYUNDAI*†	2,401	2,396
INFINITI (Imp.)*	478	318
Imported car*	149	80
Domestic truck	557	243
Imported truck*	1,946	2,321
ISUZU*	2,652	2,644
JAGUAR (Imp.)*	208	349
LAMBORGHINI (Imp.)*	3	3
LEXUS (Imp.)	914	814
LOTUS (Imp.)*	5	5
MASERATI (Imp.)*	4	4
Domestic car	1,985	3,139
Imported car*	2,997	3,100
Domestic truck	189	0
Imported truck*	2,019	1,994
MAZDA*	7,190	8,233
MERCEDES-BENZ (Imp.)*	1,047	1,378
Domestic car	2,091	1,485
Imported car*	1,287	1,774
Imported truck*	313	728
MITSUBISHI*	3,691	3,987
Domestic car	2,044	1,526
Imported car*	3,856	6,522
Domestic truck	2,173	2,731
Imported truck*	2,904	4,043
NISSAN*	10,976	14,822
PEUGEOT (Imp.)*	69	96
PORSCHE (Imp.)*	107	188
RANGE ROVER (Imp.)*	64	72
ROLLS/BENTLEY (Imp.)*	20	20
SAAB (Imp.)*	750	455
STERLING (Imp.)*	48	81
Domestic car	631	76
Imported car*	1,370	2,202
SUBARU*	2,001	2,278
Domestic car	13	0
Imported car	57	95
Domestic truck	71	0
Imported truck	290	320
SUZUKI	431	415
Domestic car	3,825	5,379
Imported car	5,310	6,173
Imported truck	3,727	3,938
TOYOTA	12,862	15,490
Imported car*	1,638	2,606
Imported truck*	91	132
VOLKSWAGEN*	1,729	2,738
VOLVO*†	1,472	1,453
YUGO (Imp.)*	29	114
Domestic car	150,150	163,338
Imported car	41,325	46,877
TOTAL CAR	191,475	210,215
Domestic truck	88,081	99,187
Imported truck	11,484	13,973
TOTAL TRUCK	99,565	113,080
TOTAL CAR & TRK	291,040	323,295

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

Freightliner to cut staff, shut field offices

By Joseph Bohn
TRUCK EDITOR

NASHVILLE, Tenn. — Freightliner Corp. is sharply reducing its overhead to achieve a lower break-even point for the commercial truck market of the 1990s.

"We do it once, and we do it right," said Dieter Zetsche, president of the subsidiary of Germany's Mercedes-Benz AG.

Freightliner plans to get rid of 20 percent of its salaried employees, close several regional sales and warehousing operations and trim price increases it had negotiated with vendors.

Its goal is to be able to make money selling about 19,000 Class 8 trucks yearly, according to Zetsche.

The company had "slight negative results" last year selling 23,032 Class 8s, and its sales in the first three months of calendar 1991 dropped 10.2 percent below last year, according to the Motor Vehicle Manufacturers Association.

All heavy-truck makers are losing money on their manufacturing operations, according to Frank Prezelski, an analyst with Rothschild Inc. in New York.

Cummins Engine Co. of Columbus, Ind., for example, told analysts that it expects to report a $35 million loss for the first-quarter.

Cummins, the industry's major engine supplier, wants to reduce its break-even point to an incredibly low 75,000 to 80,000 industry truck sales, according to Prezelski.

Navistar International Corp. has also been furloughing employees and cutting overhead. Navistar reported a loss of $38 million in its first quarter, which ended Jan. 31.

Mack Trucks Inc. lost $285 million in 1990 and dragged parent Renault Vehicules Industriels into the red, according to RVI Chairman Jean-Pierre Capron.

Freightliner sales haven't been bad. It captured 22.9 percent of the Class 8 market in the first three months of this year, compared to 19.0 percent in calendar 1990.

But still, the company wants to "reduce our dependence on volume in a very important way," Zetsche said, predicting an "important improvement in our results" starting by year's end.

Zetsche, like other truckmakers, is looking for industry sales of 100,000 to 110,000 this year, down from 121,324 last year.

"The only way to be a long-term winner is if you have room in your cost structure to follow market trends going up or down," he said.

The company declined to say exactly how many salaried positions it plans to eliminate, though industry sources put the figure at 400 to 500. Freightliner has about 5,100 employees, according to Debra K. Nicholson, director of public affairs.

Reductions through attrition, layoffs and early retirements are expected to be completed by year's end.

Other shutdowns will occur more quickly.

The Chicago and Dallas regional sales offices will be closed May 1, and their activities will be absorbed by four remaining sales offices.

A Dallas parts distribution center will close by July 1, and its operations will be taken over by four remaining distribution centers.

Freightliner negotiated 1991 price increases with its suppliers last year, but has since gone back to renegotiate smaller increases.

Freightliner invested a record $100 million in a new medium-duty line of trucks in 1990 and 1991 and plans to invest another $200 million in U.S. operations during the next five years.

Sales again trail lackluster 1990 total

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

April started with more of the same bad news from the nation's sales managers. Despite a rise in consumer optimism, car and light-truck sales again trailed last year's tally. And last year was nothing to brag about.

Combined car and light-truck sales of 291,039 represent a 10 percent decline from the 1990 period.

Because there was one more selling day in early April this year, the daily selling rate fell even more sharply, down 20 percent.

The figures are in line with the year so far. March ran 14.9 percent behind last year, and the first quarter was down 18.9 percent.

Light-truck sales were off more than cars in early April, and imported trucks were off the most.

Industry light-truck sales of 99,565 were off 12.0 percent from April 1-10, 1990.

Relative to imports, U.S.-built trucks showed some strength, thanks in large part to Chrysler Corp. trucks, which were off only 600 units.

Minivan sales for the industry were particularly strong in March, up 32.1 percent, and likely contributed to Chrysler's success in early April. Chrysler does not release 10-day sales figures, but *Automotive News* estimates them.

Domestic truck sales were off 11.1 percent to 88,081 in early April; imported trucks fell 17.8 percent to 11,484.

Ford Motor Co. led the decline at the Big 3, with sales falling 13.4 percent to 74,801; both cars and trucks dipped.

Chrysler Corp. sales slipped 7.5 percent to 34,582 cars and trucks, and General Motors fell 7.4 percent to 113,064.

Dodge sales climbed 16.4 percent on a strong performance from domestic cars. Plymouth minivan sales rose 22.8 percent, but Jeep deliveries declined 24.7 percent for the first 10 days of the month.

GM lost ground in both cars and trucks, but Buick and Cadillac were up 15 percent. Oldsmobile and Pontiac held steady, and Chevrolet car-truck sales dropped 16.5 percent.

Cadillac sold 5,884 cars, while rival Lincoln dipped 25 percent to 4,230.

Among the Japanese, Nissan sales were off 26 percent, and Toyota dipped 17 percent.

Honda climbed 6.5 percent after falling with the rest of the market in January and February.

Tom Webb, chief economist for the National Automobile Dealers Association, said he was disappointed in the early-April results, as dealers' hopes were up based on a rise in consumer confidence following the Persian Gulf war.

In a prepared statement, NADA cited tight credit as a factor in "strangling" car sales.

Laforza: Body from Italy, bankruptcy troubles from all directions.

Judge orders new sale to find Laforza's value

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — A federal bankruptcy judge in California last week effectively nullified an earlier sale of some Laforza Automobile Inc. assets to Motor Sports International, an auto exporter based in Dublin, Calif.

The judge asked Laforza's trustee to reopen bidding on some assets of the luxury sport-utility company.

At a liquidation auction in January, Motor Sports International bid $401,000 for Laforza's intangible assets, including its name, engineering rights, applicable patents and proprietary technology.

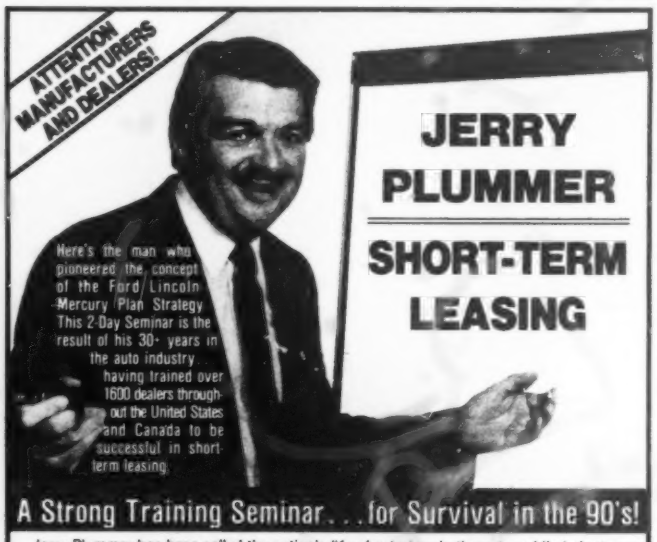
But Laforza's bankruptcy trustee was later urged by losing bidders to declare the bid too low and call for a new sale. Language in legal documents governing the sale was contradictory.

The judge gave the trustee one week to notify potential bidders and 20 more days to hold the sale.

Judge Edward Jellen said the winning bid this time for 13 of the $43,850 sport-utilities, some parts and equipment, and the rest would have to be more than $625,000 if the earlier sale is to be scrapped. The judge will require any successful bidder to pay $25,000 to Motor Sports International for legal fees and other expenses.

An attorney for the trustee said a second auction will be held for more than 250 vehicles still in the hands of C&C Inc. of Brighton, Mich., the firm that finished work on the sport-utility, whose bodies were imported from Italy.

Laforza, which began selling in 1989, was forced into involuntary Chapter 7 bankruptcy last August.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Circle ReaderService #2

GM wants to go green its way

Management statement favored over stockholder's proposal

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors stockholders are being asked to reject a proposal that the company become a signatory to a set of environmental principles created after the Exxon Valdez oil spill.

GM's board urges stockholders to reject the proposal, which is contained in the proxy statement for the 1991 annual meeting May 24 in Nashville, Tenn.

The board claims that a set of "General Motors Environmental Principles" developed after the proxy proposal was filed "best describes our commitment" to the environment.

The Retirement Plan for Employees of The Sisters of Mercy proposes that stockholders ask GM to formally commit to the "Valdez Principles," which were created in 1989 by the Coalition for Environmentally Responsible Economies.

The retirement plan making the proposal holds 10,500 shares of common stock.

Last year, the retirement plan, which then owned 7,900 shares, was one of three organizations backing a proposal asking GM to detail its involvement in space-based weapons research. The 1990 proposal failed, as do most proposals in corporate America that come from outside management.

The Valdez Principles call for protection of the biosphere, sustainable use of natural resources, reduction and disposal of wastes, wise use of energy, risk reduction, marketing of safe products and services, damage compensation, disclosure, appointment of environmental managers, and annual reviews of company progress in implementing the principles.

GM's new set of environmental principles say the company is committed to:

- Restoring and preserving the environment.
- Reducing waste and pollutants, conserving resources, and recycling.
- Educating the public about conservation.
- Research leading to implementation of technology that minimizes pollutant emissions.
- Working with governments to develop "technically sound and financially responsible" environmental rules.
- Assessing the impact of plants and products on the environment, with the goal of continuous improvement.

The principles were formulated in 1991, said GM spokesman Terry Sullivan, although he did not know precisely when they were approved by the board. That means GM's principles were developed after submission of the proxy proposal, which had to meet a Dec. 10, 1990, deadline.

"We see it as a success that these principles have led to board-level discussions," said Ariane van Buren, director of energy and environmental programs for the Interfaith Center on Corporate Responsibility in New York. The Interfaith Center is coordinating efforts to increase nationwide corporate concern for the environment.

But Sullivan maintains that GM's principles were not developed to deflect criticism at the annual meeting about the company's environmental practices.

"The (GM) principles represent the basic thrust of policies we've been operating under since the 1950s," Sullivan said. "Because of the growing interest in the environment, we thought it was time we outlined the spirit of those policies."

In other proxy news, GM Chairman Robert C. Stempel was the highest-paid company official last year, bringing home $1,074,695 in total compensation.

Stempel got a 20 percent increase in base pay, from $725,000 to $869,000, because of his promotion from president to chairman last Aug. 1, but his overall compensation was down 50 percent from 1989. President Lloyd Reuss made $926,979 last year, down 37 percent.

Former Chairman Roger B. Smith was paid $842,976 for seven months last year, a 67 percent decline. The shortfall is mitigated by richer retirement benefits granted to him and other executives last year, and by compensation he began receiving as a board member Aug. 1.

1990 GENERAL MOTORS COMPENSATION

	Salary	Bonus**	Stock options	Stock plan	Total	Percent change
Robert C. Stempel, chairman	$869,000	$115,000	$90,695	$60,813	$1,074,695	–50
Lloyd E. Reuss, president	652,000	70,000	159,333	45,646	926,979	–37
Roger B. Smith,* chairman	685,000	110,000	—	47,976	842,976	–67
F. Alan Smith, executive vice president	587,000	60,000	—	41,067	685,067	–56
Robert J. Schultz, vice chairman	446,000	50,000	—	31,238	527,238	N.A.
John F. Smith Jr., vice chairman	479,000	60,000	—	33,513	572,513	–53

*Retired as chairman July 31, 1990
**For previous years' performance

Report: U.K. carmakers face tough times

By Vaughn Freeman
SPECIAL CORRESPONDENT

LONDON — Britain's passenger-car industry, already reeling from the most severe downturn in demand since the early 1980s, will be hard pressed to regain its former place in the sun during this decade, according to a report issued last week.

The forecast, by the *Euromotor Financial Yearbook 1991*, concludes that increased Japanese market penetration plus tougher competition from such car-producing countries as Spain will hurt even strong companies like Rover Group, Ford of Europe and Nissan Motor Co.'s British manufacturing subsidiary.

"By the end of the decade, Rover's interest in the car industry may be limited to the maintenance of its name on Honda-manufactured products and the holding of a minority stake in Honda's European operations," says Karl Ludvigson, managing director of Euromotor.

> "By the end of the decade, Rover's interest in the car industry may be limited to the maintenance of its name on Honda-manufactured products."
>
> **Karl Ludvigson**
> Euromotor

Honda owns 20 percent of Rover.

Even Nissan, the first Japanese carmaker to set up manufacturing operations in Britain, faces harder times ahead as the industry generally suffers, the report says. It notes that Nissan has lost money for the past six years on its huge Sunderland manufacturing operation.

"The reason is quite clear," the report says.

"The margins on added value are too low, and there is every indication that the company has been prepared to purchase market share with an uneconomic price structure," it added.

It also says there now must be "substantial" doubts whether Ford will continue to support Jaguar through the "many years required to create a profitable enterprise." Ford paid £1.6 billion (then $2.5 billion) for Jaguar in late 1989, which Euromotor says was "far, far too much."

It adds: "The U.K. as a place for car manufacturing will come under increasing competition in the 1990s, particularly from Spain, which will be an important rival."

British carmakers are suffering the worst drop in sales in 10 years. Sales in the first quarter were off 21.6 percent from a year earlier, to 456,730 units.

March sales were the worst for any March since 1981.

Truck dealers assail floating-discount price system

By Joseph Bohn
TRUCK EDITOR

NASHVILLE, Tenn. — Commercial truck dealers are trying to change what some call "nightmarish" pricing practices and inadequate warranty reimbursements for their repair work.

At the American Truck Dealers' 28th annual convention, George Rafferty, chairman of the group, pointed out the medium/heavy truck industry has no firm prices.

Rafferty: System is untenable

"The only firm price is the dealer's cost. And no trucks get sold for dealer cost except to dealers," he said.

Due to competitive equalization price assistance programs, dealers never know how much to sell a truck for until they call factory officials to see how much extra concession they'll allow on a deal.

Ultimately, many trucks are sold for 20 to 35 percent below cost.

"Gross profits on new trucks are so woefully small that a car dealer makes more on a $15,000 car than we make selling a $60,000 or $70,000 truck," said Rafferty, president of Chicago Kenworth Inc. in Markham, Ill. "It's untenable, really, for all the manufacturers and dealers. Somewhere along the way, we (medium/heavy truck manufacturers) lost our confidence and fought for a place at the lowest bidder table," said John Rock, vice president of customer sales and service for General Motors.

Rock: Resale values hurt

"In so doing, we have helped erode brand loyalty. And, I'm sorry to say, factories started doing a pretty good job of messing up the resale value as well," he added.

Rafferty said, "Everybody (manufacturers) tries to do it (weight concessions) on a relatively scientific basis. But the final reality rests with one guy, someplace, who in his omnipotent wisdom decides whether he wants to support that given transaction or not."

Don Kott, president of Don Kott Ford-Hino-Isuzu in Carson, Calif., said lack of uniform dealer prices is undermining the whole franchise system.

"Everybody could count on an invoice price that was inviolate. You could build your profits and everything from there. It guaranteed depreciation and involved a lot of other factors," Knott said.

> "Gross profits on new trucks are so woefully small that a car dealer makes more on a $15,000 car than we make selling a $60,000 or $70,000 truck."
>
> **George Rafferty**
> ATD chairman

"Frankly, that's been cracked with this competitive price adjustment deal. Today the (medium/heavy truck) franchisee out there has no idea what the hell his base cost is on some of these trucks."

Rafferty said manufacturers can price fleet deals with "some degree of reasonableness" because they know the quantity of vehicles involved, what their need for orders is and what their costs will be when a customer wants the trucks.

Still, he added, the issue of whether manufacturers offer the same discounts on all similar transactions in such deals remains.

Dealers also described poor reimbursements and confused policies for warranty work, though the association has been making some headway on this problem.

Typically, there are a variety of different warranties on a truck from suppliers, covering everything from engines to taillamps.

Rafferty said dealers need published warranty statements from all the suppliers, spelling out what they do and don't cover and how to collect on the repair work.

They also need better markups on such work, he added. In some cases, vendors continue to pay dealers in parts, rather than cash. Sometimes, they don't pay at all. Dealers often aren't reimbursed the handling costs for shipping a replaced part back to the supplier.

Some manufacturers, such as Mack Trucks Inc., and suppliers such as Cummins Engine Co. of Columbus, Ind., have begun responding to the problem.

Mack Trucks, for example, has begun paying retail rates for warranty labor and parts work, according to Fred Stevenson, manager of American Truck Dealers consulting services. Most other truck firms usually allow dealers a 25 percent markup on such work.

But negotiating better prices on a vendor by vendor basis will take "forever," Rafferty added.

ATD would like each truck manufacturer to administer all the warranties and service contracts relating to their vehicles.

"They could do it more efficiently and with greater clout than we (dealers) can because they're dealing with the same group of vendors. A small group at the OEM level could do what each dealer now has to do individually," he added.

Some manufacturers like GM and Kenworth Trucks have expressed interest in doing this, but view it as a long-term goal.

Truck business is shifting, says ATD award winner

By Joseph Bohn
TRUCK EDITOR

NASHVILLE, Tenn. — Don Kott graduated from college and began specing and pricing trucks at his father's dealership in Los Angeles. Despite selling a lot of Fords, Lincolns, Mercurys, Chryslers and Plymouths, he's been a truck man ever since.

Kott received the ATD/*Business Week* Truck Dealer of the Year award at the American Truck Dealers' 28th annual convention and exhibition.

Kott: ATD award winner

He will sell 10,000 cars and trucks this year at his Don Kott Ford, Don Kott Lincoln-Mercury and Carson Chrysler-Plymouth dealerships in Carson, Calif.

"The business has shifted, and it's continuing to shift," he said. "Some of the traditional trucks and truck lines that sold in the past are not being sold in volume, and they're probably not going to be sold in volume again."

Kott's sales are running 15 to 16 percent ahead of last year, due to his seeking out new markets.

He has developed a full-service maintenance lease for owner-operators, for example. It uses extended factory warranties to provide two-year, unlimited-mileage leases to operators for substantially less than lease companies charge.

Kott has been the top-volume dealer for Isuzu Truck and Hino Diesel Trucks for the past five years. He ranks 15th with Ford Motor Co. in total truck sales and ninth in total car and truck sales.

In handling national fleet accounts and operating an in-house leasing company and a daily rental fleet of 300-400 vehicles, Kott has sought to be in the "total transportation business" from the outset.

He built heavy-truck capability into his early dealership to help it compete against nearby Cormier Chevrolet, one of Chevrolet's largest dealerships.

Now, with a total complex encompassing 26 acres, Kott finds that he, like other dealers, has to contend with real estate management as a major concern.

BRIEFS

Truck dealer parley attracts big turnout

NASHVILLE, Tenn. — The economic downturn failed to dampen attendance at the American Truck Dealers' 28th annual convention and exposition.

American Truck Dealers, a division of the National Automobile Dealers Association, drew 1,801 to its conference.

The event at the Opryland Hotel attracted 80 exhibitors, three fewer than the 1990 convention, because of a lack of space, according to Gary Heimes, NADA director of conventions and expositions. He said five companies were on the exhibitor waiting list but there was no place to put them.

The 1992 convention, scheduled for April 11-14 at the San Francisco Hilton, will provide almost twice as much exhibit space at Brooks Hall, Heimes said.

The hall itself is almost twice as large as anything previously available to American Truck Dealers and the dealer group is planning its largest exhibition yet.

Mack seeks retirements

HAGERSTOWN, Md. — New contract provisions, approved by UAW Local 171, give 360 Mark Trucks Inc. shop employees and 10 office workers the option of early retirement.

Employees older than 55 with at least 10 pension-credited years of service can retire with a $300 monthly bonus in addition to their regular pension.

The bonus payments are available for up to seven years or until the employee turns 62.

Mack Trucks has about 928 active employees at the Hagerstown plant. The contract revisions were aimed at resolving a dispute between the UAW and Mack. It expires in October 1992.

MARCH 1991 TRUCK SALES BY GVW

	Mar. 1991	Mar. 1990	3 mos., 1991	3 mos., 1991
Class 1-3	96,997	124,314	256,768	334,559
Class 4	1,798	2,661	4,962	6,807
Class 6	334	443	1,175	1,167
Class 7	1,604	2,206	4,847	6,772
Class 8	670	1,249	1,918	3,164
FORD	**101,403**	**130,873**	**269,670**	**352,469**
Class 8	1,777	2,126	5,479	6,098
FREIGHTLINER	**1,777**	**2,126**	**5,479**	**6,098**
Class 1-3	94,298	117,398	238,908	314,379
Class 4	105	0	269	0
Class 5	7	37	33	86
Class 6	306	609	908	1,903
Class 7	518	614	1,515	1,879
CHEVROLET	**95,234**	**118,658**	**241,633**	**318,247**
Class 1-3	24,452	29,505	60,818	79,034
Class 4	68	0	142	0
Class 5	32	270	98	912
Class 6	420	388	1,037	1,132
Class 7	1,447	1,584	3,031	3,419
GMC	**26,419**	**31,747**	**65,126**	**84,497**
Class 7	10	70	45	127
Class 8	783	1,279	2,805	3,779
KENWORTH	**793**	**1,349**	**2,850**	**3,906**
Class 6	35	144	123	354
Class 7	46	192	165	472
Class 8	922	1,512	2,430	3,396
MACK	**1,003**	**1,848**	**2,718**	**4,222**
Class 6	43	41	78	121
Class 7	39	99	141	263
MERCEDES-BENZ	**82**	**140**	**2,430**	**384**
Class 4	1	0	7	7
Class 5	2	11	15	27
Class 6	849	1,401	1,607	3,142
Class 7	3,353	2,374	8,091	7,423
Class 8	2,498	2,047	6,805	6,139
NAVISTAR	**6,703**	**5,833**	**16,525**	**16,738**
Class 7	23	37	56	121
Class 8	624	1,019	2,134	3,053
PETERBILT	**647**	**1,056**	**2,190**	**3,174**
Class 7	33	68	87	174
Class 8	898	1,267	2,082	3,180
VOLVO/GM HEAVY	**931**	**1,335**	**2,169**	**3,354**
Class 1-3	32	50	81	101
Class 5	38	68	112	129
Class 6	64	95	162	195
Class 7	54	144	146	317
HINO	**188**	**357**	**501**	**742**
Class 1-3	56	115	126	221
Class 5	86	145	209	268
Class 6	34	74	81	131
Class 7	44	87	94	160
NISSAN DIESEL	**220**	**421**	**510**	**780**
Class 1-3	777	760	1,608	1,758
Class 4	81	67	213	168
Class 5	20	54	74	93
Class 6	85	387	183	716
Class 7	8	59	55	161
ISUZU TRUCK	**971**	**1,327**	**2,133**	**2,896**
Class 1-3	191	189	405	466
Class 5	49	66	141	184
Class 6	35	23	93	62
Class 7	45	67	101	168
MITSUBISHI FUSO	**320**	**345**	**740**	**880**
Class 8	1	11	8	33
SACNIA	**1**	**11**	**8**	**33**
Class 1-3	–	136	–	326
Class 4	–	47	–	105
Class 5	–	22	–	45
Class 6	–	15	–	33
IVECO TRUCKS	**0**	**220**	**0**	**509**
Class 8	53	93	188	243
WESTERN STAR	**53**	**93**	**188**	**243**
Class 1-3	139,098	149,151	342,725	420,167
Class 6	0	0	0	34
Class 7	0	0	0	1
Class 8	43	64	112	169
OTHER TRUCKS	**139,141**	**149,215**	**342,837**	**420,371**
CLASS 1-3	**355,901**	**421,618**	**901,439**	**1,151,011**
CLASS 4	**2,053**	**2,775**	**5,593**	**7,087**
CLASS 5	**234**	**673**	**682**	**1,744**
CLASS 6	**2,285**	**3,629**	**5,447**	**8,998**
CLASS 7	**7,224**	**7,601**	**18,374**	**21,457**
CLASS 8	**8,269**	**10,557**	**23,961**	**29,254**
TOTAL TRUCKS	**375,886**	**445,954**	**957,707**	**1,219,543**

SOURCE: Automotive News Data Center and MVMA

COMING EVENTS

General

April 24-25 — Automotive Parts Manufacturers' Association conference, Convention Center, Hamilton, Ontario, (416) 366-9673

April 28-May 1 — National Association of Fleet Administrators Inc. conference, located in the Atlanta Marriott Marquis, Atlanta, (908) 494-8100

April 29-May 1 — Automotive Testing Workshop, International Test and Evaluation Association, Aberdeen Proving Ground, Aberdeen, Md., (703) 522-1820

May 14-16 — Contract Manufacturers Expo, Contract Manufacturers Association, Philadelphia Convention Center, Philadelphia, (313) 643-6807 or (800) 635-9885

May 14-18 — National Vehicle Leasing Association conference, San Francisco Marriot, San Francisco, (213) 838-3170

May 15-17 — Society of Automotive Analysts conference, Century Plaza Hotel and Towers, Los Angeles, (703) 525-1191

May 22-25 — Automotive Dismantlers & Recyclers Association meeting, Swiss Grand Hotel, Chicago, (703) 385-1001

May 22-26 — Autopromotec, Bologna Trade Fair Centre, Bologna, Italy

June 4-6 — Northeast Interagency Motor Equipment Advisory Committee Conference, Ramada Hotel, West Springfield, Mass., (212) 264-5772

June 4-6 — Inventory Management Exposition & Conference, O'Hare Exposition Center, Rosemont, Ill., (212) 557-6950

June 5-7 — Managing Transportation Carrier Quality Performance Seminar, University of Wisconsin-Madison/Extension Management Institute, Wisconsin Center, Madison, Wis., (800) 362-3020 ext. 2-8890 or (800) 262-6243 ext. 2-8890

June 11-13 — Superabrasives Conference & Exposition, Society of Manufacturing Engineers, O'Hare Exposition Center, & Hyatt Regency O'Hare, Rosemont, Ill., (313) 271-0777

Dealer conventions

May 5-6 — Oregon Automobile Dealers Association, Red Lion Lloyd Center, Portland, Ore., (503) 233-5044

May 12-14 — American International Automobile Dealers Association, J.W. Marriott, Washington, (202) 659-2561

May 19-22 — Pennsylvania Automotive Association Convention and Exhibition, Hershey Lodge and Convention Center, Hershey, Pa., (717) 255-8311

May 23-26 — South Carolina Automobile & Truck Dealers Association, Hyatt Regency, Hilton Head, S.C., (803) 252-0205

June 5-9 — Kentucky Automobile Dealers Association, Opryland Hotel, Nashville, Tenn., (502) 695-3333

June 5-13 Arkansas Automobile Dealers Association, Acapulco Princess Hotel, Acapulco, Mexico, (800) 727-1960

June 9-12 — Idaho Automobile Dealers Association, Sun Valley Resort, Sun Valley, Idaho, (208) 342-7779

June 9-12 — Maryland New Car and Truck Dealers Association, Sheraton Inn, Ocean City, Md., (301) 269-1710

June 14-16 — Wyoming Automobile Dealers Association, Holiday Inn, Rivertor, Wyo., (307) 638-4455

July 21-25 — West Virginia Automobile & Truck Dealers Association, Southampton Princess, Bermuda, (304) 343-4158

Auto shows

April 20-28 — Turin International Auto Show, Turin, Italy

April 24-28 — San Diego International Auto Show, San Diego Convention Center, San Diego, (619) 296-3175

May 3-12 — Oslo auto show, Oslo, Norway

May 4-12 — Barcelona auto show, Barcelona, Spain

June 1-9 — Automundo, Los Angeles Sports Arena, Los Angeles, (213) 748-6136

Sept. 14-22 — Frankfurt auto show, Frankfurt, Germany

Sept. 27-Oct. 20 — State Fair of Texas Auto Show, Fair Park, Dallas, (214) 421-8727

Oct. 3-6 — Albany Truck & Van Show, Empire State Plaza, Albany, N.Y., (518) 438-0584

Oct. 17-20 — Auto Expo, Nassau Veterans Memorial Coliseum, Uniondale, N.Y., (516) 368-8000

Oct. 17-27 — London auto show, London

Oct. 19-20 — Portland Newspapers Auto Show, Civic Center and Exposition Hall, Portland, Maine, (207) 780-9000

Nov. 8-11 — Auto Expo, New Haven Veterans Memorial Coliseum, New Haven, Conn., (516) 368-8000

Nov. 15-24 — South Florida Auto Show, Miami Beach Convention Center, Miami Beach, Fla., (305) 758-2643

Nov. 16-18 — Hartford auto show, Hartford Civic Center, Hartford, Conn., (203) 246-6566

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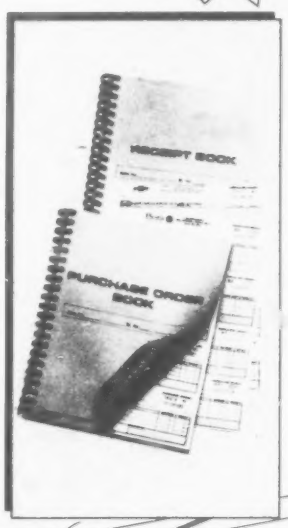

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Circle ReaderService #11

DEALING WITH DEALERS

BEGINNINGS

Dan Atwood and **Keith Andrews** have opened Toyota of Temecula Valley in Riverside County, Calif.

Zimbrick Inc. has opened Saturn of Madison in Madison, Wis. **John Zimbrick** also has Buick, Honda, Mercedes-Benz, Saab, Isuzu, BMW and Acura franchises at other locations in Madison.

Robert Stillwell has signed with Range Rover for Stillwell Grand Prix Motors in Tucson, Ariz.

Truck Country of Wisconsin has opened in Oak Creek, Wis., selling Freightliner trucks.

Dealers who have signed with Chevrolet recently include: **Mark E. Graham,** Chuck Graham Chevrolet-Cadillac Co. in Bellefontaine, Ohio; **James F. Hattaway,** Hattaway Chevrolet-Oldsmobile Inc. in Blakely, Ga.; **James D. Hawkins,** Hawkins Chevrolet Inc. in Danville, Pa.; **Bradley D. Hubler,** Hubler Chevrolet-Oldsmobile-Cadillac Inc. in Bedford, Ind.; **Gary D. Hyland,** Emerald Chevrolet in Greene, Iowa; **Keith J. Matson,** Matson Motors Inc. in Warsaw, N.Y.; **Tom Roulette,** Courtesy Chevrolet-Geo in San Jose, Calif.; and **David B. Tipton,** Century Chevrolet-Geo Inc. in Birmingham, Ala.

TRANSITIONS

Broadway Chevrolet-Buick Inc. has opened on the site of the former **Deising Motor Co.** in Fond du Lac, Wis. The dealer will handle Chevrolet, Buick, Geo, Jeep and Eagle.

Brookside Chevrolet Inc. has relocated from Hartland, Wis., to Brookfield, Wis. The dealership is owned by **Walter Steffen** and **Daniel Johns.**

Pischke Motors Inc. has relocated within La Crosse, Wis., selling Plymouth, Dodge and Chrysler.

Crowley Lincoln-Mercury in Bristol, Conn., has opened a new 16,000-square-foot body shop.

ADVERTISING

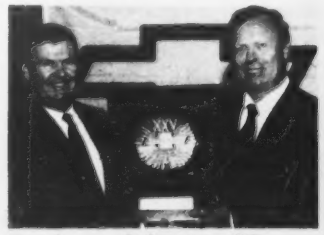
The **New York/New Jersey Peugeot Dealers Advertising Association** has awarded a 1991 Peugeot 405-S sedan to Gary Sabo of East Brunswick, N.J., winner of a hockey goal competition sponsored by the association.

Compiled by Greg Bowens

Anniversary
Jim Roberts Sr., center, and Jim Roberts Jr., right, of Roberts Jeep-Eagle in Auburn, Wash., receive a 25-year-dealer award from Bruce Walker, Chrysler's Portland, Ore., zone manager.

Hamilton has his day
William Hamilton, left, of Hamilton Nissan in Hagerstown, Md., receives a 20-year-dealer award from Robert N. Bibbs, Nissan Motor Corp. in U.S.A.'s Norfolk, Va., regional general manager.

King crowned with silver
Russell B. King, right, of Putnam Sales & Service in Putnam, Conn., receives a 25-year-dealer award from Bill Nicholson, New England zone manager for Oldsmobile.



Dealer celebrates 25
David L. Smith, right, of Dave Smith Motors in Kellogg, Idaho, receives a 25-year-dealer award from Don Campbell, Chevrolet sales manager west.

Pentler's 25th
Irv Pentler, left, of Uptown Motors in Milwaukee, is congratulated on reaching 35 years as a Lincoln-Mercury dealer by Ross Roberts, center, general manager of Lincoln-Mercury Division.

Silver Stoepel
Ken Stoepel, left, of Stoepel Ford-Lincoln-Mercury in Kerrville, Texas, receives a 25-year-dealer award from J.E. Bryce, sales development manager for Ford's Houston district sales office.

Guinn gets award
Steve Guinn, right, of Guinn Brothers Inc. in Henderson, Tenn., receives a 25-year-dealer award from Harold Hurst, Chrysler's Memphis, Tenn., zone manager.

Zimmer is silver
Dick Zimmer, left, of Zimmer Motors Inc. in Moscow, Idaho, receives a 25-year-dealer award from Lee Wetzel, marketing development manager for GMC Truck Division.

Japan exports less to U.S. in '90, but values are higher

Japanese automakers shipped fewer cars to the United States in 1990, but the average value of those cars increased.

The year-end automotive trade statistics from U.S. International Trade Commission illustrate a trend that has seen Japan increase production of smaller cars in the United States while boosting exports of larger cars. Last year marked the full year of Lexus LS400 and Infiniti Q45 shipments. And Honda began exporting its $61,000 Acura NSX.

In 1990, the average value of cars imported from Japan was $10,440, up 6.3 percent from $9,823 in 1989. In comparison, the increase for the industry in general was 4.2 percent.

U.S. automotive shipments to Japan, meanwhile, rose 75.3 percent last year.

That increase was due in part from Japanese transplants in the United States exporting cars to Japan. The average value of U.S. car exports to Japan climbed nearly 10 percent in 1990, to $17,375.

The increased U.S. production by Japanese manufacturers and the 75.3 percent jump in U.S. exports to Japan helped reduce the car trade gap between the United States and Japan by $904 million last year, or 4.6 percent.

Overall, U.S exports fell and imports rose last year. Those two trends combined helped push the the U.S. vehicle trade deficit 2.5 percent higher in 1990, to $42.67 billion.

Five of the 11 countries that export vehicles to the United States increased the value of shipments last year. The value of shipments from Mexico was up 84.2 percent. Others that rose were Germany, 16.8 percent; Italy, 12.0 percent; Yugoslavia, 11.8 percent; and Canada, 6.3 percent.

In addition to Japan, countries that saw a decrease in the value of exports included Brazil, 77.4 percent; France, 58.1 percent; Sweden, 7.5 percent; and United Kingdom, 5.2 percent.

The value of South Korea's exports also fell 29.7 percent. The country's biggest exporter, Hyundai, saw its U.S. sales for 1990 fall 25 percent.

The U.S. automotive trade deficit amounted to 42.2 percent of the country's total merchandise trade imbalance of $100.9 billion.

U.S. AUTOMOTIVE TRADE
(x $1,000)
Passenger cars

Country	Trade	Dec. 1989	Dec. 1990	Annualized trade Jan. 1989-Dec. 1989	Annualized trade Jan. 1990-Dec. 1990
Japan	from U.S.	$ 43,943	$ 57,893	$ 334,817	$ 586,795
	to U.S.	1,876,748	2,008,035	20,152,288	19,500,166
Canada	from U.S.	478,773	151,692	6,146,970	5,849,467
	to U.S.	1,053,604	1,003,840	12,872,651	13,681,398
Germany	to U.S.	410,371	413,577	5,020,555	5,826,690
S. Korea	to U.S.	113,456	137,922	1,592,436	1,120,272
Sweden	to U.S.	154,992	106,166	1,649,382	1,525,957
Mexico	to U.S.	46,797	191,105	1,174,784	2,163,630
Yugoslavia	to U.S.	29	2,270	6,975	7,796
United Kingdom	to U.S.	88,534	110,929	937,014	888,670
Italy	to U.S.	18,150	30,168	262,709	294,322
France	to U.S.	253	3,031	58,765	24,618
Brazil	to U.S.	28,501	3,123	282,399	63,775
Others	from U.S.	293,015	220,331	2,412,747	2,578,247
	to U.S.	44,539	68,844	406,657	618,900
Car total	from U.S.	815,730	429,917	8,894,534	9,014,509
	to U.S.	3,835,974	4,079,011	44,416,615	45,716,194
CAR TRADE BALANCE		(3,020,244)	(3,649,094)	(35,522,081)	(36,701,685)
Truck total	from U.S.	146,425	73,376	1,877,670	1,523,504
	to U.S.	705,330	495,687	7,970,225	7,497,482
TRUCK TRADE BALANCE		(558,905)	(422,311)	(6,093,000)	(5,973,978)
Car and truck total	from U.S.	962,155	503,293	10,772,204	10,538,013
	to U.S.	4,541,304	4,574,698	52,386,840	53,213,676
VEHICLE TRADE BALANCE		(3,579,149)	(4,071,405)	(41,614,636)	(42,675,663)
TOTAL U.S.	from U.S.	31,262,100	33,460,300	363,811,500	394,044,900
Merchandise trade	to U.S.	38,057,600	39,712,300	473,210,800	495,042,000
TRADE BALANCE		(6,795,500)	(6,252,000)	(109,399,300)	(100,997,100)

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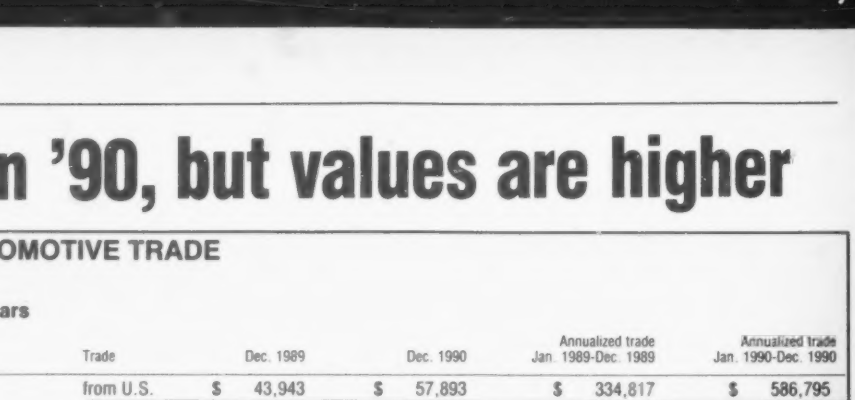

Addition of intercooler and changes to cylinder head help cut emissions of Dodge pickup with Cummins turbodiesel.

Dodge cleans up Cummins truck diesel

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Dodge is adding a charge-air intercooler and a four-speed automatic transmission to its successful Cummins turbodiesel-powered pickup truck.

Available at midyear, the new intercooler, piston and cylinder-head modifications are said to reduce significantly the emissions from Chrysler's most powerful pickup engine. Advertised horsepower and torque ratings are the same as last year's diesel.

Although horsepower is a middling 160 at 2,500 rpm, the diesel workhorse develops a whopping 400 pounds-feet of torque at just 1,700 rpm. Because of the engine's prodigious output, Dodge increased the size of the clutch pack in its A-518 four-speed automatic, which is already used in the gasoline-engine pickups.

Dan Sniesak, manager of vehicle development for large trucks at Chrysler Corp., said the modifications were made to "accommodate the government's 1991 emissions specification change." He said the trucks will even meet California's tough emissions standards.

Trucks with the new engines and Modine charge-air coolers are scheduled to begin arriving at dealerships this month.

Sniesak said the vehicles will have slightly better fuel efficiency, but work is still being done to derive "official" fuel-economy numbers. Some of the fuel economy gain in the automatic is available from the four-speed's taller extra ratio.

In the full-sized D350 pickup priced at $14,754, the diesel package with a heavy-duty driveline and suspension is priced at $3,628. The new four-speed automatic is $887 extra.

A club cab version of the diesel pickup will arrive at the end of July as an early 1992 model.

Rolls-Royce top exec to step down in May 1992

Rolls-Royce auto chief Sir David Plastow has one year left.

Plastow, 58, chairman and chief executive of Rolls-Royce parent company Vickers PLC, will leave in May 1992. He master-minded the luxury car makers' merger in 1980 with Vickers, which produces tanks and medical equipment.

Plastow, leaving under a company rule demanding that executive directors retire at 60, became chief executive of Rolls-Royce Motor Cars in 1971, took the car firm public in 1973, joined the Vickers board in 1975 and became chairman of Vickers in 1987.

He will be succeeded as chief executive by Sir Colin Chandler, 51, who has been Vickers managing director since January 1990. Succeeding Plastow as chairman will be Sir Richard Lloyd, the current non-executive deputy chairman.

Chevrolet ending incentives on '90s

Chevrolet will discontinue customer incentives on its 1990 cars and trucks after the current round expires May 5. Dealers said Chevrolet General Manager J.C. "Jim" Perkins made that announcement earlier this month.

On May 1, Chevrolet will cut its first-time-buyer incentive to $500.

One Chevrolet dealer applauded Chevrolet's effort.

"At some point they've got to stop," said the dealer, who did not want to be named. "We're starting buildout for 1991; its time to start ordering 1992s."

Mazda Motors of America is paying customers $1,500 on 1991 626 and MX-6 through May 2.

After making major changes earlier in April, automakers and importers announced no new national incentive programs last week.

— Arlena Sawyers

INCENTIVE WATCH
CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
Rebates expire June 30, 1991 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 Trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700,1000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.
Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire May 5 on 1990 models, July 7 on 1991 models.

Buick (1990)	$250-2,000
Cadillac Brougham ('91)	$1,500
1990 models	$1,200
Chevrolet (1990-91)	$300-1,000
Trucks (1990-91)	$500-1,000
GMC (1990)	$500-1,000
Suburban (1991)*	$1,000
Other 1991	$500-1,000
Oldsmobile (1990-91)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

MAZDA (expires May 2)

626, MX-6 (1991)	$1,500

SUBARU (expires May 2)

Justy ECVT (1990-91)	$500
Loyale (1991)	$500

TOYOTA (1991, expires Oct. 1)

Celica GT, 4Runner	$800 discount on options

Japanese makers switching to aluminum

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Japanese automakers will plunge further into aluminum during the next four years to address tighter fuel-economy demands in the United States and possibly Japan.

An unclassified cable from the U.S. Embassy in Tokyo reveals that Japanese carmakers are preparing to increase their use of aluminum bodies and components to reduce the weight of cars and trucks, possibly as early as 1993.

Japanese car companies have been concerned about the threat of a higher corporate average fuel economy standard as congressional debate gained momentum during the past year.

There have been suggestions that aluminum could play a major part in lightening the Japanese vehicle fleet without downsizing it, and the embassy's announcement helps focus attention on the strategy.

Congress is considering legislation that would raise the CAFE standard from its current 27.5 mpg to as high as 41 mpg. The Center for Auto Safety this month called for CAFE 45 mpg by 2000.

Although the Japanese fleets have traditionally led their U.S. competitors in fuel efficiency, the importers have done so primarily by manufacturing and selling large numbers of small cars. Their more recent ventures into larger and luxury-class cars have dragged down their fuel economy averages.

Last year, American Honda Motor Co.'s CAFE rating dropped from 31.6 to 30.8 mpg. The company introduced its fiery NSX sports car last year — ironically, one of the industry's only all-aluminum vehicles.

Toyota Motor Sales U.S.A., with its successful Lexus Division launch, also experienced a decline in CAFE ratings, from 32.1 mpg to 30.6 mpg. Nissan Motor Corp. in U.S.A. saw its CAFE rating drop from 30.4 mpg to 28.4 mpg, due in part to its new Infiniti line.

Most Japanese carmakers have instructed their suppliers to find ways to reduce component weight as much as 10 percent during the next two years. At the same time, the Japanese government is talking about setting new guidelines for fuel efficiency and is expected to make an announcement this fall.

Carmakers there are maneuvering to double their use of automotive aluminum by 1995. The cable from the U.S. Embassy and the U.S. Department of Commerce reports the content of discussions between Japanese automakers and Japan's powerful Ministry of International Trade and Industry. Based on those discussions, MITI is projecting an 11 percent annual growth in aluminum use by the auto industry for 1989-95.

Because the rate of growth for the more immediate 1989-93 period is only 9.7 percent, the numbers for 1989-95 indicate greater growth between 1993 and 1995. The MITI projections reveal that the carmakers plan to increase their aluminum demand to nearly twice the rate 1980 to 1985.

The numbers indicate a new vigor among the Japanese automakers to "light-weight" their future vehicles for export. Some officials within the Japanese industry fear that the group may be penalized more than their U.S. Big 3 competitors by substantial changes in CAFE standards.

MITI estimates show Japanese manufacturers plan to increase aluminum use from about 1.1 million metric tons a year now to 2 million metric tons by 1995.

Although some of the increase would stem from an overall growth in Japanese car output, the additional usage — a huge increase that U.S. observers believe the Japanese aluminum industry may be unable to accommodate — suggests that carmakers there plan sizable reductions in steel use.

MITI report projects a steep increase in the demand for aluminum plates and sheets, used mostly for body panels. By 1995, MITI reports, industry demand should more than triple to 190,000 metric tons a year.

Staff Reporter Mary Ann Maskery in Tokyo contributed to this report.

INCENTIVE WATCH
DEALER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette (1990-91)	$2,000

HONDA (expires April 30)

Accord (1991)	$500

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

MITSUBISHI (1990-91, expires April 30)

Cars, pickups	$300-1,300, quota
Montero	$1,500-2,000, based on sales

NISSAN (expires May 2)

Sentra (1991)	$0-700, quota
Stanza (1990-91)	$0-1,500, quota
Pickups (1990-91)	$400-1,200, quota
Pathfinder (1991)	$1,500, quota
Pathfinder (1990)	$1,500

PEUGEOT (1990, no expiration date) $2,000

SUBARU (expires May 2)

XT (1990-91)	$2,000
Legacy (1991)*	$500-1,700
Loyale (1990)	$800-1,500

*$1,000 extra on 1990 Legacys

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

VOLKSWAGEN (1990, no expiration date)

Cars	$500-1,500

Japan's lack of aluminum an opening for U.S.

By Lindsay Chappell
and Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTERS

If Japanese automakers are planning to use more aluminum in their future vehicles, they will likely have to source more material from the United States.

U.S. aluminum industry officials say that Japan's lack of raw material capacity may create new opportunities for U.S. aluminum companies. Late last year, Aluminum Co. of America entered into a joint venture with Kobe Steel Ltd. that will start with soft-drink cans and will lead to auto business.

Alcoa is building a plant in Germany to supply Volkswagen AG in creating an aluminum-structure Audi model, a technology that interests Kobe. The vehicle is scheduled to reach the market by 1995.

Japan's Ministry of International Trade and Industry has projected that aluminum use by Japanese automakers will double by 1995.

The Japanese have been in the forefront in aluminum use but lack the capacity to produce aluminum ingot and scrap. With mounting pressure on Japan to use more U.S. parts, this could represent a new opportunity, industry officials say.

But the window of opportunity may be small. In the past six months, Japan's five major steel producers have announced joint ventures or acquisitions that signal a plunge into aluminum.

Despite the cost of aluminum, carmakers are moving forward. Nissan Australia announced last week that it will invest $22 million to increase the capacity of its aluminum casting plant by 60 percent. Isuzu Motors Ltd. is spending $44 million to build a new aluminum foundry for engine parts by 1993. Mitsubishi Motors Corp. is also expanding aluminum production.

AUDI

FROM PAGE 2

in September, Audi will replace its 80, 90, 100 and 200 lines with vehicles that are new from sheet metal to powertrain to suspension.

The 200 Quattro and the V8 Quattro with some engineering changes and a passenger-side air bag as standard equipment will be carried over into 1992. Audi's new 1992 lineup will include the front-wheel-drive 100 that will debut in September, followed by the 100 Quattro with automatic transmission, the fwd 90 and the 90 Quattro with automatic transmission.

Mugg admits that five years ago Audi had "troubles we didn't always handle very well. Troubles that left Audi badly wounded and in some disarray."

Audi's sales in the United States have declined each year since reaching a peak of 74,061 in 1985. Last year's sales were 21,106.

Audi's underlying problems with quality, dealers, marketing and customer satisfaction came to a head when its 5000 came under fire for alleged unintended-acceleration problems in 1986. Though the U.S. government eventually concluded that driver error was the cause of the problem, the situation led to a lack of consumer confidence and tarnished Audi's image.

Mugg said Audi has been working toward its market repositioning for three years by instituting innovative leasing programs, bumper-to-bumper warranties and the "Take Control" ads that stress driver control and safety.

Audi quality, Mugg said, is second only to that of Mercedes-Benz and better than that of Cadillac, which won the Malcolm Baldrige award for product quality.

Also, Audi weeded out what it considered to be weak dealers. Gone are those megadealers that Audi believed were too large to give its customers the attention they deserve and the dealers who just didn't have the customer base to support the franchise.

In the last two years, Audi has reduced its dealership body to 341 from 412. Of the 86 dealerships that departed, about six were terminated by the importer while the owners of the others either declared bankruptcy or voluntarily relinquished the franchise.

> Audi's current dealer body is better, more profitable — they actually sell our cars.
>
> **Richard Mugg**
> Audi of America
> vice president

The restructuring also included 71 major dealership-owner changes and 17 minor ownership changes and the addition of 15 new dealers. Mugg said Audi's current dealer body is "better, more profitable — they actually sell our cars."

But the first quarter of 1991 was perhaps the most difficult Audi has experienced in the U.S. market. January-March sales were 48 percent below the first quarter of 1990. Also, Lexus and Infiniti, the Japanese luxury cars, have taken a substantial chunk of the upscale car market.

Still, Mugg said Audi is "holding its own" in a down market and he is confident that Audi can carve a niche between other European luxury cars and Japanese luxury cars.

"We're not happy with today's numbers, but we're not discouraged," he said.

Other topics discussed during the session:

- Volkswagen and Audi will stick with their "no customer rebate" stance. "We will continue to market our products without rebates under the concept of honest value," said Young. The company will continue to offer incentives to dealers.
- Volkswagen sales were down 24 percent for the first quarter. A contributing factor, Young said, is that VW no longer sells cars to daily rental companies, per the request of its dealers.
- VWoA will spend $1 billion to expand its facilities in Mexico, primarily to serve North America.
- Jetta ECO diesels are being shipped to U.S. dealers. VWoA said the cars have more horsepower and torque and emit less smoke and noise than most diesels, but they will not meet California's 1994 emissions standards.
- Young would not make a 1991 sales projection. "We're not certain how the market will develop."

'Jolly John' unfazed by realty clash

SACO, Maine — "Jolly John" Pulsifer, owner of what was once the seventh largest auto dealership in New England, is not worried about a bank's threat to sell the land under his business, his lawyer says.

Pulsifer's southern Maine dealership has been operating under bankruptcy protection since August.

"His position is that the retention of all these properties is not essential to his reorganization as a car dealer. He is focusing on his main business, which is selling cars," said attorney U. Charles Remmel II.

Fleet Bank of Maine wants Jolly John Ford-Lincoln-Mercury out of the building it occupies so it can sell the real estate before the auto market rebounds, said Kathleen Barry, an attorney for Fleet.

"Obviously, the bank wants to sell at the right time of year," she said. "There has been some interest expressed by potential bidders."

Fleet plans to announce a foreclosure auction soon after April 29, when the 90-day, post-foreclosure period expires, said Barry. Under state law, former owners of foreclosed land have 90 days to repay the lender.

On Jan. 29, the bank was granted foreclosure of the land and building that comprise the 15-acre Jolly John auto mall in Saco. On March 25, York County Superior Court Judge Carl O. Bradford appointed Boulos Property Management Co. receiver of the property.

Because Jolly John Ford is operating under Chapter 11 bankruptcy protection, the handing over of the property to the real estate firm had little effect on the dealership's daily operations.

But at a hearing in U.S. Bankruptcy Court this week, Fleet will attempt to have the business evicted, Barry said.

Jolly John Ford listed assets of $4.1 million and liabilities of $6.9 million in its Chapter 11 filing.

The dealership owed $3.7 million to General Electric Capital Credit Corp. of Barrington, Ill. In November 1990, the creditor freed $1 million so Jolly John could continue buying cars to sell.

— The Associated Press

Nissan supplier wins $680,170 in arbitration

By Jean Halliday
CRAIN NEWS SERVICE

DETROIT — A three-member panel of the American Arbitration Association awarded $680,170 plus interest to Automotive Moulding Co. of Warren, Mich., according to documents filed in U.S. District Court here.

The award settles the supplier's 1989 lawsuit against Nissan Motor Manufacturing Corp. U.S.A. Automotive Moulding claimed that the Japanese transplant breached several contracts for auto parts, according to *Crain's Detroit Business*, a sister publication to *Automotive News*.

But the two sides are still arguing in court about the date on which the interest costs should begin. They are four days apart on the date.

The court's copy of the arbitration award calls for interest of "9.1 percent per annum from the date of the award to the date of actual payment."

In the suit, Automotive Moulding charged that it had been forced to buy materials from a supplier in Japan at a loss.

Automotive Moulding claimed that Nissan knew or should have known that the drip mouldings it ordered from Automotive Moulding could not be made in the United States using the material specified by Nissan.

The material, a specialized form of black resin, is produced only in Japan and is unavailable to U.S. manufacturers, the suit alleged.

PRODUCTION

U.S. CAR	Week Ended Apr. 20, 1991	Week Ended Apr. 13, 1991	Apr. to Date	Jan. 1 to Apr. 20, 1991	Jan. 1 to Apr. 21, 1990
Horizon	0	0	0	0	4,327
Sundance	0	0	1,795	12,085	21,882
Acclaim	0	0	0	21,549	23,386
Total Plymouth	**0**	**0**	**1,795**	**33,634**	**49,595**
LeBaron A	0	0	0	0	7,320
LeBaron J	1,800	1,790	5,008	12,541	10,262
N. Yorker C-Class	0	204	349	2,468	6,388
Fifth Avenue	0	1,070	1,901	8,089	8,176
Imperial	0	136	306	2,125	5,218
Total Chrysler	**1,800**	**3,200**	**7,564**	**25,223**	**37,364**
Omni	0	0	0	0	4,078
Daytona	500	590	1,552	4,243	7,916
Shadow	900	0	2,983	15,038	24,547
Dynasty	0	0	2,806	33,206	32,755
Spirit	0	0	0	19,481	25,153
Total Dodge	**1,400**	**4,120**	**10,871**	**75,498**	**94,449**
CHRYSLER CORP.	**3,200**	**7,320**	**20,230**	**134,355**	**181,408**
Escort	5,767	0	10,366	54,228	53,896
Mustang	3,705	3,360	7,065	18,523	41,870
Tempo	3,296	0	5,475	30,314	39,908
Taurus	7,699	7,653	21,787	90,879	118,262
Thunderbird	2,507	2,167	5,835	21,348	34,318
Total Ford Div.	**22,974**	**13,180**	**50,528**	**215,292**	**288,254**
Topaz	1,104	0	2,445	13,299	15,742
Cougar	1,666	1,644	4,449	15,628	22,970
Sable	2,664	2,724	7,337	29,662	34,774
Total Mercury	**5,434**	**4,368**	**14,231**	**58,589**	**73,486**
Continental	1,202	1,216	3,344	17,780	17,208
Mark VII	211	210	587	3,105	8,581
Town Car	2,829	2,854	7,878	41,835	51,787
Total Lincoln	**4,242**	**4,280**	**11,809**	**62,720**	**77,576**
Total L-M Div.	**9,676**	**8,648**	**26,040**	**121,309**	**151,062**
FORD MOTOR CO.	**32,650**	**21,828**	**76,568**	**336,601**	**439,316**
Skylark/Somerset	2,085	2,079	5,986	35,082	26,314
Century	1,835	1,852	5,318	22,452	18,691
Riviera	284	284	805	3,069	7,019
Electra/Park Ave.	0	0	0	26,337	12,370
LeSabre (fwd)	150	0	150	33,219	48,830
Roadmaster Wagon**	790	790	2,370	8,007	2,106
Reatta	98	98	274	877	2,621
Total Buick	**5,242**	**5,103**	**14,903**	**129,202**	**117,951**
Eldorado	365	371	1,015	4,935	6,870
Seville	909	896	2,530	10,272	8,649
Brougham (rwd)	405	374	1,166	5,943	12,254
DeVille (fwd)	1,855	2,929	6,843	39,384	48,526
Allante	64	64	179	958	1,108
Total Cadillac	**3,598**	**4,634**	**11,733**	**62,258**	**77,407**
Cavalier	6,350	5,614	16,448	84,269	92,039
Camaro	885	818	1,703	11,400	15,550
Corsica/Beretta	6,320	2,166	13,496	64,125	84,278
Caprice	3,110	2,824	8,379	39,128	65,670
Corvette	485	483	1,355	7,175	7,056
Total Chevrolet	**17,150**	**11,905**	**41,331**	**206,097**	**264,593**
Calais	2,111	2,309	6,401	34,554	27,527
Cutlass Ciera	2,643	2,534	6,955	19,712	24,306
Cutlass Supreme	2,475	2,469	6,926	30,599	25,316
Toronado	153	159	438	2,171	6,518
88 (fwd)	150	0	150	19,118	26,368
Custom Cruiser Wag.***	205	205	615	3,736	1,183
98	785	1,418	3,517	23,683	17,150
Total Oldsmobile	**8,522**	**9,094**	**25,902**	**133,573**	**128,368**
Sunbird	2,752	2,176	6,676	37,533	40,801
Grand Am	5,280	4,813	13,934	64,973	55,482
Firebird	625	391	1,016	3,426	9,333
Grand Prix	1,768	1,517	4,520	27,945	32,624
Pontiac 6000	603	635	1,858	9,420	17,237
Bonneville	0	0	0	20,940	21,071
Total Pontiac	**11,028**	**9,532**	**28,004**	**164,237**	**176,548**
Total Saturn	**1,385**	**1,385**	**4,155**	**17,532**	**0**
GENERAL MOTORS	**46,925**	**41,653**	**125,178**	**712,891**	**764,867**
DIAMOND-STAR	**3,175**	**3,081**	**9,379**	**48,278**	**43,827**
Civic	2,080	2,064	6,224	28,753	36,946
Accord	7,460	7,574	22,446	108,878	100,050
HONDA	**9,540**	**9,638**	**28,670**	**137,631**	**136,996**
MAZDA†	**3,251**	**2,933**	**8,530**	**45,927**	**57,952**
NISSAN	**2,630**	**2,593**	**7,534**	**43,725**	**34,577**
Corolla	2,100	2,158	5,990	32,271	32,983
Geo Prizm/Nova	2,000	1,982	6,182	31,770	30,099
NUMMI	**4,100**	**4,140**	**12,172**	**64,041**	**63,082**
SUBARU-ISUZU	**1,184**	**1,183**	**3,517**	**17,619**	**8,909**
TOYOTA	**4,400**	**4,412**	**13,198**	**68,934**	**68,991**
TOTAL BIG 3	**82,775**	**70,891**	**221,976**	**1,183,847**	**1,385,591**
TOTAL TRANSPLANT	**28,290**	**27,980**	**83,000**	**426,155**	**414,034**
TOTAL CARS, U.S.	**111,065**	**98,781**	**304,976**	**1,610,002**	**1,799,625**
TOTAL CARS, CANADA	**25,891**	**19,986**	**68,442**	**309,640**	**274,695**
U.S., CANADA CARS	**136,946**	**118,767**	**373,418**	**1,919,642**	**2,074,320**
U.S., CANADA CARS AND TRUCKS	**216,126**	**199,080**	**616,931**	**3,037,437**	**3,539,510**

CANADIAN CAR	Week Ended Apr. 20, 1991	Week Ended Apr. 13, 1991	Apr. to Date	Jan. 1 to Apr. 20, 1991	Jan. 1 to Apr. 21, 1990
Monaco	0	0	0	690	3,593
Premier	0	0	0	1,613	1,252
CHRYSLER CORP.	**0**	**0**	**0**	**2,303**	**4,845**
Tempo	3,275	0	6,072	33,398	36,657
Topaz	1,309	0	2,012	9,133	12,503
Crown Victoria	1,600	1,802	4,831	28,128	37,108
Grand Marquis	3,180	3,320	9,123	20,388	33,611
FORD MOTOR CO.	**9,364**	**5,122**	**22,038**	**91,047**	**119,879**
Celebrity	0	0	0	0	6,226
Cutlass Ciera	1,780	0	3,205	17,847	24,486
Lumina	5,100	4,659	13,514	55,755	68,486
Pontiac 6000	0	0	0	0	0
Regal	2,900	3,313	8,917	34,813	51,905
GENERAL MOTORS	**9,780**	**7,972**	**25,636**	**108,415**	**89,686**
CAMI	**2,400**	**2,440**	**7,540**	**39,480**	**0**
HONDA	**2,200**	**2,244**	**6,520**	**32,887**	**33,518**
HYUNDAI	**617**	**630**	**2,003**	**11,870**	**5,042**
TOYOTA	**1,350**	**1,390**	**4,165**	**20,940**	**18,918**
VOLVO	**180**	**180**	**540**	**2,696**	**2,887**
TOTAL CARS, CANADA	**25,891**	**19,986**	**68,442**	**302,640**	**274,695**

U.S. TRUCK	Week Ended Apr. 20, 1991	Week Ended Apr. 13, 1991	Apr. to Date	Jan. 1 to Apr. 20, 1991	Jan. 1 to Apr. 21, 1990
Caravan	1,950	1,924	5,932	30,775	35,469
Dakota	2,000	1,978	5,601	20,195	21,967
Caravan C/V	150	83	333	1,293	2,337
Ram pickups	2,000	2,001	5,564	20,164	32,050
Total Dodge	**6,100**	**5,986**	**17,430**	**72,427**	**91,823**
Cherokee	4,100	0	7,373	29,334	49,227
Comanche	100	0	195	1,613	2,237
Grand Wagoneer	0	0	0	0	1,460
Wagoneer/Briarwood	150	0	240	951	1,071
Total Jeep	**4,350**	**0**	**7,808**	**31,898**	**53,995**
Voyager	2,100	1,587	5,692	25,100	33,653
Town & Country	50	55	182	920	1,144
Total C-P Div.	**2,150**	**1,642**	**5,874**	**26,020**	**34,797**
CHRYSLER CORP.	**12,600**	**7,628**	**31,112**	**130,345**	**180,615**
Aerostar	4,150	4,129	11,310	39,439	57,648
Bronco	0	0	519	2,925	16,734
Bronco II/Explorer	6,742	5,662	17,886	83,190	32,586
Navajo	165	142	412	4,356	0
Econoline	2,085	1,992	7,219	34,019	57,065
Mediums/Heavies	1,035	1,024	2,883	11,297	15,599
Light trucks	4,122	3,225	14,641	71,295	137,730
Ranger	6,655	3,576	15,516	69,980	92,975
Total Ford Div.	**24,954**	**19,750**	**70,386**	**316,501**	**410,337**
FORD MOTOR CO.	**24,954**	**19,750**	**70,386**	**316,501**	**410,337**
Astro	2,590	2,562	7,222	27,335	33,797
Blazer	0	9	143	2,084	5,055
Lumina APV	0	1,244	2,218	9,042	30,287
Mediums/Heavies	203	213	578	578	2,327
P-Model	425	401	1,121	5,130	7,146
Pickups	2,784	6,204	13,847	68,114	109,799
S-10	5,744	5,761	15,995	69,548	71,214
S-10 Blazer	1,990	1,679	4,936	9,247	35,357
Sportsvan/Van	1,346	1,320	3,628	12,437	18,582
Suburban	802	763	1,932	7,132	20,199
Total Chevrolet	**15,834**	**20,156**	**51,628**	**210,647**	**333,763**
Jimmy	0	6	82	751	1,686
Mediums/Heavies	397	382	1,056	1,056	3,493
P-Model	75	102	294	1,061	919
Pickups	1,757	2,217	6,021	34,192	37,272
S-15/Sonoma	1,190	1,150	3,690	17,103	17,575
S-15 Jimmy	650	485	1,479	3,171	10,896
Safari	770	756	2,144	10,175	10,283
Suburban	603	597	1,670	6,943	8,613
Vandura/Rally Vans	541	295	1,166	4,800	7,289
Total GMC	**5,983**	**5,990**	**17,602**	**79,252**	**98,026**
Silhouette	0	561	1,041	4,415	9,331
Bravada	480	406	1,364	7,212	0
Total Oldsmobile	**480**	**967**	**2,405**	**11,627**	**9,331**
Pontiac Trans Sport	**0**	**885**	**1,572**	**5,448**	**16,963**
GENERAL MOTORS	**22,347**	**27,998**	**73,199**	**306,974**	**458,083**
NAVISTAR	**1,645**	**1,231**	**4,532**	**23,532**	**26,178**
NISSAN	**2,690**	**2,686**	**7,643**	**42,302**	**47,479**
SUBARU-ISUZU	**940**	**646**	**2,414**	**15,642**	**8,633**
AM GENERAL	**400**	**400**	**1,200**	**6,450**	**7,290**
MISCELLANEOUS	**2,650**	**2,650**	**7,950**	**42,750**	**48,600**
TOTAL TRUCKS, U.S.	**68,226**	**62,989**	**198,436**	**884,496**	**1,181,215**

CANADIAN TRUCK	Week Ended Apr. 20, 1991	Week Ended Apr. 13, 1991	Apr. to Date	Jan. 1 to Apr. 20, 1991	Jan. 1 to Apr. 21, 1990
Caravan	3,258	3,224	9,185	41,477	51,496
Caravan C/V	336	466	1,196	10,306	4,024
Ram Wagon	0	713	1,293	5,885	7,253
Ram Van	0	1,207	2,187	10,453	18,381
Total Dodge	**3,594**	**5,610**	**13,861**	**68,121**	**81,154**
Voyager	2,550	2,490	7,048	31,023	42,554
Total Plymouth	**2,550**	**2,490**	**7,048**	**31,023**	**42,554**
Wrangler	1,500	1,637	4,441	16,097	15,531
Total Jeep	**1,500**	**1,637**	**4,441**	**16,097**	**15,531**
CHRYSLER CORP.	**7,644**	**9,737**	**25,350**	**115,241**	**139,509**
FORD MTR (IL Wks.)	**0**	**0**	**2,287**	**23,624**	**43,531**
Light trucks	0	3,230	5,663	39,557	56,448
Vans	1,584	1,531	4,382	13,075	13,883
Total Chevrolet	**1,584**	**4,761**	**10,045**	**52,632**	**70,331**
Light trucks	0	1,165	2,117	15,747	21,484
Vans	561	611	1,686	6,337	5,825
Total GMC	**561**	**1,776**	**3,803**	**22,084**	**27,309**
GENERAL MOTORS	**2,145**	**6,537**	**13,848**	**74,716**	**97,640**
CAMI	**1,000**	**1,050**	**3,270**	**17,347**	**0**
NAVISTAR	**165**	**0**	**322**	**2,371**	**3,295**
TOTAL TRKS., CANADA	**10,954**	**17,324**	**45,077**	**233,299**	**283,975**
U.S., CANADA TRKS.	**79,180**	**80,313**	**243,513**	**1,117,795**	**1,465,190**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

3 plants hurt by rail halt

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

The one-day national rail strike last week forced three U.S. car plants to cut production.

General Motors' Van Nuys, Calif., facility lost four hours Thursday, approximately 265 units. Ford Motor Co.'s Chicago plant lost two four-hour shifts Wednesday and one four-hour shift Thursday, and the Atlanta car plant was forced to close Friday. Ford lost a total of 1,510 units.

U.S. automakers' estimated assembly of 111,055 units last week was 12.43 percent above the prior week and 0.26 percent below the year-ago week.

Year-to-date, U.S. car production trails 1990 by 10.54 percent.

Estimated truck production last week was 68,226, up 8.31 percent from the previous week and down 5.15 percent from the same week in 1990.

So far this year, 884,496 trucks have been assembled, 25.12 percent below last year.

The Oldsmobile and Pontiac lines at GM's Wentzville, Mo., assembly plant remain idle for model changeover. They are expected to begin producing 1992 models today. Also, the Buick line begins building the 1992 Park Avenue today.

GM's Flint, Mich., car assembly plant began producing the 1992 Buick LeSabre and Oldsmobile 88 Royale last week.

GM scheduled Saturday overtime last week at Lordstown, Ohio; Arlington, Texas; and Moraine, Ohio.

Ford scheduled daily and Saturday overtime last week at the Louisville, Ky., truck plant.

Chrysler's St. Louis (No. 2) truck plant worked Saturday overtime.

Canadian car production was estimated at 25,891 units last week, an increase of 29.55 percent over the prior week and 30.45 percent above the same week in 1990.

Year-to-date, 309,640 cars have been produced putting 1991's total 12.72 percent above 1990.

Truck production last week was estimated at 10,954, down 36.77 percent from the prior week and 40.32 percent below the year-ago week.

Year-to-date, truck production in Canada is 17.85 percent below 1990.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Kentucky Truck	**4/22**	
Medium, heavy and extra heavy trucks		1,010
Oakville, Ontario	**4/22**	
Ford Tempo		3,370
Mercury Topaz		850
GENERAL MOTORS		
Detroit	**4/22**	
Commercial, recreational and specialty chasis		500
CHRYSLER		
Belvidere, Ill.	**4/22**	
Chrysler New Yorker		245
Chrysler Imperial		220
Chrysler Fifth Ave.		775
Dodge Dynasty		3,520
Brampton, Ontario	**4/22**	
Jeep Wrangler		1,435
Sterling Heights, Mich.	**4/22**	
Dodge Shadow		2,210
Plymouth Sundance		2,240
Total U.S. car		**9,210**
Total Canada car		**4,220**
Total U.S. truck		**1,510**
Total Canada truck		**1,435**
Total units lost week of 4/22		**16,375**

Source: Automotive News Data Center

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Automotive News

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Mitsubishi dealers shed gimmicks to court luxury buyers

By Kristine Stiven Breese
and David Versical
AUTOMOTIVE NEWS STAFF

DALLAS — If Mitsubishi's U.S. past was oddly shaped cars called Tredia, Cordia and Starion, its future is reflected in the sleek, well-appointed Diamante.

And if its past was dealers who pushed price and promotions, its future is salespersons who see consumers as potential "customers for life" and treat them like guests at five-star hotels.

Those visions stood out like beacons during Mitsubishi Motor Sales of America Inc.'s recent dealer meeting here. And the transition from the young company's past to its hoped-for future will be marked May 10, when the Diamante goes on sale.

But the Diamante, which will range from $20,495 to $30,395, poses a dilemma. Mitsubishi dealers's sales practices fall well below the U.S. average, according to J.D. Power and Associates' sales satisfaction survey.

While the Diamante will be sold in existing Mitsubishi stores, it will compete against such please-the-customer heavyweights as Lexus and Infiniti, which are sold in brand-new showrooms designed to meet the buyer's every whim. And the disparity has left dealers wondering how they'll sell the Precis subcompact at one moment and then pitch the Diamante to a doctor the next.

The conflict is one result of a young sales body that has been supplied with an abundance of new product from Japan. In little more than three years, the U.S. operation has expanded from a company that specialized in small cars and pickups to include the likes of the current Galant sedan, the Eclipse sporty coupe and the hot 3000GT sports car.

The trend will continue later this year with a small van-wagon hybrid called Expo and a replacement for the Montero sport-

see MITSUBISHI, page 44

BOB McKEOWN

The Congressional trip to Detroit began last week at the UAW Solidarity House, where UAW legislative director Dick Warner, right, and associate general counsel Alan V. Reuther, left, greeted Rep. John Dingell, D-Mich.

About-face! NADA chief wants consumer lures, interest rate subsidies

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Fearing a tide of dealership failures, the National Automobile Dealers Association is calling on manufacturers to jump-start car sales with customer rebates and manufacturer-subsidized interest rates.

The call reverses NADA's long-standing opposition to incentives paid to customers.

"We need to get this market moving right now, even if it takes short-term measures we don't like and have traditionally opposed, like consumer rebates and subvention programs," said Frank Anderson Jr., president of the association and owner of Sir Walter Chevrolet in Raleigh, N.C.

The association's surprising turnabout on customer rebates and the subvention programs, where manufacturers subsidize retail interest rates, underscores just how badly car dealers are faring in the recession. Fewer than 15 percent of its 20,000 member-dealers were profitable in January, according to NADA.

"We're bouncing off the bottom. Dealers are in pain, and if we don't get our engines cranking in a hurry, many of us are going to be out of business."

see ANDERSON, page 4

Anderson: "Dealers are in pain, and if we don't get our engines cranking in a hurry, many of us are going to be out of business."

Big 3 talks, Congress hears

Detroit visit turns up some who back trade limits

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The Big 3's appeal to a visiting congressional delegation last week aroused support for re-examining trade relations with Japan and perhaps even using using the retaliatory powers of trade policy to help the U.S. auto industry.

Japanese manufacturers doing business in the United States could feel the bite on both their export business and their transplants. Members of the 40-member delegation that toured Big 3 facilities said they were convinced the Japanese could not only be dumping cars in the United States but not paying enough taxes on the profits from their U.S. transplants.

Aid from Capitol Hill for U.S. automakers would not require sweeping new legislation but action by the administration.

Congress does not have to engage in a long and controversial debate to assist the industry, said Rep. John Dingell, D-Mich. Under current laws, actions to address industry complaints about unfair trade practices and countries that keep U.S. cars out or make it hard for them to be sold can be taken by the president and various agencies and departments, including the International Trade Commission, and the departments of State and Treasury, Dingell said.

Indeed, the general mood of the 40-member delegation could be described as a depressed realization of the dire situation of the Big 3 and the intense pressure the industry feels from everything from overseas competition to rising health-care costs.

While visits to Ford Motor Co. and General Motors focused on safety, emissions, manufacturing and new technology, the delegation was most startled by the competitive difficulties and the health care issue.

Ford and GM carefully avoided stumping

see CONGRESS, page 46

NAFA numbers whiz

Gordon West, the new president of the National Association of Fleet Administrators, brings an extensive financial and accounting background to the position. The association and the fleet business are featured in *Automotive News Insight*, which follows Page 24.

Honda includes U.S. suppliers in '94 Accord design

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

HAMILTON, Ontario — Bowing to American trade pressures, Honda Motor Co. Ltd. has asked 43 North American suppliers to participate in the design of its next-generation Accord.

The suppliers will "participate with Japanese suppliers in the simultaneous design of the 1994 Accord," said David Nelson, vice president of purchasing for Honda of America Manufacturing Inc. in Marysville, Ohio, the assembly plant for most U.S.-sold Accords.

Crankshaft venture eyes Big 3, Page 46

Nelson made the announcement to a group of suppliers meeting in Hamilton last week.

Nelson acknowledged that the decision to include American suppliers in the early car development came shortly after an April 11 U.S.-Japanese industry conference in Chicago. At that meeting, Michael Far-

see HONDA, page 42

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Firehawk joins Pontiac's stable:
SLP Engineering is building 250 special Formula Firehawk Firebirds equipped with 350-horsepower V-8s. Story on Page 3.

Britain hits 'limit' on Japan cars

Informal agreement for 10% of market illegal, commission rules

By Ed Wendt
SPECIAL CORRESPONDENT

LONDON — Britain's Monopolies and Mergers Commission, the equivalent of the U.S. Justice Department's antitrust division, provisionally ruled last week that British and Japanese automakers have illegally fixed the supply and price of "at least" 25 percent of the cars sold in the United Kingdom each year since 1975.

The ruling, in an April 19 letter to executives and members of the two countries' biggest industry trade groups — Britain's Society of Motor Manufacturers and Traders and the Japanese Automobile Manufacturers Association — said an informal "gentlemen's agreement" that fixed Japan's share of the U.K. market at 10 percent has acted to "prevent, restrict or distort competition" in the new-car market.

"The Commission have now provisionally concluded that . . . a complex monopoly situation exists . . ." in violation of the Fair Trade Act, the letter says.

Japanese exports to Britain declined 11 percent last year, to 234,499 units, and are "likely to decline again this year," a JAMA spokesman said in Tokyo. The decline reflects the continuing weakness of the U.K. market in general, he said.

Under Commission rules, a final ruling will be issued after a period of comment and forwarded to the Secretary of State. His decision, which can uphold or reject the Commission's recommendation, is expected in September.

Unlike many other nations, Britain has not forged a government-to-government agreement with Japan on the issue of car imports, choosing instead to leave it to unofficial channels.

The "voluntary" accord that limits Japanese passenger-car exports to the United States, for example, was negotiated on an official, government-to-government basis. Other nations, such as France, which limits Japanese penetration to 3 percent of the market, acted unilaterally, but officially, in imposing quotas.

British carmakers began talking with JAMA in 1975 following concern about the increasing import threat from Japan. The two trade groups, with the tacit blessing of their respective governments, then agreed to set a 10 percent ceiling on Japanese imports.

Although the Commission did not release any investigative findings with its letter, the pass-through effect of the fixed supply of cars has been higher prices. The European Commission, the executive arm of the European Community, and consumer groups have several times cited the higher prices of cars sold in Britain relative to comparably-equipped cars on the Continent.

Derek Barron, Chairman of Ford of Britain, an SMMT member, said the company will submit a written response to the ruling.

"This is a normal step in the commission's procedures," he said. "It raises certain public interest issues. It does not imply any wrongdoing or act against the public interest."

Other manufacturers declined comment pending a final ruling by the Secretary of State.

According to the Economist Intelligence Unit, the London-based research organization, the net effect of an affirmative ruling will be a rise in Japan's share of the U.K. market to about 15 percent by 1995. But it doesn't expect Japanese imports to "flood" the market.

"The Japanese are going to be prudent," said Ian Robertson, editor of the organization. "Even if the controls are removed tomorrow, they are not going to flood the U.K. market. They have been at it a long time and will be very careful about the rate they will build up their sales."

Ford, General Motors/Vauxhall, and Rover will be the biggest losers in an open market, Robertson said, and Toyota, Honda and Mitsubishi the biggest winners.

"What that means in terms of the current market is another 100,000 sales for Japanese imports," he said.

British makers' appeal for tax relief turned away

LONDON — Britain's Chancellor of the Exchequer last week rejected a call to provide tax relief to the nation's car industry, telling the heads of the four biggest U.K. automakers instead that they were no longer going to get "preferential treatment" from the government.

Far from rolling back taxes to stimulate industry sales, "We're going to establish a level playing field," a Treasury spokesman, speaking for Chancellor Norman Lamont, said.

"We want to help all manufacturers, not just carmakers," the spokesman said.

"There is no case for us to treat the car industry more favorably than any other section of the economy. Historically, they have been treated far more favorably," he said.

The four auto chiefs — Ford of Britain's Derek Barron, Paul Tosch of GM/Vauxhall, George Simpson of Rover Group and Geoffrey Whelan of Peugeot/Talbot — met with Lamont last Wednesday to urge him to roll back taxes they say will cost the industry 100,000 car sales and more than $1.5 billion this year.

In a 75-minute meeting at 11 Downing Street, the four told Lamont that a plan announced in his formal budget to require employers to pay social-insurance charges on the value of company cars they provide employees might well provide more than $1 billion in new revenue to the government — as projected — but would wreck the fleet-car market.

Fleet sales have been a traditional underpinning of the British industry because a high percentage of U.K. executives receive cars as part of their overall compensation.

The four told Lamont that the British Treasury already takes, on average, 21.5 percent of a new car's showroom price in taxes, a figure completely out of line with the rest of Europe.

The industry's sales, down 21.5 percent in the first quarter, could skid to as low as 1.6 million units this year from 2 million in 1990 and a record 2.3 million in 1989, Lamont was told.

Exports, which have been strong, could tumble to 400,000 units this year from 450,000 in 1990, they warned.

The Treasury spokesman said Lamont told the group the best hope for the industry was for "lower interest rates to bring about recovery. Reducing inflation will help everyone."

— Ed Wendt

Introduced in 1985, the Yugo GV remains the mainstay of the company's offerings. A few convertible versions have been imported.

Yugo America rehires co-founder Prior

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — It takes a true believer to see much future for Yugo America, but co-founder William E. Prior, a true believer if there ever was one, came back last week to run the company.

"I felt it was an opportunity I couldn't refuse," said Prior, 45.

He said the company's Yugoslavian bosses approached him in early April with a surprise offer to return as chief operating officer of Yugo, and he accepted.

John A. Spiech, 53, stepped aside last week after two years as Yugo president and chief executive. Spiech will return to consulting and says he will do some work for Yugo.

"This is perhaps as out-of-the-blue for me as it is for you," Prior said less than 24 hours after rejoining the company.

Under different management, the company ousted Prior 2½ years ago, went through Chapter 11 bankruptcy and hasn't recovered.

Prior said his first order of business is to formulate a "short-term emergency plan."

Yugo needs one. But if parent company Zavodi Crvena Zastava can afford it, it's not because of profits on the present sales volume in the United States.

In March, Yugo sold 146 cars, fewer than it did on an average day in 1987, Yugo's best year. Sales in 1987 were 48,812; last year's were 6,359.

Last month, the company laid off

Prior

Spiech

26 of its 89 employees, which was already considered "skeleton-crew" level.

If Yugo can survive its present crisis, Prior's task is basically the same as it was in 1988: to convince enough people that it's better to buy a new Yugo for $4,825 than a used car for the same price, or another new car for more money.

Yugo's biggest liability in doing that is the product itself — or more properly, according to the true Yugo believer, the product's reputation.

Hundreds of improvements have been made since the car was introduced in 1985. Steely eyed, unsentimental Yugo dealers with other franchises insist that the Yugo is "not a bad car — for the money."

"The car is now really good," Spiech insisted.

But the laughingstock reputation has outlasted many of the old Yugos.

Spiech was rumored to be leaving earlier this year. He said last week that Yugo was seeking a two- or three-year contract from its next

see YUGO, page 44

FTC seeks fleet subsidy info from NADA

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The Federal Trade Commission has been seeking information from the National Automobile Dealers Association on automakers' fleet subsidies and sales to daily rental fleets.

An NADA spokesman confirmed that the agency has made inquiries about program cars and fleet subsidies. But association officials declined to comment further except to characterize it as a "very preliminary investigation."

An FTC spokesman said only that the enforcement agency never confirms or denies ongoing investigations.

The FTC enforces more than 100 laws on pricing and trade regulations.

Matthew McKinnon, an instructor at the Detroit College of Law, suggested that the FTC could be looking into a potential violation of the Robinson-Patman Act, which forbids discriminatory pricing.

"It's a very complicated act that involves selling the same commmodity to customers at two different prices," McKinnon said when told about the FTC inquiry. "That could be what they are looking into."

For decades, manufacturers have offered discounts to big fleet purchasers — the "fleet subsidies" that NADA opposes.

Manufacturers sell vehicles to firms such as daily rental companies at prices lower than dealers can buy them.

The manufacturers argue that the prices are actually in parity because of retail and dealer incentives.

Still, dealers say manufacturers engage in two-tiered pricing and that franchised dealers should be able to purchase vehicles cheaper than anybody, including fleets.

It's an old feud. As far back as 1970, NADA asked manufacturers to halt fleet subsidies. Ford Motor Co. and General Motors agreed, starting with 1971 models, but Chrysler Corp. refused.

As a result, three Chrysler dealers sued in U.S. Distrcit Court. A federal judge ruled against them, and the U.S. Court of Appeals denied a request for an appeal.

In the mid-1980s, NADA sought federal legislation to halt the practice, but failed to get it passed.

Program vehicles are sold to daily rental companies then repurchased by the automakers at a prearranged price and sold to dealers for retail sale as used vehicles. The annual volume of program cars has grown to nearly 1.5 million.

INDEX

Auction dates	26	Late news	8
Classifieds	37-41	Legal briefs	30
Coming events	36	Letters	14
Dealing with dealers	28	Opinion	14
Incentive watch	46	Personnel	29
Insight	follows Page 24	Production	47
Keith Crain	12	Sales, 10 day	42

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Germany buoys European sales, prevents first quarter nosedive

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — New-car sales in Europe slumped 2.6 percent in the first quarter of 1991, with only the still-booming German market preventing a much steeper overall decline.

First-quarter sales dropped to 3,665,100 from 3,762,200 last year, according to industry estimates compiled by *Automotive News*.

But in Germany, the market rose 44.2 percent in the same period.

European sales fell 1.7 percent, to 1,323,700 in March, the eighth straight month of decline. But German sales surged 35.5 percent, to 424,100, according to preliminary estimates that also reflect sales in eastern Germany.

Without Germany, the Western European market would have declined 14 percent in the first quarter. German sales accounted for 29.4 percent of all cars sold in Western Europe, compared to 19.9 percent during first quarter 1990.

Part of the German surge is the result of continuing strong demand from the former East Germany, although those numbers were not isolated in the unofficial estimates. But the former West Germany is booming on its own. Although official three-month statistics are not yet available, registrations in western Germany in January and February rose 30 percent to 565,617.

But the news was gloomy in most other markets during the first quarter. Sales in the United Kingdom were down 21.5 percent; France declined 20.6 percent; Spain fell 22.8 percent, and Italy was off 1.9 percent.

Despite the slump, Volkswagen AG Chairman Carl Hahn said in an interview that he expects recessions in several major European economies to begin easing in the second half of the year.

"The automotive recession in some countries has been the result of government intervention in the market to bring down inflation," he said.

"Consequently, once the objective has been reached, you can also give some relief to the economy."

> "The automotive recession in some countries has been the result of government intervention in the market to bring down inflation."
>
> **Carl Hahn**
> Volkswagen

Hahn said the current European downturn has broken the normal cycle of a recession.

"Normally, a recession in a major economy lasts one year or less, but in England we have had a recession for more than a year, in Italy and France for half a year or so. So in the second half of this year, I think we will see the first signs of a turnaround — in Spain and England for sure and hopefully also in France and Italy."

In particular, Hahn cited strong economic growth rates in Spain, Europe's fifth-largest market, and prospects for additional momentum from the Olympics in 1992.

Some analysts expect the German market to slow considerably in the second half as higher gas and personal income taxes kick in. But Hahn said the German market will not slip into recession.

"We will miss one in Germany, and nobody will miss it," he said.

As for the overall European market in 1991, Hahn predicted "a little less than last year," when new-car sales totaled 13,382,000, just short of 1989's record of 13,400,800.

Volkswagen is riding the wave in Germany, where it has a commanding market share. It has been Western Europe's sales leader since the mid-1980s, and the group is pulling away from the field. Including the Volkswagen, Audi and Seat brands, the group held 16.4 percent of the market through the first quarter, compared with 14.4 percent for like 1990.

VW has widened its lead over second-place Fiat Group, which includes the Fiat, Lancia and Alfa Romeo brands. Fiat sales dipped 12.6 percent in the first three months and its European market share slipped to 14 percent from 15.6 percent in first quarter 1990.

Peugeot S.A., battered by the downturn in France, lost 1.2 percentage points of share and fell from third to fifth, with 11.6 percent of Europe's market.

Japan's volume in Europe rose 2 percent in the period to 400,800 units, a 10.9 percent share. But in Germany, Japan's penetration was 12 percent in the quarter from 15 percent for all of 1990.

"I don't judge that as anything," said Hahn. "It is just a matter of the length of their supply line. When suddenly the market exploded, they didn't have the cars."

EUROPEAN SALES

Manufacturer	3 months, 1991	1991 share	3 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	601,200	16.4	555,300	+ 8.3
Fiat Auto[1]	513,700	14.0	587,600	-12.6
Ford[2]	454,300	12.4	428,100	+ 6.1
(Jaguar)	4,100	0.1	6,200	-33.9)
General Motors[3]	451,200	12.3	421,000	+ 7.2
Peugeot S.A.[4]	425,900	11.6	493,600	-13.7
Renault	361,600	9.9	388,800	- 7.0
Mercedes-Benz	121,100	3.3	121,000	0.0
Rover	101,800	2.8	111,100	- 8.4
Nissan	103,600	2.8	97,100	+ 6.7
BMW	97,100	2.6	103,700	- 6.4
Toyota	88,200	2.4	86,600	+ 1.8
Mazda	71,700	2.0	70,700	+ 1.4
Volvo	57,100	1.6	71,500	-20.1
Mitsubishi	45,700	1.2	45,800	- 0.2
Honda	39,000	1.1	39,600	- 1.5
Lada	25,800	0.7	27,600	- 6.5
Suzuki	25,400	0.7	26,200	- 3.1
Saab	12,700	0.3	16,600	-23.5
Others	68,000	1.9	70,300	- 3.3
Total	**3,665,100**	**100.0**	**3,762,200**	**- 8.6**

1-Includes Alfa Romeo, Lancia
2-Includes Jaguar
3-Opel, Vauxhall, GM-U.S., Canada; Isuzu; not Saab
4-Peugeot, Citroen, Talbot

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	3 months, 1991	Pct. change vs. 1990
Germany	1,078,100	+44.2
Italy	739,800	- 1.9
France	514,500	-20.6
United Kingdom	457,300	-21.5
Spain	207,000	-22.8
Netherlands	166,800	- 6.2
Belgium-Luxembourg	141,100	-10.0
Switzerland	79,200	-17.2
Austria	77,500	- 2.2
Portugal	49,600	- 3.4
Sweden	43,000	-36.5
Finland	27,500	-37.9
Greece	26,800	+22.1
Ireland	22,700	-18.1
Denmark	21,300	- 8.6
Norway	12,900	-18.4
Total	**3,665,100**	**- 2.6**

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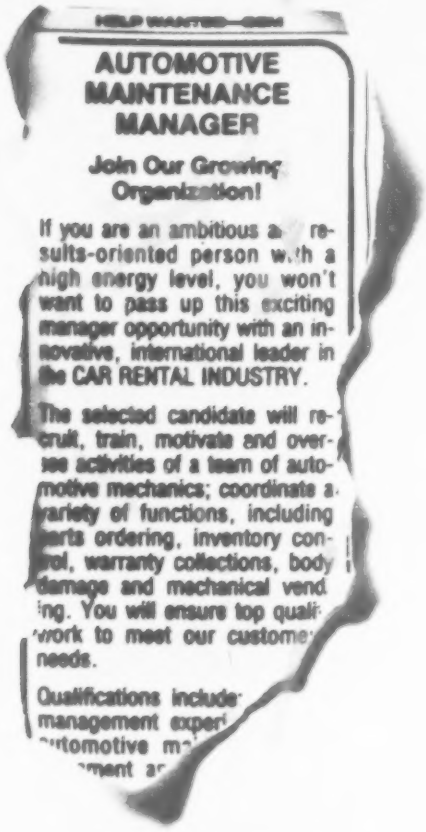
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New feature tracks key world market sales

By William R. Diem
ASSISTANT MANAGING EDITOR

With Germany buoying Europe and minicar sales rocketing in Japan, the U.S. automobile market alone was left to suffer agonizing losses for the first quarter of 1991.

A new feature of *Automotive News*, the monthly Global Tally, summarizes the world's three most important markets. But like all summaries, the bars on the graph conceal complex developments.

The 18.9 percent quarterly loss in the United States was spread across most car and light-truck segments and most companies. The economy was weak for months as 1990 ebbed, and the Persian Gulf war stopped retail buyers cold. If sales figures mask anything, it is the reliance of the Big 3 on fleet sales during the period. Sales to their semi-captive rental fleets proceeded at near normal rates, so the Big 3 loss of 20.6 percent during the quarter was caused entirely by an even sharper decline in retail buyers, estimated at 24 percent.

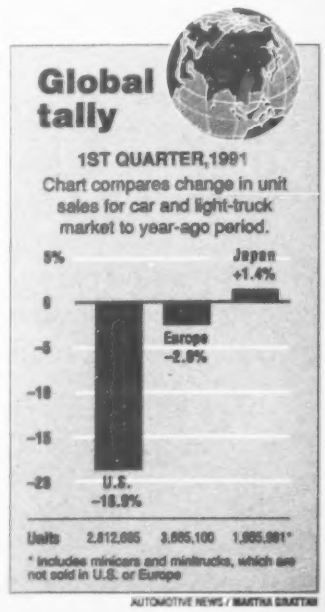
In Japan, a 7.5 percent loss in the primary car market during the quarter was more than overbalanced by a small gain in light trucks and a 26.2 percent rise in sales of minicars and minitrucks. Counting the minis, unit sales increased each month in the period.

Minicars and minitrucks are powered by engines under 600 cc — smaller than many motorcycles.

In Europe, a general collapse of car sales in all countries but Germany is masked by the success of the newly reunited country where 45 years of pent-up demand is beginning to be met (see above story).

The figures for Europe, based on industry estimates compiled by *Automotive News*, include only car sales because data on pickups and commercial vans are not always available from each of the 17 countries totaled.

Global Tally will appear monthly when figures from all three markets become available.



CONTENTS

JOE WILSSENS

Fleet managers are expected to lease or purchase more than 108,000 vehicles this year at a cost of $1.5 billion. Shown is McCullagh Leasing of Roseville, Mich.

FEATURES

Global Blueprint **6i**
The NAFA president sees challenges on the international front

Checks and Balances **10i**
This year's survey finds fleet purchases down, overall sizes steady

Warranty Tune Ups **14i**
With competition running hot, the Big 3 readjust service contracts

Cover photograph by Tim Fuller

DEPARTMENTS

Profile **20i**
Al Fleming **24i**
Jack Keebler **24i**

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INSIGHTS

OWNER EXPENSES CLIMB: The annual cost of owning and operating a new car is up 13 percent in 1991 compared to a 7.8-percent increase last year, according to the American Automobile Association. AAA says total ownership and operating expenses for a new car driven 15,000 miles will be $5,601 this year, up $647 over 1990. Motorists will pay an average 37.3 cents a mile to own and operate a 1991 car, 4.3 cents more than last year. Costs are based on a composite national average for operating three domestically built cars: Ford Escort LX, Ford Taurus L and Chevrolet Caprice. They were equipped with air conditioning, automatic transmissions, power steering, power disc brakes, AM/FM stereos, cruise control, tilt steering wheels, tinted glass and rear-window defoggers.

EPA NUMBERS DON'T MATCH: Examining EPA fuel-mileage estimates for various classifications of vehicles against those reported by automotive fleets, management consulting firm Runzheimer International of Rochester, Wis., finds that vehicles within several categories in various fleets come close to EPA figures — but most fall short. A survey of fleet managers shows that compact cars in business fleets, subcompacts in utility and government fleets, and compact pickup trucks in business fleets match the EPA estimates, but most vehicles do not. According to Runzheimer, EPA figures represent the type of mileage that can be expected from various models of vehicles only under controlled laboratory conditions.

CALIFORNIA DREAM OVER? For whatever reason — droughts, earthquakes, a slowing economy or all three — more people are moving out of California than in. The reverse migration is identified by Mayflower Transit Inc., a long-distance mover which says California led all states in total number of outbound moves in 1990. It was the third straight year in which California experienced more outbound than inbound moves, a trend Mayflower says has continued into 1991. California was the only one of the 11 Western states in the continental United States that had fewer inbound (44.3 percent) than outbound moves in 1990. Oregon had the best performance (62.1 percent) of its interstate activity inbound, followed by Washington (61.2 percent) and Arizona (58.2 percent).

TRUCK-STOP DRUG-ABUSE HELP: The way is paved for truck stops nationwide to provide the first toll-free drug abuse "Helpline." Set to begin in late spring, it will be part of Operation Roadblock, an anti-drug program of the American Truck Stop Foundation and the National Association of Truck Stop Operators supported financially by Bridgestone Tire of Nashville, Tenn., and AT&T. The toll-free phone service allows trucking and truck-stop employees to call for immediate counseling or advice on where they may get help anywhere in the United States.

DATA FLASH: NCR Corp. of Dayton, Ohio, is introducing a nationwide radio data information service that notifies field engineers of customer hotline service calls within 45 seconds. NCR has a $15 million deal with ARDIS of Lincolnsire, Ill., a radio data information service company covering 50 states. The service allows mobile workers connectivity with host computers or with peers on the network. NCR already uses ARDIS in a few large cities.

STUDENTS PREP FOR NATURAL GAS EVENT: Two dozen teams of engineering students from schools across the country will vie in a natural gas-powered vehicle competition in Norman, Okla., June 6-12. They will compete by converting 1991 GMC Sierra pickup trucks to run on natural gas instead of gasoline, with emphasis on improving engine performance and fuel economy while reducing emissions. Scoring will be based on emissions, city and highway fuel economy, cold starting, noise and a dead-weight pull event. Awards will total $21,000. Sponsors include General Motors, SAE, the U.S. Department of Energy, the State of Oklahoma, and Energy, Mines and Resources-Canada.

VW CREDIT SCAN: V-Crest Systems Inc. of Warren, Mich., a member of Volkswagen Group, this month is introducing SCAN (Satellite Credit Card/Check Acceptance Network), a service which allows dealerships to use their satellite dishes for fast credit card and check authorizations. CNET Card Acceptance Services, a division of National Data Corp., is the payment system supplier for the network. SCAN is part of a satellite alliance formed last October by V-Crest and Scientific-Atlanta, supplier of satellite communication systems. The network supports more than 1,000 VW, Audi and Porsche dealerships.

A service which allows Volkswagen dealerships to use their satellite dishes for fast credit card and check authorizations debuts this month.

JOE WILSSENS

Lutz calls the program car problem "a monster that was let out of the box."

LUTZ DECRIES PROGRAM CARS

Chrysler Corp. doesn't plan to follow Ford Motor Co. into the used car business.

As Ford prepares to open dealerships selling only used rental cars this spring, Chrysler is seeking its own solution to the glut of program cars on the market.

"I think it's noble that Ford would try something different to get this problem handled," says Chrysler President Robert Lutz. "But I don't see how that's going to do it, because at the end of the day, you still have that number of almost-new units out there competing with your real new units."

Lutz calls the "program car conundrum" one of the automotive industry's worst nightmares. "It's a monster that was let out of the box," he says. "We have now trained a substantial number of our dealers to buy cars at auction and sell almost-new cars."

Says Lutz: "I jokingly refer to these daily rental units as a sort of mobile sales bank that has gotten registered. They're out there. They're registered. They come back at auction. Dealers buy them for thousands of dollars below our wholesale and sell them as almost new.

"A lot of these vehicles are substitutional for cars that dealers otherwise would have ordered from us at full wholesale price," he says. "It's a big, big unresolved problem," he adds.

Ford is promoting rental-car-only lots as a way to deplete the huge number of program cars that have flooded its inventory since automakers began turning cars over quickly by selling them to daily-rental companies.

Lutz says Chrysler is seeking a way to get out from under program cars without taking a huge one-time market-share loss.

"I don't know what the solution is right now, but I know we've got to have one.

"We've got to get this thing back into some reasonable proportion of our total passenger-car sales. The dilemma is how to get off this thing without taking a one-time, three- or four-month, devastating hit in market share."

The $30,200 "cab for everyone" uses the powertrain, running gear and front end of the C/K pickup.

TAXI FOR DISABLED IS HAILED

A design firm in St.-Laurent, Quebec, has built and put into service a taxi cab said to meet requirements of the physically disabled without compromising regular customer operation.

Vehicles designed for wheelchair access often are too cumbersome, too large, too costly and don't fit into service patterns of cab fleets. Nonetheless, it is expected municipalities soon will begin requiring cab companies to maintain at least some accessible units. Boston, for example, already has mandated that 5 percent of cab fleets in the city be so equipped.

A $30,200 "cab for everyone" was designed and built by GSM Design Ltd.'s GSM Production for GSM Taxi. It uses the powertrain, running gear and front end of General Motors' C/K pickup truck.

It is fitted with a waist-high, wrap-around bumper system aimed at minimizing costly cosmetic damage, said Morley Smith, president of GSM Design.

The taxi was designed originally for New York to replace cabs built by Checker Motor Corp. of Kalamazoo, Mich, but was redesigned to improve access by able, semi-able and wheelchair passengers.

"We've sold one vehicle to the Montreal Urban Transit Commission. It's leased to a private company and is operating profitably in 24-hour service," Smith said.

"My senior partner always wanted to build a sports car, and I'm a hot rodder at heart, but we wound up doing the taxi cab," Smith said.

"We think the cab is the forgotten link in the transportation chain."

OHIO-MADE SWITCHES FOR 1991 ACCORD BOUND FOR JAPAN

United Technologies Corp. is shipping power door-lock switches made in Zanesville, Ohio, to Sayama, Japan, at the rate of about 6,000 per month for installation in the 1991 Honda Accord.

United Technologies Automotive also sells about 60,000 of the switches a month to Honda for use in Accords and Civics built at Honda's Marysville, Ohio, assembly plant.

United Technologies said this is its first direct export to Japan.

Rockwell International's Plastic Products Division in Troy, Mich., is sending around 5,000 bumpers a month to Honda in Japan, also for the Accord.

But Rockwell's business is a temporary fill-in for a bumper maker there who has a capacity shortfall.

The plastic bumpers are made in Rockwell's plant in Lenoir, N.C.

INTEGRATED MANUFACTURING GETS GROUP FOCUS

The Society of Manufacturing Engineers in Dearborn, Mich., is launching a Networking and Communications in Manufacturing Group which will focus on integrated manufacturing.

"The group will have a far-reaching impact on manufacturing competitiveness in the global marketplace," says James F. Barcus Jr., SME president.

"The need to be globally connected will escalate in the coming decade, and networking and communications can facilitate that connection."

WAIT UNTIL NEXT YEAR FOR NEW-CAR GROWTH

After buoyant growth to 27.6 million units in 1989, total new-car sales in the United States, Western Europe and Japan faltered in 1990 to 27.2 million and are expected to slip further, to 26 million in 1991.

According to *World Car Forecasts — The Outlook for Sales, Production and Vehicles in Use to 1996*, published by The Economist Intelligence Unit in London, a slight improvement is forecast for 1992.

This improvement will continue to 1994, when the market is expected to peak at 30.7 million units, before dropping back to just under 30 million in 1996.

Short term, the report predicts:

- A bleak 1991 for car sales in the majority of West European markets.
- Further decline for the United States market.
- A Japanese market on the brink of sharp contraction.

Joseph DiMario, a PPG Industries scientist, checks test preforms.

RECYCLABILITY RISES FOR COMPOSITES

The automotive market is contributing to a down year for the fiberglass reinforced plastics industry.

"The current recession and loss of consumer confidence has hurt many of the industries that rely on composites, especially construction, transportation and marine," says Patrick F. Moore, vice president of reinforcement materials for Owens-Corning Fiberglas Corp. "We expect this cyclical slowdown to continue through most of 1991."

The forecast calls for a 4 percent drop in sales to the automotive market, following slight growth of 3 percent in 1990.

But the news isn't all bad. Composites grew at an average annual rate of 5 percent during the 1980s. And William Holtzclaw, chairman of the Society of the Plastics Industry Inc.'s Composites Institute in New York, says implementation of tougher clean air regulations will mean more use of pollution-control equipment.

Meantime, the SMC (sheet molding compound) Automotive Alliance, an industry consortium, is making headway in creating practical applications for recycled sheet molding compound materials and in developing recyclable composites.

A recent study reports that recycled sheet molding compound "is a valuable raw material that contributes to the physical properties and can be used in the design and production of new composite parts."

Typical applications for recycled sheet molding compound could be non-appearance auto parts such as interior body panels or computer housings.

"The composite could have the same strength as it did before recycling, but wouldn't have the same surface quality," says Dr. W. David Graham, researcher at the Owens-Corning technical center in Granville, Ohio.

Recycling sheet-molded compound in this manner is said to offer several benefits to the composites industry:

- All of the compound is reused, completely removing it from the waste stream.
- Off-the-shelf equipment, formulation techniques and molding technologies can be used.
- Investment needed to recycle is manageable, even for a modestly sized molder.

But several issues still need to be addressed before recycling can become available, according to the study.

Passenger car production

x 000

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996
Western Europe	12,517	13,031	13,828	13,751	13,652	13,541	13,699	13,994	14,659	15,212
United States ...	7,085	7,110	6,823	6,001	5,907	6,346	6,969	7,315	7,118	6,667
Japan	7,891	8,198	9,052	9,816	9,511	9,278	9,824	10,674	10,680	10,246
Total	**27,493**	**28,340**	**29,703**	**29,567**	**29,070**	**29,165**	**30,492**	**31,984**	**32,458**	**32,125**

SOURCE: The Economist Intelligence Unit

Expected average cost of a single 1991 vehicle

Average for all fleets	Car	Van	Light-duty trucks
United States	$12,731	$14,547	$14,094

All Fleets	Car	Van	Light-duty truck
Banking/finance	11,194	13,863	16,250
Chemical / petroleum	13,945	15,170	13,824
Consumer marketing	13,150	14,045	13,033
Communications	10,680	14,575	15,333
Drugs and cosmetics	13,381	14,621	15,311
Electronics	12,825	11,410	13,000
Food and beverage	12,656	14,708	11,598
Gov't/law enforcement	11,845	13,981	13,893
Industrial manufacturing	13,606	14,985	15,538
Insurance	12,140	15,611	14,571
Public utility	11,462	13,366	13,135
Service organization	13,162	14,180	17,237
Other	13,148	15,347	14,914

Source: National Association of Fleet Administraters survey

AUTOMOTIVE NEWS / MARTHA GRATTAN

Balancing Act

Overall fleet sizes won't change despite a drop in fleet purchases according to NAFA's 1991 survey

By: Charles M. Thomas

All fleet managers face the same fear every working day: that a memo from the head office will appear in their mailbox saying the company will stop providing vehicles to employees and instead will reimburse employees for the use of their own vehicles.

Such a shift in policy would of course eliminate the need for fleet managers.

But a new survey by the National Association of Fleet Administrators concludes those kinds of memos are unlikely. Members responding to the survey believe their companies will continue to provide vehicles to sales and service employees and executives rather than to reimburse them for the use of their personal vehicles.

"Compared to results of the 1990 survey, this year's fleet vehicle purchases are down," says David P. Lefever, NAFA's executive director.

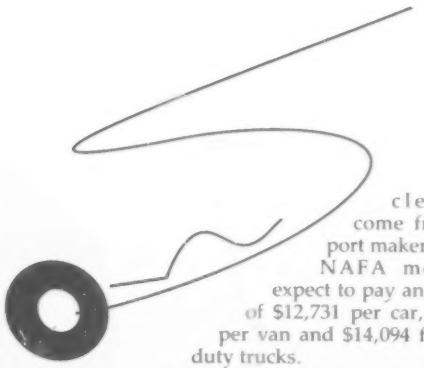
But he adds: "Overall fleet sizes, however, will not change significantly."

According to the survey, 57 percent of respondents plan no substantial changes in their fleet operations. While 14 percent of responding members plan to decrease the number of vehicles in their company fleets, 13 percent say they will increase the number of fleet vehicles. The remaining 15 percent declined to reveal their plans.

NAFA membership consists of more than 2,000 fleet managers in the United States and Canada. They are responsible for approximately 2.7 million vehicles.

Fleets are expected to purchase or lease more than 108,000 vehicles this year at a cost of $1.5 billion.

Members will purchase 38.6 percent of the vehicles from Ford Motor Co., 35.3 percent of the vehicles from General Motors, 23.4 percent from Chrysler Corp. A scant 2.7 percent of the vehicles will come from import makers.



NAFA members expect to pay an average of $12,731 per car, $14,547 per van and $14,094 for light-duty trucks.

Their main reasons for selecting vehicles focus on cost, job suitability, economy of operation, repair record and service record. Lower on the list are image and prestige, and driver preference. Safety and resale value are also concerns.

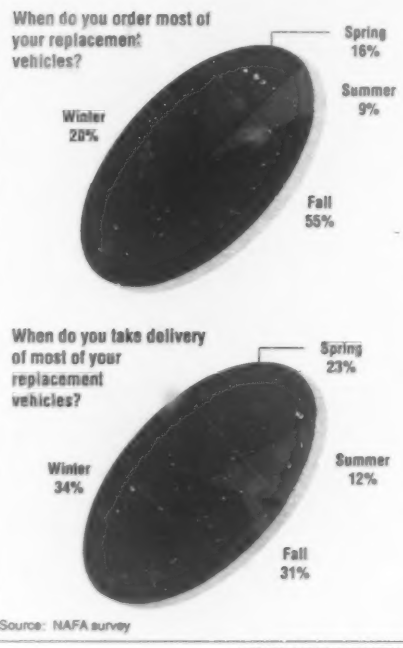
More than half of the respondents said manufacturer option packages have affected their choice of vehicles, with 70 percent choosing the same vehicles as in the past, but with more options at higher costs.

The fleet trend is toward driving more miles and holding onto vehicles for more months before turning them over.

According to NAFA, the average fleet vehicle is driven 2,057 miles each month, with personal use accounting for 339 miles or 16 percent.

Personal use of a company vehicle is allowed by 83 percent of the respondents. □

Fleet orders and deliveries



Source: NAFA survey

AUTOMOTIVE NEWS / CHARLOTTE WINTER

OPTIONS THAT RANK HIGH WITH FLEET MANAGERS

Heading the list of options selected by fleet managers for fleet vehicles are air conditioning, automatic transmission, dual side mirrors, tinted glass and, for all but subcompact vehicles, all-season tires.

Other favorite options include:

- Subcompacts: floor mats, power brakes, power steering, four-cylinder engines.
- Compact cars: AM/FM stereos, power brakes, power steering, pulse wipers, rear defrosters and four-cylinder engines.
- Mid-sized cars: cruise control, floor mats, power brakes, power steering, pulse wipers, rear defrosters, six-cylinder engines.
- Full-sized cars: cruise control, floor mats, power brakes and steering, pulse wipers, rear defrosters, tilt wheels, six-cylinder engines.
- Luxury cars: AM/FM cassette stereos, cruise control, digital clocks, power brakes, power locks, power seats, power steering, power windows, pulse wipers, rear defrosters, split front seats, tilt wheels, fuel-injected six-cylinder engines.
- Minivans: power brakes, power steering, six-cylinder engines.
- Full-sized vans: power brakes, power steering, six-cylinder engines.
- Light-duty trucks: power brakes, power steering, six-cylinder engines.

— Charles M. Thomas

HONDA

FROM PAGE 1

ren, U.S. undersecretary of commerce for international trade, warned Japanese carmakers that trade with the United States could be damaged unless they rapidly increase their purchases of U.S.-made parts.

Honda has involved U.S. suppliers in various stages of its car development, including the U.S.-engineered adaptation of the 1990 Accord into a station wagon last year. But this marks the first time it has invited them to participate in the complete development of a new product developed in Japan.

Honda didn't identify the 43 suppliers. But a company spokesman said they include Japanese firms with North American manufacturing operations and U.S.-Japanese joint ventures.

Honda's move came just a week after the conference in Chicago between Japanese carmakers and U.S. suppliers. At that meeting, U.S. trade officials warned of political repercussions if the Japanese industry doesn't increase its imports of North American componentry.

Many U.S. suppliers have been stumped in their efforts to sell to Japan's carmakers because the Japanese system requires suppliers to participate in the earliest stages of a car's development. U.S. suppliers complain that Japanese suppliers have more access to carmakers there and are favored for the early stages of work.

"Yes, it's partly because of the political pressure," Nelson said. "The plan to do this was always there, but obviously it's now being pushed ahead."

He said that incorporating U.S. suppliers into the design stage has been inhibited by limited resources in Honda's North American product development operations. Honda plans to expand its operations at Honda Research and Development of North America Inc. in Marysville from 300 people to 600 by 1992.

"Quite simply, we haven't had enough product development capability in the past to cope with all of the components that you want to sell us," he said last week to Canadian and U.S. suppliers at the annual meeting of the Automotive Parts Manufacturing Association of Canada.

Honda invited the 43 suppliers to meet with its North American research and development group two weeks ago in Marysville to discuss details of the project.

With "simultaneous design," a vehicle and its components are developed at the same time — a procedure that requires carmakers to select suppliers early in the development process, before parts specifications are determined.

The Honda spokesman said other North American supplier firms will be added to the list, but that some of the original 43 may drop out.

Auto parts are the largest piece of the United States' $41-billion trade deficit with Japan, accounting for about $10.5 billion a year.

Honda has been one of the most aggressive Japanese carmakers in sourcing North American components. Last year, its Ohio-built Accord became the first U.S.-assembled Japanese brand car to reach the level of 75 percent domestic. Its 1992-model Civic, also built in Ohio, should reach the 75 percent level later this year.

Nelson said Honda now spends $2.88 billion a year to purchase parts from 237 suppliers in the United States. Roughly half of those suppliers are Japanese-based companies in the United States or joint ventures with Japanese companies. He said Honda spends another $300 million with suppliers in Canada.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Apr. 11-20 1991	Apr. 11-20 1990
ACURA (imp. car)	3,850	3,832
ALFA ROMEO imp. car)*	102	80
ASTON MARTIN (imp. car)*	2	2
AUDI (imp. car)*	258	677
BMW (imp. car)*	1,402	1,631
Domestic car*	3,216	4,362
Imported car*	94	133
Domestic truck*	18	72
Chrysler Division*	3,328	4,567
Domestic car*	7,499	7,423
Imported car*	893	527
Domestic truck*	12,365	12,079
Imported truck*	114	452
Dodge*	20,871	20,481
Domestic car*	1,514	891
Imported car*	185	465
Eagle*	1,699	1,356
Jeep* (dom. truck)	3,468	4,006
Domestic car*	4,971	6,016
Imported car*	338	522
Domestic truck*	4,549	4,236
Plymouth*	9,858	10,774
Domestic car*	17,200	18,692
Imported car*	1,509	1,646
Domestic truck*	20,400	20,393
Imported truck*	114	452
CHRYSLER CORP.*	39,223	41,183
Imported car*	161	366
Imported truck*	80	145
DAIHATSU*	241	511
FERRARI (imp. car)*	24	24
Domestic car	25,857	40,375
Imported car	1,239	1,582
Domestic truck	35,419	40,522
Ford Division	62,515	82,479
Lincoln (dom. car)	4,251	7,290
Domestic car	9,494	10,203
Imported car	1,601	416
Mercury	11,095	10,619
Domestic car	39,602	57,868
Imported car	2,840	1,998
Domestic truck	35,419	40,522
FORD	77,861	100,388
Buick (dom. car)	15,772	17,008
Cadillac (dom. car)	4,791	5,618
Domestic car	30,907	37,081
Imported car	3,467	4,544
Domestic truck	39,880	47,443
Imported truck	3	28
Chevrolet	74,257	89,096
Domestic car	11,942	13,116
Domestic truck	673	752
Oldsmobile	12,615	13,868
Domestic car	12,293	16,898
Imported car	954	965
Domestic truck	576	1,049
Pontiac	13,823	18,912
Saturn (dom. car)	1,385	0
Domestic car	77,090	89,721
Imported car	4,421	5,509
Domestic truck	41,129	49,244
Imported truck	3	28
GENERAL MOTORS	122,643	144,502
Domestic car	11,544	12,084
Imported car	4,802	6,146
HONDA	16,346	18,230
HYUNDAI (imp. car)*†	3,602	3,594
INFINITI (imp. car)*	717	465
Imported car*	224	121
Domestic truck	1,132	255
Imported truck*	2,919	3,481
ISUZU*	4,275	3,857
JAGUAR (imp. car)*	311	524
LAMBORGHINI (imp. car)*	4	4
LEXUS (imp. car)	1,597	1,691
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	3,052	571
Imported car*	4,496	4,650
Domestic truck	228	0
Imported truck*	3,028	2,991
MAZDA*	10,804	8,213
MERCEDES-BENZ (imp. car)*	1,570	2,067
Domestic car	2,349	1,143
Imported car*	1,931	2,660
Imported truck*	469	1,093
MITSUBISHI*	4,749	4,896
Domestic car	3,784	2,323
Imported car*	5,783	9,783
Domestic truck	3,599	4,195
Imported truck*	4,355	6,065
NISSAN*	17,522	22,366
PEUGEOT (imp. car)*	104	144
PORSCHE (imp. car)*	160	282
RANGE ROVER (imp. car)*	96	108
ROLLS-BENTLEY (imp. car)*	30	30
SAAB (imp. car)*	1,126	683
STERLING (imp. car)*	72	122
Domestic car	1,007	100
Imported car*	2,055	3,304
SUBARU*	3,062	3,404
Domestic car	37	0
Imported car	107	143
Domestic truck	182	0
Imported truck	334	480
SUZUKI	660	620
Domestic car	7,165	9,280
Imported car	9,573	10,008
Imported truck	7,177	7,732
TOYOTA	23,915	27,020
Imported car*	2,457	3,910
Imported truck*	137	198
VOLKSWAGEN*	2,594	4,107
VOLVO (car)*†	2,207	2,180
YUGO (imp. car)*	44	171
Domestic car	162,830	191,782
Imported car	57,554	68,458
TOTAL CAR	220,384	260,240
Domestic truck	102,089	114,609
Imported truck	18,712	22,774
TOTAL TRUCK	120,801	137,383
TOTAL CAR & TRK.	341,185	397,622

*Estimated †Breakdown of North American built and imported car sales not available
There were 9 selling days in the period this year and 9 last year. See story on Page 4.

HYUNDAI

FROM PAGE 3

and interior, Chon noted.

The company also is continuing to talk with Chrysler Corp. about the possibility of supplying the U.S. automaker with the upcoming Y3, the successor to the Sonata, he disclosed. An earlier accord to supply Chrysler with 30,000 Sonatas a year from the Hyundai plant in Bromont, Quebec, fell through when Chrysler backed out.

To pick up the slack caused by the drop in U.S. car sales, Hyundai is making an aggressive push into the European market, including Eastern Europe and the Soviet Union, Chon said.

> "If the domestic market wasn't so strong last year, we'd all be bankrupt."
>
> **Chon Song-Won**
> Hyundai president

"We didn't have enough capacity to serve the European market for the last four years," he noted. "Now, we're expanding to Europe."

While the Soviet market holds out great promise, Chon believes "it's too early to say anything."

With the drastic slump in exports, Chon says he has been grateful for the sales boom in the Korean market, which has been expanding at rates of 25 to 40 percent a year for the past three years.

"If the domestic market wasn't so strong last year, we'd all be bankrupt," he quipped. "We were lucky to switch so smoothly from exports to domestic sales."

A slip in Hyundai's home-market share, from nearly 59 percent in 1989 to 53 percent last year, is no cause for concern, he said.

"It is an expanding market, and we lost 30 days of production because of labor troubles," he said. "We are still in our normal band, 50 to 55 percent of the market."

One of the keys to Hyundai's long-term success will be the elimination of the antagonistic feelings that have tainted management-labor relations, he said.

"Labor management relations in Korea are still at the infant stage," he said. "Unions are just three to four years old. In the first year, it was really very difficult. They were all shouting at the table. Now they're talking," he explained.

Last week competitor Daewoo Motor Co. continued to lock out 12,000 striking workers at its Pupyong assembly plant. The workers struck after a union leader was arrested to be questioned about work stoppages and slowdowns.

The Japanese auto industry suffered through similar growing pains in the early 1950s, he observed. It was fortunate enough to escape major havoc.

According to Chon, the Korean industry has been less fortunate. Just as it was attaining a significant scale, it was hit overseas by an export slump and the ascent of Japanese transplants while, at home, labor-management problems began to flare as a result of Korea's democratization in 1987.

"We say repeatedly: 'Ten years ago, there was a hungry spirit. Now, no hungry spirit.' We say to our workers, 'You must work hard to enjoy life, otherwise this country will become like Latin America, a basket case,' " he concluded.

Gelgota quits VW marketing job

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

William A. Gelgota Jr., who helped launch Volkswagen's *fahrvergnugen* advertising campaign, resigned April 11 as director of marketing for Volkswagen United States Inc.

Gelgota: It felt like the right time to move on

Gelgota, reached at his metropolitan Detroit home, said he left VW because he wants to spend more time with his family and to pursue other interests.

He said that after conversations with William J. Young, president and chief executive officer of Volkswagen of America, and John Kerr, president of VW North American Operations, his resignation "works out for the best."

"It was a good six years; it just felt like the right time" to move on, he said.

Gelgota said he is "keeping all options open" from a career standpoint and in the immediate future will spend time with his wife and two young sons.

Young was out of town and could not be reached for comment. Donna Boland, a VW spokeswoman, said no replacement for Gelgota has been named.

Ron Dusenberry, VW advertising manager, is overseeing the day-to-day work of the department, she said.

The *fahrvergnugen* campaign, which began Feb. 1, 1990, has heightened awareness for the German manufacturer but has done little to generate sales.

Gelgota said the campaign is still evolving and the next phase will talk more about the product.

Volkswagen sales were down 24 percent for the first quarter of 1991.

Gelgota joined VW in 1985 as manager of advertising and was named marketing director April 1, 1989.

Prior to joining Volkswagen, Gelgota was vice president and management supervisor at the J. Walter Thompson advertising agency in Detroit where he worked on the Ford Division and the Ford North American Automotive Operations accounts.

Gelgota also worked at Lintas:Campbell-Ewald Co. in Warren, Mich., where he served in the agency's merchandising and field-dealer advertising departments for the Chevrolet account.

FIREHAWK

FROM PAGE 3

has already received 20 orders. Production starts in July with a maximum build rate of five Firehawks per week.

SLP, which stands for Street Legal Performance, modifies stock Firebirds to provide enormous horsepower and torque gains with custom-made parts and parts from GM's Performance Parts Catalog.

At present the most powerful Firebird delivers 240 hp. And its 350-cubic-inch V-8 is available only with a four-speed automatic. The Firehawk's 350 V-8 makes 350 hp at 5,500 rpm and generates 390 pounds-feet of torque at 4,400 rpm.

Some of the important changes are a beefed-up engine block with four-bolt main bearing caps, a steel crankshaft, forged connecting rods, "light-weight" pistons, modified Corvette cast-aluminum cylinder heads, a high-flow intake manifold, a special high-performance brake system, stiffer suspension bushings, a stronger driveshaft and rear axle, a high-flow stainless steel exhaust system and the Corvette's ZF six-speed gearbox.

For customers not satisfied with the "base" Firebird Firehawk, there's an optional "competition package." It includes an aluminum replacement hood, Recaro driver's seat with factory upholstery and five-point seat-belt system, a six-point padded roll bar and rear-seat deletion. And because what goes fast must also slow down, SLP fits four-piston Brembo brake calipers with vented and cross-drilled rotors. These are the same ultra-high-performance brakes used on many Indy-style race cars and the exotic Ferrari F40.

Sundance, Shadow gain first-time-buyer bucks

Chrysler Corp. announced a $500 first-time buyer incentive on some 1990 and 1991 Plymouth Sundance/Dodge Shadow models. The payment can be added to other national consumer incentives. Included are 1991 Sundance America/Shadow America, 1991 Shadow convertible and 1990 and 1991 Highline models.

National Sundance/Shadow consumer incentives are: 1991 Highline, $500; 1991 Shadow convertible, $1,000, and 1990 Highline, $700.

Chrysler describes a "first-time" buyer as a person who has never purchased or leased a new car from any manufacturer.

The first-time buyer program is in lieu of Chrysler's college graduate, military graduate, Advantage Gold Key Leasing, employee purchase or direct-mail certificate incentive offers.

Toyota Motor Sales U.S.A. is paying rebates to dealers based on performance against quotas. The payments, which include 1989 models as well as 1990s and 1991s, are $200 to $1,200 on Camry, Corolla, Celica and pickup trucks.

The program will expire on June 3.

— **Arlena Sawyers**

INCENTIVE WATCH

CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Rebates expire June 30, 1991 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 Trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700,1000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.

Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS

All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire May 5 on 1990 models, July 7 on 1991 models.

Buick (1990)	$250-2,000
Cadillac Brougham ('91)	$1,500
1990 models	$1,200
Chevrolet (1990-91)	$300-1,000
Trucks (1990-91)	$500-1,000
GMC (1990)	$500-1,000
Suburban (1991)*	$1,000
Other 1991	$500-1,000
Oldsmobile (1990-91)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

MAZDA (expires May 2)

626, MX-6 (1991)	$1,500

SUBARU (expires May 2)

Justy ECVT (1990-91)	$500
Loyale (1991)	$500

TOYOTA (1991, expires Oct. 1)

Celica GT, 4Runner	$800 discount on options

INCENTIVE WATCH

DEALER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette (1990-91)	$2,000

HONDA (expires April 30)

Accord (1991)	$500

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

MITSUBISHi (1990-91, expires April 30)

Cars, pickups	$300-1,300, quota
Montero	$1,500-2,000, based on sales

NISSAN (expires May 2)

Sentra (1991)	$0-700, quota
Stanza (1990-91)	$0-1,500, quota
Pickups (1990-91)	$400-1,200, quota
Pathfinder (1991)	$1,500, quota
Pathfinder (1990)	$1,500

PEUGEOT (1990, no expiration date) $2,000

SUBARU (expires May 2)

XT (1990-91)	$2,000
Legacy (1991)*	$500-1,700
Loyale (1990)	$800-1,500

*$1,000 extra on 1990 Legacys

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

TOYOTA (expires June 3)

All rebates are based on performance against quota

Corolla (1989-91)	$200-1,000
Camry (1989-91)	$200-1,000
Celica (1989-91)	$300-1,200
4x2 pickups (1989-91)	$300-1,100
4x4 pickups (1989-91)	$200-1,000

VOLKSWAGEN (1990, no expiration date)

Cars	$500-1,500

Would-be Alfa dealers win $2.4 million

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

VAN NUYS, Calif. — A Southern California jury last week found the former Alfa Romeo Inc. guilty of reneging on a contract involving two used-car dealers who had signed a letter of intent to open an Alfa dealership.

The company now is called Alfa Romeo Distributors of North America Inc.

The dealers were awarded $2.4 million, including $1.5 million in punitive damages. The jury found that such a document from a manufacturer or distributor is a binding contract.

Jim Moors, an attorney in the legal department of the National Automobile Dealers Association, said contract rules vary from state. "A letter of intent could very well be considered a contract depending on what the parties agreed to," he said. "If they agreed to the awarding of a franchise and a dealer started to build facilities and make other arrangements to open a dealership, grounds could exist for the court to find that the letter of intent is a binding contract."

The plaintiffs, Carl Loizzi and William Marano, filed suit in February 1986. According to their attorney, Leonard Comden, the pair planned to open a facility based on the letter of intent they had received from a district manager. But then they received a "Dear John" letter from Alfa Romeo saying that the company was not going to honor the letter of intent.

Loizzi and Marano were converting one of their used-car facilities to an Alfa Romeo store. Comden said his clients were working with a "list of about 10 to 12 things that Alfa had asked them to do to the facility" to get it up to specification.

When Alfa Romeo decided to go with another dealer in the area, Comden said, his clients were simply told their facility was too small. "That was not one of the points in the letter of intent," he said, so it caught them by surprise.

Comden said Alfa Romeo gave the franchise to a Volkswagen dealer in the area, La Torre Volkswagen-Alfa. Since then, La Torre has parted with Alfa Romeo.

Loizzi and Marano claimed they were led to believe that the letter of intent was a contract. They said Alfa and its regional managers misrepresented their intentions in regard to awarding the franchise.

Comden said Alfa Romeo claimed the letter could not have been a contract because it was signed by a regional representative, not an officer of the company. Comden said his side presented evidence showing that in similar instances, Alfa Romeo honored a district manager's signature.

The jury awarded compensatory and punitive damages for breach of oral and written contract, fraud and conspiracy to defraud, bad faith denial of contract (the standard that opened the door for punitive damages) and infliction of distress.

Ed Siegler, attorney for Alfa Romeo, declined to comment on specifics of the case. He said his clients have "not yet cleared a position statement," about the verdict. Siegler said an appeal is "under consideration."

Venture to sell steel crankshafts to Big 3

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

International Crankshaft Inc., a new joint venture between Japan's Sumitomo Metal Industries Ltd. and Masco Industries Inc. of Taylor, Mich., will begin producing forged-steel crankshafts in the United States next year.

The plant signals a new level of high-tech component production in the United States based on Japanese technology. Most U.S.-made cars contain cast-iron crankshafts. The stronger and lighter steel components are in increasing use among Japanese carmakers.

The venture's $40-million plant in Georgetown, Ky., will begin production in April 1992 and will build up to 800,000 a year. Plans call for selling to some Japanese carmakers with U.S. engine assembly operations, and to the Big 3.

Until now, most Japanese transplant carmakers have installed engines assembled in Japan. Both Nissan Motor Manufacturing Corp. U.S.A. and Toyota Motor Manufacturing U.S.A. Inc. are increasing the domestic component level of their U.S.-installed engines. Other transplants may do the same.

"Chrysler, Ford and General Motors are already using steel in some trucks, and they are looking at steel for automotive applications now," said Daniel Condon, vice president of the venture. "The trend in Japan is away from iron to steel crankshafts. Everybody seems to believe the Big 3 will follow the Japanese trend."

International Crankshaft plans to supply Toyota's engine plant in Georgetown. The operation will produce up to 800,000 crankshafts annually, with commercial production scheduled to start next April.

The venture also is planning to target Nissan, which assembles engines in Smryna, Tenn., and is constructing a $500-million engine plant in Decherd, Tenn.

International Crankshaft is 19.9-percent owned by Masco and 80.1-percent owned by Sumitomo.

CONGRESS

FROM PAGE 1

for retaliation against Japan and more protection from Congress. But the stage for persuading Congress to wage a trade war was set almost immediately after the delegation landed last Thursday and was whisked off to visit with top UAW leaders and Chrysler Corp.

Chrysler Chairman Lee Iacocca said the Big 3 will lose $4.2 billion during the first quarter of 1991, significantly more than the $3 billion Wall Street had anticipated.

Iacocca also outlined an eight-point trade program for Congress that included the plea for cutting Japanese imports by 500,000 this year.

"We were told we have to do our job," said Marcy Kaptur, D-Ohio, and co-chairman of the Congressional Competitiveness Caucus. The group planned the trip a year ago, before the current recession.

Iacocca's pleas were similar to those swiftly rebuffed by the Bush cabinet and the president himself last month. But members of the delegation were more sympathetic than the White House, and several said they were stunned to hear Detroit say that Japanese transplants not only pay little, if any, taxes but also control nearly 37 percent of the market in the United States.

While Washington is in the midst of debating increases in the corporate average fuel economy standard, the issue was not stressed during the two-day visit, Kaptur said.

At two of the companies, the issue came up only because members asked executives how they felt about a 40-mpg standard, she said.

At the the UAW, the legislators heard a a 20-minute presentation from UAW President Owen Bieber, who urged rejection of the proposed free-trade agreement between the United States and Mexico, pleading it would lead to a loss in jobs. The union's stand was news to some congressmen, including Joe Barton, a Republican from bordering Texas. "I thought the union supports 'fast-track' approval of Mexico," said Barton, referring to the Bush administration's desire to expedite the deal with minimal debate.

From there, the congressmen took a bus tour of the Chrysler plant on Jefferson Avenue, where a new plant will open next year to replace a torn-down facility.

Chrysler unveiled 10 cars that it will introduce from 1992 to 1996 and then unleashed Iacocca; Robert Lutz, Chrysler president, and Robert Miller, chief financial officer.

On Friday, the 40 congressmen went to a Ford test site and witnessed the crash of a Taurus equipped with an air bag in the standard 30-mph crash all cars must pass to be certified. Veteran racer Jackie Stewart took the less faint-of-heart around the test track in a stock SHO Taurus.

The tour of the Cadillac Detroit-Hamtramck plant took more than 1.5 hours. The tour caused former Detroiter, Rep. Barbara Rose Cardiss Collins, to ask, 'What happened to this plant?"

She lamented the plant could run on two shifts but only one was running and on reduced hours, a reality that sharply contrasted with her childhood memories of Detroit as the busy hub of a prospering automotive industry.

Rep. James Scheuer, D-N.Y., even suggested Congress take a "fresh look" at the anti-trust laws that were drafted to keep U.S. companies from colluding and conspiring with each other to see whether provisions can be made to allow U.S. companies to work with each other to compete against European and Japanese companies.

At the final press conference, attended only by eight Congressmen, members' comments were spiced with "I'm sorry 535 of us weren't here," from Rep. Ralph Regula, R-Ohio, to "there will be an important ripple effect from our visit," by Rep. John Conyers, D-Mich.

Would the industry recover if the government gives it what it wants?

No, said Rep. Sander Levin, D-Mich. "But all three companies have a sense we can do better and do more," Levin said.

The industry wants government that works with it, "not against it," Levin said.

'Jolly John' closes doors: 'I'm broke'

SACO, Maine — Flamboyant auto dealer "Jolly John" Pulsifer, who once owned one of the largest Ford dealerships in New England, has called it quits.

"Two years ago, I'm a multimillionaire; today, I'm broke," Pulsifer said. "I lost my house — everything."

The troubled Ford dealership, once the seventh largest in New England, had been operating under Chapter 11 bankruptcy protection since August, but Fleet Bank called for a hearing to evict the dealership from its quarters.

The dealership listed assets of $4.1 million and liabilities of $6.9 million in its Chapter 11 filing.

Pulsifer hoped the dealership would emerge from the court's protection, but that hope died last week when he told his final 41 workers that the dealership was broke and sent them home.

Pulsifer blamed the closing on lack of credit. He said an agreement with General Electric Credit Corp. to provide $1 million to buy cars proved too restrictive.

On Jan. 29, Fleet Bank was allowed to foreclose the Jolly John Auto Mall land and building. On March 25, a York County Superior Court judge appointed Boulos Property Management Co. receiver of the property.

Because Jolly John Ford was operating under bankruptcy protection, the handing over of the property to the Portland real estate firm had little effect on operations. But Fleet Bank pushed for eviction so it could sell the property.

John Fitzgerald, the federal government's trustee in the case, said Pulsifer had a reorganization plan, but lacked financing.

Fitzgerald said he will appoint a trustee to sell the assets when the bankruptcy is converted to Chapter 7 (liquidation). He said many of the dealership's 230 creditors won't see their money.

Pulsifer, known across southern Maine for his television commercials, said closing the dealership was "heartbreaking." But, "My wife still loves me. My daughter loves me. It's not a big deal."

— The Associated Press

Saturn begins regional ads on product, price

By Raymond Serafin
CRAIN NEWS SERVICE

As Saturn Corp. opens 40 more dealerships through the end of May, the "different kind of car company" is launching its first regional TV advertising.

The five 30-second spots, which use visual and verbal puns, are breaking this month on spot television in eight cities. More cities will be added as Saturn continues to add new markets.

While national advertising focuses exclusively on image, the regional advertising adds retail elements, such as price, fuel economy and dealership locations.

Typifying the new spots is one in which a Saturn sedan is set in the middle of a field of flowers. With drums beating on a background sound track, a young woman points to the car. Finally, the voice-over says, "Judy Stelzer of Yreka points out why she didn't buy an import." The spot closes with a title card that reads, "The $10,570 Saturn SL2," with room to identify dealers.

"We're trying to reinforce the personality of the company as one that doesn't believe in a lot of hype," said Patrick Sherwood, senior vice president and director of the Saturn account for Hal Riney & Partners in San Francisco.

Sherwood said he believes use of humor communicates that a company has confidence in itself.

"The imports tend not to take themselves as seriously" as the domestic marketers, Sherwood said.

Saturn is targeting buyers who own or who are leaning toward buying import nameplates.

PRODUCTION

U.S. CAR

	Week Ended Apr. 7, 1991	Week Ended Apr. 20, 1991	Apr. to Date	Jan. 1 to Apr. 27, 1991	Jan. 1 to Apr. 28, 1990
Horizon	0	0	0	0	4,327
Sundance	0	0	1,795	12,085	23,474
Acclaim	2,600	0	2,600	24,149	25,218
Total Plymouth	**2,600**	**0**	**4,395**	**36,234**	**53,019**
LeBaron A	0	0	0	0	7,642
LeBaron J	0	1,749	4,957	12,490	11,685
N. Yorker C-Class	0	0	349	2,468	7,822
Fifth Avenue	0	0	1,901	8,089	8,928
Imperial	0	0	306	2,125	5,605
Total Chrysler	**0**	**1,749**	**7,513**	**25,172**	**41,682**
Omni	0	0	0	0	4,078
Daytona	700	611	2,363	5,054	8,846
Shadow	0	0	2,083	14,136	26,233
Dynasty	0	0	2,806	33,206	35,164
Spirit	2,250	0	2,250	21,731	26,975
Total Dodge	**2,950**	**611**	**13,032**	**77,659**	**101,296**
CHRYSLER CORP.	**5,550**	**2,360**	**24,940**	**139,065**	**195,997**
Escort	5,475	5,733	15,807	59,669	60,453
Mustang	3,393	3,652	10,405	21,863	44,575
Tempo	3,161	3,266	8,606	33,445	43,246
Taurus	7,814	6,369	28,271	97,363	125,892
Thunderbird	2,234	2,509	8,071	23,584	**37,987**
Total Ford Div.	**22,077**	**21,529**	**71,160**	**235,924**	**311,863**
Topaz	1,239	1,149	3,729	14,563	16,905
Cougar	2,024	1,654	6,461	17,640	25,216
Sable	2,666	2,190	9,529	31,854	37,648
Total Mercury	**5,929**	**4,993**	**19,719**	**64,977**	**79,769**
Continental	997	1,203	4,342	18,778	18,301
Mark VII	179	210	765	3,283	9,147
Town Car	2,323	2,829	10,201	44,158	55,101
Total Lincoln	**3,499**	**4,242**	**15,308**	**66,219**	**82,549**
Total L-M Div.	**9,428**	**9,235**	**35,027**	**130,296**	**162,318**
FORD MOTOR CO.	**31,505**	**30,764**	**106,187**	**366,220**	**474,181**
Skylark/Somerset	0	1,932	5,833	34,929	28,367
Century	1,808	1,874	7,165	24,299	20,762
Riviera	283	278	1,082	3,346	7,524
Electra/Park Ave.	2,256	0	2,256	28,593	12,662
LeSabre (fwd)	213	150	363	33,432	53,122
Roadmaster Wagon**	790	790	3,160	8,797	2,222
Reatta	98	98	372	975	2,832
Total Buick	**5,448**	**5,122**	**20,231**	**134,530**	**127,491**
Eldorado	365	359	1,374	5,294	7,206
Seville	909	927	3,457	11,199	9,896
Brougham (rwd)	410	470	1,641	6,418	13,189
DeVille (fwd)	3,651	1,733	10,372	42,913	52,666
Allante	53	64	232	1,011	1,199
Total Cadillac	**5,388**	**3,553**	**17,076**	**67,593**	**84,156**
Cavalier	5,475	6,301	21,874	89,695	99,355
Camaro	1,182	836	2,836	12,533	17,428
Corsica/Beretta	6,592	6,256	20,024	70,653	91,253
Caprice	2,992	3,321	11,582	42,331	70,239
Corvette	445	483	1,798	7,618	7,616
Total Chevrolet	**16,686**	**17,197**	**58,114**	**222,830**	**285,891**
Calais	0	2,173	6,463	34,616	29,733
Cutlass Ciera	2,550	2,568	9,430	22,187	25,876
Cutlass Supreme	2,543	2,297	9,291	32,964	27,324
Toronado	153	146	584	2,317	6,741
88 (fwd)	212	150	362	19,330	29,267
Custom Cruiser Wag.***	205	205	820	3,941	1,183
98	1,549	713	4,994	25,160	18,253
Total Oldsmobile	**7,212**	**8,252**	**31,944**	**140,515**	**138,377**
Sunbird	2,395	2,720	9,039	39,896	44,796
Grand Am	6,240	5,274	20,168	71,207	60,207
Firebird	568	560	1,519	3,929	10,657
Grand Prix	2,025	1,763	6,540	29,965	32,491
Pontiac 6000	610	643	2,506	10,070	18,098
Bonneville	0	0	0	20,940	24,089
Total Pontiac	**11,838**	**10,960**	**39,774**	**176,007**	**190,338**
Total Saturn	**1,385**	**1,385**	**5,540**	**18,917**	**0**
GENERAL MOTORS	**47,957**	**46,469**	**172,679**	**760,302**	**826,253**
DIAMOND-STAR	**3,136**	**3,231**	**12,571**	**51,470**	**48,351**
Civic	1,570	2,097	7,811	30,340	39,721
Accord	7,455	7,627	30,068	116,500	106,155
HONDA	**9,025**	**9,724**	**37,879**	**146,840**	**145,876**
MAZDA†	**3,251**	**3,205**	**11,735**	**49,132**	**61,914**
NISSAN	**2,630**	**2,641**	**10,175**	**46,366**	**36,154**
Corolla	2,100	2,118	8,108	34,389	35,318
Geo Prizm/Nova	2,000	1,940	8,122	33,710	32,668
NUMMI	**4,100**	**4,058**	**16,230**	**68,099**	**67,986**
SUBARU-ISUZU	**1,200**	**1,049**	**4,582**	**18,684**	**9,083**
TOYOTA	**4,400**	**4,412**	**17,610**	**73,346**	**73,480**
TOTAL BIG 3	**85,012**	**79,593**	**303,806**	**1,265,677**	**1,496,431**
TOTAL TRANSP. JAP.	**27,742**	**28,320**	**110,782**	**453,937**	**440,844**
TOTAL CARS, U.S.	**112,754**	**107,913**	**414,588**	**1,719,614**	**1,937,275**
TOTAL CARS, CANADA	**21,815**	**25,455**	**71,769**	**331,019**	**301,514**
U.S., CANADA CARS	**134,569**	**133,368**	**486,357**	**2,050,633**	**2,238,789**
U.S., CANADA CARS AND TRUCKS	**231,849**	**213,002**	**798,388**	**3,266,162**	**3,813,236**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Pr
**1990 totals reflect the LeSabre (rwd) ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR

	Week Ended Apr. 27, 1991	Week Ended Apr. 20, 1991	Apr. to Date	Jan. 1 to Apr. 27, 1991	Jan. 1 to Apr. 28, 1990
Monaco	555	0	555	1,245	3,593
Premier	720	0	720	2,333	1,252
CHRYSLER CORP.	**1,275**	**0**	**1,275**	**3,578**	**4,845**
Tempo	0	3,118	3,677	33,241	40,017
Topaz	0	1,257	1,398	9,081	13,943
Crown Victoria	1,390	1,563	5,041	29,481	40,791
Grand Marquis	2,700	3,106	9,651	23,014	36,686
FORD MOTOR CO.	**4,090**	**9,044**	**19,766**	**94,817**	**131,437**
Celebrity	0	0	0	0	7,496
Cutlass Ciera	1,780	1,803	3,868	19,650	26,886
Lumina	5,100	5,042	15,552	60,797	73,492
Regal	2,900	0	6,754	34,813	54,600
GENERAL MOTORS	**9,780**	**9,677**	**29,006**	**118,082**	**161,857**
CAMI	**2,400**	**2,448**	**7,828**	**41,928**	**0**
HONDA	**2,190**	**2,211**	**7,060**	**35,088**	**35,643**
HYUNDAI	**530**	**533**	**1,844**	**12,316**	**5,362**
TOYOTA	**1,370**	**1,370**	**4,421**	**22,330**	**28,193**
VOLVO	**180**	**180**	**576**	**2,878**	**2,987**
TOTAL CARS, CANADA	**21,815**	**25,455**	**71,769**	**331,019**	**301,514**

U.S. TRUCK

Caravan	2,000	2,574	6,910	33,399	37,497
Dakota	1,950	2,029	6,282	22,174	23,734
Caravan C/V	50	138	291	1,331	2,447
Ram pickups	2,000	2,009	6,323	22,173	34,583
Total Dodge	**6,000**	**6,750**	**19,805**	**79,077**	**98,261**
Cherokee	4,100	4,104	8,859	33,438	52,661
Comanche	150	123	292	1,786	2,407
Grand Wagoneer	0	0	0	0	1,455
Wagoneer/Briarwood	100	105	223	1,006	1,183
Total Jeep	**4,350**	**4,332**	**9,374**	**36,230**	**57,706**
Voyager	2,050	2,374	6,412	27,424	36,121
Town & Country	50	99	219	1,019	1,194
Total C-P Div.	**2,100**	**2,473**	**6,631**	**28,443**	**37,315**
CHRYSLER CORP.	**12,450**	**13,555**	**35,810**	**143,750**	**193,282**
Aerostar	4,148	4,168	13,051	43,605	62,358
Bronco	688	0	792	3,613	17,909
Bronco II/Explorer	5,727	6,571	19,056	88,746	37,754
Navajo	141	159	463	4,491	0
Econoline	3,936	2,067	8,623	37,937	61,909
Mediums/Heavies	0	1,026	2,215	11,288	16,827
Light trucks	8,952	4,145	17,781	80,270	147,613
Ranger	6,285	6,389	17,307	75,999	99,258
Total Ford Div.	**29,877**	**24,525**	**79,288**	**345,949**	**443,628**
FORD MOTOR CO.	**29,877**	**24,525**	**79,288**	**345,949**	**443,628**
Astro	2,390	2,234	7,600	29,369	36,585
Blazer	139	0	175	2,223	5,481
Lumina APV	1,230	0	2,669	10,272	32,108
Mediums/Heavies	196	101	542	672	2,644
P-Model	0	364	824	5,069	7,764
Pickups	6,028	3,137	16,341	74,495	117,077
S-10	5,943	6,455	19,057	76,202	76,050
S-10 Blazer	2,029	1,644	5,605	10,930	38,420
Sportsvan/Van	980	1,087	3,579	13,158	20,552
Suburban	674	925	2,435	7,929	21,759
Total Chevrolet	**19,609**	**15,947**	**58,828**	**230,319**	**358,440**
Jimmy	95	0	116	846	1,818
Mediums/Heavies	505	456	1,396	1,620	4,128
P-Model	0	138	263	1,124	970
Pickups	2,676	1,435	6,737	36,546	40,003
S-15/Sonoma	1,290	1,179	3,889	18,382	18,870
S-15 Jimmy	638	539	1,731	3,696	11,808
Safari	970	1,156	3,006	11,531	11,271
Suburban	498	470	1,659	7,308	9,331
Vandura/Rally Vans	635	756	1,752	5,650	7,736
Total GMC	**7,387**	**6,129**	**20,552**	**86,705**	**105,935**
Silhouette	623	0	1,280	5,038	10,284
Bravada	152	119	773	7,003	0
Total Oldsmobile	**775**	**119**	**2,053**	**12,041**	**10,284**
Pontiac Trans Sport	**1,570**	**0**	**2,692**	**7,118**	**18,284**
GENERAL MOTORS	**29,361**	**22,195**	**84,125**	**336,183**	**492,943**
NAVISTAR	**1,402**	**1,851**	**4,615**	**24,940**	**23,248**
NISSAN	**2,690**	**2,661**	**8,490**	**44,963**	**50,570**
SUBARU-ISUZU	**1,000**	**958**	**2,670**	**16,560**	**9,972**
AM GENERAL	**400**	**400**	**1,200**	**6,850**	**7,740**
MISCELLANEOUS	**2,650**	**2,650**	**8,480**	**45,400**	**51,500**
TOTAL TRUCKS, U.S.	**79,830**	**68,495**	**224,758**	**964,595**	**1,272,183**

CANADIAN TRUCK

Caravan	3,258	3,222	10,245	44,699	54,285
Caravan C/V	336	243	1,124	10,549	4,292
Ram Wagon	715	0	1,544	6,600	7,589
Ram Van	1,205	0	2,608	11,658	19,197
Total Dodge	**5,514**	**3,465**	**15,520**	**73,506**	**85,363**
Voyager	2,550	2,714	8,156	33,737	44,774
Total Plymouth	**2,550**	**2,714**	**8,156**	**33,737**	**44,774**
Wrangler	0	1,630	3,528	16,227	16,649
Total Jeep	**0**	**1,630**	**3,528**	**16,227**	**16,649**
CHRYSLER CORP.	**8,064**	**7,809**	**27,204**	**123,470**	**147,056**
FORD MTR (L. Hts.)	**3,821**	**0**	**3,478**	**26,645**	**47,207**
Light trucks	2,195	3	5,915	41,755	60,147
Vans	1,440	1,696	4,920	14,627	15,207
Total Chevrolet	**3,635**	**1,699**	**10,835**	**56,382**	**75,354**
Light trucks	1,055	2	2,412	16,804	22,688
Vans	510	413	1,637	6,699	6,437
Total GMC	**1,565**	**415**	**4,049**	**23,503**	**29,125**
GENERAL MOTORS	**5,200**	**2,114**	**14,884**	**79,885**	**104,479**
CAMI	**1,000**	**1,050**	**3,344**	**18,397**	**0**
NAVISTAR	**166**	**166**	**362**	**2,537**	**3,522**
TOTAL TRKS., CANADA	**17,450**	**11,139**	**49,273**	**250,934**	**302,264**
U.S., CANADA TRKS.	**97,280**	**79,634**	**274,031**	**1,215,529**	**1,574,447**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Border block no problem

By William R. Diem
ASSISTANT MANAGING EDITOR

Canadian truckers upset with their government blockaded industrial traffic for several days last week on the Ambassador Bridge between Detroit and Windsor, Ontario, but it did not seem to have as much effect as a similar demonstration a year ago.

Car and truck production in the United States and Canada increased 8.9 percent from the week before, although the total was 14.6 percent behind the same week a year earlier.

Total car and truck output for the week rose 9.2 percent in the United States and 7.3 percent in Canada, compared to the previous week.

Only four plants were scheduled for shutdown this week, and three U.S. and Canadian plants scheduled overtime last Saturday.

Besides the shutdowns (see table below), several production slowdowns were announced. Ford Motor Co.'s Michigan Truck, builder of Bronco and F series, will be on single-shift production through the week of May 20; and Edison, N.J., builder of Ranger, remains on a single shift. Navistar International closed its Springfield, Ohio, plant three days last week due to lack of orders.

General Motors scheduled overtime last Saturday at the Lansing, Mich., (B) plant, maker of Pontiac Grand Am, and at the Moraine, Ohio, postal vehicle line that has been on overtime most of the year. Chrysler scheduled overtime at Windsor, Ontario, and St. Louis (No. 2), which build minivans. Ford scheduled Saturday overtime at St. Thomas, Ontario, for Grand Marquis and Crown Victoria output.

Also on the upbeat side, Chrysler Corp. officials announced that full production will continue indefinitely at Jeep's Toledo, Ohio, plant. In February, the company announced that it planned to lay off 6,0 workers there and cut Jeep production beginning May 13, but since the Persian Gulf war ended, Jeep sales to the Middle East have mushroomed, especially for the Cherokee model.

And General Motors said production of the 1992 Allante started April 22 at Detroit-Hamtramck.

GM's Lansing (A) plant closed last week for a model changeover that the company estimates will cost $90 million. The plant produces the Buick Skylark and the Oldsmobile Cutlass Calais. Production of 1992 models is scheduled to begin in August.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	**4/29**	
Ford Mustang		3,700
GENERAL MOTORS		
Detroit, Mich.	**4/29**	
Commercial, recreational and specialty chasis		500
Lansing, Mich. (A Plant)	**4/29****	*
Buick Skylark		
Chevrolet Calais		
CHRYSLER		
Sterling Heights, Mich.	**4/29**	
Dodge Shadow		2,210
Plymouth Sundance		2,240
Total U.S. car		**8,150**
Total U.S. truck		**500**
Total units lost week of 4/29		**8,650**

*Model changeover
**Plant will be down for extensive model changeover thru August 1991.
Source: Automotive News Data Center

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Nov. 1, Dec. 2, 15, 42,

44, 45

Automotive News

May 6, 1991

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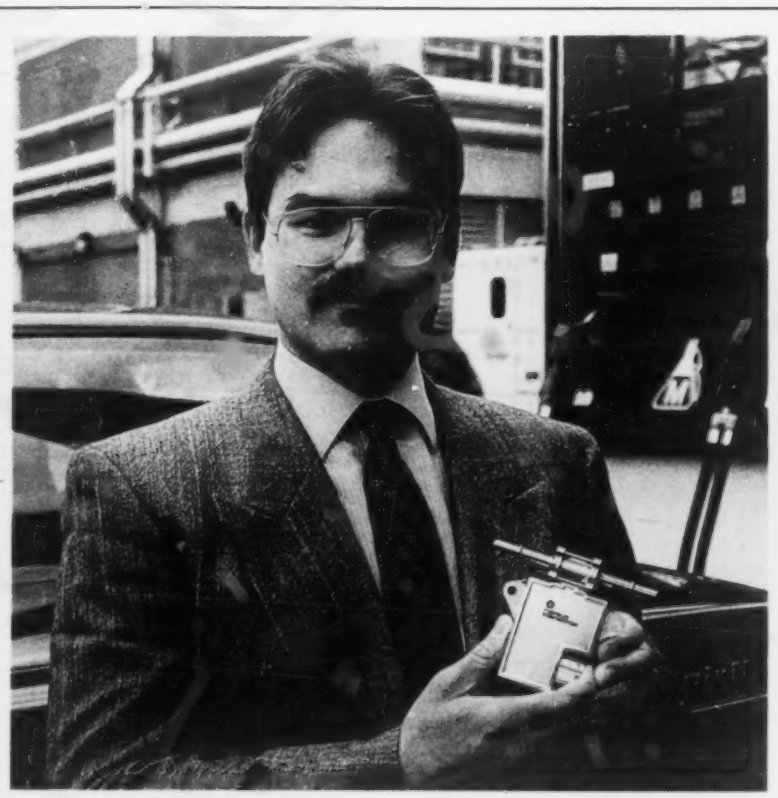


AUTOMOTIVE NEWS/JOE WILSSENS

Flexible-fuel Chryslers

John Kopera, 22, a Chrysler engineer, shows the electronic sensor he helped develop that will allow production of flexible-fuel vehicles in two years. Story on Page 43.

Big 3 face yearly loss after $1.9 billion deficit in 1st quarter

By Mary Connelly, Kathy Jackson and Edward Lapham
AUTOMOTIVE NEWS STAFF

The Big 3 automakers may have seen the bottom of the trough, but it will be a long, slow climb to profitability that could see them lose a combined $3 billion this year despite an expected second-half upturn.

General Motors, Ford Motor Co., Chrysler Corp. and the Wall Street analysts who watch them foresee gradual improvement in the dismal U.S. car market this year, and they forecast some profits by the third or fourth quarter.

Detroit trip stirs Congress, Page 42

But the combined first-quarter net loss of $1.9 billion was so bad that analysts scrambled for their computers to reduce 1991 earnings estimates.

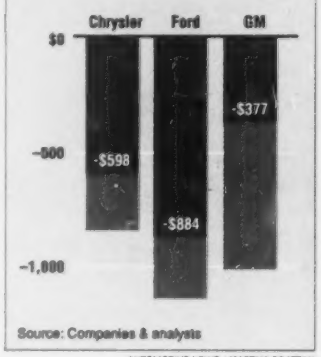
The combined net loss was actually less than the operating loss because accounting changes and the sale of a GM building pulled about $500 million from the operating loss of $2.4 billion.

Stephen Girsky, auto analyst with PaineWebber Inc., said his firm doubled the year's loss estimate for Chrysler to $700 million, more than doubled the estimate for Ford to nearly $1 billion and increased GM's

see EARNINGS, page 42

Net earnings, 1st half

Chart shows actual net earnings for 1st quarter and analysts' estimates for 2nd quarter, in millions of dollars.



AUTOMOTIVE NEWS / MARTHA GRATTAN

Manhattan store folds, a rare Penske failure

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Roger Penske's closing of his Manhattan dealership has provided a high-profile example of how difficult it is for dealers to survive in high-cost urban markets.

Until he shut the doors of his Cadillac-Buick-Chevrolet showroom last week, the entrepreneur had a record of turning every automotive venture into gold.

"Nobody likes to admit they lost," Penske said Wednesday, his last day of selling cars. "But you try to be a good loser and go on."

Penske said he was done in by high costs and low sales in the gloom-and-doom economy of the Northeast. When he bought the dealership — on the eve of the October 1987 stock market crash — he looked forward to selling 10,000 Buicks, Chevrolets and Cadillacs annually. But sales barely topped 2,000 a year.

"We are one of many who have decided opportunities on the East Coast are limited, especially Manhattan," Penske said.

He said that the Penske Auto Center, which added Buick and

see PENSKE, page 44

DOUG GOODMAN

Penske hoped to sell 10,000 Buicks, Cadillacs and Chevrolets annually at the Manhattan store, but sales barely topped 2,000 a year.

EC limit on Japanese includes transplants

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — In a surprisingly tough stance that seems likely to be rejected by Japan, the European Commission late last week set out a Japanese auto-trade strategy that would include transplant production as part of a gradually rising import ceiling through 1998.

The net effect of the strategy, which now must be hammered out between the EC and Japan, would be to largely nullify any advantage for Japanese carmakers of producing in Europe, since they could meet the new ceilings by either importing or transplant production.

The Commission will present its position to the Japanese later this month and hopes to conclude an agreement by July. Japanese agreement is necessary because Europeans sell cars and other goods in Japan and because basic trade law among most nations is already set by the General Agreement on Trade and Tariffs.

"We can't accept this," said Moriharu Shizume, head of the Paris office of the Japan Automobile Manufacturers Association.

"That is not fair. They set up local content rules — 60 percent, 70 percent, then 80 percent. Now that we've got almost 80 percent, they still don't accept it," he said.

Although it has called for export "restraint" by Japanese carmakers, Japan's Ministry of International Trade and Industry is known to oppose both the idea of fixed quotas and the inclusion of transplant production in any ceilings.

"I can't see Japan agreeing to this," said Sanjay Dabysing, automotive group director for DRI Eu-

see EC LIMIT, page 43

Plan highlights

The European Commission plan would:

- End formal quotas on Japanese imports in several countries.
- Raise Japan's total market share in the European Community to about 17 percent by 1998 from about 11 percent now.
- Count transplant production as imports.
- Open the market completely on Jan. 1, 1999.

GM delays output of natural-gas pickups

By Joseph Bohn
TRUCK EDITOR

The General Motors plan to produce 1,000 natural-gas-powered pickups has been delayed until at least late 1991.

Chrysler advances 2-stroke, Page 2

GM last week blamed the delay on an inadequate supply of reliable, quality components.

Output had been scheduled to begin this spring.

Meanwhile, Chrysler Corp. and the Gas Research Institute have launched an $850,000 project to build and test full-sized vans powered by natural gas. The project will determine the technical and commercial feasibility of introducing such vans in the 1994 model year.

Natural gas is considered a cleaner fuel than gasoline, and vehicles powered by natural gas could help meet clean-air requirements in California and the nation later in the decade.

Richard Geiss, Chrysler executive engineer for engine systems, said early models will cost about $4,000 more than their gasoline-engine counterparts.

As Chrysler proceeds, the difference is expected to drop to about $2,000, which is basically the cost of special fuel tanks.

see GAS, page 43

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Volvo, Mitsubishi plan venture:
Volvo and Mitsubishi have tentatively agreed to share output from a Volvo plant in the Netherlands. Story on Page 2.

Mitsubishi, Volvo plan Europe venture

By Richard Johnson
and Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTERS

In one more example of the increasing globalization of the world auto industry, Sweden's Volvo Car Corp. and Japan's Mitsubishi Motors Corp. announced Friday that they have tentatively agreed to jointly produce passenger cars at a Dutch government-controlled Volvo plant in the Netherlands.

Mitsubishi already has equity and production agreements with Chrysler Corp. and Korea's Hyundai Motor Corp., and a sales accord with Germany's Daimler-Benz Group. If finalized, the deal also would make Mitsubishi a distant cousin of France's Renault Group, an equity investor in Volvo and a strong opponent of increased Japanese market share in Europe.

"We aimed to be welcome in Europe and have formed a tieup with Volvo from that point of view," said Mitsubishi Chairman Toyoo Tate at a news conference in Tokyo.

Noting that Mitsubishi exports 240,000 cars a year to Europe now, Tate said the Volvo alliance was a "practical decision" that recognized the need to build sales there.

"To reach a larger volume, it is necessary to have a local partner" in Europe, he said.

Under terms of a letter of intent announced jointly in The Hague and Tokyo, the three parties agreed to divide ownership of a restructured Volvo Car BV *equally among them.* The Dutch carmaker is now 70 percent government-owned and 30 percent held by the Swedish company.

In addition, the letter of intent enables the government to sell its remaining shares to Mitsubishi and Volvo equally at a

see ALLIANCE, page 45

Chrysler two-stroke linkup forged to hit market first

By Mary Connelly and Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTERS

HIGHLAND PARK, Mich. — Chrysler Corp. plans to announce this week a technological joint venture that will accelerate its plans to produce a two-stroke engine for passenger vehicles to the middle of the 1990s.

Chrysler two-stroke experts, including Francois J. Castaing, vice president for vehicle engineering, have claimed their design will speed to market faster than the Orbital Engine Co. design licensed by competitors such as Ford Motor Co. and General Motors.

Despite the greater mechanical complexity of the Chrysler design, Chrysler engineers believe they will achieve an earlier introduction because their design is more like the familiar four-stroke engine in its backbone architecture. They are working on both three- and six-cylinder versions.

Castaing aims for early debut.

Chrysler made several technical announcements last week on the heels of the visit by more than 40 members of Congress to the Big 3's operations and the announcement of Chrysler's $598 million-dollar loss for the first quarter.

Chrysler, Ford and GM have

see CHRYSLER, page 41

Nissan trims factory pipeline with new dealer delivery plan

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Nissan Motor Co. will unveil a new vehicle delivery system in the United States this month designed to bring a rapid turnaround on factory orders and smaller dealer inventories.

The new program, to be phased in over the next 18 months, will reduce Nissan's current four-month factory-to-dealer lag time to as low as one month, system designers say.

That will allow Nissan's 1,113 U.S. dealers to order and receive cars from its U.S. and Japanese factories as fast as some domestic makers can now respond to orders.

It also will mean greater flexibility in allowing dealers to change their orders days before a scheduled delivery. That will translate into lower inventories at dealerships, lower floorplan costs and potentially higher profits, says Robert Thomas, Nissan Division general manager and vice president of Nissan Motor Corp. in U.S.A.

More important, he says, Nissan's new system will help end the factory's practice of allocating unwanted or undesirable models to dealers, a common practice he blames on poor coordination between dealers and factory.

"We will be able to react to local and regional buying changes much faster under the new system and translate them into product almost immediately," Thomas says.

"Our allocation systems have always been based on looking at historical data rather than current information. That's like driving by looking in the rear-view mirror. If we wait until we have historical data, it's three to six months before the information gets through the factory and back to the dealer. That's potentially a loss of nine months of production time."

The plans come as automakers on both sides of the Pacific are working toward shorter factory lead times in a quest for "real-time production." Toyota Motor Corp.

> "Our allocation systems have always been based on looking at historical data. . . . That's like driving by looking in the rear-view mirror."
>
> **Robert Thomas**

has been working on a similar concept for the past two years. General Motors' Saturn Corp. boasts one of the industry's fastest systems, with only a two-and-a-half-week gap between dealers' factory orders and customer deliveries.

Nissan's system, called the "market-driven allocation on production systems," or MAPS, will link factories, dealers, component manufacturers and transportation companies in the United States, Japan, Canada and Mexico. Dealer orders will be transmitted to the factory three times a month instead of once, and the factories will have increased flexibility to implement requests for last-minute customer changes in paint color, interior trim and powertrain options.

The company believes that faster deliveries will mean more agile responses to changing buyer habits, and also will reduce vehicle inventories throughout the system. Nissan currently considers a 60-day inventory of finished vehicles ideal. Under MAPS, company inventory will shrink to 30 to 45 days, Thomas said. Some vehicles, like the U.S.-made Sentra, could shrink to an eight-to-10-day inventory.

The program has been under development for more than two years and will require a number of changes for the automaker. It will mean altering Nissan's North American vehicle delivery system, securing faster trans-Pacific shipment of its import of cars and parts from Japan, possibly discontinuing its East Coast port activity, and developing a complex radio-transmitter system to track each vehicle through its factory.

Nissan declines to say how much MAPS will cost. Thomas says the changes can be implemented on dealers' existing computers.

The moves should cut the typical four-month lag on shipments from Japan in half and should cut the time on deliveries from Nissan's U.S. factory from about 90 days currently to less than 20 days.

Nissan began introducing the program last month to some dealers. Its first phase is limited to giving dealers more input into the existing allocation system and will initially focus on color selection.

The current system "is not very competitive right now," Thomas says. "Our dealers don't even think in terms of getting a car from the factory. They think of getting it from the port — and only if they know it's there.

"The first phase," he adds, "will still deal with the cars that are sitting at the port, but it will give dealers more control over what they get."

MAPS is initially aimed at the U.S. market, where Big 3 systems hold an advantage over Japanese importers and their transplants, which still depend heavily on imported parts that take months to arrive from Japan.

GM dealers can generally expect a factory to turn around an order in six to eight weeks. Nissan dealers could wait four months for a special-order car from Japan.

The program also has calculated methods of halving the time required to move cars and parts across the Pacific from Japan.

Most U.S. Nissans will be U.S. built by '94

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

By 1994, Nissan Motor Corp. plans to build in U.S. plants between 50 and 65 percent of all the cars and trucks it sells here.

Production plans for the 1994 fiscal year call for building up to 473,000 cars and light pickups at its manufacturing plant in Smyrna, Tenn., and obtaining about 50,000 minivans from a venture with Ford Motor Co. in Avon Lake, Ohio.

Nissan's U.S. sales arm forecasts sales of between 750,000 and 800,000 cars and trucks by the mid-1990s. Last year, the company sold 591,145 units.

"Smyrna will be a very big part of our business," said Robert Thomas, Nissan Division general manager and vice president of Nissan Motor Corp. in U.S.A.

"Depending on our volume, it could provide between 50 and 65 percent of all of our sales," he said. "If you throw Avon Lake into the equation, you could easily get up to 65 percent of our total volume."

Nissan obtained only 20 percent of its U.S. sales from the Smyrna plant in 1988. This year, it will build about 40 percent of the vehicles it sells in the United States.

According to a planning schedule obtained by *Automotive News*, Smyrna is scheduled to build 264,500 vehicles in Nissan's current fiscal year, which ends on March 31, 1992. That volume will be split between 132,600 Sentras and 131,900 small pickups, according to internal projections.

Last year, the plant received environmental regulators' approval to expand output by about 20,000 units a year in anticipation of increased demand for the newly redesigned Sentra.

In fiscal 1992, the plant will begin producing a new model, expected to be a replacement for the Stanza sedan, code-named IV. The company plans to build 90,000 units through March 31, 1993, the schedule says. Total Smyrna production is scheduled to be 372,000 units for the year.

The Smyrna factory is designed to shift capacity as needed among the Sentra, pickup and IV.

In fiscal year 1994, IV production is scheduled to hit 200,000 units, boosting Smyrna output to as many as 473,000 vehicles, the internal projections indicate.

Ford's Avon Lake plant is scheduled to build 120,000 minivans during Nissan's fiscal 1993 and 135,000 in 1994. Ford is expected to receive 85,000 of those units annually and Nissan is scheduled to take 50,000.

NISSAN PLANNING VOLUMES

Table shows preliminary planning volumes for Nissan's plant at Smyrna, Tenn., and Ford's plant at Avon Lake, Ohio.

	12 months ending March 31		
Vehicle	1992	1993	1994
Sentra	132,600	152,000-172,000	152,000-172,000
Pickups	131,900	110,000-130,000	110,000-130,000
New Stanza	0	90,000	160,000-199,500
SMYRNA TOTAL	264,000	372,000	453,000-473,000
Villager-Quest minivan (Avon Lake, Ohio)	0	125,000	135,000

INDEX

Auction dates	26	Legal briefs	22
Classifieds	36-41	Letters	14
Coming events	28	Obituaries	21
Dealing with dealers	20	Opinion	12
Incentive watch	44	Personnel	24
Keith Crain	12	Production	45
Late news	8	Service management	16

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Corrections

- A photo caption in the April 29 issue used the wrong last name of Dick Warden, legislative director of the UAW.
- A photo caption on Page 10 of this issue misspells the last name of Hans Halbach, vice president of international sales and marketing of Saab Automobile AB.

Parts operation seminars a casualty of Ford cost cutting

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Services to dealers are among the items being squeezed as Ford Motor Co. strives to cut salaried costs 10 percent by the end of the year.

In an announcement to its Ford and Lincoln-Mercury dealers last month, Ford said its Parts Managers' Operations Seminars would be suspended this year due to "the severe downturn in the automotive sector of the economy."

Dick Hosteller, parts director for Jordan Motors Inc. (Ford-Lincoln-Mercury-Toyota-Volvo-Nissan) in Mishawaka, Ind., said the cancellation of the seminars may not hurt veteran parts managers but are crucial to the neophytes. "Parts managers can make or break a dealership," Hosteller said.

Instruction at the one-day seminars includes how to timely order parts, various factory discounts and basic accounting.

Hosteller said the parts division of a dealership can account for 10 to 70 percent of a dealer's profits. He said a knowledgeable parts manager is a must.

"He is the one that has to delegate his time and knowledge to take care of the dealer's inventory investment," Hosteller said.

Among the common mistakes made by uninformed parts managers, Hosteller said, are ordering too many or obsolete parts; paying too much; ordering late and causing a delay in needed parts; or not knowing how to claim for shortages or damaged parts.

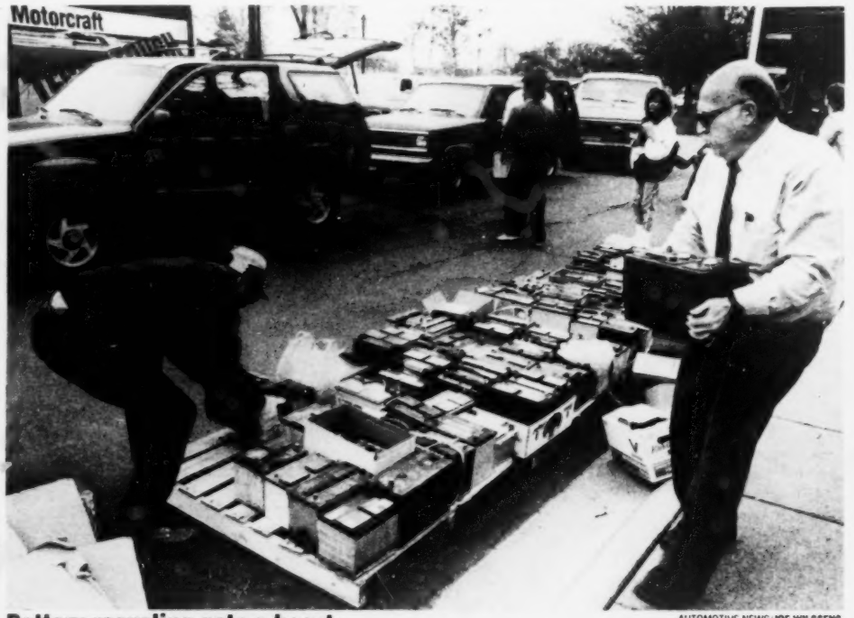
> "Parts managers can make or break a dealership."
>
> **Dick Hosteller**
> Jordan Motors Inc.

Hosteller said if a parts manager does not know how to properly order parts, "he can literally stifle a dealer's cash flow."

The seminars train about 500 parts managers annually, said Ford spokesman Mike Moran. He said the program is about five years old.

He said the seminars are being bumped this year due to costs and because of some significant policy changes in parts ordering that will occur this year. Moran said the company hopes to reinstitute the seminars next year.

Moran would not say how much money Ford spends on the program; Hosteller said a conservative estimate would be about $200 a person.



AUTOMOTIVE NEWS/JOE WILSSENS

Battery recycling gets a boost

To commemorate Earth Day 1991, Ford Motor Co.'s Parts and Service Division sponsored the collection of used car batteries in 26 cities around the country. Spokesman Mike Moran said Motorcraft Service Battery distributors took in about 1,500 batteries during the day-long event April 19, with donors receiving discount coupons for new batteries. About 90 percent of the collected batteries are recyclable.

Maserati improves system to get parts for dealers

By Dale Jewett
SERVICE EDITOR

Because it isn't selling many cars these days — an estimated 20 a month for the first quarter of this year — Maserati is placing more emphasis on parts.

Maserati Automobiles Inc., the Baltimore-based importer for North America, is touting the opening of a new parts operation at company headquarters in Modena, Italy.

Garbutt: Shamal due next year

The 40,000-square-foot facility has cut the turnaround time for parts ordered from the United States from weeks to several days in some cases, said George Garbutt, Maserati Automobiles executive vice president.

The operation, which opened last November, replaced the parts setup in the Maserati factory.

"It was in an antiquated wing of the factory, even down to the wooden bins," Garbutt said. "Anybody could send orders for parts, but getting them packed and shipped was taking a lot of time."

All parts orders for North America now go through the Baltimore office. Maserati Automobiles has a parts inventory of about $3 million, mostly "fast-moving" routine service parts such as hoses and gaskets, Garbutt said. But it also stocks parts for Maserati cars as old as 1950s models.

There are 38 full-service Maserati dealerships in North America, of which only two are stand-alone outlets, Garbutt said. The importer also has appointed 13 service centers in areas where there are no Maserati dealers.

With Maserati sales at a mere trickle, Garbutt acknowledges that parts sales are becoming for important for the company's dealers.

Maserati's U.S. sales peaked in 1984 at 2,023 units, but plunged to 733 in 1988 and totaled only 240 last year, according to *Automotive News* estimates. The current model lineup includes the two-seat Spyder convertible, the 430 four-door sedan and the 228 coupe.

"Sales are slow because of the reputation of the early Biturbos," Garbutt said. "The vehicles we're selling now are a thousand times better.

"As our sales diminish, parts are becoming more important to the dealers," he said.

Maserati has also been trying to shift from the $30,000 to $50,000 price bracket to the luxury exotic sports-car niche, a move that will be spearheaded by the new Shamal sport coupe.

But deliveries of the Shamal to the United States won't begin until early next year, Garbutt said. The Shamal will replace the 228 and sell for an estimated $85,000.

SERVICE BRIEFS

Chrysler adds parts office

HIGHLAND PARK, Mich. — Chrysler Corp. will open a new parts distribution facility in Atlanta early next year and has purchased a 25,000-square-foot warehouse and office building to house the operation. Terms of the purchase were not disclosed.

The center will serve about 450 dealers in eight states that are currently served by other distribution centers, said Steven A. Torok, general manager of Mopar Parts, Chrysler Service and Parts Operations. It will be Chrysler's 19th parts distribution center in the United States.

The center will stock about 75,000 parts and will be equipped with wire-guided stackers, an automatic storage and retrieval system, wire-guided vehicles and personal-computer-driven carousels for fast-moving parts. Most workers for the warehouse will be transferred from other parts distribution centers.

Hyundai taps Key dealers

FOUNTAIN VALLEY, Calif. — Hyundai Motor America has named nine of its 431 dealerships to its Key Dealer program.

The company said the program is intended to increase communication between the dealer and the company's technical personnel to find production, durability and reliability concerns.

Incentives include participation in quarterly product quality meetings; a meeting at the Bromont, Quebec, assembly plant at the start of the model year, and awards for performance.

The dealerships, and areas of focus, are: Fairfax Hyundai in Fairfax, Va., heavy traffic; Carlisle Hyundai in Pinellas, Fla., hot/humid temperature/dry; Cormier Hyundai in Long Beach, Calif., dry temperature/heavy traffic; Lou Grubb Hyundai in Glendale, Ariz., hot/dry; South Center Hyundai in Tukwila, Wash., temperate/wet; Liberty Hyundai in Colorado Springs, Colo., cold/dry/high altitude; Grand Hyundai in Elmhurst, Ill., cold/wet; Mills Hyundai in Madison, Wis., cold; North Park Hyundai in North Park, Texas, hot/humid/open roads.

Students test skills

LEESBURG, Va. — More than 80 vocational students in automotive service programs will be in Louisville, Ky., June 27 for the Vocational Industrial Clubs of America United States Skill Olympics.

The students will compete in a timed automotive service technology contest. The three top high school and post-secondary finishers in each of 54 competitions will receive medallions. Many will receive tools, textbooks, scholarships or special training programs donated by contest sponsors.

Dana program turns 50

TOLEDO, Ohio — Dana Corp. is celebrating the 50th anniversary of its Doctor of Motors program, which trains technicians to work on chassis, engine and hydraulic systems.

The program was introduced in 1941 by Perfect Circle Piston Rings. Participants work with service manuals and videotapes. After completing each segment they must take a written test on the system covered.

Appraisers offer guide

DALLAS — The Independent Automotive Damage Appraisers Association is offering its 1991 Service Directory.

The free booklet lists more than 250 association-affiliated service locations, including key people, service area and types of appraisals. For a copy call (800) 369-4232.

Service business rises in March

Buoyed by an increase in sales of parts and accessories, parts and service business at new-car dealerships in March rose from the same month last year.

Shop business for the month was 107 percent of the amount reported in March 1990, as measured by the Automotive News Service Index. Last year's figure was 106.2 percent of that in March 1989.

For the first quarter of this year, parts and service business was 102 percent of that tallied for the January-March period in 1990.

Parts and accessories was the only one of five indicators to show an increase in the month-to-month comparison.

Of the respondents who reported a rise in service volume, some attributed the gain to increased advertising and promotion.

But several respondents cited the economic recession as a continuing cause of a decline in business.

SERVICE INDEX
107*

	Mar., '91 vs. Mar., '90	Jan.-Mar., '91 vs. Jan.-Mar., '90
Gross Profit on All Labor and P&A Sales	– 3.9%	+ 0.5%
Repair Orders Written	– 4.0%	+ 0.7%
Total Labor Sales (Customer & Warranty)	– 1.7%	+ 2.4%
Shop Parts Sales (Customer & Warranty)	– 3.8%	+ 3.3%
Sales of All P&A	+18.6%	+ 2.6%

* Survey by Automotive News shows that dealers' service and parts business in March 1991 was 107 percent of business in March 1990. Service business in the first three months of 1991 was 102 percent of business in the corresponding period in 1990.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

Mich. trip stirs Congress to action

Delegation seeks White House help for ailing auto industry

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — President Bush said no when the bosses of the Big 3 asked in March for trade restraints against the Japanese, but now 40 Congressmen and women are knocking at his door seeking help for Detroit.

Admitting that their request is as unusual as their two-day trip to Detroit a week earlier, the 40-member Congressional delegation has asked for a meeting with Bush. They want to talk about ways to help the Big 3.

Some representatives have already promised help in Congress, and there are signs that the administration may loosen some regulations that bother the auto industry.

Last week, several of the House of Representatives members who went to Detroit on April 25-26 made eloquent speeches on the House floor and promised regulatory or legislative assistance.

Rep. Peter Kostmayer, D-Pa., told the House it was time for a new sensitivity toward the auto industry. "It's time we find ways of helping them while making sure that America's automobiles are the cleanest, the safest, and the most efficient in the world."

Rep. Marcy Kaptur, D-Ohio, trip organizer, said she would advocate stricter enforcement of tax laws and trade laws "to encourage sales and purchase of parts by transplants and nations like Japan."

Rep. John Dingell, D-Mich., is expected to question Trade Rep. Carla Hills on allegations of dumping — the deliberate underpricing of vehicles by the Japanese auto industry — when she appears later this month before one of the subcommittees he chairs.

> "It's time we find ways of helping them while making sure that America's automobiles are the cleanest, the safest and the most efficient in the world."
>
> **Rep. Peter Kostmayer**
> Democrat, Pa.

Other responses to the Detroit visit included a fiery speech accusing Japan of trying to bankrupt U.S. industry from Rep. Helen Bentley, R-Md., and a careful statement from Rep. Norman Lent, R-N.Y., that Congress now understands the debate on the corporate average fuel economy better and is "more aware you can't simply wave a magic wand like the Bryan bill and not have repercussions adverse to the automobile industry."

In the May 2 letter to Bush, delegation members said the industry's quality is improved but first quarter losses (of $1.9 billion) show a dangerous trend. "Washington can't solve Detroit's problems — and Detroit isn't asking us to — but we can be a more effective partner in addressing the challenges it is facing," said the letter.

"We would also like to discuss ways in which both ends of Pennsylvania Avenue can work together to help this industry get moving again by strengthening its position in the global economy."

The Bush administration rebuffed a request by the Big 3 in March to cut 1991 Japanese vehicle imports by 500,000 units. But the administration did not reject the industry's cry for relief from regulation. Signals came from Bush and top cabinet members last week that the industry may indeed get relief from regulations and the new Clean Air Act.

In a speech before financial writers, Bush said he is troubled by the growing thickness of the Federal Register, where new regulations are published daily.

"Some of these regulations are needed and some are not, and we want to free our people of unnecessary regulation," Bush said.

The Council of Competitiveness, headed by Vice President Dan Quayle, "will look carefully at everything" including new clean air regulations to see if their benefits outweigh their burdens on the economy, Bush said.

Edsel Ford II: "Dealers know that if they ask a question, I'll get them the answer."

AUTOMOTIVE NEWS/JOE WILSSENS

Edsel Ford settles into new job

'I will work well with dealers,' Ford Credit president says

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

SOUTHFIELD, Mich. — He says his new office is smaller than the one he had at company headquarters in Dearborn, Mich., but it has a view — overlooking a parking lot and a busy freeway 20 miles north of downtown Detroit — that Edsel Ford II jokingly says he likes.

"I love cars so the view is great," says Ford, 42, new president of Ford Motor Credit Co. He assumed his new post May 1.

He will manage a staff of 10,000 and a Ford subsidiary that earned $237 million in the first quarter of this year, the best performer in the company's stable at the moment.

Ford, who has worked in a variety of positions since he joined the company in 1974, admits that he has no financial expertise. He said he brings "great human resource skills" and a knowledge of the dealers to the subsidiary.

"I will work well with the dealers," Ford said. "They've come to understand that if they ask a question, I'll get them the answer."

For the first quarter, Ford Motor Credit provided floorplanning for 73 percent of Ford Motor Co.'s wholesale factory sales of cars and trucks to dealers and 32 percent of the retail sales to consumers, up from 29 percent a year ago.

The earnings were up 105 percent from the year-ago period and represented 87 percent of the $271 million Ford's Financial Services Group earned.

William Odom, chairman of Ford Credit, attributed part of the strong first-quarter earnings to $1.5 billion in sales of securitized retail car loans.

He also said Ford Credit's cost to borrow money was 8.4 percent, compared to 8.9 percent last year. "The financial services businesses typically are counter-cyclical" to the auto industry, Odom said. He explained that generally during a recession, interest rates come down for finance institutions, making their margins greater. He said that during boom times, Ford Credit's margins usually are slimmer.

Odom says his goal is to shorten the length of car loans to a maximum 54 months. He says a five-year loan, which the company offers now, is too long.

"Everything we do is designed to bring that customer back to that dealer to buy another Ford or Lincoln-Mercury product," as soon as possible, Odom said.

1st QUARTER RESULTS

(figures in millions of dollars)

	GM		Ford		Chrysler	
	'91	'90	'91	'90	'91	'90
Sales	$29,187	$30,113	$21,341	$23,638	$5,800	$7,632
Operating gain or loss*	(1,166)	619	(884)	506	(341)	71
Net earnings	(377)	710	(884)	506	(598)	71

*Net loss exclusive of changes in accounting principles or extraordinary items.

EARNINGS

FROM PAGE 1

estimated loss by about one-third to $1.5 billion.

To weather the downturn, the Big 3 will continue to rely on sales of program cars to rental fleets and on their respective cost-cutting programs. They will also stick with retail and wholesale incentives that averaged nearly $1,000 per unit in the first quarter, down slightly from last year.

Scott Merlis, securities analyst with the New York brokerage firm Morgan Stanley, says incentives must be increased to more than $1,000 a car to attract buyers.

He said increased production during the second quarter, along with lower inventories, should move the makers into "pink ink instead of red," but he is not looking for measurable improvement until the fourth quarter.

"We just may move from a depression to a recession," he said.

General Motors

The world's largest automaker suffered a dismal first quarter as carmaking operations in North America took a gigantic hit. The blow was softened by profits from overseas operations, non-automotive subsidiaries and the sale of the GM Building in New York City.

GM reported a net loss of $376.5 million, compared to net earnings of $710 million last year. The operating loss was $1.16 billion, but a change in accounting methods and the sale of the New York building reduced the net loss.

Chairman Robert C. Stempel said GM's North American automotive operations were ravaged by lower factory sales, a product mix that moved to lower-priced models and selling expenses that were higher than last year, although less than in the fourth quarter of 1990.

GM's overseas operations improved. Overseas retail sales in the quarter were up 2.9 percent, to 646,000 cars and trucks, buoyed by Europe where retail sales rose 8.6 percent to 473,000 units.

Still, worldwide factory sales to GM dealers totaled 1.65 million units, off 8.8 percent from the weak first three months of 1990.

General Motors Acceptance Corp. reported net income of $306 million, off just $30 million from last year. Electronic Data Systems Corp. earned $122 million, up from $110 million. GM Hughes Electronics Corp. earned of $114 million, down from $183 million.

Ford

Incentive programs and regulatory mandates will continue to plague Ford Motor Co., giving the company little hope that it will turn a profit in the second quarter, said David McCammon, vice president of finance and treasurer.

Ford lost $884 million in the first quarter, compared to net earnings of $506 million last year. The loss was larger than generally expected. Total sales were $21.3 billion, down $2.3 billion.

McCammon said he believes the first quarter will be the low point of the year.

He said Ford's incentives averaged $900 per unit in the first quarter compared to $950 in the fourth quarter last year and $1,000 in the first quarter last year.

McCammon said it's unlikely that Ford will report a profit in either the second quarter or for the entire year because the company "is not expecting a major increase in retail sales."

Automotive operations on both sides of the Atlantic Ocean accounted for most of the dismal first-quarter performance.

Worldwide, Ford's factory sales totaled 1.2 million cars and trucks, down 14 percent from last year, and automotive operations lost $1.2 billion. Last year, automotive operations earned $315 million.

U.S. automotive operations lost $947 million; overseas automotive operations lost $208 million.

The company's Financial Services Group subsidiary was the only unit to turn a profit. It rose 42 percent, to $271 million.

Chrysler

Chrysler Corp. reported a first-quarter net loss of $598 million, including a $341 million loss from operations.

Chrysler took a one-time $257 million charge for a change in sales incentive accounting. The net loss of $598 million compares with earnings of $71 million a year ago.

Chairman Lee Iacocca called the period "abysmal" and said the company's assembly plants operated at less than 50 percent capacity. The company held out little hope that it would return to profitability in the second quarter, although losses are expected to be less severe.

Jerome B. York, Chrysler executive vice president and chief financial officer, said Chrysler envisions "a very slow recovery" in U.S. vehicle sales this year.

Chrysler is forecasting that U.S. light-vehicle sales will climb, on a seasonally adjusted annual rate, from 12.1 million in the first quarter. The fourth quarter "could be in around 14.0 to 14.2 million with a little luck," York said. Sales were 13.9 million light vehicles in 1990 and 14.6 million in 1989.

Chrysler's retail sales in the first three months of 1991 were the lowest since the first quarter of 1983. North American unit sales tumbled 19 percent to 408,468, down from 505,646 a year ago.

At the same time, sales incentives averaged $1,100 per vehicle in the quarter and could climb to $1,200 per unit in the second quarter, a company official said.

Low-margin fleet sales accounted for about one-third of the sales volume in the first quarter, and revenue dropped 24 percent to $5.80 billion.

Chrysler's first-quarter results also included a $199 million after-tax charge to cover salaried workforce reductions and a $242 million after-tax credit because it will spend less than anticipated to reduce manufacturing capacity.

The $257 million charge for sales incentive accounting reflects Chrysler's decision to book incentive charges at the time vehicles are wholesaled to dealers rather than when units are retailed.

Chrysler Financial Corp. earned $77 million in the quarter, but that was down from the record $89 million posted in the 11990 period.

Chevrolet flip-flops, keeps buyer rebates on '90 models

INCENTIVE WATCH
CUSTOMER INCENTIVES
NEW PROGRAM

GENERAL MOTORS
Finance rates in lieu of rebates start at 4.9 percent for Buick, 5.9 percent for Chevrolet and 7.9 percent for GMC Truck. Rebates expire June 2 on 1990 models, July 7 on 1991 models.

Buick Regal (1990)	$250-1,000*
Reatta (1990)	$2,000
Chevrolet Prizm, Corsica (1990)	$500
Beretta (1990)	$1,000
Lumina (1990)	$1,500
G-van (1990)	$1,000
C/K pickup (1990)	$1,250
Blazer, Suburban, Lumina APV (1990)	$1,500
Tracker, R/V pickup (1991)	$500
Lumina APV, S pickup	$1,000
S Blazer (1991)	$1,500**
GMC (1990) G-van	$1,000-1,500
Sierra	$1,250
Jimmy, Suburban	$1,500

*Based on option package selected.
**Rebate on 1991 S Blazer is $1,000 after June 2.

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,00
XT, XT6	$2,000

CONTINUING PROGRAMS

CHRYSLER CORP.
Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700,1000
Jeep Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona.
**Expires Dec. 31 on Grand Wagoneer.

FORD MOTOR CO.
Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire June 2 on 1990 models and July 7 on 1991 models.

Buick (1991)†	$250-2,000
Cadillac Brougham ('91)	$1,500
Chevrolet (1991)	$300-1,000
GMC (1991)	$500-1,000
Suburban*	$1,000
Others	$500-1,000
Oldsmobile (1990-91) Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

†Based on option package selected.
*Expires Sept. 25.

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

TOYOTA (1991, expires Oct. 1)

Celica GT, 4Runner	$800 discount on options

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

As some manufacturers dumped consumer and dealer incentives on 1990 models and shifted their attention and cash to the 1991s, others sweetened or extended buyer rebates on some 1990 units.

The latter group included Chevrolet, which previously told its dealers that it would drop incentives on 1990 when the then-current program expired May 5.

Nissan Motor Corp. in U.S.A.'s dealer incentive program and Subaru of America's customer incentive program do not include any 1990 vehicles.

"We're in pretty good shape as far as 1990 inventory is concerned," said Richard Marshall, a Subaru spokesman. "We're putting emphasis on '91s to make way for the '92s."

Contrary to its earlier announcement, Chevrolet placed incentives on several 1990 cars and trucks.

A Chevrolet dealer, who did not want to be named, said he believes the about-face by Chevrolet is the direct result of heavy financial losses by General Motors and the National Automobile Dealers Association's call for manufacturers to offer more consumer rebates.

GM's first-quarter loss may have played a part because dealers must clear out their 1990 models before they will order 1991s.

Chevrolet placed rebates of $500 to $1,500 on 1990 Geo Prizm, Corsica, Beretta and Lumina and $1,000 to $1,500 on several trucks.

Chevrolet also enhanced customer rebates on some 1991 trucks. The payment on the Lumina APV was increased from $500 to $1,000. The program ends July 7.

Said David Hudgens, Chevrolet spokesman: "We've put the money where we think we need it."

Buick discontinued consumer rebates on all 1990 models except Regal and Reatta, which bring $250 to $2,000 through June 2. Alternate financing is also available.

Oldsmobile, which regionalized its retail incentive program in April, has extended it through June 2.

GMC Truck's new program for 1990 models pays buyers of Sierra, G-van and Suburban $500 more than the previous program. The incentives on those models now range from $1,000 to $1,500 through June 2. In lieu of rebates customers many choose special finance rates of 7.9 percent for 24, 36 or 48 months and 10.9 percent for 60 months.

Nissan's program is directed at dealers and pays $400 to $1,500 on cars and $1,000 to $1,500 on trucks. On several models, dealers earn a flat payment plus $200 to $400 per sale if they reach 100 percent of their quota.

For example, dealers who reach their sales objective on the Maxima earn $800 plus an extra $200 per car retroactive to the first car sold.

While 1990 Nissan vehicles are not eligible for payments, they do count toward meeting the quota. Nissan's program expires Aug. 2.

Subaru, in addition to dropping incentives on 1990 models, discontinued its dealer rebates and is concentrating on retail payments.

Subaru is offering buyers $500 to $2,000 on 1991 XT, XT6, Loyale and Legacy cars through July 2.

Ford Motor Co.'s first-time buyers program on 1990 and 1991 models has been amended to reduce the cash incentive and increase financing possibilities.

The cash allowance as of May 1 is $400 instead of $500, except for the Ford Probe, which remains at $1,000. Unlike the previous program, consumers can seek and use finance institutions other than Ford Motor Credit Co. if Ford Credit does not match a deal approved by another agency.

INCENTIVE WATCH
DEALER INCENTIVES
NEW PROGRAM

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

CONTINUING PROGRAMS

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

NISSAN (expires May 2)

Sentra (1991)	$0-700, quota
Stanza (1990-91)	$0-1,500, quota
Pickups (1990-91)	$400-1,200, quota
Pathfinder (1991)	$1,500, quota
Pathfinder (1990)	$1,500

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

TOYOTA (expires June 3)
All rebates are based on performance against quota.

Corolla (1989-91)	$200-1,000
Camry (1989-91)	$200-1,000
Celica (1989-91)	$300-1,200
4x2 pickups (1989-91)	$300-1,100
4x4 pickups (1989-91)	$200-1,000

VOLKSWAGEN (1990, no expiration date)

Cars	$500-1,500

PENSKE

FROM PAGE 1

Chevrolet after the original deal, had only one or two profitable months in three years. "That can only go on so long," he said.

Penske hasn't had much practice at losing. The expensive New York failure — General Motors and Penske together put up $9 million just to renovate the facility — is a rare setback for the former racing great.

But at least Penske can retreat to his other businesses, including Detroit Diesel Corp., Leaseway Transportation, his racing team and other dealerships. The dealerships include Longo Toyota in El Monte, Calif., the nation's No. 1 Toyota retailer.

But GM can't walk away from Manhattan, and Penske's departure leaves the automaker without a Cadillac, Buick or Chevrolet-Geo franchise in the borough.

"There are certain locations in the country that are important to have," and Manhattan is one of them, said GM spokesman Harold Jackson. He said GM is looking for another dealer to move into the same location.

Under the deal in which Penske took over the Cadillac franchise from Victor Potamkin in 1987, GM agreed to lease property from Potamkin for 25 years. The property, which was across the street from the Potamkin Cadillac dealership, was then sublet to Penske on a per-car-sold basis.

GM has kept a presence in nearby Long Island City in Queens by building a Cadillac-Pontiac-Chevrolet complex that is leased to three dealers. No dealer in the area was willing or able to put up the money on his own.

Eli Bloom, president of Bloom Pontiac, one of the three GM stores, said manufacturers will have to resort to that kind of arrangement more and more often if they want to have "shelf space" in expensive markets like New York City.

Bloom said that before the recession began late last year, many urban dealers were receiving hard-to-refuse offers to sell their real estate for non-automotive development. The recession interrupted that trend, but when the economy starts to recover, dealers may be "more willing to listen," he said.

Ford Motor Co. subsidizes its Manhattan outlet. Mercedes-Benz of North America Inc. also has a factory store in Manhattan and another in Hollywood, Calif.

> The best thing to do is close it down, clean it up and get out.
>
> **Roger Penske**

BMW of North America Inc. recently decided to open a factory store in upscale Westchester County, N.Y., rather than go without a dealer in such a strong luxury-import market. BMW has another factory store in the San Francisco market.

But if a heavyweight like Penske, at the head of a $2 billion corporation, can't make a go of it in New York, then one has to wonder who can.

One candidate, ironically, is the 80-year-old Potamkin, one of the nation's original megadealers, who gave up the Cadillac franchise to Penske and still owns the property.

Penske's dealership operated literally in the shadow of a five-story POTAMKIN sign across the street on 11th Avenue, where Potamkin has his Auto Center Leasing store.

Potamkin said last week that he is interested in moving back into the facility, which was once the top-volume Cadillac outlet in the country and was selling about 400 Cadillacs a month when Penske took over.

"I don't have any mortgages, and that's an advantage," Potamkin said.

Penske officials tried hard not to criticize Potamkin when Penske took over the store, but there was talk about how Penske's polished organization knew how to treat upscale Cadillac customers, and maybe a high-volume, high-pressure, low-price dealer like Potamkin didn't.

But Potamkin may have the last laugh in what could be a victory of sorts for the School of Hard Knocks vs. the Ivy League.

Potamkin said he was "shocked" that Penske moved out without waiting for a new owner to move in.

"Some people can function in New York, and some can't, just like some people could function in Tuscaloosa, Ala., and others couldn't," Potamkin said last week.

"People have one or two good years, and they go out and build monuments (for dealerships). They overspend, and they overbuild. They have one bad year, and they're in trouble," Potamkin said.

"I'd rather cool it, and if I get a little ahead, maybe I go a little stronger on advertising. But I don't spend an extra 5 or 10 million bucks and build a beautiful fancy building. If the factory wants to do that, let *them* do it."

But Potamkin has a huge advantage in owning the property. And, like Penske, Potamkin has a multi-billion-dollar corporation backing him up that is capable of supporting an unprofitable dealership.

Penske sounded fed up with the Manhattan experience. In addition to the poor economy, Penske ran into a nightmare of red tape and the difficult trade unions for which New York City is notorious.

For instance, Penske complained that it took two years to get official permission to move into the renovated facility.

Walter Czarnecki, Penske Corp. executive vice president, said that until the dealership could move, Penske had to operate out of Potamkin's old showroom, which was next to Potamkin's Mitsubishi showroom. Penske finally was able to move across the street, only to find that the plumbing had to be ripped out of the renovated building.

"The best thing for us to do is close it down and clean it up and get out, and leave it where somebody else can move in and pick it up," Penske said.

ALLIANCE

FROM PAGE 2

later stage. A new production line would be installed at the Born plant, increasing capacity from about 120,000 units to 200,000, with Mitsubishi and Volvo splitting the output.

No timetable is specified in the letter of intent, but production of a new Volvo-Mitsubishi model is expected to start in about 1995 as Volvo Car BV's 400 subcompact series, now produced at Born, is being phased out.

The restructured Volvo Car BV will build a jointly developed model in the lower-medium range using common components, but with separate body styles. Volvo Car officials in Sweden said it is too early to describe the percentage of components coming from each company.

In Tokyo, Tate said it was "too early to say" whether Renault, which now supplies engines to Volvo, would have a supplier's role in the new car.

The letter of intent calls for the government, Mitsubishi and Volvo to contribute jointly to plant and product investments. No figures were disclosed, but speculation has centered on a combined investment of $1.3 billion.

The parties said they expect to conclude an agreement within the next few months.

Volvo Car BV produced just over 121,300 cars last year, down from 134,600 in 1989. Production last year consisted mostly of the 400 series. Output of the 300 series lower-medium model ended last March.

Volvo and Mitsubishi have been negotiating for more than a year on a joint car production agreement in the Netherlands.

Volvo officials said last week that Renault does not oppose the link with Mitsubishi. When the two companies swapped stakes last year to form a strategic alliance, they gave each other authority to veto agreements made with third parties.

"Renault understands our motives and accepts our agreement with Mitsubishi," said a Volvo spokesman. Renault would take part in development of a new car, he said.

ZR-1

FROM PAGE 3

prices. The feeling is that smaller dealers, perhaps allocated one or two cars, do not have the customer base or specialized service capability to support a ZR-1 supply.

"Some dealers who really aren't in the Corvette business are getting these cars," said Gary Konner of Malcolm Konner Chevrolet in Paramus, N.J.

"We have a separate showroom for the cars and five technicians who work on nothing but Corvettes," Konner said. "Perhaps only Chevy's top 200 Corvette producers should get the cars, or the division could tighten the standards for being a ZR-1 dealer. Otherwise, you're going to get small guys in a panic after 30 days that run a distress ad and blow the car out at invoice."

Konner said he has taken his full allocation of ZR-1 models and has even purchased some from other Chevrolet dealers.

Like Perkins, others recognized that the buying frenzy for ZR-1 models might be a short-term phenomenon. Rick Cole, president of Rick Cole Auctions in North Hollywood, Calif., told *Automotive News* in September 1989 that the ZR-1 (particularly those without low serial numbers) probably wouldn't make collectible status.

"It's just another piece of Detroit iron," he said. "I don't see a major rise in the value of the ZR-1."

Adding to dealer problems was a three-month hold put on sales of the ZR-1 from early December to mid-March. The hold was prompted by seven initially unexplainable engine seizures in the shipping yard of the Bowling Green, Ky., assembly plant.

At the start of the hold period, Chevrolet advised dealers not to take potential customers for demonstration rides. A missive from the division warned of the chance of some undisclosed problem.

Many dealers insist that the situation added frost to spring sales of the ZR-1.

PRODUCTION

U.S. CAR	Week Ended May 4, 1991	Week Ended Apr. 27, 1991	April Est.	Jan. 1 to May 4, 1991	Jan. 1 to May 5, 1990
Horizon	0	0	0	0	4,327
Sundance	0	0	1,795	12,085	25,210
Acclaim	2,500	2,463	3,463	26,512	27,697
Total Plymouth	**2,500**	**2,463**	**5,258**	**38,597**	**57,234**
LeBaron A	0	0	0	0	7,945
LeBaron J	1,250	1,269	6,726	15,009	13,132
N. Yorker C-Class	150	0	409	2,618	9,432
Fifth Avenue	1,000	0	2,301	9,089	9,667
Imperial	150	0	366	2,275	5,910
Total Chrysler	**2,550**	**1,269**	**9,802**	**28,991**	**46,086**
Omni	0	0	0	0	4,078
Daytona	300	582	2,365	5,236	9,799
Shadow	0	0	2,063	14,138	28,582
Dynasty	3,500	0	4,206	36,706	37,530
Spirit	2,350	2,269	3,209	24,100	29,234
Total Dodge	**6,150**	**2,851**	**15,393**	**83,710**	**109,223**
CHRYSLER CORP.	**11,200**	**6,583**	**30,453**	**151,298**	**212,543**
Escort	5,716	5,417	18,035	65,327	66,141
Mustang	0	3,396	10,408	21,866	48,280
Tempo	3,230	3,121	9,858	36,635	46,544
Taurus	8,478	7,785	31,633	105,812	133,637
Thunderbird	2,170	2,161	8,866	25,681	37,694
Total Ford Div.	**19,594**	**21,880**	**78,801**	**255,321**	**332,296**
Topaz	1,070	1,235	4,153	15,649	18,016
Cougar	2,150	1,945	7,242	19,711	25,219
Sable	2,532	2,665	10,541	34,385	40,409
Total Mercury	**5,752**	**5,845**	**21,936**	**69,745**	**83,644**
Continental	1,173	996	4,810	19,950	19,582
Mark VII	208	179	848	3,491	9,809
Town Car	2,775	2,314	11,302	46,924	59,034
Total Lincoln	**4,156**	**3,489**	**16,960**	**70,365**	**88,425**
Total L-M Div.	**9,908**	**9,334**	**38,896**	**140,110**	**172,069**
FORD MOTOR CO.	**29,502**	**31,214**	**117,697**	**395,431**	**504,365**
Skylark/Somerset	0	0	5,833	34,929	30,031
Century	1,963	1,853	7,995	26,307	22,500
Riviera	286	280	1,193	3,629	9,181
Electra/Park Ave.	3,143	2,165	3,422	31,645	12,513
LeSabre (fwd)	265	213	469	33,697	56,699
Roadmaster Wagon**	343	368	2,875	8,718	2,510
Reatta	98	98	411	1,073	3,043
Total Buick	**6,098**	**4,977**	**22,199**	**140,157**	**136,477**
Eldorado	356	362	1,513	5,647	8,331
Seville	906	918	3,828	12,114	13,873
Brougham (rwd)	438	367	1,773	6,813	13,065
DeVille (fwd)	3,651	3,498	11,679	46,411	57,580
Allante	64	53	258	1,075	1,285
Total Cadillac	**5,415**	**5,198**	**19,052**	**72,818**	**94,134**
Cavalier	5,319	5,482	24,009	95,021	107,452
Camaro	1,137	1,197	3,306	13,685	19,369
Corsica/Beretta	7,268	6,658	21,440	74,093	97,372
Caprice	3,374	3,029	11,812	42,851	71,445
Corvette	483	467	1,820	7,640	8,204
Total Chevrolet	**17,581**	**16,833**	**65,293**	**240,558**	**303,842**
Calais	0	0	6,463	34,616	32,111
Cutlass Ciera	2,323	2,548	10,357	24,508	26,794
Cutlass Supreme	2,658	2,554	10,365	35,633	28,961
Toronado	153	150	642	2,467	7,506
88 (fwd)	260	220	474	19,598	32,036
Custom Cruiser Wag.***	168	123	805	4,027	2,295
98	1,549	1,372	5,437	26,532	19,590
Total Oldsmobile	**7,111**	**6,967**	**34,543**	**147,381**	**149,295**
Sunbird	2,551	2,398	10,062	42,450	48,990
Grand Am	6,360	6,292	22,764	77,619	64,781
Firebird	628	585	1,787	4,574	11,624
Grand Prix	2,145	2,036	7,409	32,121	35,276
Pontiac 6000	898	646	2,903	11,004	19,492
Bonneville	0	12	12	20,952	26,760
Total Pontiac	**12,582**	**11,969**	**44,938**	**188,720**	**206,923**
Total Saturn	**1,385**	**1,385**	**6,094**	**20,302**	**0**
GENERAL MOTORS	**50,172**	**47,329**	**192,120**	**809,936**	**890,671**
DIAMOND-STAR	**3,174**	**3,131**	**13,836**	**54,639**	**49,294**
Civic	1,560	1,650	8,515	31,980	42,303
Accord	7,460	7,576	33,173	124,081	112,383
HONDA	**9,020**	**9,226**	**41,688**	**156,061**	**154,686**
MAZDA†	**3,000**	**3,034**	**12,718**	**51,915**	**63,808**
NISSAN	**2,612**	**2,677**	**11,267**	**49,025**	**37,725**
Corolla	2,100	2,114	8,962	36,503	37,388
Geo Prizm/Nova	2,000	1,979	8,901	35,689	34,908
NUMMI	**4,100**	**4,093**	**17,863**	**72,192**	**72,296**
SUBARU-ISUZU	**1,184**	**1,197**	**5,053**	**19,865**	**9,509**
TOYOTA	**4,372**	**4,424**	**19,383**	**77,742**	**77,832**
TOTAL BIG 3	**90,874**	**85,126**	**340,270**	**1,356,665**	**1,607,579**
TOTAL TRANSPLANT	**27,462**	**27,782**	**121,807**	**481,439**	**465,150**
TOTAL CARS, U.S.	**118,336**	**112,908**	**462,076**	**1,838,104**	**2,072,729**
TOTAL CARS, CANADA	**26,485**	**22,218**	**82,766**	**357,907**	**325,172**
U.S., CANADA CARS	**144,821**	**135,126**	**544,842**	**2,196,011**	**2,397,901**
U.S., CANADA CARS AND TRUCKS	**243,430**	**231,730**	**857,641**	**3,509,473**	**4,085,713**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds 88 (rwd)

CANADIAN CAR	Week Ended May 4, 1991	Week Ended Apr. 27, 1991	April Est.	Jan. 1 to May 4, 1991	Jan. 1 to May 5, 1990
Monaco	0	414	414	1,104	3,593
Premier	0	791	791	2,404	1,252
CHRYSLER CORP.	**0**	**1,205**	**1,205**	**3,508**	**4,845**
Tempo	3,293	0	4,995	36,534	43,249
Topaz	1,399	0	1,957	10,480	15,318
Crown Victoria	1,805	1,394	5,767	31,290	43,341
Grand Marquis	3,613	2,784	11,180	26,711	39,812
FORD MOTOR CO.	**10,110**	**4,178**	**23,898**	**105,015**	**141,720**
Celebrity	0	0	0	0	8,683
Cutlass Ciera	1,780	1,792	4,592	21,442	29,264
Lumina	5,820	5,162	17,942	66,679	77,244
Regal	1,980	3,005	7,651	36,898	56,674
GENERAL MOTORS	**9,580**	**9,959**	**33,017**	**127,851**	**110,448**
CAMI	**2,450**	**2,458**	**8,958**	**44,428**	**0**
HONDA	**2,200**	**2,283**	**8,013**	**37,361**	**37,732**
HYUNDAI*	**525**	**530**	**2,054**	**12,841**	**6,155**
TOYOTA	**1,440**	**1,445**	**5,072**	**23,845**	**21,105**
VOLVO	**180**	**180**	**648**	**3,058**	**3,167**
TOTAL CARS, CANADA	**26,485**	**22,218**	**82,766**	**357,907**	**325,172**

U.S. TRUCK					
Caravan	1,550	2,450	7,980	35,399	40,101
Dakota	2,000	2,069	7,201	24,293	25,747
Caravan C/V	50	109	370	1,440	2,579
Ram pickups	2,050	2,014	7,157	24,237	37,615
Total Dodge	**5,650**	**6,642**	**22,707**	**85,369**	**106,042**
Cherokee	4,200	4,186	10,625	37,724	56,768
Comanche	50	139	301	1,825	2,620
Grand Wagoneer	350	65	205	415	1,455
Wagoneer/Briarwood	50	109	252	1,065	1,289
Total Jeep	**4,650**	**4,499**	**11,383**	**41,029**	**62,132**
Voyager	1,550	2,006	6,988	28,930	38,465
Town & Country	50	93	282	1,112	1,302
Total C-P Div.	**1,600**	**2,099**	**7,270**	**30,042**	**39,767**
CHRYSLER CORP.	**11,900**	**13,240**	**41,360**	**156,440**	**207,941**
Aerostar	4,057	4,006	14,532	47,520	67,929
Bronco	353	643	888	3,921	19,101
Bronco II/Explorer	5,519	5,501	21,038	94,039	42,105
Navajo	303	141	584	4,794	0
Econoline	4,140	3,850	10,193	41,991	66,963
Mediums/Heavies	1,037	0	2,630	12,325	18,155
Light trucks	8,182	8,847	20,949	88,347	158,288
Ranger	6,240	6,235	19,753	82,189	106,506
Total Ford Div.	**29,831**	**29,223**	**90,567**	**375,126**	**478,146**
FORD MOTOR CO.	**29,831**	**29,223**	**90,567**	**375,126**	**478,146**
Astro	2,458	1,987	8,180	31,424	39,515
Blazer	168	193	296	2,445	5,886
Lumina APV	1,258	1,113	3,055	11,413	34,750
Mediums/Heavies	243	153	597	872	2,968
P-Model	0	0	824	5,069	8,368
Pickups	6,028	5,313	18,037	79,808	123,542
S-10	6,499	6,281	21,995	83,039	81,459
S-10 Blazer	1,494	1,630	5,804	12,025	41,335
Sportsvan/Van	970	938	3,925	14,086	22,578
Suburban	589	578	2,575	8,422	23,192
Total Chevrolet	**19,707**	**18,186**	**65,288**	**248,603**	**383,593**
Jimmy	67	19	67	837	1,935
Mediums/Heavies	492	468	1,558	2,075	4,597
P-Model	0	0	263	1,124	1,069
Pickups	2,474	3,300	8,351	39,644	43,014
S-15/Sonoma	1,151	1,491	4,550	19,734	20,103
S-15 Jimmy	580	622	1,947	4,262	12,942
Safari	1,030	1,186	3,634	12,777	12,210
Suburban	588	613	2,009	8,011	10,147
Vandura/Rally Vans	645	721	2,096	6,381	8,213
Total GMC	**7,027**	**8,420**	**24,476**	**94,845**	**114,230**
Silhouette	650	684	1,601	5,749	10,826
Bravada	134	122	796	7,107	0
Total Oldsmobile	**784**	**806**	**2,397**	**12,856**	**10,826**
Pontiac Trans Sport	**815**	**906**	**2,254**	**7,169**	**19,788**
GENERAL MOTORS	**28,333**	**28,318**	**94,415**	**363,473**	**528,437**
NAVISTAR	**1,645**	**1,407**	**5,278**	**26,590**	**24,982**
NISSAN	**2,690**	**2,740**	**9,616**	**47,703**	**53,925**
SUBARU-ISUZU	**954**	**991**	**3,042**	**17,505**	**9,541**
AM GENERAL	**400**	**400**	**1,440**	**7,250**	**8,190**
MISCELLANEOUS	**2,650**	**2,650**	**9,540**	**48,050**	**54,600**
TOTAL TRUCKS, U.S.	**78,403**	**78,969**	**255,258**	**1,042,137**	**1,365,682**

CANADIAN TRUCK					
Caravan	3,516	3,006	11,399	47,963	57,791
Caravan C/V	228	224	1,103	10,665	4,591
Ram Wagon	705	609	1,720	7,199	8,326
Ram Van	1,215	981	2,870	12,649	20,768
Total Dodge	**5,664**	**4,820**	**17,092**	**78,476**	**91,476**
Voyager	2,400	2,542	9,108	36,129	47,589
Total Plymouth	**2,400**	**2,542**	**9,108**	**36,129**	**47,589**
Wrangler	1,500	0	4,128	17,727	18,604
Total Jeep	**1,500**	**0**	**4,128**	**17,727**	**18,604**
CHRYSLER CORP.	**9,564**	**7,362**	**30,327**	**132,332**	**157,939**
FORD MTR. (L. trks.)	**2,932**	**2,862**	**4,492**	**29,418**	**50,519**
Light trucks	3,188	2,955	7,950	45,703	62,819
Vans	1,576	1,507	5,618	16,270	16,386
Total Chevrolet	**4,764**	**4,462**	**13,568**	**61,973**	**79,205**
Light trucks	1,062	1,162	2,944	17,973	23,624
Vans	569	461	1,815	7,219	7,094
Total GMC	**1,631**	**1,623**	**4,760**	**25,192**	**30,718**
GENERAL MOTORS	**6,395**	**6,085**	**18,327**	**87,165**	**109,923**
CAMI	**1,150**	**1,162**	**3,966**	**19,709**	**0**
NAVISTAR	**165**	**164**	**427**	**2,701**	**3,749**
TOTAL TRKS., CANADA	**20,206**	**17,635**	**57,540**	**271,325**	**322,130**
U.S., CANADA TRKS.	**98,609**	**96,604**	**312,799**	**1,313,462**	**1,687,812**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Car output is highest in 2 months

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Last week's car production schedule in the United States was the highest since the week ended ended Feb. 23, and the Canadian estimate was highest since the week ended March 23.

Scheduled Saturday overtime last week at three U.S. and one Canadian car assembly plants helped boost the week's output.

U.S. car production was scheduled at 118,336 units, 4.81 percent above the prior week but 11.20 percent below the year-ago week.

So far this year, car assembly in the United States is 11.32 percent behind 1990.

General Motors slated Saturday overtime last week at the Lansing, Mich. (B); Linden, N.J., and Arlington, Texas, car plants.

Arlington will remain on Saturday overtime. The plant produces the Buick Roadmaster, Chevrolet Caprice and Cadillac Brougham.

GM's Saturn assembly plant in Spring Hill, Tenn., began operating a second shift last Monday, boosting production to about 700 units per day. The plant now works a two-shift, four-day week.

GM has announced that its Lordstown, Ohio, assembly plant will be the sole producer of second-generation J-cars, the Chevrolet Cavalier and Pontiac Sunbird. The cars will be 1994 models.

Car production in Canada was slated at 26,485 units last week, 19.21 percent above the previous week and 3.06 percent above the year-ago week. Year-to-date car production in Canada is 10.07 percent above 1990.

Ford Motor Co. scheduled Saturday overtime at the Oakville, Ontario, car plant last week.

U.S. truckmakers reached the one-million mark last Monday, one month behind 1990.

Chrysler Corp., built its first Grand Wagoneers of the year in the week ended April 27. Sixty-five were built at the Toledo, Ohio, plant that week.

Canadian truckmakers also scheduled their strongest week since March 23. Last week's output of 20,206 was 14.58 percent above the previous week.

GM scheduled Saturday overtime at its Scarborough, Ontario, truck plant last week.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	**5/6**	
Ford Mustang		3,500
Kansas City, Mo.	**5/6**	
Ford Tempo		2,600
Mercury Topaz		1,370
Norfolk, Va.	**5/6**	
Ford F series		3,200
CHRYSLER		
Bramalea, Ontario	**5/6**	
Dodge Monaco		400
Eagle Premier		875
Newark, Del.	**5/6**	
Dodge Spirit		2,260
Plymouth Acclaim		2,590
Toledo, Ohio	**5/6**	
Jeep Cherokee		3,680
Jeep Comanche		140
Jeep Gr. Wagoneer		330
Jeep Briarwood		100
Total U.S. car		**12,320**
Total Canada car		**1,275**
Total U.S. truck		**7,450**
Total units lost week of 5/6		**21,045**

Source: Automotive News Data Center

NOTE

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Automotive News

May 13, 1991

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Ford shuffles car, service division chiefs

Roberts

Wagner

Miskowski

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has shuffled the general managers of its two North American car divisions and its parts and service operations.

The switch, effective immediately, was announced late last Friday after the three men were informed earlier in the day. It creates fresh challenges for top Ford marketing executives as the company tries to regain the strong market-share momentum it had in the 1980s until last year.

Moving are:

- Thomas Wagner, 52, vice president and general manager of Ford Division for the last three years; he becomes vice president and general manager of the Ford Parts and Service Division.
- Ross Roberts, vice president and general manager of Lincoln-Mercury Division for three years; he succeeds Wagner at Ford Division.
- Lee Miskowski, vice president of the Parts and Service Division, who succeeds Roberts at Lincoln-Mercury.

Wagner and Roberts led the vehicle divisions at the peak of Ford's market-share rise of the 1980s. But the corporation lost 0.7 points of car and light-truck market share in 1990, to 23.9 percent, and the loss has accelerated in 1991.

At least the previous three general

see FORD, page 6

AIADA's Mr. Olin goes to Washington

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

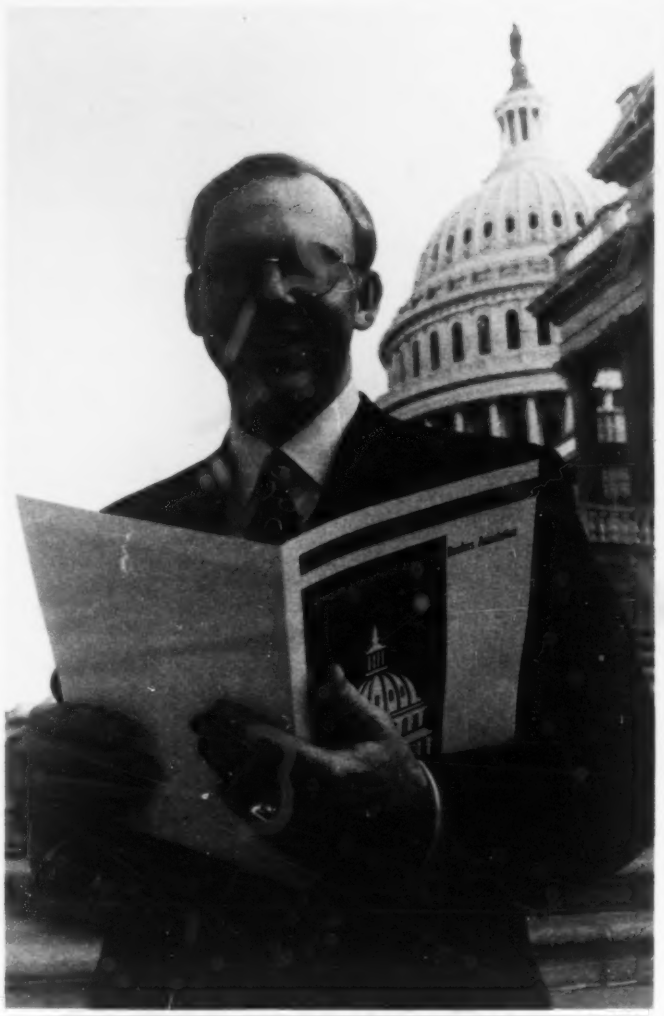
There's something about Midwestern values and being a lobbyist in Washington that just doesn't mix, muses Gary Olin, a two-franchise car dealer from Bedford, Ohio, who sounds more like a Puritan preacher than a spokesman for an import auto dealers' group.

But as the new chairman of the American International Automobile Dealers Association, a highly ...used trade association whose *raison d'etre* is free trade, Olin is on Capitol Hill with the big-bucks lawyers hired by the auto companies. He's vying for the ears of congressmen, telling them not to raise the fuel economy standard and to ignore Chrysler Corp. Chairman Lee Iacocca's pleas for more restrictions on Japanese cars.

It's a new world for the 52-year-old owner of a small Saab and Mazda store. "Like many dealers he views Washington as an Oz and peers behind the curtain to see how you work the dials," said Walter Huizenga, president of AIADA.

Indeed, Olin feels more at home at Qua Motors, just outside Cleveland on the "Bedford Automile," an unglamorous strip of aging dealerships and new monster dealerships, located past the salt box homes built for soldiers returning home after World War II. But he is learning the Capital fast. "I, like so many dealers, thought getting involved in politics

see OLIN, page 38



KEN HEINEN

In the Washington world of big-bucks lobbyists, new AIADA Chairman Gary Olin relies on his Midwestern roots and personal contacts to break through the clutter and reach out to Congress.

AIADA meets; Rafaeli named All Star

WASHINGTON — The American International Automobile Dealers Association opened its annual Automotive Congress yesterday at the J.W. Marriott Hotel.

The general session opens at 4 p.m. today with an address by Chairman Gary Olin, followed by Bill Young, president of Volkswagen of American Inc., and Rep. Newt Gingrich, R-Ga., House minority whip.

Tonight's Sports Illustrated All Star Dealer Award banquet will honor this year's winner, Peter A. Rafaeli of West German Sales Corp. (Mazda-Mercedes-Volvo) in Fort Washington, Pa. The award is the import automobile industry's most prestigious honor.

Tuesday's session includes a panel on fuel efficiency, taxes, the budget and trade issues and addresses by Sen. Robert Dole, R-Kan.; Sen. Richard Bryan, D-Nev.; economist Lawrence Kudlow; Thomas Mignanelli, president of Nissan Motor Corp. in U.S.A.; and Dick Cheney, U.S. Secretary of Defense.

GM skips auction, sells program cars to Fla. deals

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has begun shipping repurchased rental-fleet cars to southern Florida dealers, bypassing the auto auction network.

GM is selling Cadillacs, Buicks and Pontiacs from daily rental fleets directly to dealers in five Florida counties south of Vero Beach — complete with incentives, a holdback formula and an advertising fee similar to the way new cars are distributed to dealers. South Florida is home to large numbers of rental cars.

In a separate test aimed at relieving GM's huge volume of program cars, the automaker has shipped a small quantity of used Corsicas and Geo Prizms to Poland and Yugoslavia to test sales in eastern European markets.

Success there "depends on meeting government regulations and finding strong enough dealers to sell and service the vehicles," said Dale R. Hermiller, who was appointed GM's executive director of vehicle redistribution in March.

Hermiller said the Satisfaction Plus program in Florida will aid dealers in merchandising rental returns, and it should save GM trans-

see PROGRAM, page 53

Nissan USA tightens its own belt to boost incentives

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — In a drastic move to jump start sales, Nissan Motor Corp. in U.S.A. Inc. has slashed spending throughout the company so it can funnel about $50 million into a three-month incentive program.

That money will be added to the estimated $100 million to $150 million that Nissan had planned to spend on incentives in the second and third quarters of the calendar year.

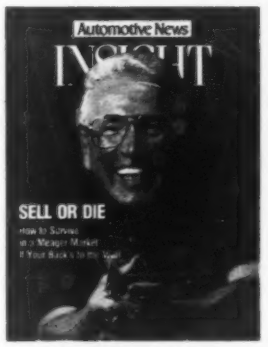
Current incentive programs, Page 52

The new programs put $600 to $1,500 on three of Nissan's sexiest products — the Maxima, 240SX and 300ZX. Previously, Nissan had planned to put incentives only on the Sentra, Stanza, Pathfinder and pickup. Now, all seven products will be supported with dealer cash.

The push comes in the wake of a 23.9 percent drop in Nissan-brand sales during the first quarter of the year, when Nissan fared worse than an awful market.

Robert J. Thomas, general manager of Nissan Division, made the decision to expand the incentive program in March. But he said

see NISSAN, page 51



Dealing for dollars

Car sales are down, but dealers know buyers are out there. It's just a matter of finding the right combination of product and service. Some strategies for success are in *Automotive News Insight*, which follows Page 28.

Pick from 591 car models:

Domestic cars hold a 15-model edge over imports in the 1991 model year, and the overall count is up for the first time since 1987. See Page 6.

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AUTOMOTIVE NEWS/JOE WILSSENS

Fords on the board

Ford Motor Co. board members Edsel B. Ford II, left, William Clay Ford Jr. and William Clay Ford attended last week's annual meeting, where a program for natural gas pickups was unveiled. Story on Page 8.

Parts study says Honda is shunning U.S. suppliers

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Despite Honda's high domestic content numbers, "traditional" U.S. suppliers are providing few parts for Honda's U.S.-built cars, according to a new report issued last week. But Honda disputed the findings, saying the study used out-of-date and misleading numbers.

The University of Michigan report reveals that only 16 percent of the Accord's parts and 20 percent of the Civic's come from "traditional" U.S. suppliers — a group that excludes Japanese parts makers doing business here and U.S.-Japan joint ventures. Despite those numbers, the Accord has an domestic content level of 75 percent and the Civic 72 percent in the eyes of the U.S. government.

The focus on Honda was part of a broader study commissioned by the Auto Parts Advisory Committee, a industry council formed last year to steer Washington on international auto trade issues. The report concludes that U.S. auto suppliers will continue losing ground to their Japanese competitors through 1994, despite assurances from Japanese carmakers that they are sourcing more and more North American parts.

Honda's manufacturing operation in Marysville, Ohio, was used as a case study to illustrate the role of U.S. suppliers. The report found the Accord gives nearly three times as much business, 46 percent of its parts value, to Japanese transplant suppliers or in-house production than to U.S. firms.

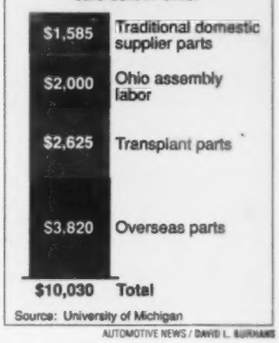
Honda was selected because its cars have led all Japanese transplants in increasing domestic content. Those calculations are based on an EPA formula that allows carmakers to include such non-manufacturing factors as administrative costs, taxes, profits and advertising costs. They also include Canadian parts.

John Reilly, chairman of the Auto Parts Advisory Committee and president and chief executive officer of Tenneco Industries, said

see STUDY, page 52

Manufacturing costs for Honda

Average direct manufacturing costs estimated for Honda cars built in Ohio.



Source: University of Michigan

AUTOMOTIVE NEWS / DAVID L. BURNHAM

Saturn sales in calendar 1991 totaled 11,822 through April 30.

Saturn conquests fall short

Saturn Corp. is falling somewhat short of its goal of 65 percent non-General Motors conquest sales, according to a survey to be released today.

An R.L. Polk & Co. study shows that of Saturn buyers, 23 percent owned an Asian import car, 61 percent owned a domestic car and 8 percent owned a European import. The remaining 8 percent owned a light truck.

Of the 1050 households included in the study, 404 owned a GM vehicle, 141 owned a Ford and 97 owned a Chrysler.

The study was based on the make of the newest registered car in the household at the time of the Saturn purchase. The study does not indicate if the newest car was replaced with the Saturn.

Of the owners of Asian imports, 26.1 percent owned a Honda. Among European imports, the greatest share of Saturn buyers owned Volkswagens at 38.6 percent, the study said.

The data used in the study were gleaned from Polk's first quarter 1991 model-year data base, which includes about a million vehicle owners, including about 73 percent of all Saturn buyers.

Saturn sales began last October.

Polk is a Detroit-based publishing and statistical services firm.

— Arlena Sawyers

Bad coolant: Saturn will replace 1,836 cars

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. said late Friday that it will voluntarily replace 1,836 cars that were filled with bad engine coolant.

The carmaker revealed that the cars were built with an improperly mixed engine coolant. Saturn will give customers new cars of equal value, spokesman Bill Betts said.

"The cars can be repaired, but we don't want to inconvenience our customers," said Betts.

About 1,100 affected cars are in customers' hands, the company said. Remaining models are in dealer inventory.

The coolant supplier, Texaco Refining and Marketing Inc., said the mistake resulted from "a blending accident" involving 59 barrels of coolant sent to Saturn. The coolant was used in cars built between March 25 and April 4.

Betts said that Saturn had begun receiving field reports of problems with engine cooling systems. The improperly mixed antifreeze could result in leaks in water pumps and damage to heating coils, he said.

"We still don't know the long-term effects of this," Betts said. "We felt it would be better for our customers if we simply give them a new car. It's quick. It's clean. It exceeds customer expectations for this situation."

Assuming the average manufacturer's cost is $7,000, the move will cost Saturn an estimated $12.8 million. But Saturn indicated that Texaco would bear some of the replacement costs.

"All of our suppliers share in both the rewards and the costs at Saturn," said Nicole Merritt, a Saturn spokeswoman.

The company sent notices last Friday by overnight delivery to owners of the affected cars.

Earlier this year, Saturn recalled 1,500 cars over a faulty bracket on front seat backs. Mechanics drove to many customers' homes to replace the bracket.

Quayle listens to Detroit before Japan trade visit

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Vice President Dan Quayle, on a visit to the nation's auto capital Friday, said he will travel to Japan later this month armed with numbers from the University of Michigan study of Honda suppliers. (See above story.)

But although he said the report lends evidence to concerns that the Japanese have transplanted their own industries to the United States instead of offering opportunities to U.S. suppliers, he said he will not head to Japan advocating protectionism. Quayle said he hopes to help knock down barriers that will allow U.S. companies greater access to the Japanese market.

"I go as a friend of Japan," he said. "Japan is now an economic superpower. Japan owes it to its people" to open itself to U.S. products.

Quayle's visit to Japan is scheduled for May 19-23. In preparation for that trip, he visited Detroit Tool Center Inc., which supplies machinery and tooling for Big 3 products and the Honda Civic.

He also met with five officials from the Big 3, including Ford Motor Co. President Philip E. Benton Jr. and Chrysler Corp. Vice Chairman Robert S. Miller. The meeting was part of a series of recent exchanges between politicians and U.S. industry officials.

Friday, Quayle took the administration's strongest stance to date against changing corporate average fuel economy. "The administration does not back any increase or change in CAFE," he said.

He said that if Nevada Sen. Richard Bryan's bill passes and forces a 40 percent change in fuel economy by model year 2001, "there will be a massive loss of jobs."

Quayle will go to Japan as chairman of the President's Council on Competitiveness and one of the Bush administration's point men on free-market developments.

Quayle has been a key player in trade talks. When he was a senator he oversaw the formation of the Auto Parts Advisory Committee, which advises the Department of Commerce. The effort is still referred to as the Quayle initiative.

With Quayle on the Detroit trip was Michael Farren, undersecretary of commerce for international trade. Farren has warned Japanese auto industry officials several times in recent months that the parts trade imbalance would be detrimental to Japanese business in the United States.

Farren said the government is more likely to pressure Japan during trade negotiations rather than through retaliatory action, as it already has threatened to do in the construction business.

INDEX

Auction dates	41	Obituaries	22
Classifieds	42-46	Opinion	12
Incentive watch	52	Personnel	32
Insight	follows page 28	Production	53
Inventories	51	Recreation on wheels	18
Keith Crain	12	Sales, car	49-51
Late news	8	Sales, import	50
Legal briefs	28	Sales, truck	49-50

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Corrections

- Due to an error in a press release, the location of Lorne Schlatter's Quality Toyota dealership was misidentified in a story in the May 6 issue. It is in Independence, Kan.
- A story in the May 6 issue quoting Lexus dealers said the six-cylinder version of the new Lexus coupe would start at under $30,000. Last week, Lexus Division officials announced the SC300 had a preliminary price of $32,000.

1991 LIGHT-TRUCK CSI

Table lists results of J.D. Power and Associates 1991 Light-Duty Truck Customer Satisfaction Index survey based on responses from over 10,000 truck owners regarding experiences with their 1990 model trucks during the first 12 to 14 months of ownership. Only above-average makes are listed.

Overall brand	
Toyota	151
Chrysler	144
Mazda	138
Nissan	135
Mitsubishi	133
Ford	128
VW	126
Pontiac	123
Average	123
Compact pickups	
Mazda B-series	153
Toyota	153
Mitsubishi Mighty Max	140
Dodge Ram 50	138
GMC S15	134
Nissan Hardbody	134
Ford Ranger	133
Average	132
Compact van	
Chrysler Town & Country	144
Mazda MPV	126
VW Vanagon	126
Mitsubishi Van	123
Pontiac Trans Sport	123
Dodge Caravan	120
Ford Aerostar	120
Plymouth Voyager	118
Olds Silhouette	117
Average	117
Compact sport-utility	
Toyota 4Runner	148
Nissan Pathfinder	139
Ford Bronco II	123
Jeep Wagoneer	121
Mitsubishi Montero	120
Chevrolet S10 Blazer	119
Average	119
Full-sized pickup	
Ford F-Series	132
Chevrolet C/K	129
Average	129
Full-sized sport-utility	
Toyota Land Cruiser	151
Ford Bronco	122
Chevrolet Blazer	120
Range Rover	116
GMC Jimmy	112
Average	112
Full-sized van	
Dodge Ram Van/Wagon	111
Chevrolet Van/Sportsvan	106
Average	105

Saturn, NHTSA trade barbs over crash numbers

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A federal safety official says Saturn's score in a government-conducted crash was similar to its performance in a General Motors test, disputing Saturn's argument that the program doesn't reflect a car's safety.

In the latest round of National Highway Traffic Safety Administration crashes, the Saturn SL2 had the highest passenger head injury score of eight similar-sized cars. The Saturn scored 1,018 for head injuries on the passenger side. NHTSA says serious head injury is possible at scores over 1,000. On the driver side, the Saturn, which is equipped with motorized safety belts, scored 918.

Saturn defended its car and said the crash "does not reflect the actual safety performance of our vehicles," because results vary every time the crashes are performed.

But Barry Felrice, NHTSA's associate administrator for rule making, said GM conducted its own 35 mph crash on the SL2, and the scores were similar to those of the NHTSA crash. The GM passenger scores were lower, but not significantly, Felrice said.

"These numbers should not be a surprise to them," Felrice said. "We replicated their test."

Saturn declined to respond to Felrice's comments.

LIGHT-CAR CRASH RESULTS

Table lists index scores for driver and passenger in 35-mph crash program, for cars weighing 2,000-2,500 pounds. Scores over 1,000 indicate possible head injury.

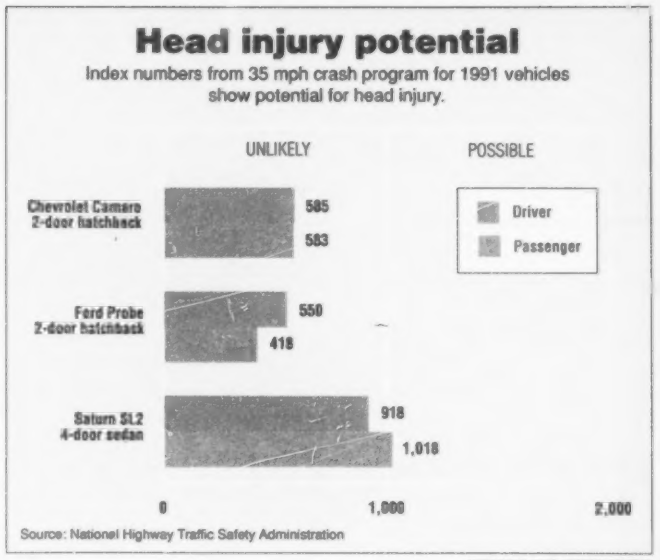
Vehicle	Driver	Passenger
Mitsubishi Mirage	960	772
Mazda Miata	920	531
Saturn SL2	918	1,018
Toyota Celica	834	685
Hyundai Excel	696	419
Acura Integra	585	637
Nissan Sentra	583	681
Ford Escort	434	450

Source: NHTSA

NHTSA's crashes, known as the New Car Assessment Program, have been controversial. The agency picks about 35 vehicles for the program annually to crash. Like Saturn, other automakers have argued that one reading isn't enough and that the crashes provide limited safety information.

In addition, the test is done at 35 mph, even though government safety standards only require cars to pass a 30 mph test.

NHTSA disagrees with maker assertions that the data is meaningless. "Our position is that it doesn't tell us the performance in side or rollover, but frontal crashes account for half the fatalities and deaths (in automobiles), and most of the frontal crashes are at 30 or 35 mph into a barrier," he said.



AUTOMOTIVE NEWS / MARTHA GRATTAN

Felrice said the Saturn SL2 crash film shows the dummy driver's head hit the steering wheel. The passenger dummy's head only grazed the instrument panel, but "it whipped around a lot and went forward and way down."

High scores are usually caused by a combination of factors, including "the performance of the frontal structure and how well it absorbs energy and how quickly the seat belt locks up and prevents motion," Felrice said.

NHTSA says the results provide comparative data for consumers to use when shopping for vehicles. It cautions that comparisons are meaningful only when made between vehicles within an approximate weight range of 500 pounds. The Saturn was in the 2,000-pound to 2,499-pound category.

British manufacturers dispute price-fixing charges

By Ed Wendt
SPECIAL CORRESPONDENT

LONDON — British manufacturers last week launched a major offensive against a Monopolies and Mergers Commission finding that cars sold in the United Kingdom typically cost thousands of dollars more than the same vehicles sold in Continental Europe.

The commission, the rough equivalent of the U.S. Justice Department's antitrust division, provisionally ruled two weeks ago that British and Japanese automakers have illegally fixed the supply and price of at least 25 percent of the cars sold in the United Kingdom each year since 1975.

The alleged monopoly has resulted in British vehicle prices being far out of line with those in other European countries, the commission said in its preliminary ruling. After a period of public comment, the commission will forward a recommendation to the Cabinet, which is expected to issue a final decision in September.

EQUIPMENT-ADJUSTED PRICE IN POUNDS STERLING

Selected car	Great Britain	Germany	France	Belgium	Netherlands
BMW 318i 4-dr.	£14,300	11,107	12,545	12,462	15,078
Vauxhall Cavalier L 1.6-liter, 5-dr.	10,730	9,354	9,164	9,361	11,063
Vauxhall Astra L 1.4-liter, 5-dr.	9,008	7,714	7,409	7,735	9,278
Ford Escort LX 1.4-liter, 5-dr.	9,470	7,080	7,018	6,850	8,284
Volkswagen Golf CL 1.6-liter, 5-dr.	9,750	7,697	8,443	8,037	9,587
Fiat Tipo DGT 1.4-liter	9,070	6,840	7,406	7,200	7,060

SOURCE: U.K. Monopolies and Mergers Commission

Ford Motor Co., General Motors/Vauxhall and Rover Group last week charged that the study, conducted by Ludvigsen & Associates, distorts the facts and is misleading. They are asking the secretary of state to reject the ruling.

"Vauxhall disagrees with the suggestion that pricing is detrimental to the U.K. consumer when exchange rates, equipment levels and other transaction costs are taken into account," said the spokesman. "Vauxhall has made its study available to the (commission) on a confidential basis."

A spokesman said Ford of Britain is preparing an official response to the commission and will explain any pricing differentials.

"One of the things they didn't consider is dealer incentives and trade-in prices," he said.

But Nissan U.K., the privately owned distributor of Nissans in Britain, said the report supports its long-time claim that Nissan cars are priced higher in Britain than in Europe. Because of the pricing dispute, Japan's Nissan Motor Co. has terminated Nissan U.K.'s exclusive distribution agreement as of the end of the year.

Britain's semiofficial Consumers Association called on the government to end the alleged monopoly.

"The study completely vindicates what CA has been saying for 10 years — that the same cars can be thousands of pounds cheaper in Europe compared to the U.K.," said Stephen Locke, head of the association's policy unit.

"The details of the (commission's) work blow out of the water the arguments of manufacturers that price differences are due to special factors — such as exchange rate movements, specification differences and discounts," he said.

Locke said the commission's conclusions closely parallel the consumer group's findings of huge price differences between Britain and the Continent.

Toyota tops truck survey

AGOURA HILLS, Calif. — Toyota was rated the top brand in J.D. Power and Associates' 1991 study of light-duty truck customer satisfaction, product quality and dealer service.

The study asked owners to evaluate product-related issues as well as customer-related aspects such as treatment when taking their vehicles to dealers for service.

The survey showed an improvement in dealer treatment of customers for many makers, said J.D. Power III, company president.

Satisfaction by light-duty truck owners improved eight points over last year, with the CSI average now 123 points.

Power said much of the improvement came from increases in participants' customer handling scores, which trace satisfaction with dealer and service experiences. The overall industry customer handling score was 131, 10 points better than 1990.

While Toyota and Mazda ranked first and third in the overall truck CSI rankings, the Chrysler Town & Country minivan, which Power rated as a separate brand, finished second in overall truck CSI.

Ford showed the highest increase in CSI scores of any nameplate from last year.

The study included 55 models.

Equal pay for warranty repairs will cost consumers, study concludes

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — Consumers will either pay more for cars or get less warranty coverage if dealers succeed in getting paid as much for repairing cars under manufacturers' warranty as they get for retail repairs, a new study shows.

The study, by Glassman-Oliver Economics Consultants of Washington, also said dealers would be hurt by the change. Vehicle prices rise when state laws require manufacturers to reimburse dealers at retail rates for warranty work, according to the study. That lowers demand and means lost profits for both dealers and vehicle makers.

The study comes three months after the National Automobile Dealers Association called on domestic makers and importers to raise the compensation paid to dealers for warranty work.

Two industry groups, the Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers, commissioned the study.

Another study, by the Booz-Allen Hamilton consulting firm, is scheduled to be released in a few weeks. It will show the nation's average car dealership subsidizes the manufacturer's efforts by $50,000.

But John Whatley, assistant general counsel at the Association of International Automobile Manufacturers, said the most striking aspect of what has been seen of the Booz-Allen report is that the "gross margins on repair, especially labor, are huge." He cited one example that showed that "the gross margins for retail labor and warranty labor are $1.90 and $1.80, respectively, for every dollar of cost. That means the consumer pays $2.90 for service that costs the dealer $1.00. Margins on retail parts and warranty parts are 56 cents and 29 cents respectively."

He spoke to a meeting of the National Association of Attorneys General last week in Memphis.

For its part, NADA, noting it had not seen the Glassman-Oliver study, said it was "unfair" to say the dealer network is responsible for higher costs to consumers when dealers seek "fair and equitable compensation for warranty work."

In general, most states use the dealer's retail rate for labor charges but require "reasonable" reimbursement for parts.

But recently, he noted, state legislatures have been moving toward also requiring use of an independent flat rate manual, which allows a longer time for repairs than the manufacturer's manual. There has also been a move to change the "reasonable" reimbursement for parts to either a "retail" equivalent or a cost-plus fixed percentage rate. Both mean higher costs to the automaker.

In addition to showing the differential between labor and parts costs of warranty versus retail work, the NADA study is also expected to reveal that as a percentage of sales, indirect costs connected with warranty work are about 7 percent more than for retail work. In addition, the NADA study apparently stresses that some warranty work is so complex as to necessitate "extraordinary" labor time.

U.S. CAR AND LIGHT-TRUCK SALES, APRIL — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	101,380	123,791	14.7	15.4	91,008	112,750	26.0	28.0	192,388	236,541	18.5	19.6	−1.2	−18.7
Ford	85,599	123,093	12.4	15.4	104,774	124,698	29.9	31.0	190,373	247,791	18.3	20.6	−2.3	−23.2
Toyota	49,561	59,536	7.2	7.4	20,709	22,171	5.9	5.5	70,270	81,707	6.7	6.8	0.0	−14.0
Dodge	23,459	24,939	3.4	3.1	39,658	39,066	11.3	9.7	63,117	64,005	6.1	5.3	0.7	− 1.4
Honda	56,781	60,467	8.2	7.5	—	—	—	—	56,781	60,467	5.5	5.0	0.4	− 6.1
Nissan	33,165	33,859	4.8	4.2	14,433	17,424	4.1	4.3	47,598	51,283	4.6	4.3	0.3	− 7.2
Pontiac	45,693	59,204	6.6	7.4	1,847	3,366	0.5	0.8	47,540	62,570	4.6	5.2	−0.6	−24.0
Buick	47,159	46,732	6.8	5.8	—	—	—	—	47,159	46,732	4.5	3.9	0.6	0.9
Oldsmobile	35,607	45,485	5.2	5.7	2,365	2,389	0.7	0.6	37,972	47,874	3.6	4.0	−0.3	−20.7
Mercury	35,843	35,302	5.2	4.4	—	—	—	—	35,843	35,302	3.4	2.9	0.5	1.5
Mazda	21,960	18,485	3.2	2.3	8,589	9,642	2.5	2.4	30,549	28,127	2.9	2.3	0.6	8.6
Plymouth	13,297	19,175	1.9	2.4	13,727	12,384	3.9	3.1	27,024	31,559	2.6	2.6	0.0	−14.4
GMC	—	—	0.0	0.0	24,507	30,514	7.0	7.6	24,507	30,514	2.4	2.5	−0.2	−19.7
Mitsubishi	16,245	13,828	2.4	1.7	2,504	2,917	0.7	0.7	18,749	16,745	1.8	1.4	0.4	12.0
Cadillac	15,487	19,167	2.2	2.4	—	—	—	—	15,487	19,167	1.5	1.6	−0.1	−19.2
Jeep	—	—	0.0	0.0	15,008	14,051	4.3	3.5	15,008	14,051	1.4	1.2	0.3	6.8
Lincoln	14,465	20,238	2.1	2.5	—	—	—	—	14,465	20,238	1.4	1.7	−0.3	−28.5
Acura	12,396	12,380	1.8	1.5	—	—	—	—	12,396	12,380	1.2	1.0	0.2	0.1
Chrysler	10,436	14,853	1.5	1.9	345	200	0.1	0.0	10,781	15,053	1.0	1.2	−0.2	−28.4
Subaru	9,898	9,409	1.4	1.2	—	—	—	—	9,898	9,409	1.0	0.8	0.2	5.2
Isuzu	1,284	294	0.2	0.0	8,198	8,458	2.3	2.1	9,482	8,752	0.9	0.7	0.2	8.3
Hyundai	9,206	10,411	1.3	1.3	—	—	—	—	9,206	10,411	0.9	0.9	0.0	−11.6
VW	8,632	10,239	1.2	1.3	505	617	0.1	0.2	9,137	10,856	0.9	0.9	0.0	−15.8
Volvo	7,171	8,036	1.0	1.0	—	—	—	—	7,171	8,036	0.7	0.7	0.0	−10.8
Eagle	5,441	4,181	0.8	0.5	—	—	—	—	5,441	4,181	0.5	0.3	0.2	30.1
Mercedes	5,376	6,674	0.8	0.8	—	—	—	—	5,376	6,674	0.5	0.6	0.0	−19.4
Saturn	4,944	0	0.7	0.0	—	—	—	—	4,944	0	0.5	0.0	0.5	—
BMW	4,911	5,848	0.7	0.7	—	—	—	—	4,911	5,848	0.5	0.5	0.0	−16.0
Lexus	4,661	5,117	0.7	0.6	—	—	—	—	4,661	5,117	0.4	0.4	0.0	− 8.9
Saab	4,013	2,182	0.6	0.3	—	—	—	—	4,013	2,182	0.4	0.2	0.2	83.9
Infiniti	2,462	1,661	0.4	0.2	—	—	—	—	2,462	1,661	0.2	0.1	0.1	48.2
Suzuki	349	448	0.1	0.1	1,590	1,340	0.5	0.3	1,939	1,788	0.2	0.1	0.0	8.4
Audi	1,051	1,517	0.2	0.2	—	—	—	—	1,051	1,517	0.1	0.1	0.0	−30.7
Daihatsu	574	811	0.1	0.1	318	357	0.1	0.1	892	1,168	0.1	0.1	0.0	−23.6
Jaguar	809	1,599	0.1	0.2	—	—	—	—	809	1,599	0.1	0.1	−0.1	−49.4
Porsche	457	1,012	0.1	0.1	—	—	—	—	457	1,012	0.0	0.1	0.0	−54.8
Alfa Romeo	450	179	0.1	0.0	—	—	—	—	450	179	0.0	0.0	0.0	151.4
Peugeot	310	449	0.0	0.1	—	—	—	—	310	449	0.0	0.0	0.0	−31.0
Range Rover	—	—	0.0	0.0	250	262	0.1	0.1	250	262	0.0	0.0	0.0	− 4.6
Sterling	247	302	0.0	0.0	—	—	—	—	247	302	0.0	0.0	0.0	−18.2
Yugo	127	590	0.0	0.1	—	—	—	—	127	590	0.0	0.0	0.0	−78.5
Other*	195	245	0.0	0.0	—	—	—	—	195	245	0.0	0.0	0.0	0.0
TOTAL	**891,101**	**801,738**	**100.0**	**100.0**	**350,335**	**402,606**	**100.0**	**100.0**	**1,041,436**	**1,204,344**	**100.0**	**100.0**	**0.0**	**−13.5**
TOTAL BIG 3	**438,810**	**536,160**	**63.5**	**66.9**	**293,239**	**339,418**	**83.7**	**84.3**	**732,049**	**875,578**	**70.3**	**72.7**	**−2.4**	**−16.4**
TOTAL JAPAN	**209,336**	**216,295**	**30.3**	**27.0**	**56,341**	**62,309**	**16.1**	**15.5**	**265,677**	**278,604**	**25.5**	**23.1**	**2.4**	**− 4.6**
TOTAL EUROPE	**33,749**	**38,872**	**4.9**	**4.8**	**755**	**879**	**0.2**	**0.2**	**34,504**	**39,751**	**3.3**	**3.3**	**0.0**	**−13.2**
GM	250,270	294,379	36.2	36.7	119,737	149,019	34.2	37.0	369,997	443,398	35.5	36.8	−1.3	−16.6
Ford	135,907	178,633	19.7	22.3	104,774	124,698	29.9	31.0	240,681	303,331	23.1	25.2	−2.1	−20.7
Chrysler	52,633	63,148	7.6	7.9	68,738	65,701	19.6	16.3	121,371	128,849	11.7	10.7	1.0	− 5.8
Toyota/Lexus	54,222	64,653	7.8	8.1	20,709	22,171	5.9	5.5	74,931	86,824	7.2	7.2	0.0	−13.7
Honda/Acura	69,177	72,847	10.0	9.1	0	0	0.0	0.0	69,177	72,847	6.6	6.0	0.6	− 5.0
Nissan/Infiniti	35,627	35,520	5.2	4.4	14,433	17,424	4.1	4.3	50,060	52,944	4.8	4.4	0.4	− 5.4
VW/Audi	9,683	11,756	1.4	1.5	505	617	0.1	0.2	10,188	12,373	1.0	1.0	0.0	−17.7
†Geo	*36,939*	*46,556*	*5.3*	*5.8*	*0*	*0*	*0.0*	*0.0*	*36,939*	*46,556*	*3.5*	*3.9*	*−0.3*	*−20.7*

*Other includes 1991 sales of 80-Ferrari, 50-Rolls/Bentley, 27-Lotus, 20-Maserati, 12-Lamborghini and 5-Aston Martin.

U.S. CAR AND LIGHT-TRUCK SALES, 4 MONTHS — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	353,845	465,828	13.6	15.0	366,504	466,064	28.9	29.9	720,349	931,892	18.6	19.9	−1.3	−22.7
Chevrolet/Geo†	371,838	473,2[illegible]	14.3	15.2	330,185	425,223	26.1	27.3	702,023	898,513	18.2	19.2	−1.1	−21.9
Toyota	199,755	233,125	7.7	7.5	80,259	82,076	6.3	5.3	280,014	315,201	7.2	6.7	0.5	−11.2
Dodge	108,343	112,868	4.2	3.6	146,809	174,362	11.6	11.2	255,152	287,230	6.6	6.1	0.5	−11.2
Honda	193,712	218,865	7.5	7.0	—	—	—	—	193,712	218,865	5.0	4.7	0.3	−11.5
Buick	175,660	177,642	6.8	5.7	—	—	—	—	175,660	177,642	4.5	3.8	0.7	− 1.1
Pontiac	164,869	205,634	6.3	6.6	6,556	9,681	0.5	0.6	171,425	215,315	4.4	4.6	−0.2	−20.4
Nissan	109,955	140,896	4.2	4.5	51,776	60,333	4.1	3.9	161,731	201,229	4.2	4.3	−0.1	−19.6
Oldsmobile	133,438	177,638	5.1	5.7	8,073	7,197	0.6	0.5	141,511	184,835	3.7	4.0	−0.3	−23.4
Mercury	120,344	132,940	4.6	4.3	—	—	—	—	120,344	132,940	3.1	2.8	0.3	− 9.5
Mazda	85,414	80,892	3.3	2.6	34,325	36,126	2.7	2.3	119,739	117,018	3.1	2.5	0.6	2.3
Plymouth	62,137	85,622	2.4	2.7	53,300	63,139	4.2	4.0	115,437	148,761	3.0	3.2	−0.2	−22.4
GMC	—	—	0.0	0.0	85,467	109,548	6.8	7.0	85,467	109,548	2.2	2.3	−0.1	−22.0
Cadillac	68,306	88,674	2.6	2.8	—	—	—	—	68,306	88,674	1.8	1.9	−0.1	−23.0
Mitsubishi	55,557	60,244	2.1	1.9	10,547	13,950	0.8	0.9	66,104	74,194	1.7	1.6	0.1	−10.9
Lincoln	61,094	82,916	2.4	2.7	—	—	—	—	61,094	82,916	1.6	1.8	−0.2	−26.3
Jeep	—	—	0.0	0.0	50,686	66,322	4.0	4.3	50,686	66,322	1.3	1.4	−0.1	−23.6
Acura	43,861	44,317	1.7	1.4	—	—	—	—	43,861	44,317	1.1	0.9	0.2	− 1.0
Chrysler	40,547	56,932	1.6	1.8	1,235	1,094	0.1	[illegible]	41,782	58,026	1.1	1.2	−0.2	−28.0
Hyundai	37,531	44,822	1.4	1.4	—	—	—	—	37,531	44,822	1.0	1.0	0.0	−16.3
Subaru	36,455	33,984	1.4	1.1	—	—	—	—	36,455	33,984	0.9	0.7	0.2	7.3
Isuzu	3,154	1,130	0.1	0.0	30,535	34,712	2.4	2.2	33,689	35,842	0.9	0.8	0.1	− 6.0
VW	30,766	39,394	1.2	1.3	1,660	2,118	0.1	0.1	32,426	41,512	0.8	0.9	0.0	−21.9
Volvo	25,510	30,436	1.0	1.0	—	—	—	—	25,510	30,436	0.7	0.7	0.0	−16.2
Mercedes	17,969	24,030	0.7	0.8	—	—	—	—	17,969	24,030	0.5	0.5	0.0	−25.2
Eagle	17,550	19,009	0.7	0.6	—	—	—	—	17,550	19,009	0.5	0.4	0.0	− 7.7
Lexus	16,547	18,284	0.6	0.6	—	—	—	—	16,547	18,284	0.4	0.4	0.0	− 9.5
BMW	15,496	20,316	0.6	0.7	—	—	—	—	15,496	20,316	0.4	0.4	0.0	−23.7
Saturn	11,822	0	0.5	0.0	—	—	—	—	11,822	0	0.3	0.0	0.3	—
Saab	10,606	8,514	0.4	0.3	—	—	—	—	10,606	8,514	0.3	0.2	0.1	24.6
Infiniti	8,618	5,356	0.3	0.2	—	—	—	—	8,618	5,356	0.2	0.1	0.1	60.9
Suzuki	1,608	2,053	0.1	0.1	6,020	5,584	0.5	0.4	7,628	7,637	0.2	0.2	0.0	− 0.1
Audi	3,629	6,466	0.1	0.2	—	—	—	—	3,629	6,466	0.1	0.1	0.0	−43.9
Daihatsu	1,983	4,459	0.1	0.1	1,108	1,382	0.1	0.1	3,091	5,841	0.1	0.1	0.0	−47.1
Jaguar	2,926	6,343	0.1	0.2	—	—	—	—	2,926	6,343	0.1	0.1	−0.1	−53.9
Porsche	1,553	3,372	0.1	0.1	—	—	—	—	1,553	3,372	0.0	0.1	0.0	−53.9
Peugeot	1,319	1,578	0.1	0.1	—	—	—	—	1,319	1,578	0.0	0.0	0.0	−16.4
Alfa Romeo	1,310	756	0.1	0.0	—	—	—	—	1,310	756	0.0	0.0	0.0	73.3
Range Rover	—	—	0.0	0.0	981	1,357	0.1	0.1	981	1,357	0.0	0.0	0.0	−27.7
Sterling	903	1,705	0.0	0.1	—	—	—	—	903	1,705	0.0	0.0	0.0	−47.0
Yugo	888	2,584	0.0	0.1	—	—	—	—	888	2,584	0.0	0.1	0.0	−65.6
Other*	930	980	0.0	0.0	—	—	—	—	930	980	0.0	0.0	0.0	−12.5
TOTAL	**2,597,748**	**3,113,894**	**100.0**	**100.0**	**1,266,026**	**1,560,268**	**100.0**	**100.0**	**3,863,774**	**4,674,162**	**100.0**	**100.0**	**0.0**	**−17.3**
TOTAL BIG 3	**1,689,793**	**2,078,993**	**65.0**	**66.8**	**1,048,815**	**1,322,630**	**82.8**	**84.8**	**2,738,608**	**3,401,623**	**70.9**	**72.8**	**−1.9**	**−19.5**
TOTAL JAPAN	**756,619**	**843,605**	**29.1**	**27.1**	**214,570**	**234,163**	**16.9**	**15.0**	**971,189**	**1,077,768**	**25.1**	**23.1**	**2.1**	**− 9.9**
TOTAL EUROPE	**113,805**	**146,474**	**4.4**	**4.7**	**2,641**	**3,475**	**0.2**	**0.2**	**116,446**	**149,949**	**3.0**	**3.2**	**−0.2**	**−22.3**
GM	925,933	1,122,878	35.6	36.1	430,281	551,649	34.0	35.4	1,356,214	1,674,527	35.1	35.8	−0.7	−19.0
Ford	535,283	681,684	20.6	21.9	366,504	466,064	28.9	29.9	901,787	1,147,748	23.3	24.6	−1.2	−21.4
Chrysler	228,577	274,431	8.8	8.8	252,030	304,917	19.9	19.5	480,607	579,348	12.4	12.4	0.0	−17.0
Toyota/Lexus	216,302	251,409	8.3	8.1	80,259	82,076	6.3	5.3	296,561	333,485	7.7	7.1	0.5	−11.1
Honda/Acura	237,573	263,182	9.1	8.5	0	0	0.0	0.0	237,573	263,182	6.1	5.6	0.5	− 9.7
Nissan/Infiniti	118,573	146,252	4.6	4.7	51,776	60,333	4.1	3.9	170,349	[illegible]6,585	4.4	4.4	0.0	−17.5
VW/Audi	34,395	45,860	1.3	1.5	1,660	2,118	0.1	0.1	36,055	[illegible]978	0.9	1.0	−0.1	−24.9
†Geo	*36,939*	*46,556*	*1.4*	*1.5*	*0*	*0*	*0.0*	*0.0*	*36,939*	*[illegible]56*	*1.0*	*1.0*	*0.0*	*−20.7*

*Other includes 1991 sales estimates of 350-Rolls/Bentley, 326-Ferrari, 109-Lotus, 80-Maserati, 52-Lamborghini and 20-Aston Martin.

TOP 10 SELLERS, APRIL 1991

	Sales
1. Honda Accord	37,044
2. Ford F-series pickups	35,824
3. Chevrolet C/K pickups	34,493
4. Ford Taurus	24,793
5. Chevrolet Cavalier	23,631
6. Ford Ranger	21,433
7. Ford Explorer	21,082
8. Chevrolet Lumina	19,700
9. Chev.Corsica/Beretta	18,987
10. Chev. S10 pickups	18,303

Source: Automotive News Data Center

SALES

FROM PAGE 3

Ford Motor Co. posted the worst year-ago comparison of the Big 3, and of all major carmakers, with combined sales of cars and light trucks down 20.7 percent in April to 240,681.

Counting both cars and trucks, imports and U.S.-built vehicles, Japanese marques raised their share for April to 25.5 percent, up 2.4 points.

The Big 3 market share was 70.3 percent, down 2.4 points.

For the Japanese, Nissan/Infiniti and Honda/Acura together picked up a point of share.

Chrysler did the same for the Big 3 — thanks to Eagle, Jeep and other truck sales — but Ford Motor Co. dropped 2.1 points by itself.

Japanese share gains are accelerating. For the first quarter, they had 24.7 percent of the market.

Despite some improvement in showroom traffic, dealer orders and consumer sentiment, consumers continue to take a "wait and see" attitude toward spending, said Robert L. Rewey, vice president of sales operations for Ford North American Automotive Operations.

Rewey said in a prepared statement that consumers are waiting for economic indicators such as employment and income data to signal the end of the recession, and for lenders to loosen up credit approvals.

He said buyers also are waiting for interest rates on installment debt to fall, following recent declines in the prime rate and the discount rate. He called for a "government policy to stimulate a resumption of economic growth."

Referring to Ford's poor April car sales, Rewey said deliveries to daily rental companies were cut in April, "but a more normal sales pattern is expected in May."

Nissan Motor Corp. in U.S.A., which was running 21.7 percent behind 1990 through the first quarter, had a renaissance of sorts in April, when it was just 5.4 percent behind. Looking just at cars, Nissan was up, thanks largely to big gains by Infiniti.

Infiniti spokeswoman Debra Sanchez Fair attributes the gains to more dealers and product. She said Infiniti had 84 dealers in April, 21 more than last year, and has added the G20 and the M30 convertible to the lineup. Infiniti also began offering a no-money-down lease on the top-of-the-line Q45 for qualified buyers, from April 19 through the end of June.

Nameplates that achieved higher sales than the year-ago month included Mazda, Mitsubishi, Subaru and Jeep, marking the first month this year that Jeep has topped year-ago sales.

Dodge, Buick, Mercury and Acura managed to sell about the same number of cars last month as April 1990, which wasn't bad considering the rest of the market.

Automotive News Staff Reporter Kristine Stiven Breese contributed to this report.

Taiwan maker Yue Loong has Feelings for Europe

By Stephen Vines
STAFF CORRESPONDENT

HONG KONG — Taiwan's Yue Loong Motor Co. said last week it will begin exporting its new Feeling 102 sedan to Europe next month. The 102, which comes in 1.5- and 1.7-liter versions, is Taiwan's first locally engineered and produced car.

The company said it has signed a contract with Abemy Holdings, a Dutch company, to sell 100 cars per month for a trial period covering the remainder of the year.

A Yue Loong spokesman described the deal as an "experiment and the first step for our overall export project." He would not identify other target markets for the 102, and said the car's European price was not yet available.

The Dutch company acts as an agent for Mitsubishi Motors Corp. of Japan, Hyundai Motor Corp. of South Korea, and Poland's FSO, which builds Fiats under license.

Based on the Nissan Stanza and powered by Nissan's four-cylinder CA 16S engine in 1.6- and 1.8-liter versions, the Feeling 101 range was introduced to great fanfare in October 1986. Quality and design problems soon gave the car a bad reputation.

The revamped model, the 102, was brought to market in June 1989. The car has won high marks for quality, but has not lived up to Yue Loong's sales expectations.

The company, Taiwan's second largest producer after Ford Lio Ho Motor Co., assembled 39,059 passenger cars in 1989, the last year for which firm data are available.

PICKUPS

FROM PAGE 3

pulling the beds off regular cab Sportside models and switching them with extended cab Fleetsides to create an extended cab Sportside in the absence of factory models.

Steve Fly, new-truck sales manager for Friendly Chevrolet, said the practice "robs you of all your regular cab Sportside" models and he looked forward to GM filling this need.

Ford, for its part, has been seeking ways to increase its F-series pickup truck sales.

One tact it began taking is to allow consignment pool companies to begin customizing F-150s under similar terms to those of van conversions. (See story on Page 18.)

Jerome Mittman, Ford Division RV sales manager, said consignment pool pickup truck upfitters get the same special floorplan interest rate and other benefits as van customizers.

Chevrolet and GMC Truck pool companies have been customizing pickups for the past couple years.

IMPORT SALES BY MODEL

	Apr 1991	Apr 1990	4 Mos., 1991	4 Mos., 1990
ACURA	**12,396**	**12,380**	**43,861**	**44,317**
Integra	6,728	7,967	23,822	26,904
Legend	5,227	4,413	19,080	17,413
NSX	249	0	767	0
Vigor	192	0	192	0
ALFA ROMEO	**450**	**179**	**1,310**	**756**
Milano	0	2	1	18
Spider	197	177	537	738
164	253	0	772	0
ASTON MARTIN*	**5**	**5**	**20**	**20**
AUDI	**1,051**	**1,517**	**3,629**	**6,466**
4000	0	0	0	0
5000	0	0	0	10
80	207	347	742	1,405
90	96	249	523	1,099
V8 Quattro	38	149	199	549
Coupe Quattro	34	59	130	285
100/200	593	598	1,698	2,558
100/200 Quattro	83	115	337	560
BMW	**4,911**	**5,848**	**15,496**	**20,316**
3 series	2,312	3,242	7,569	9,449
5 series	1,875	1,765	5,553	7,606
635 CSi	0	24	4	164
7 series	429	684	1,289	2,773
850i	225	0	805	0
M3	28	76	133	275
M5	42	34	143	43
M6	0	0	0	6
CHEVROLET/Geo	**10,070**	**13,098**	**27,210**	**53,970**
Geo Storm	8,689	9,797	22,703	32,026
Geo Metro (Import)	1,381	3,301	4,507	21,944
Geo Metro (Domestic)	*5,453*	*1,605*	*23,548*	*4,241*
CHRYSLER MOTORS	**5,857**	**4,583**	**19,183**	**20,987**
Colt	2,609	2,455	7,730	11,070
Conquest	0	191	0	663
Medallion	0	86	0	317
Stealth	1,734	0	6,150	0
Summit (Import)	772	1,258	2,477	5,198
Summit (Domestic)	*731*	*0*	*2,076*	*0*
Vista	632	369	2,245	2,161
TC	110	277	581	1,578
DAIHATSU	**574**	**811**	**1,983**	**4,459**
FERRARI*	**80**	**80**	**320**	**320**
FORD Festiva	**3,905**	**5,042**	**12,719**	**21,428**
HONDA	**15,777**	**21,106**	**61,895**	**74,636**
Civic/CRX (Import)	6,427	5,852	21,234	19,501
Civic (Domestic)	*11,028*	*16,501*	*35,364*	*59,566*
Accord (Import)	7,068	11,756	33,218	44,261
Accord (Domestic)	*29,976*	*22,860*	*96,453*	*84,663*
Prelude	2,282	3,498	7,443	10,874
HYUNDAI	**9,206**	**10,411**	**37,531**	**44,822**
Excel	5,042	7,803	21,460	34,643
Sonata	1,783	2,608	6,938	10,179
Scoupe	2,381	0	9,133	0
ISUZU	**1,284**	**294**	**3,154**	**1,130**
I-Mark	16	118	63	698
Impulse	361	176	1,254	432
Stylus	907	0	1,837	0
INFINITI	**2,462**	**1,661**	**8,618**	**5,356**
M30	530	424	2,120	2,020
Q45	859	1,237	2,530	3,336
G20	1,073	0	3,968	0
JAGUAR	**809**	**1,599**	**2,926**	**6,343**
XJ6	538	1,175	2,095	4,648
XJ-S	271	424	831	1,695
LAMBORGHINI*	**13**	**13**	**52**	**52**
LEXUS	**4,661**	**5,117**	**16,547**	**18,284**
ES 250	1,533	1,613	6,177	7,452
LS 400	3,128	3,504	10,370	10,832
LOTUS*	**27**	**27**	**108**	**108**
MASERATI*	**20**	**20**	**80**	**80**
MAZDA	**14,328**	**12,919**	**48,506**	**55,402**
323	1,619	1,718	6,985	6,852
Protege	3,499	3,447	14,349	13,573
626 (Import)	2,491	1,691	7,091	12,202
626 (Domestic)	*4,781*	*2,863*	*24,083*	*9,169*
MX-6 (Import)	259	24	447	50
MX-6 (Domestic)	*2,851*	*2,703*	*14,334*	*9,821*
Miata	4,002	3,549	12,824	12,346
929	1,643	1,468	4,525	4,558
RX-7	815	1,022	2,285	3,151
MERCEDES BENZ	**5,376**	**6,674**	**17,969**	**24,030**
190	1,444	1,160	4,931	4,186
300E 2.6/260E	378	173	1,333	763
300	1,357	2,315	4,695	8,064
300 SE	304	607	967	2,226
350SDL Turbo	124	0	399	0
350SD	129	0	349	0
300SEL	127	346	417	1,281
420SEL	399	593	1,083	2,188
560SEL	209	398	685	1,609
SL Coupe	80	865	2,771	2,829
560SEC	56	144	203	582
Tourist	41	73	136	302
MERCURY	**5,144**	**1,302**	**22,059**	**6,987**
Tracer	3,349	785	15,983	4,701
Capri	1,795	0	6,086	0
XR4Ti	0	0	0	198
Scorpio	0	517	0	2,088
MITSUBISHI	**8,430**	**9,428**	**29,572**	**42,652**
Starion	0	3	0	11
Diamante	0	0	20	0
Mirage (Import)	3,294	5,012	11,572	25,166
Mirage (Domestic)	*2,048*	*0*	*6,449*	*0*
Galant	3,544	3,662	12,344	14,212
Sigma	13	233	92	710
Precis	213	415	983	2,163
3000GT	1,340	0	4,418	0
Wagon	26	106	143	390
NISSAN	**20,709**	**25,434**	**70,612**	**110,250**
Sentra (Import)	1,980	4,541	7,075	26,751
Sentra (Domestic)	*12,456*	*8,425*	*39,343*	*30,646*
Pulsar	6	501	20	2,740
NX	565	0	1,080	0
Stanza	6,286	6,964	21,449	20,788
Maxima	7,697	7,392	26,216	34,501
240SX/200SX	2,662	3,908	9,385	15,754
300ZX	1,236	1,879	4,549	7,843
Hawaii	277	249	838	1,163
PEUGEOT	**310**	**449**	**1,319**	**1,578**
PONTIAC LeMans	**3,294**	**3,359**	**10,662**	**9,743**
PORSCHE	**457**	**1,012**	**1,553**	**3,372**
924S/944	0	27	0	133
944	0	0	0	54
944S/Cabriolet	0	255	194	708
944 Turbo	76	60	76	353
911 Carrera 2	226	453	794	1,174
911 Turbo	48	2	125	6
911 Carrera 4	78	149	269	688
928S/GT	29	66	95	256
ROLLS/BENTLEY*	**50**	**100**	**350**	**400**
SAAB	**4,013**	**2,182**	**10,606**	**8,514**
900	925	371	2,419	1,370
900S	1,203	462	2,939	1,530
900 Turbo	796	778	2,192	2,718
9000S	477	154	1,365	690
9000 CD	362	283	973	1,277
9000 Turbo	241	127	697	896
Tourist	9	7	21	33
STERLING	**247**	**302**	**903**	**1,705**
SUBARU	**5,951**	**8,956**	**22,310**	**33,122**
Legacy (Import)	2,066	5,729	7,392	20,234
Legacy (Domestic)	*3,947*	*453*	*14,145*	*862*
Loyale	3,062	1,525	11,298	5,662
XT/XT6	127	122	734	599
Justy	696	1,580	2,886	6,561
SUZUKI	**290**	**448**	**1,414**	**2,053**
TOYOTA	**28,016**	**30,099**	**113,038**	**122,275**
Corolla (Import)	5,847	6,705	24,289	31,575
Corolla (Domestic)	*8,879*	*12,701*	*33,372*	*43,130*
Tercel	9,530	8,213	34,436	33,786
Celica	5,646	7,315	22,925	27,823
Supra	335	584	1,217	2,718
Camry (Import)	4,655	4,727	22,646	19,853
Camry (Domestic)	*12,666*	*16,736*	*53,345*	*67,720*
Cressida	845	902	3,433	3,188
MR2	1,158	1,653	4,092	3,332
VOLKSWAGEN	**8,632**	**10,239**	**30,766**	**39,394**
Cabriolet	626	729	1,871	2,536
Corrado	571	390	2,279	1,527
Jetta	3,609	5,040	11,315	18,731
Golf/GTI	1,241	1,033	4,358	4,364
Passat	1,272	1,348	5,502	3,982
Quantum	0	3	1	22
Scirocco	0	1	0	8
Fox	1,313	1,695	5,440	8,224
VOLVO	**7,171**	**8,036**	**25,510**	**30,436**
240 series	3,271	2,777	11,080	11,506
700 series	2,894	5,203	9,966	18,699
940 series	986	0	4,392	0
Tourist	20	56	72	231
YUGO	**127**	**590**	**888**	**2,584**
IMPORT TOTAL	**186,103**	**205,320**	**664,689**	**818,347**

NOTE: Domestic cars not included in imported totals.

*Estimate

LIGHT-DUTY TRUCK SALES, APRIL & YTD

	Apr 1991	Apr 1990	4 Mos., 1991	4 Mos., 1990
Vans	9,166	14,067	31,778	50,563
Aerostar	12,811	16,596	44,387	60,701
Club Wagon	2,193	1,951	6,421	7,628
Ranger	21,433	24,547	78,368	94,453
Bronco	2,265	4,517	8,437	20,412
Explorer	21,082	11,991	76,750	34,113
Pickups	35,824	51,029	120,363	198,194
Ford	**104,774**	**124,698**	**366,504**	**466,054**
Vans	6,714	9,613	23,648	35,296
Sportsvan	1,336	863	2,851	2,945
Geo Tracker	3,111	2,754	9,135	10,326
Astro	9,727	10,812	33,998	43,845
Lumina APV	3,804	6,642	13,750	18,546
S-10	18,303	13,255	66,682	57,232
S-10 Blazer	9,669	12,012	38,957	45,854
Blazer	847	1,842	3,674	7,061
Suburban	3,004	6,110	11,569	21,270
Pickups	34,493	48,847	125,921	182,848
Chevrolet	**91,008**	**112,750**	**330,185**	**425,223**
Pontiac Trans Sport	**1,847**	**3,366**	**6,556**	**9,681**
Oldsmobile trucks	**2,365**	**2,389**	**8,073**	**7,197**
Vans	4,334	5,440	15,026	19,083
Ram Wagon	1,865	2,023	6,321	7,971
Voyager	13,727	12,384	53,300	63,139
Caravan	16,267	13,960	65,625	71,834
Caravan C/V	1,822	1,562	3,573	4,420
Town & Country	345	200	1,235	1,094
Ram 50	375	1,110	1,506	4,985
Raider	0	110	0	786
Ramcharger	571	979	2,181	3,891
Dakota	6,868	6,523	25,075	28,042
Pickups	7,556	7,359	27,502	33,350
Chrysler	**53,730**	**51,650**	**201,344**	**238,595**
Vans	3,098	3,633	9,405	12,102
Safari	2,725	2,746	9,652	10,513
S-15/Sonoma	3,950	3,251	14,440	13,161
S-15 Jimmy	2,400	3,049	9,350	11,192
Jimmy	226	601	965	2,149
Suburban	1,158	2,507	4,496	8,705
Pickups	10,658	14,373	36,064	50,475
P Model	181	224	666	849
W-4	111	130	429	402
GMC	**24,507**	**30,514**	**85,467**	**109,548**
Wrangler	4,387	4,521	12,591	15,763
Wagoneer	0	220	0	1,205
Cherokee	9,556	7,676	34,595	41,549
Grand Wagoneer	317	435	1,300	2,200
Comanche	748	1,199	2,200	5,605
Jeep	**15,008**	**14,051**	**50,686**	**66,322**
Daihatsu	**318**	**357**	**1,108**	**1,382**
Pickup*	3,786	4,503	12,305	12,122
Amigo	830	1,032	2,531	3,489
Trooper	1,385	2,923	8,654	19,101
Rodeo	2,197	0	7,045	0
Isuzu	**8,198**	**8,458**	**30,535**	**34,712**
Pickup	4,611	6,912	15,941	24,018
MPV	3,250	2,730	15,072	12,108
Navajo	728	0	3,312	0
Mazda	**8,589**	**9,642**	**34,325**	**36,126**
Pickup	1,591	2,136	7,110	9,550
Montero	909	708	3,386	4,078
Van	4	73	51	322
Mitsubishi	**2,504**	**2,917**	**10,547**	**13,950**
Pickup*	10,756	14,029	39,374	46,904
Pathfinder	3,360	2,553	11,631	9,642
Axxess	39	704	247	2,972
Van	1	8	3	31
Hawaii	277	130	521	784
Nissan	**14,433**	**17,424**	**51,776**	**60,333**
Range Rover	**250**	**262**	**961**	**1,357**
Samuari	506	472	1,741	1,867
Sidekick*	1,084	868	4,279	3,717
Suzuki	**1,590**	**1,340**	**6,020**	**5,584**
Pickups	12,239	13,996	47,691	56,568
Previa	4,643	4,025	16,809	7,410
4 Runner	3,126	3,702	13,023	16,311
Land Cruiser	701	443	2,736	1,577
Van	0	5	0	210
Toyota	**20,709**	**22,171**	**80,259**	**82,076**
Volkswagen	**505**	**617**	**1,660**	**2,118**
Imports	**57,096**	**63,188**	**207,558**	**270,546**
Industry Total	**350,335**	**402,606**	**1,256,373**	**1,583,176**

*Includes domestic vehicles

Sales charts compiled by Karen Dziewanski

DOMESTIC CAR SALES, APRIL & YTD

	April 1991	Same Month, 1990	Jan. 1 to Apr. 30, 1991	Same Period, 1990
Summit	731	0	2,076	0
Talon	2,749	1,844	9,971	8,559
Premier	1,189	993	3,026	4,935
Total Eagle	**4,669**	**2,837**	**15,073**	**13,494**
Horizon	54	1,271	301	7,897
Laser	2,600	3,529	8,733	16,595
Sundance	3,437	4,683	12,756	18,705
Reliant	0	364	0	1,924
Acclaim	5,732	7,934	35,844	33,863
Total Plymouth	**11,823**	**17,781**	**57,634**	**78,984**
LeBaron A	1,371	3,088	5,792	6,328
LeBaron J	4,017	5,606	13,346	19,332
LeBaron GTS	0	362	0	983
Fifth Avenue (rwd)	0	133	0	571
Fifth Avenue (fwd)	2,977	2,156	12,643	11,399
Imperial	701	837	3,317	4,221
New Yorker C	1,260	2,237	4,868	11,857
Total Chrysler	**10,326**	**14,419**	**39,966**	**54,691**
Omni	75	1,261	334	7,816
Shadow	5,984	5,298	21,679	21,878
Monaco	486	327	1,319	928
Daytona	1,484	3,082	4,994	11,975
Aries	0	298	0	1,518
Lancer	0	225	0	734
Spirit	4,550	6,823	31,151	29,248
Dynasty	7,379	6,214	37,244	32,178
Total Dodge	**19,958**	**23,528**	**96,721**	**106,275**
CHRYSLER CORP.	**45,776**	**58,565**	**209,394**	**253,444**
Escort	16,318	24,330	77,795	91,213
Mustang	5,976	10,449	23,244	40,927
Tempo	14,754	21,600	65,423	83,606
Taurus	24,793	30,972	100,359	115,344
Thunderbird	5,629	10,744	25,517	38,667
Probe	7,350	8,945	24,509	36,838
Crown Victoria	6,874	11,011	24,279	37,805
Total Ford Div.	**81,694**	**118,051**	**341,126**	**444,400**
Topaz	5,652	7,675	19,196	27,722
Sable	8,834	8,856	30,716	34,404
Cougar	5,878	8,687	18,099	28,764
Grand Marquis	10,335	8,782	30,264	35,063
Total Mercury	**30,699**	**34,000**	**98,275**	**125,953**
Continental	3,665	4,755	17,512	23,162
Town Car	10,069	13,256	40,596	50,793
Mark VII	731	2,227	2,986	8,961
Total Lincoln	**14,465**	**20,238**	**61,094**	**82,916**
Total L-M Div.	**45,164**	**54,238**	**159,369**	**208,869**
FORD MOTOR CO.	**126,858**	**172,289**	**500,495**	**653,269**
Skyhawk	0	127	0	585
Skylark	2,328	0	3,920	0
Somerset/Skylark	10,602	8,654	35,807	34,798
Century	8,865	9,320	35,236	40,270
Regal	9,678	6,902	34,164	20,244
LeSabre	8,439	15,475	35,207	53,678
Reatta	274	702	940	2,322
Electra/Park Ave.	5,608	3,363	25,093	18,699
Riviera	1,365	2,189	5,293	7,046
Total Buick	**47,159**	**46,732**	**175,660**	**177,642**
Allante	246	205	771	1,040
Seville	1,337	2,317	10,816	10,013
DeVille	10,629	11,869	43,040	57,947
Brougham	1,538	2,452	7,948	11,692
Eldorado	1,737	2,324	5,731	7,982
Total Cadillac	**15,487**	**19,167**	**68,306**	**88,674**
Geo Metro	5,453	1,605	23,548	4,241
Geo Prizm	5,157	9,207	24,167	36,126
Cavalier	23,631	28,274	99,510	105,283
Camaro	4,735	6,523	14,662	23,778
Celebrity	96	2,219	515	10,046
Corsica/Beretta	18,987	23,620	65,305	103,638
Lumina	19,700	19,770	67,296	77,159
Caprice	11,920	17,734	43,807	52,864
Corvette	1,631	1,741	5,818	6,836
Total Chevrolet	**91,310**	**110,693**	**344,628**	**419,320**
Calais	6,227	9,963	27,297	34,373
Cutlass Ciera	10,646	9,852	32,119	42,308
Cutlass Supreme	8,132	11,516	28,723	43,549
88	4,982	7,978	25,531	35,586
98	4,728	4,798	16,793	17,009
Toronado	892	1,378	2,975	4,813
Total Oldsmobile	**35,607**	**45,485**	**133,438**	**177,638**
Sunbird	8,748	8,400	30,940	34,835
Firebird	1,960	3,318	6,613	12,596
Grand Am	17,268	22,240	59,427	68,535
Pontiac 6000	2,442	3,715	9,086	17,574
Grand Prix	7,636	12,781	30,124	39,538
Bonneville H	4,345	5,391	18,017	22,813
Total Pontiac	**42,399**	**55,845**	**154,267**	**195,891**
Total Saturn	**4,944**	**0**	**11,822**	**0**
GENERAL MOTORS	**236,906**	**277,922**	**888,061**	**1,059,165**
Civic	11,028	16,501	35,364	59,566
Accord	29,976	22,860	96,453	84,663
HONDA	**41,004**	**39,361**	**131,817**	**144,229**
MX-6	2,851	2,703	12,400	9,821
626	4,781	2,863	24,508	9,169
MAZDA	**7,632**	**5,566**	**36,908**	**25,490**
MITSUBISHI	**7,815**	**4,400**	**25,985**	**17,592**
NISSAN	**12,456**	**8,425**	**39,343**	**30,646**
Corolla	8,879	12,701	33,372	43,130
Camry	12,666	16,736	53,345	67,720
TOYOTA	**21,545**	**29,437**	**86,717**	**110,850**
SUBARU	**3,947**	**453**	**14,145**	**882**
SUZUKI	**59**	**0**	**194**	**0**
DOMESTIC TOTAL	**504,998**	**595,418**	**1,933,059**	**2,295,547**
IMPORT TOTAL	**186,103**	**205,320**	**684,689**	**818,347**
INDUSTRY TOTAL	**691,101**	**801,738**	**2,597,748**	**3,113,894**

Car stockpiles increase to 75-day supply

Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Inventory levels crept higher in April as manufacturers cautiously stocked up on cars expecting a spring selling season that failed to appear.

The industry had a 75-day supply of cars as of May 1, up five days from the previous month. A year earlier, car inventories were 65 days.

Compared with imports, domestic inventories were closer to the 60-day benchmark. Domestics were at an average of 68 days, including transplants. Imports were at 93 days.

Chrysler Corp. had the fattest car inventory of the Big 3, at 102 days, up from 97 days the previous month, and 77 days in the year-ago month. Nevertheless, Chrysler's April sales were down the least of the Big 3, compared with the year-ago month.

Nissan Motor Corp. in U.S.A. had the fattest Japanese-badged inventory, at 114 days, down from 137 days the previous month.

Among the major companies in the United States, Toyota Motor Sales U.S.A. Inc. had the leanest inventory, at 50 days. But Toyota's inventory climbed from 37 days at the beginning of the month, as it the largest sales loss in April of the Japanese Big 3. The company revealed it was cutting imports by 25 percent in this quarter (story on Page 8.)

— Jim Henry

IMPORTED VEHICLES, INVENTORY

	Units	Day's Supply May 1, 1991	Apr. 1, 1991
Car			
Chevrolet	54,600	141	218
Chrysler	33,200	257	262
Dodge	6,200	93	85
Acura	31,800	67	71
Daihatsu	1,000	46	50
Honda	35,400	58	67
Infiniti	4,500	48	47
Isuzu	13,300	270	505
Lexus	8,200	46	32
Mazda	30,300	55	52
Mitsubishi	31,600	96	124
Nissan	118,800	149	143
Subaru	19,300	84	70
Suzuki	2,000	179	123
Toyota	50,600	47	38
JAPAN	**441,000**	**88**	**85**
Audi	10,400	257	263
BMW	16,400	87	71
Mercedes-Benz	12,200	59	59
Mercury	22,700	115	98
Porsche	2,200	126	105
VW	53,500	161	174
GERMANY	**117,400**	**119**	**115**
Alfa Romeo	1,900	112	152
Ford	18,100	121	139
Hyundai**	29,000	82	86
Jaguar	3,000	97	85
Peugeot	800	71	70
Pontiac	10,600	84	79
Eagle	6,400	215	51
Saab**	5,200	34	35
Sterling	500	54	56
Volvo	29,300	106	93
Yugo	[illegible]	180	165
Other Countries	[illegible]	**91**	**87**
Total Import Cars	[illegible]	**93**	**90**
Truck			
Daihatsu	700	59	65
Chevrolet	15,600	130	134
Isuzu	43,300	137	125
Mazda	29,100	88	94
Mitsubishi	8,400	87	125
Nissan	38,400	69	97
Range Rover	900	97	90
Suzuki	5,300	86	82
Toyota	35,000	44	39
Dodge	3,100	212	191
Total Imp. Trucks	**179,700**	**78**	**82**
Total Imp. Vehicles	**843,920**	**89**	**88**

*Includes domestic vehicles
**Estimate

DOMESTIC CARS, INVENTORY

	Units	Day's Supply May 1, 1991	Apr. 1, 1991
Summit	4,200	149	202
Talon	9,500	90	91
Premier	3,300	72	88
Total Eagle	**17,000**	**95**	**103**
Horizon	200	98	88
Laser	13,700	137	141
Sundance	16,400	124	172
Acclaim	16,800	76	52
Total Plymouth	**47,200**	**104**	**90**
LeBaron A	5,000	114	116
LeBaron J	12,600	81	72
Fifth Avenue (fwd)	7,400	64	88
Imperial	2,800	104	139
New Yorker C	4,300	89	138
Total Chrysler	**33,000**	**83**	**94**
Omni	200	79	105
Shadow	21,000	91	105
Monaco	1,500	79	81
Daytona	10,600	185	208
Spirit	15,300	87	57
Dynasty	14,100	50	56
Total Dodge	**62,600**	**82**	**79**
CHRYSLER CORP.	**159,800**	**89**	**87**
Escort	62,800	100	88
Mustang	23,400	102	85
Tempo	30,300	53	40
Taurus	49,000	51	41
Thunderbird	20,600	95	55
Probe	24,400	86	103
Crown Victoria	21,000	79	72
Total Ford Div.	**231,500**	**74**	**61**
Topaz	11,300	52	61
Sable	16,900	50	54
Cougar	15,600	69	78
Grand Marquis	20,600	52	57
Total Mercury	**64,400**	**55**	**61**
Continental	8,300	59	36
Town Car	16,000	41	33
Mark VII	3,000	107	95
Total Lincoln	**27,300**	**49**	**37**
Total L-M Div.	**91,700**	**53**	**51**
FORD MOTOR CO.	**323,200**	**66**	**58**
Skylark	4,700	0	40
Somerset/Skylark	18,500	45	74
Century	16,700	49	44
Regal	20,900	56	69
LeSabre	26,700	82	84
Reatta	1,300	123	118
Electra/Park Ave.	18,500	86	92
Riviera	5,100	97	99
Total Buick	**112,400**	**62**	**72**
Allante	1,400	148	175
Seville	7,200	140	26
DeVille	25,000	61	67
Brougham	8,000	135	90
Eldorado	5,100	76	73
Total Cadillac	**46,700**	**78**	**61**
Geo Prizm	30,600	154	137
Cavalier	53,000	58	18
Camaro	16,000	88	121
Celebrity	100	27	46
Corsica/Beretta	45,400	62	69
Lumina	31,500	42	46
Caprice	37,200	81	82
Corvette	4,700	75	68
Total Chevrolet	**218,500**	**62**	**53**
Calais	24,600	103	65
Cutlass Ciera	24,800	61	66
Cutlass Supreme	22,100	71	68
88	20,700	108	91
98	13,700	75	81
Toronado	2,500	73	90
Total Oldsmobile	**108,400**	**0**	**73**
Sunbird	22,300	66	82
Firebird	10,100	134	167
Grand Am	50,400	76	68
Pontiac 6000	5,600	60	68
Grand Prix	21,300	73	67
Bonneville H	17,600	105	107
Total Pontiac	**127,300**	**78**	**79**
Total Saturn	**9,700**	**51**	**52**
GENERAL MOTORS	**623,000**	**68**	**65**
HONDA	**95,800**	**61**	**50**
MAZDA	**16,100**	**55**	**38**
MITSUBISHI	**18,200**	**0**	**124**
NISSAN	**26,000**	**54**	**68**
TOYOTA	**44,700**	**54**	**35**
SUBARU	**22,800**	**150**	**125**
DOMESTIC TOTAL	**1,329,700**	**68**	**63**

NISSAN

FROM PAGE 1

there was not enough money in the fiscal 1991 budget to fund the new programs. So Thomas decided to look for the money internally, passing the hat from department to department, asking which programs could take a hit.

As a result, "damn near everything that didn't directly affect wholesale and retail sales was cut," Thomas said.

Thomas added that he didn't ask parent Nissan Motor Co. Ltd. to expand the budget "because we knew this was do-able internally, and this was a U.S. responsibility, not a Japanese one." While the plan was aimed at helping dealers, Thomas said it has helped Nissan, too, by making the company more lean and focused.

The cuts, which range in size and severity, include:

- Cancellation of all national television advertising for July and September. Nissan instead will run less expensive local spot buys.
- Postponement of the rollout of an ambitious plan to shift decision making and authority from headquarters to its regions. A pilot project in Dallas will continue, but expansion into Nissan's other regions will take place more slowly than originally planned.
- Suspension of a co-op advertising plan for parts and service.
- Pared-back travel budgets. The company has also centralized the way it orders and stocks office supplies for economies of scale.

The cuts represent "our recognition that there's a hierarchy of needs," said Thomas. "You can't do everything, so you have to do what needs doing first."

Thomas said dealers were in rough shape after February, "and post-war euphoria did nothing for sales." He added that the incentives were needed to meet Nissan sales objectives for the fiscal year, which ends Sept. 30. He would not say what those objectives were.

Nissan did not reveal the amount raised to service the new incentives. *Automotive News* estimated it by using 1990 sales for the Maxima, 240SX and 300ZX and multiplying that by the dollar amount of each new incentive over the 15-week program.

In addition, Nissan is offering lease incentives and bonus payments for dealers who meet sales objectives.

The new incentives began April 20 and they appear to be working, according to Bill Bivens, national merchandising manager. As an example, Bivens said dealers sold twice as many Maximas in the last 10 days of April than they had in the first 20. Nissan car and truck sales were down 7.2 percent in April, while the overall market dropped 13.8 percent.

Nissan dealers seem pleased with the new direction. "As a group, we've been pretty hostile to Nissan because market share has slipped so much, especially in major markets relative to Honda and Toyota," said Charlie Troncalli, general manager of Troncalli Nissan in Atlanta.

"But the dealer advisory boards began putting a lot of pressure on the company to get more help. I think that made a difference."

Still, he thinks Nissan should put more money behind some of the lines. "Especially at entry level, we've just handed that segment over to Toyota and Honda," he said.

STUDY

FROM PAGE 2

the industry will be "very surprised and disappointed to see how little progress is really being made" by the transplants in sourcing U.S components.

"Frankly, we picked Honda for the case study in hopes that it would show us if some progress was being made," Reilly said. "That clearly is not the case."

But Honda spokesman Roger Lambert called the report "politically motivated" and "heartbreaking in its narrow view."

Researchers at the university's Office for the Study of Automotive Transportation used 1989 data to measure U.S. content in the Honda vehicles.

Lambert pointed out that Honda has increased its number of North American suppliers from 180 in 1989 to more than 240 this year.

Last year, Honda completed a $600-million expansion of its Anna, Ohio, engine plant, which provides drivetrain components to Honda's two U.S. assembly plants and one in Canada.

While Lambert said the study's numbers are too low, he could not say specifically what they were in 1989, or are now.

"The numbers don't reveal the true progress of what we're doing at Honda. But they are several points higher than what they say," he said.

The report said that because of increasing transplant production and the growing demand for Japanese-made aftermarket parts, the U.S. parts-trade deficit with Japan will more than double from $10.5 billion in 1990 to $22 billion in 1994.

The study predicts that the total U.S. automotive trade deficit with Japan will increase from $31 billion currently to $46 billion by 1994.

Transplant factories such as Honda's will give Japanese carmakers 2.8 million units of production capacity by 1994. Several transplant vehicles now boast domestic content levels of more than 70 percent.

The report warns that growing Japanese-vehicle market share will worsen the position of U.S. suppliers by displacing Big 3 business with transplant business, which still offers American firms small reward.

The argument is bound to raise the political heat on Japan's growing automakers.

The auto sector — especially auto parts — has emerged as the single largest contributor to the $41-billion U.S.-Japanese trade deficit.

Partially due to new assurances from Japanese carmakers in early 1990 to buy more U.S. component entry, U.S. trade officials last summer opted not to impose "Super 301" sanctions on Japan, a move that would have labeled Japan an unfair trading partner and blocked certain U.S.-Japanese commerce.

However, 301 discussions are again emerging in Congress.

In Senate hearings last week, Congress heard testimony in favor of increased trade pressure on Japan's automakers.

During one discussion, Sen. Carl Levin, D-Mich., chided U.S. Deputy Trade Representative Linn Williams for the U.S. Trade Representative office's lack of results in improving U.S. parts sales to Japan.

Williams presented a 25-page testimony on trade concerns with Japan, but it did not make a single reference to auto parts.

Reilly said that the Auto Parts Advisory Committee will make recommendations to the U.S. Department of Commerce within the next 30 days on what measures to take to ensure that U.S. suppliers receive a greater share of the Japanese parts trade.

Honda's Lambert said the University of Michigan study indicated a "basic lack of understanding of how the auto industry works" because it insinuates that Honda — and all of the transplants — are using in-house parts.

"The study seems to be criticizing us for supplying our own engines and transmissions," he said. "Doesn't General Motors build its own engines? Doesn't Ford make its own transmissions?"

"The problem here is that the auto industry is contracting and there are less opportunities for U.S. suppliers," Lambert added. "The real damage to the U.S. supplier industry has been done by GM, Ford and others cutting back the number of suppliers they use. We, on the other hand, are increasing our sourcing in North America. We represent new business."

Honda recently said that 43 North American suppliers would participate in the early design and development of the 1994 Accord. That marks the first time that U.S. suppliers have been involved so early in a product developed in Japan.

Those 43 suppliers include Japanese firms with North American manufacturing operations and U.S.-Japan joint ventures.

INCENTIVE WATCH

CUSTOMER INCENTIVES

NEW PROGRAM

MAZDA (expires June 3)

1991 trucks	$500-1,000*

*Based on region

CONTINUING PROGRAMS

CHRYSLER CORP.

Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700,1000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.

Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS

All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire June 2 on 1990 models and July 7 on 1991 models.

Buick (1990-91)†	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,500**
Other 1991	$300-1,000
Cars (1990)	$500-1,500
Trucks (1990)	$1,000-1,500
GMC	
Suburban (1991)*	$1,000
Other 1991	$500-1,000
1990 models	$1,000-1,500
Oldsmobile (1990-91)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

†Based on option package selected
*Expires Sept. 25
**Rebate on 1991 S Blazer is $1,000 after June 2.

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,00
XT, XT6	$2,000

TOYOTA (1991, expires Oct. 1)

Celica GT, 4Runner	$800 discount on options

INCENTIVE WATCH

DEALER INCENTIVES

NEW PROGRAM

HONDA (expires June 3)

1991 Accord (excludes XE)	$400
1991 Civic 4-door	$400
1990 Accord	$400

CONTINUING PROGRAMS

CHRYSLER CORP.

Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

TOYOTA (expires June 3)

All rebates are based on performance against quota.

Corolla (1989-91)	$200-1,000
Camry (1989-91)	$200-1,000
Celica (1989-91)	$300-1,200
4x2 pickups (1989-91)	$300-1,100
4x4 pickups (1989-91)	$200-1,000

VOLKSWAGEN (1990, no expiration date)

Cars	$500-1,500

Chevy honors Ford rebates on big trucks

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Several importers announced new or adjusted consumer and dealer incentive programs, and Chevrolet fueld the truck feud by announcing it will honor a $500 direct-mail rebate for Ford trucks.

Chevrolet is honoring Ford's $500 direct-mail "Extra Special F-Series Savings Offer" coupons on 1991 F-Series pickup trucks. Chevrolet is giving the money toward the purchase of 1990 and 1991 C/K full-sized and cab-chassis pickups through June 1.

"We've been saying that more people are switching to Chevy trucks," said Kurt Ritter, Chevrolet marketing manager for trucks. "We want that to continue."

Chevrolet said the coupons can be used in addition to existing truck incentives.

American Honda Motor Co. Inc. decreased the factory-to-dealer incentive on the 1991 Accord (excluding XE special edition) from $500 to $400. Also, the company is paying dealers $400 on 1990 Accords and 1991 four-door Civics. Honda's program expires June 3.

"Bowing to the demands of economic uncertainty during this current downturn," **Hyundai Motor America** increased the consumer incentive on two of its Excel models, said Tom Ryan, vice president of marketing for Hyundai.

The payment on 1990 and 1991 three-door GS and four-door sedan Excels is now $1,000, up from $700. The program expires July 2.

Mazda Motors of America Inc. dropped customer incentives on 1991 and 1990 cars and is offering $500 to $1,000 on 1991 4x2 and 4x4 trucks. The rebate varies from region to region and expires June 3.

Through June 30, **Peugeot Motors of America Inc.** is offering buyers a choice of loans for its 1991 405 models: interest-free for two years; 1.7 pecent for three years; or 2.7 percent for four years. On its 505 models, the interest rate is 0 percent for two years; 2.7 percent for three years; and 4.7 percent for four years. A 20 percent down payment is required. Peugeot is also offering cut-rate leases for two-, three- and four-year terms.

Special Correspondent Durrell Pressley contributed to this report.

Canada transplants face higher hurdle on content

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

HAMILTON, Ontario — Transplants in Canada face spending at least another $1 billion annually on North American parts if a new trade proposal is enacted.

Canadian parts makers, the U.S. government and unions on both sides of the border have called for a change in the U.S.-Canada Free Trade Agreement to require Canadian vehicles to reach 60 percent North American content to enter the United States duty-free.

But the Canadian government and General Motors both oppose the idea and their opposition has blocked the proposal.

The change would force three Japanese-run auto companies to find North American sources for many more parts or pay U.S. import duties. Canadian vehicles currently must have at least 50 percent North American content to side-step the 2.5 percent duty on cars and 25 percent on trucks.

Honda of Canada Manufacturing Inc. builds the CRX in Alliston, Ontario, and Toyota Motor Manufacturing Canada Inc. produces the Corolla in Cambridge, Ontario.

CAMI, a 50-50 joint venture between Suzuki Motor Co. Ltd. and General Motors in Ingersoll, Ontario, builds the Suzuki Swift/Geo Metro and the Suzuki Sidekick/Geo Tracker.

Hyundai Motor Co. and Volvo AB also assemble cars in Canada, but both already pay duties on cars exported to the United States because their North American content is below 50 percent.

The Japanese-run transplants say they are at or above the 50 percent level now, although CAMI is currently at odds with U.S. Customs over the content of its vehicles. At question is whether the content may include finance fees on capital that an automaker borrows to purchase production equipment.

Nick Hall, a spokesman for GM of Canada, said the 60 percent rule would likely force CAMI to "either invest in expensive powertrain facilities or become less competitive by having to incur the added costs of duty payments.

"For some manufacturers, it might prove more economical to pay the duty charges instead of raising the content level," Hall said. "I don't think that's what anybody has in mind."

Jim Carter, director of policy with the Automotive Parts Manufacturers' Association of Canada, discounted the GM claim. "Our study of the situation indicates that CAMI can accomplish a lot higher content without building a powertrain plant," Carter said. "They could make large gains by sourcing trim components and stampings."

The Motor and Equipment Manufacturers Association, a U.S. trade group, estimates that raising the requirement to 60 percent would mean between $1.1 billion and $1.8 billion (U.S. currency) in additional annual parts sales to the Canadian transplants. Carter said his organization uses the more conservative figure.

The proposal has been endorsed by the Automotive Select Panel, an industry committee established to advise the two governments on automotive trade issues, but the proposal is "in a legislative limbo," Carter said.

But a recent cabinet-level change in the Canadian government is giving proponents new hope. Canada's minister of industry and international trade, John Crosby, recently resigned his post. Crosby, who opposed the increase, was replaced by Michael Wilson, whom observers believe to be more supportive of the change.

Carter said that once the Canadian government agrees to the idea, it would likely be implemented quickly.

"Our hope is to have it enacted before the trilateral trade negotiations with Canada, the United States and Mexico begin," he said. "We need to go into those negotiations with a stronger hand."

PROGRAM

FROM PAGE 1

portation costs and auction fees.

The volume of program cars industrywide has swelled to more than 1.5 million this year. By some estimates, GM alone could pass the 800,000 mark by year's end.

Some industry officials say GM's aim is to remarket two-thirds of its program cars to dealers directly. But Hermiller said he doesn't expect direct distribution to reach that high volume.

In the four-month test program, dealers order the cars from a shopping list faxed to them. Then GM sends them an invoice, a window sticker with a manufacturer's suggested retail price, and a buyer's guide required by the Federal Trade Commission designating the vehicles as used cars.

Satisfaction Plus vehicles will carry a sticker similar to the one on new cars except that it will state two prices: the new-car sticker price and a suggested price of the car used. For vehicles with less than 8,000 miles, the vehicles carry a used price of 90 percent of the original suggested retail price, dealers say. The price drops for vehicles with more than 8,000 miles.

Program cars are a sticky problem. Manufacturers sell them to daily rental companies, repurchase them at a guaranteed depreciation rate, then resell them to franchised dealers through auto auctions.

The Big 3 use quick sales to rental companies to keep plants running. They offer daily rental companies incentive programs based on mileage and length of service for cycling vehicles in their fleets. For example, a new Ford program calls for a vehicle to stay in daily rental fleets for six months or 15,000 miles. Moreover, the Big 3 and two importers own all or part of daily rental companies.

Although auction prices are up from last fall, automakers still absorb hefty losses on program cars. Ford Motor Co. loses an estimated $3,000 per vehicle and GM loses and average of $4,000 per vehicle, according to the Ford Dealers Alliance, a dealer watchdog group, and other industry sources.

Program cars are a headache to automakers and dealers who complain they undermine the franchise system and substitute for a new-car sale. But dealers concede they make higher profits on program cars.

Some dealers like GM's direct distribution program. "The program is worthwhile because the window sticker gives these vehicles instant credibility," said Ed Williamson, owner of Williamson Cadillac Co. in Miami, who attended planning meetings with GM.

Hermiller said GM considers current auction prices when figuring prices. Dealers are given a $200 damage-repair allowance.

Kevin Kelley, owner of Palm Pontiac in North Lauderdale, Fla., said the prices are similar to those at auction. He said he expects dealer grosses to be the same as on cars bought at auction.

A customer who purchases a direct-distribution program car may bring it back to the dealership within 30 days or 1,000 miles and have the price applied toward the purchase price of a new car.

Hermiller said price was the major concern of dealers in the program. He said GM is closely monitoring auction prices.

"The keystone is price," said Williamson. "If the direct distribution cars are a few bucks more than the auction, then I will buy them. But if the price difference is $1,500 or more, then I'll send my guy back to the auction."

PRODUCTION

U.S. CAR

	Week Ended May 11, 1991	Week Ended May 4, 1991	April Total	Jan. 1 to May 11, 1991	Jan. 1 to May 12, 1990
Horizon	0	0	0	0	4,327
Sundance	2,300	0	1,795	14,385	26,935
Acclaim	0	2,833	3,486	26,845	30,416
Total Plymouth	**2,300**	**2,833**	**5,281**	**41,230**	**61,678**
LeBaron A	0	0	0	0	8,244
LeBaron J	1,300	1,276	6,733	16,335	14,561
N. Yorker C-Class	150	140	387	2,758	11,029
Fifth Avenue	1,100	1,036	2,300	10,225	10,509
Imperial	200	196	384	2,521	6,208
Total Chrysler	**2,750**	**2,648**	**9,804**	**31,839**	**50,551**
Omni	0	0	0	0	4,078
Daytona	0	0	2,245	4,936	10,770
Shadow	2,200	0	2,083	16,338	30,690
Dynasty	3,400	3,551	7,772	40,157	40,233
Spirit	0	2,055	3,210	23,805	31,611
Total Dodge	**5,600**	**5,606**	**15,310**	**88,766**	**117,382**
CHRYSLER CORP.	**10,650**	**11,087**	**30,395**	**161,835**	**229,611**
Escort	6,935	5,658	18,034	72,204	72,999
Mustang	0	0	10,408	21,866	52,005
Tempo	0	3,187	9,846	36,592	49,755
Taurus	8,545	8,544	31,592	114,423	141,465
Thunderbird	2,447	2,134	8,872	28,092	41,478
Total Ford Div.	**17,927**	**19,523**	**78,752**	**273,177**	**357,702**
Topaz	0	1,069	4,145	15,648	19,106
Cougar	1,806	2,133	7,236	21,500	27,000
Sable	2,589	2,421	10,582	36,863	43,088
Total Mercury	**4,395**	**5,623**	**21,963**	**74,011**	**89,194**
Continental	1,180	1,169	4,814	21,126	20,704
Mark VII	208	208	847	3,699	10,351
Town Car	2,772	2,776	11,305	49,697	62,313
Total Lincoln	**4,160**	**4,153**	**16,966**	**74,522**	**93,368**
Total L-M Div.	**8,555**	**9,776**	**38,929**	**148,533**	**182,562**
FORD MOTOR CO.	**26,482**	**29,299**	**117,681**	**421,710**	**540,264**
Skylark/Somerset	0	0	5,833	34,929	32,232
Century	2,230	1,912	7,995	28,486	24,249
Riviera	286	293	1,205	3,922	8,700
Electra/Park Ave.	3,239	3,241	3,455	34,982	12,666
LeSabre (fwd)	608	263	466	34,303	60,502
Roadmaster Wagon**	273	324	6,284	8,972	2,784
Reatta	96	98	410	1,171	3,254
Total Buick	**6,734**	**6,131**	**25,648**	**146,924**	**144,387**
Eldorado	365	372	1,531	6,028	8,018
Seville	906	893	3,857	13,007	12,727
Brougham (rwd)	513	456	1,744	7,344	13,065
DeVille (fwd)	3,651	3,647	11,604	50,058	61,727
Allante	64	64	257	1,139	1,374
Total Cadillac	**5,499**	**5,432**	**18,993**	**78,334**	**96,911**
Cavalier	5,215	5,202	23,962	100,119	115,500
Camaro	1,385	1,281	3,339	15,214	21,363
Corsica/Beretta	8,136	6,765	22,840	85,620	103,460
Caprice	3,692	3,373	12,845	49,433	72,808
Corvette	485	484	2,013	8,609	8,744
Total Chevrolet	**18,913**	**17,105**	**64,999**	**258,995**	**321,875**
Calais	0	0	6,463	34,616	34,991
Cutlass Ciera	1,893	2,260	10,357	26,338	28,542
Cutlass Supreme	2,413	2,510	10,365	37,898	30,828
Toronado	153	152	642	2,619	7,281
88 (fwd)	567	261	464	20,166	35,117
Custom Cruiser Wag.***	95	147	631	4,101	2,295
98	1,549	1,139	5,421	27,671	20,666
Total Oldsmobile	**6,670**	**6,469**	**34,343**	**153,409**	**159,720**
Sunbird	2,655	2,500	10,041	45,054	52,869
Grand Am	5,439	6,057	22,405	82,755	69,609
Firebird	473	568	1,797	4,987	13,006
Grand Prix	2,155	2,129	7,409	34,260	38,153
Pontiac 6000	956	873	2,903	11,937	21,014
Bonneville	18	0	0	20,970	29,160
Total Pontiac	**11,698**	**12,127**	**44,555**	**199,963**	**223,811**
Total Saturn	**1,640**	**1,640**	**6,561**	**22,197**	**0**
GENERAL MOTORS	**51,154**	**48,904**	**195,099**	**859,822**	**946,704**
DIAMOND-STAR	**3,135**	**3,169**	**13,812**	**57,769**	**52,742**
Civic	2,080	1,560	8,191	34,060	45,099
Accord	7,425	7,491	33,171	131,537	118,557
HONDA	**9,505**	**9,051**	**41,362**	**165,597**	**163,656**
MAZDA†	**1,992**	**1,834**	**14,666**	**52,741**	**66,778**
NISSAN	**2,630**	**2,611**	**11,268**	**51,654**	**39,291**
Corolla	2,100	2,124	8,974	38,627	39,590
Geo Prizm/Nova	2,000	1,969	8,299	37,658	37,651
NUMMI	**4,100**	**4,093**	**17,273**	**76,285**	**77,241**
SUBARU-ISUZU	**1,164**	**1,183**	**5,049**	**21,028**	**9,818**
TOYOTA	**4,350**	**4,414**	**19,410**	**82,134**	**82,149**
TOTAL BIG 3	**88,286**	**89,290**	**343,175**	**1,443,367**	**1,716,579**
TOTAL TRANSPLANT	**26,876**	**26,355**	**122,840**	**507,208**	**491,675**
TOTAL CARS, U.S.	**115,162**	**115,645**	**466,015**	**1,950,575**	**2,208,254**
TOTAL CARS, CANADA	**26,251**	**27,197**	**99,896**	**384,870**	**379,732**
U.S., CANADA CARS	**141,413**	**142,842**	**565,911**	**2,335,445**	**2,587,986**
U.S., CANADA CARS AND TRUCKS	**231,325**	**243,087**	**942,453**	**3,740,455**	**4,386,339**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd) ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR

	Week Ended May 11, 1991	Week Ended May 4, 1991	April Total	Jan. 1 to May 11, 1991	Jan. 1 to May 12, 1990
Monaco	0	575	622	1,679	4,401
Premier	0	770	1,131	3,174	1,719
CHRYSLER CORP.	**0**	**1,345**	**1,753**	**4,853**	**6,120**
Tempo	3,126	3,016	7,192	39,383	46,550
Topaz	1,350	1,267	2,495	11,698	16,736
Crown Victoria	2,022	1,634	6,873	33,141	45,916
Grand Marquis	2,778	3,247	13,206	29,123	43,043
FORD MOTOR CO.	**9,276**	**9,164**	**29,766**	**113,345**	**152,245**
Celebrity	0	0	0	0	9,793
Cutlass Ciera	1,780	1,775	5,696	23,217	31,537
Lumina	5,940	5,357	20,768	72,156	82,239
Regal	2,860	2,772	12,938	40,550	25,369
GENERAL MOTORS	**10,580**	**9,904**	**39,402**	**138,755**	**148,938**
CAMI	**2,400**	**2,400**	**9,780**	**46,778**	**0**
HONDA	**2,200**	**2,250**	**9,693**	**39,611**	**39,866**
HYUNDAI	**215**	**508**	**2,489**	**13,039**	**6,653**
TOYOTA	**1,400**	**1,446**	**6,221**	**25,251**	**22,563**
VOLVO	**180**	**180**	**792**	**3,238**	**3,347**
TOTAL CARS, CANADA	**26,251**	**27,197**	**99,896**	**384,870**	**379,732**

U.S. TRUCK

Caravan	2,550	2,089	9,768	38,488	41,830
Dakota	1,850	2,468	8,485	26,611	27,095
Caravan C/V	100	102	466	1,592	2,703
Ram pickups	2,100	2,465	8,441	26,752	39,731
Total Dodge	**6,600**	**7,124**	**27,160**	**93,443**	**111,359**
Cherokee	0	4,199	13,183	37,723	60,844
Comanche	0	131	416	1,906	2,817
Grand Wagoneer	0	362	205	427	1,755
Wagoneer/Briarwood	0	62	338	1,077	1,402
Total Jeep	**0**	**4,754**	**14,142**	**41,133**	**66,818**
Voyager	1,450	1,889	8,657	30,719	40,064
Town & Country	50	78	360	1,190	1,370
Total C-P Div.	**1,500**	**1,967**	**9,017**	**31,909**	**41,434**
CHRYSLER CORP.	**8,100**	**13,845**	**50,319**	**166,485**	**219,611**
Aerostar	4,089	4,083	16,931	51,635	72,840
Bronco	348	344	1,309	4,260	20,306
Bronco II/Explorer	5,698	5,406	25,335	99,624	47,837
Navajo	151	217	699	4,859	0
Econoline	2,087	4,068	12,671	44,006	72,062
Mediums/Heavies	1,033	1,011	3,287	13,332	19,385
Light trucks	4,959	8,196	26,781	93,320	168,616
Ranger	6,233	6,216	23,967	88,398	111,777
Total Ford Div.	**24,598**	**29,541**	**110,980**	**399,434**	**512,823**
FORD MOTOR CO.	**24,598**	**29,541**	**110,980**	**399,434**	**512,823**
Astro	2,525	2,519	9,822	34,010	42,651
Blazer	202	211	420	2,690	6,324
Lumina APV	1,235	1,342	3,834	12,732	37,251
Mediums/Heavies	248	207	0	1,084	3,249
P-Model	442	0	1,060	5,511	9,022
Pickups	6,407	6,130	27,131	86,317	131,075
S-10	6,442	6,871	25,713	89,853	86,284
S-10 Blazer	1,692	1,415	2,296	13,638	45,069
Sportsvan/Van	1,040	921	4,689	15,077	24,885
Suburban	589	449	2,811	8,871	24,672
Total Chevrolet	**20,822**	**20,065**	**77,776**	**269,783**	**410,482**
Jimmy	32	23	111	825	2,065
Mediums/Heavies	352	383	0	2,318	5,223
P-Model	58	0	357	1,182	1,122
Pickups	2,190	2,341	13,293	41,701	45,427
S-15/Sonoma	1,292	960	5,589	20,835	21,229
S-15 Jimmy	573	531	629	4,786	14,036
Safari	1,110	949	4,092	13,806	13,131
Suburban	579	720	2,435	8,722	10,935
Vandura/Rally Vans	490	643	2,366	6,869	8,357
Total GMC	**6,676**	**6,550**	**28,872**	**101,044**	**121,525**
Silhouette	725	596	1,965	6,420	11,642
Bravada	205	131	1,175	7,309	0
Total Oldsmobile	**930**	**727**	**3,160**	**13,729**	**11,642**
Pontiac Trans Sport	**878**	**772**	**2,804**	**8,004**	**20,650**
GENERAL MOTORS	**29,306**	**28,114**	**112,612**	**392,560**	**564,299**
NAVISTAR	**1,240**	**1,628**	**6,596**	**27,813**	**26,563**
NISSAN	**2,690**	**2,702**	**11,452**	**50,405**	**57,166**
SUBARU-ISUZU	**940**	**854**	**3,677**	**18,345**	**9,818**
AM GENERAL	**400**	**400**	**1,440**	**7,650**	**8,640**
MISCELLANEOUS	**2,650**	**2,650**	**9,540**	**50,700**	**57,600**
TOTAL TRUCKS, U.S.	**69,924**	**79,734**	**306,616**	**1,113,392**	**1,456,520**

CANADIAN TRUCK

Caravan	3,582	3,681	13,377	51,710	60,744
Caravan C/V	228	241	1,406	10,906	4,885
Ram Wagon	695	748	2,203	7,937	9,038
Ram Van	1,225	1,205	3,643	13,864	22,360
Total Dodge	**5,730**	**5,875**	**20,629**	**84,417**	**97,027**
Voyager	2,334	2,423	10,592	38,486	49,911
Total Plymouth	**2,334**	**2,423**	**10,592**	**38,486**	**49,911**
Wrangler	1,500	1,602	5,217	19,329	20,014
Total Jeep	**1,500**	**1,602**	**5,217**	**19,329**	**20,014**
CHRYSLER CORP.	**9,564**	**9,900**	**36,438**	**142,232**	**167,222**
FORD MTR. (ft. trks.)	**3,030**	**2,901**	**6,257**	**32,417**	**53,725**
Light trucks	3,180	2,897	9,733	48,592	66,306
Vans	1,580	1,765	6,645	18,039	17,909
Total Chevrolet	**4,760**	**4,662**	**16,378**	**66,631**	**84,215**
Light trucks	1,070	1,363	3,829	19,344	25,025
Vans	564	428	2,158	7,642	7,671
Total GMC	**1,634**	**1,791**	**5,987**	**26,986**	**32,696**
GENERAL MOTORS	**6,394**	**6,453**	**22,365**	**93,617**	**116,911**
CAMI	**1,000**	**1,091**	**4,311**	**20,650**	**0**
NAVISTAR	**0**	**166**	**555**	**2,782**	**3,975**
TOTAL TRKS., CANADA	**19,988**	**20,511**	**69,926**	**291,618**	**341,833**
U.S., CANADA TRKS.	**89,912**	**100,245**	**376,542**	**1,405,010**	**1,798,353**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Big 3 hike production

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

The Big 3 are scheduling extensive overtime to step up vehicle production for the spring selling season.

Ford Motor Co. scheduled daily overtime this week at the Atlanta and Chicago car plants and the Louisville, Ky., truck plant.

General Motors scheduled Saturday overtime last week at the Linden, N.J.; Wilmington, Del.; and Arlington, Texas, car plants and the postal line at the Moraine, Ohio, truck facility.

Chrysler Corp. scheduled Saturday overtime last week and daily overtime this week at the St. Louis (No. 2) minivan facility.

In April, U.S. automakers produced 446,015 units, the lowest production for that month since 1958 when 316,594 units were built.

Monthly production has continued to rise since February. April car production is up 3.11 percent over March, but remains behind 1990 by 12.42 percent.

Last week 115,162 cars were scheduled, 0.42 percent behind the prior week and 18.21 percent below the year-ago week.

Truck production in April was 306,616 units, the highest monthly production so far in 1991 with an increase of 26.26 percent over March.

Last week's estimated truck production was 69,924, 12.30 percent below the prior week and 25.37 percent below the year-ago week.

GM and Chrysler have all facilities running this week with the exception of GM's Lansing, Mich., A plant, which is down for model changeover. Ford is the only manufacturer idling a plant due to sluggish sales. Its Kentucky Truck facility in Louisville, which builds heavy trucks, is down for one week.

Ford also has reduced production to a single shift at the following truck facilities this week: Edison, N.J.; Michigan Truck in Wayne, Mich., and Lorain, Ohio.

CANADA: Canadian vehicle production is also increasing. GM announced it will build an additional 3,400 Chevrolet and GMC full-sized pickups in June. Saturday overtime at the Oshawa, Ontario, plant begins May 25 and ends July 13.

GM's truck plant in Scarborough, Ontario, worked Saturday overtime last week.

Ford has scheduled daily overtime this week at the St. Thomas, Ontario, car facility.

Chrysler reports the Bramalea, Ontario, facility will be idled next week.

Canadian car production in April was 99,896, the highest monthly production so far in 1991.

Truck production in April was 69,926, 2.70 percent below March and 9.54 percent below 1990.

Kevin Kelley sells a large volume of program vehicles at Palm Pontiac. Kelley said he bought all 25 offered to him last week through the direct-distribution program.

"GM is doing this right," he said. "There is no huge investment required on the part of dealers like the Ford program."

Ford Motor Co. launched its first pilot dealerships selling only used rental returns this month in Albuquerque, N.M., and Foxboro, Mass. Ford dealers in the program have to operate a separate facility. Ford continues to use the auctions.

Auctions are concerned about direct distribution. They have spent hundreds of millions of dollars upgrading and building facilities and buying land to store program cars. "Of course we're not happy about the pilot program," said Michael J. Richardson, president and chief executive officer of Anglo American Auto Auctions, based in Nashville, Tenn.

Huge auction chains emerged in the mid-1980s, their acquisitions driven by ever-increasing volumes of program cars. Anglo American, Atlanta-based Manheim Auctions and GE Capital Auto Auctions in Barrington, Ill., went on hectic buying sprees acquiring independent auctions.

NOTE

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Rev. 1, Pgs: 2, 18, 26, 27,

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Automotive News

May 20, 1991

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GM flocks north to learn from lean, mean CAMI

Factory is two plants in one

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

INGERSOLL, Ontario — One of the hottest tours on the General Motors circuit these days is a low-profile car plant along the Detroit-to-Toronto highway.

Armed with questions about Japanese manufacturing methods and labor-management ways, GM engineers and factory types are coming in droves to see CAMI Automotive Inc., GM's $500 million joint venture with its Japanese affiliate Suzuki Motor Co. Ltd.

So many are coming, in fact, that late last year the factory had to open a liaison office nearby in London, Ontario, about 110 miles northeast of Detroit, to conduct the tours. More than 700 GM personnel have shuffled through the two-year-old factory since last October. A full-time staff of three does nothing but book the visits.

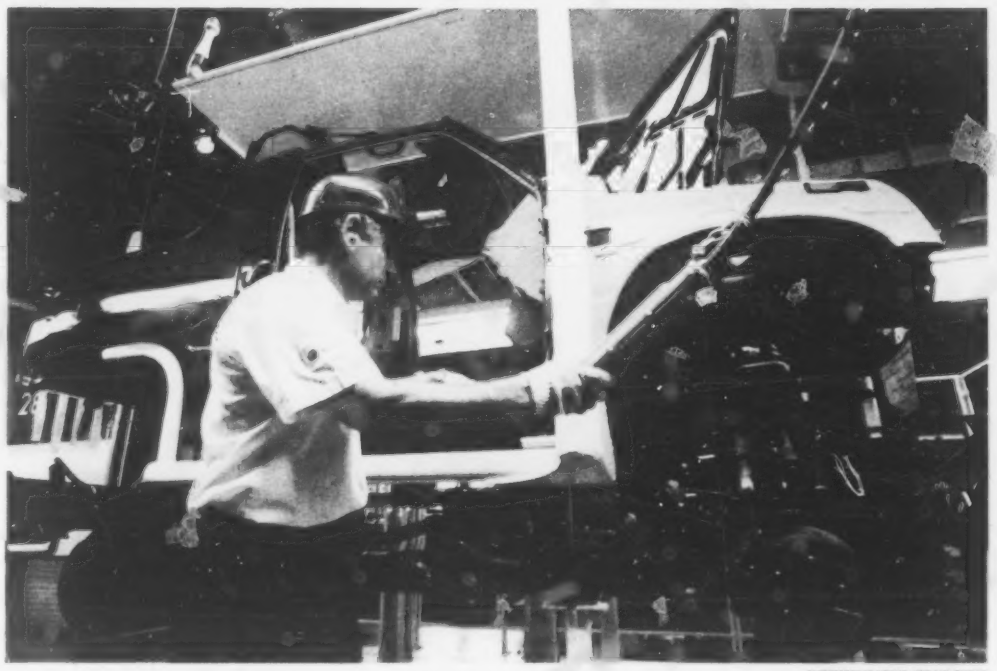
What's so wondrous about a Canadian factory that embraces secrecy to the point of not releasing production figures?

Like GM's ambitious $3.5 billion Saturn project in Tennessee and its seven-year-old joint venture with Toyota Motor Corp. in California, CAMI is a small-car laboratory for GM. Each of the three plants has been labeled "an experiment" for the carmaker to learn ways to make small cars in North America.

The California plant, New

see CAMI, page 44

- **Location: Ingersoll, Ontario**
- **Structure: CAMI is owned equally by General Motors and Suzuki Motor Co. Ltd. GM owns 5 percent of Suzuki. Suzuki has responsibility for manufacturing, engineering and purchasing at CAMI. GM is responsible for human resources and finance.**
- **Expected 1991 production: 120,000 cars, 40,000 trucks**



AUTOMOTIVE NEWS JOE WILSSENS

CAMI workers like Imre Bereczki provide GM and Suzuki with five suggestions for improvement each month.

BIG DEALS

Nation's largest dealers grow on diet of fast-turn fleet cars

By Edward Lapham
MANAGING EDITOR

Despite the tough times that plagued many U.S. new-car dealers last year, the biggest dealers used fleet sales, particularly fast-turn program cars, to get even bigger, according to the *Automotive News* list of America's largest auto dealers.

The list, which ranks top-producing dealerships for domestic and imported franchises, was compiled for the *1991 Automotive News Market Data Book*, which will be published May 29.

The ranking is based on total new-unit deliveries — car and truck, fleet and retail — for calendar 1990.

It features the 10 highest volume franchises for 36 makes. The entire list of 360 top-selling franchises will be published in the *Market Data Book*. Top 10 dealer rankings in six categories appear on Page 26.

The dealership located in the United States that reported the most total new-unit deliveries for a

see DEALERS, page 26

1990 RETAIL LEADERS

Rank	Franchise	Location	1990 Retail New Units
1	Longo Toyota	El Monte, Calif.	15,931
2	Ricart Ford Inc	Columbus, Ohio	9,010
3	Gardena Honda	Gardena, Calif.	7,000

East, West meet again with Ford-Nissan van

By David Versical
NATIONAL EDITOR

FARMINGTON HILLS, Mich. — First, the Japanese built Japanese cars for the Big 3. Then Ford Motor Co. built a Japanese-developed Escort for itself and a Ford-developed Navajo sport-utility for its Japanese partner, Mazda Motor Corp.

Now Ford and another Japanese company, Nissan Motor Co. Ltd., are adding a new strand to the complicated web of trans-Pacific automaking relationships. Next year, Nissan will hand over a minivan it is developing for production at a Ford assembly plant. About two-thirds of the 135,000 produced annually will be sold as the Mercury Villager; 50,000 will be called Nissan Quest.

Nissan unveiled a prototype of the Quest last week in the sun-baked, high-walled courtyard of its new research and development center here. The vehicle's heritage is an example of East-West cooperation — within Nissan and outside Nissan — that allowed the project's general manager, Makoto Moriya, to describe it as "very American, very Nissan" in the same breath.

It is an upscale minivan, contemporary but not aggressive in styling. Its hood slopes low like a car's, giving rise to Nissan's description as a "car-van." And while it appears to be no bigger than its competition, Nissan thinks flexibility will give the Quest/Villager an advantage. With seats that can be removed, turned into table tops or slid out of the way, the minivan's interior can be redesigned daily.

The Quest/Villager was conceived at the Nissan Technical Center in Japan. Styling was done at Nissan Design International Inc. in San Diego. Japanese engineers who began development in Japan finished the job in Michigan. And it will be built starting next April at a Ford plant in Avon Lake, Ohio.

Nissan said it unveiled the Quest so far in advance because it wanted to explain its lead role in developing the vehicle, which has sometimes been referred to as a "Ford-Nissan minivan." A Ford spokesman said later that Ford wasn't too thrilled about Nissan's decision to show off the vehicle this early.

The differences provide an example of the interests that had to be balanced in carrying out the first shared project between the No. 2 automakers in Japan and the United States. Unlike Mazda, of which Ford owns 25 percent, there is no shared equity between Ford and Nissan.

Conflicts between the two camps were one reason production will

see NISSAN, page 46

New Mazda Sentia: A Pegasus preview?

The Sentia luxury sedan is expected in the United States this fall.

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Mazda Motor Corp. tomorrow will take the wraps off a drop-nosed four-door luxury sedan slated to replace the slow-selling Luce/929 line — but which industry sources say is the precursor to the automaker's long-awaited Pegasus.

The all-new car, the Sentia, will slot in between the Mitsubishi Diamante and the Acura Legend in price, size and luxury trappings. Featuring all-wheel steering and all-wheel drive, the Sentia will be powered by a 2.5-liter, 24-valve V-6 turning out 160 horsepower, and an optional 3.0-liter, 200-hp V-6.

Industry sources said the car, which has been brought to launch stage amid unw[illegible] will be sold in Japan through existing Mazda channels. It is expected to be shown in the United States in late June, when Mazda has scheduled a press briefing for the "all-new 929 replacement." U.S. sales could begin in the fall.

Although Mazda last week refused all comment on the Sentia, one official said it is not the company's much-anticipated Pegasus luxury vehicle. The Pegasus is expected to be sold through a new sales channel in the United States to compete with Honda's Acura, Toyota's Lexus and Nissan's Infiniti nameplates.

But industry insiders here concurred that if the new car is not "the" Pegasus, it is the forerunner of the new luxury line.

see SENTIA, page 46

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Love-hate relationship:
Many car buyers use professional brokers to make deals. But some dealers hate them for stealing profits. Story on Page 22.

Chrysler picks Belvidere to build new small car

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

BELVIDERE, Ill. — Chrysler Corp. will build its new small car for the 1994 model year at its Belvidere assembly plant.

And Chrysler plans to make Big 3 automotive history by building right-hand-drive vehicles for export. An unspecified number of Jeep Cherokees, built at Toledo, Ohio, will be made with right-hand-drive for export beginning in late 1992.

Chairman Lee Iacocca made the announcements Thursday at the company's annual shareholder's meeting, which was held at the Belvidere plant.

The PL cars, which will be in the range between a subcompact and a compact, will replace the L-body Omni/Horizon, which Chrysler dropped last year, and the P-body Shadow/Sundance. The PL is expected to be based on the Dodge Neon concept car.

After the formal meeting, Chrysler President Robert Lutz said Chrysler expects to build 250,000 to 300,000 PLs annually.

Iacocca said the PL project "may just be our last chance to build a quality small car in America at a profit."

The first PLs will be four-door sedans with a 2.0-liter, four-cylinder, multi-valve engine in either single- or double-overhead-cam versions.

The Belvidere plant is now home to Chrysler's full-sized four-door sedans.

Belvidere will be converted to accommodate the PL in the spring of 1993.

In 1992, Chrysler will begin production of the right-hand-drive Cherokee at both Toledo and at Beijing Jeep Corp., Chrysler's joint venture in China.

Iacocca said the right-hand-drive Jeep will plant seeds for future worldwide growth.

"When the first right-hand-drive Cherokee rolls off the Toledo assembly line in late 1992, Chrysler will become the first American car company to mass-produce right-hand-drive vehicles for export out of North America," Iacocca said.

Honda of America Manufacturing Inc. was the first carmaker to mass-produce right-hand-drive vehicles in North America, starting in January 1990. The transplant now builds right-hand-drive Accords for Japan and the United Kingdom.

Ironically, Chrysler's right-hand drive Jeeps will be sold in Japan by Honda dealers.

Former head of Japanese supplier blames Nissan keiretsu for ouster

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The disgruntled former chairman of a Japanese auto supplier firm last week publicly accused Nissan Motor Co. of using its power under Japan's fabled *keiretsu* system to intimidate and control his company.

American trade negotiators have long cited the *keiretsu* system, a tight network of corporate cross-ownership and control, as a trade barrier that blocks U.S. suppliers from any real participation in the Japanese industry.

Pickens: Dismantle *keiretsus*, Page 14

Under *keiretsu*, groupings of related companies act together in cartel-like fashion to promote mutual business and to influence price and supply. Thus, companies outside the grouping typically are unable to compete for business against *keiretsu* members.

Tesuya Tsukatani, who was dismissed in February as chairman of Ichikoh Industries Ltd., charged that Nissan had engineered his ouster from the company he helped found and used the threat of order cutbacks to force the company to lower prices, resulting in unprofitable margins.

The 71-year-old Tsukatani was voted out by the Ichikoh board after attempting to have his son named president of the company. Ichikoh, Japan's second largest auto-lighting firm, is 20.9 percent owned by Nissan.

Ichikoh's operating profit fell from 3 billion yen (about $21.7 million) in 1988 to an estimated 1.15 billion yen in the just-ended fiscal year. Tsukatani blames the decline on Nissan's ability to pressure the company into accepting lower prices because of the clout it has under *keiretsu*.

Ichikoh also does business with, among others, Toyota Motor Corp. and Daihatsu Motor Co., both of whom own small shares of Ichikoh, as well as General Motors and Chrysler Corp. But Tsukatani said Nissan, its major shareholder and major customer, threatened to take away business if it did not comply.

A Nissan spokesman called the accusations "rubbish," and said the automaker would only be "shooting itself in the foot" if it had actually taken business away from Ichikoh. He added that Ichikoh's profit ratio is not out of line with other automotive companies at this time, manufacturers as well as suppliers.

Nissan also denied Tsukatani's charges that it meddled in Ichikoh's internal affairs by opposing his son's candidacy for president.

"As the largest shareholder, we are entitled to speak our mind" on personnel matters, but "there was no attempt to dictate," a Nissan spokesman said.

Tsukatani has filed criminal charges against Ichikoh, charging the company with falsifying official reports to say that he had voluntarily resigned from office. There are no proceedings against Nissan.

The spat flares up at a time when

see KEIRETSU, page 42

BMW positions new 3 series as guilt-free car for '90s

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

WOODCLIFF LAKE, N.J. — With the U.S. launch next month of the 1992 325i, the first completely new 3-series car in 15 years, BMW of North America wants to shed its 1980s "yuppie-car" image and jump on the politically correct '90s bandwagon with a guilt-free BMW.

That means safety, social responsibility and environmental awareness — major themes in the most comprehensive and expensive advertising and marketing campaign in the company's history.

"The market has changed, buying habits have changed, demographics have changed, and we can make statements about our cars that we didn't make before," says Karl Gerlinger, president and chief executive officer of BMW's U.S. sales arm.

But he maintained that the spirit hasn't changed from the cars that inspired the BMW tagline, "The Ultimate Driving Machine."

That tagline is retained, but BMW adds a new slogan that sounds almost defensive: "BMW meets the demands of the '90s with its spirit intact."

The new 325i sedan is the first model in an all-new 3-series lineup, and completes BMW's transition from its old, boxy body style to a new, more aerodynamic, wedgy look.

With the new 3 series the BMW stable shares a strong family resemblance from top to bottom. The latest 7 series was introduced for the 1988 model year; the mid-range 5 series in the 1989 model year; and the 850i coupe for 1991.

Following the 325i sedan — the designation denotes a 3 series car, 2.5-liter displacement engine and "i" for fuel injection — BMW will launch a coupe version of the 325i, probably early next year. The two- and four-door versions of the current 3 series are virtually identical

see BMW, page 42

BRENDA GOETTEMOELLER

Oldsmobile dealer Tom Gill's bulletin board displays clippings that tell how he arranged for 200 tons of supplies to reach troops in the Persian Gulf war.

Bush: Thanks, but no

Dealer who helped war effort can't use president in his ad

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Tom Gill, a Columbus, Ohio, Oldsmobile dealer, says he just wanted to say "thanks."

So he created a television ad featuring White House-supplied film footage of President Bush thanking him for collecting and sending supplies to the Persian Gulf. Gill added his own thanks to the people of central Ohio for donating their time and money.

But the White House told him to cut it out.

"The White House counsel office has stringent guidelines against using the President or his likeness in for-profit advertising," said Paul Luthringer, White House associate director of public affairs.

Gill, owner of Tom Gill Oldsmobile, said he did not know about the White House policy.

The commercial was televised from April 20 to May 10.

"It was a very subtle ad," said Gill. "It didn't show a car or say a thing about selling a car."

The 30-second spot shows troops returning home to flag-waving family and friends. Bush is shown saying: "Look at the strength of Americans across the country. People like Tom Gill of Columbus, Ohio, who collected and delivered eight tractor-trailers full of supplies for the troops in the Persian Gulf."

Gill, who is not seen, says: "Thank you, central Ohio, for making desert relief possible, and thanks to all our troops. It's good to have you home."

The spot closes with the Tom Gill Oldsmobile logo. It never mentions cars.

Bush's remarks were part of a message made for the 1991 National Automobile Dealers Association convention in Atlanta in February, said Luthringer.

Gill said he received two copies of the videotaped message — one from NADA and another from Oldsmobile. He said he was not told that the footage was restricted.

Last fall, Gill enlisted 25 people to help him solicit and package gifts for troops. In a month-long effort, more than 400,000 pounds of goods were collected. Gill said the donations included a variety of things to make the troops' lives more bearable — from books to disposable razors to golf clubs.

INDEX

Auction dates	32	Legal briefs	40
Classifieds	35-39	Letters	14
Coming events	34	Opinion	12
Dealing with dealers	20	Personnel	28
Incentive watch	46	Production	47
Kelly Crain	12	Sales, Canada	40
Late news	8	Truck industry	18

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Spring brings hint of rebound for truckmakers

By Joseph Bohn
TRUCK EDITOR

The commercial truck market is finally beginning to revive. Some manufacturers, like Paccar Inc. and Volvo GM Heavy Truck, report their first increases in new-vehicle orders for the calendar year in April.

But the trend hasn't been strong enough or long enough yet for them to be wildly enthusiastic.

Freightliner Corp. and Ford Motor Co. have also seen some increases in bidding activity, but no substantial boost in orders yet. Fleet buyers typically get competitive price bids from several manufacturers before buying.

"Indications are that April (orders) will show the first monthly increase over a year ago. But one does not want read too much into it yet," said Frank Prezelski, an analyst with Rothschild Inc. in New York.

He said the industry bottomed out in February and has been slowly improving since then.

Paccar, parent of Kenworth and Peterbilt, is recalling some workers.

Jack McRae, Paccar director of public affairs, said the Peterbilt plant in Denton, Texas, is recalling 150 workers for a planned production increase beginning in June.

McRae declined to give specifics on build rates, planned production increases or specific numbers of people being recalled at other plants. He said the activity at the Peterbilt facilities in Madison, Tenn., and Seattle, and the Kenworth plant in Chillicothe, Ohio, paralleled that of Denton.

McRea said the company's new-vehicle order book was "getting a little strong," but was not near capacity yet. Paccar officials look for a strong second-half rebound.

Volvo GM Heavy Truck's order intake is increasing. "It's starting to look decent for the first time this year," said Rudy Spic, Volvo GM public relations manager.

He said April's orders were "very, very close" to the company's desired goal and early May orders looked good.

Freightliner's orders have been relatively good "all along," said Debra K. Nicholson, director of public affairs. The company has not had any heavy-truck plant shutdowns, she added.

The company hasn't seen any noticeable increase in its order rate during April.

John Merrifield, Ford heavy truck sales and marketing manager, said the company has seen a "little more inquiry" in Class 6-8 orders during the early part of May, but does not expect to see a major upturn until the end of summer.

Ford's Louisville, Ky., plant was down last week. It will shut down for vacation the weeks of June 10 and 17, a little earlier than usual. That will put Ford into a better position for the market upturn later this year, Merrifield said.

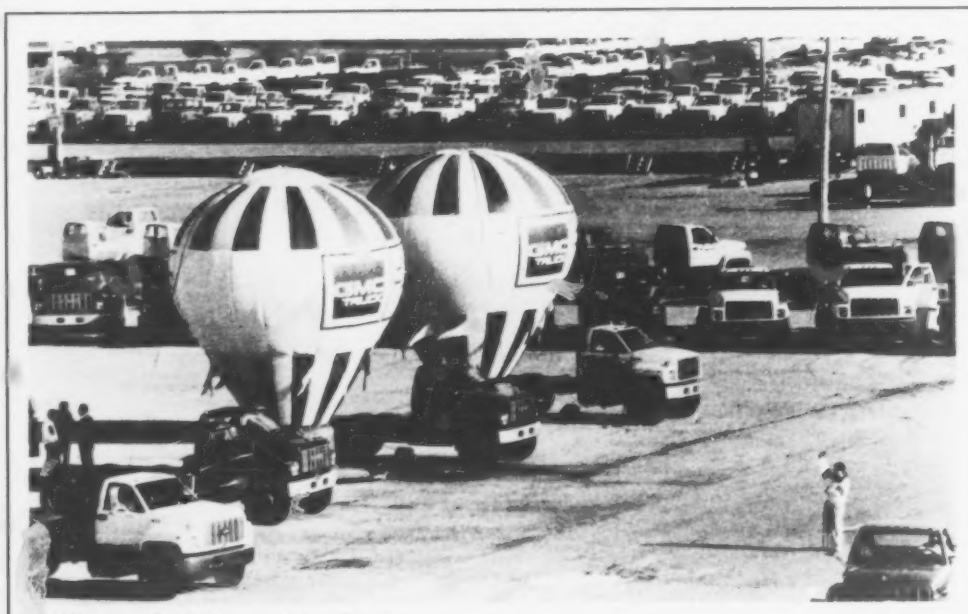
Ford will begin producing 1992 model medium and heavy trucks at Louisville on July 29.

Merrifield said Ford tracks 25 of its key dealers on orders, and they are seeing "some increase in activity."

"I feel better than I did a month ago," he added.

Class 8 sales for April totaled 7,815 and were off 30.6 percent from last year's 11,263, according to the Motor Vehicle Manufacturers Association.

Net new orders for Class 8 trucks during the first three months of calendar 1991, the most recent period available, totaled 19,128, according to Rothschild, off 35.4 percent from 29,627 a year earlier.



Pulling out all the sales stops

General Motors' Truck & Bus Group staged a massive driveaway of medium-duty Chevrolet Kodiak/GMC TopKick trucks from its Janesville, Wis., plant to generate factory orders. About 600 people from dealerships in 45 states attended. It generated 617 orders, filled partly by attendees driving away 196 trucks.

APRIL 1991 TRUCK SALES BY GVW

	Apr. 1991	Apr. 1990	4 mos., 1991	4 mos., 1990
Class 1-3	102,984	122,133	359,752	456,692
Class 4	1,790	2,565	6,752	9,372
Class 6	403	341	1,578	1,508
Class 7	2,025	2,225	6,872	8,997
Class 8	558	1,196	2,476	4,360
FORD	**107,760**	**128,460**	**377,430**	**480,929**
Class 8	1,739	1,772	7,218	7,870
FREIGHTLINER	**1,739**	**1,772**	**7,218**	**7,870**
Class 1-3	90,839	112,750	329,747	427,129
Class 4	169	0	438	0
Class 5	13	26	46	112
Class 6	286	495	1,194	2,398
Class 7	533	530	2,048	2,409
CHEVROLET	**91,840**	**113,801**	**333,473**	**432,048**
Class 1-3	24,365	30,514	85,183	109,548
Class 4	142	0	284	0
Class 5	40	282	138	1,194
Class 6	387	360	1,424	1,492
Class 7	2,121	908	5,152	4,327
GMC	**27,055**	**32,064**	**92,181**	**116,561**
Class 7	20	38	45	165
Class 8	750	1,178	3,555	4,957
KENWORTH	**770**	**1,216**	**3,600**	**5,122**
Class 6	45	107	168	461
Class 7	61	143	226	615
Class 8	1,061	1,385	3,491	4,781
MACK	**1,167**	**1,635**	**3,885**	**5,857**
Class 6	23	45	101	166
Class 7	54	79	195	342
MERCEDES-BENZ	**77**	**124**	**296**	**508**
Class 4	0	5	7	12
Class 5	1	15	16	42
Class 6	808	1,795	2,415	4,937
Class 7	2,333	2,534	10,424	9,957
Class 8	1,925	2,926	8,730	9,065
NAVISTAR	**5,067**	**7,275**	**21,592**	**24,013**
Class 7	8	87	56	208
Class 8	799	1,113	2,134	4,166
PETERBILT	**807**	**1,200**	**2,190**	**4,374**
Class 7	59	67	146	241
Class 8	891	1,506	2,973	4,686
VOLVO/GM HEAVY	**950**	**1,573**	**3,119**	**4,927**
Class 1-3	22	13	103	114
Class 4	2	0	2	0
Class 5	29	23	141	152
Class 6	38	9	200	204
Class 7	30	64	176	381
HINO	**121**	**109**	**622**	**851**
Class 1-3	38	30	164	251
Class 5	31	60	240	328
Class 6	23	25	104	156
Class 7	23	31	117	191
NISSAN DIESEL	**115**	**146**	**625**	**926**
Class 1-3	801	417	1,608	2,175
Class 4	98	59	213	227
Class 5	245	34	74	127
Class 6	94	332	183	1,048
Class 7	17	49	55	210
ISUZU TRUCK	**1,255**	**891**	**2,133**	**3,787**
Class 1-3	197	143	405	609
Class 5	72	57	141	241
Class 6	42	25	93	87
Class 7	37	56	101	224
MITSUBISHI FUSO	**348**	**281**	**740**	**1,161**
Class 8	11	8	19	41
SCANIA	**11**	**8**	**19**	**41**
Class 1-3	—	92	—	418
Class 4	—	35	—	140
Class 5	—	17	—	62
Class 6	—	11	—	44
IVECO TRUCKS	**0**	**155**	**0**	**664**
Class 8	44	96	188	339
WESTERN STAR	**44**	**96**	**188**	**339**
Class 1-3	130,046	134,666	342,725	653,681
Class 6	0	0	0	34
Class 7	0	0	0	1
Class 8	37	83	112	252
OTHER TRUCKS	**130,083**	**134,749**	**342,837**	**653,968**
CLASS 1-3	**349,292**	**400,758**	**1,119,687**	**1,650,617**
CLASS 4	**2,201**	**2,664**	**7,896**	**9,751**
CLASS 5	**431**	**514**	**796**	**2,258**
CLASS 6	**2,149**	**3,545**	**7,460**	**12,535**
CLASS 7	**7,321**	**6,811**	**25,613**	**28,268**
CLASS 8	**7,815**	**11,263**	**30,896**	**40,517**
TOTAL TRUCKS	**369,209**	**425,555**	**1,192,148**	**1,743,946**

*Estimate

SOURCE: Automotive News Data Center and MVMA

BRIEFS

A U.S. Mid Ranger?

BELLEVUE, Wash. — Paccar Inc. has told dealers it has a team of engineers developing an Americanized version of the Mid Ranger medium-duty cabover truck it is now importing from Brazil.

Jack McRae, Paccar director of public affairs, said Paccar has produced prototypes of the vehicle but hasn't decided where in the United States or when to produce it.

Paccar's Kenworth and Peterbilt dealers like the Volkswagen-designed Mid Ranger, but the Brazilian economic environment makes it unprofitable to import.

Paccar Sales of North America turned over marketing responsibilities for the Mid Ranger to its Kenworth and Peterbilt divisions Feb. 1.

Rockwell gears up

TROY, Mich. — Strong demand for its heavy-truck transmissions led Rockwell International Corp. to increase production at its Laurinburg, N.C., facility.

Dennis A. Kline, Rockwell director of sales and marketing for transmissions, said the firm is adding nine new models of its nine-speed transmission, with R-ratio overdrive and higher torque ratings, to the plant's production.

Rockwell, a newcomer to the heavy-truck transmission segment, expects to garner 10 percent of the market in 1991. It now covers about 70 percent of on-highway applications.

Kline said tighter emissions standards are driving up engine torques and changing traditional engine-transmission match ups.

Fleets are shifting toward "gear fast/run slow" transmission designs for a combination of performance and fuel economy, he added. Overdrive transmissions are also growing in popularity.

ATD opens survey

NASHVILLE, Tenn.— The American Truck Dealers Division of the National Automobile Dealers Association debated whether to publish all the results of its survey of members' attitudes about their franchises.

The issue raised quite a flap among some dealer groups at the organization's annual convention.

The American Truck Dealers Division of McLean, Va., has been publishing only the overall dealer ratings of the value of their franchises. Freightliner Corp. and Mitsubishi Fuso Truck of America Inc. have generally been at the top.

The American Truck Dealers Division decided not to publish other survey information for media use. But Jim Westlake, director of the dealer group, said it will make data from the 13 basic questions of the survey available on a broadscale basis to dealer members upon request.

The American Truck Dealers Division will continue to publish the overall dealer franchise ratings, he added.

DEALERS

FROM PAGE 1

single franchise last year was Ed Morse Chevrolet in Lauderhill, Fla., which delivered 61,936 new Chevrolet and Geo units. The Morse Chevrolet total included 59,694 fleet units and 2,242 retail units.

The previous year, Morse Chevrolet finished second overall, with 37,489 new-unit sales.

Last year Morse traded positions with Jordan Ford of Mishawaka, Ind.

In 1990, Jordan Ford finished second behind Morse, even though the dealership delivered a whopping 52,536 new units.

But in 1989, Jordan was the new-unit volume leader with 42,013 new units.

The Morse dealerships in Florida are all big fleet-sales dealerships, thanks to a centralized fleet operation. Some of the dealerships, like Ed Morse Chevrolet, are dealered by Edward J. "Ted" Morse Jr., while others, like the top-producing Cadillac franchise, Bayview Cadillac in Fort Lauderdale, are dealered by father Edward J. Morse.

Jack Evans, vice president of Ed Morse Fleet Sales, said his company's fleet numbers were boosted in 1990 by the effects of factory turn-back programs.

"The rental companies just rolled their fleets faster and faster last year," he said.

Evans said the Ed Morse Fleet operations — which include big franchises of father and son — have used their own guaranteed turn-back programs for several years as a way to woo daily rental fleet business.

"Actually, the factory programs don't make me happy," Evan said. "They took us out of the turn-back business, which was profitable."

Although Morse Chevrolet and Jordan Ford were well ahead of the pack in new-unit deliveries, neither dealership reported the top dollar-volume sales for their dealerships. That honor went to Prospect Motors in Jackson, Calif., which rang up a staggering $935.3 million in sales last year. That was nearly double the $470.6 million in sales Prospect Motors reported for 1989.

Although Prospect Motors was not the top-producing dealership for any single franchise, it finished in the Top 10 for each of the five General Motors passenger car franchises — including three second-place finishes — for total new-unit sales of 79,073 for those five franchises. Prospect Motors also sells Toyota at its Jackson dealership.

The big-number role of fleet sales was obvious in the *Automotive News* list. The 360 top franchises on the list sold a total of 1,218,569 new cars and trucks last year, 805,783 were fleet sales.

Of the top-producing dealerships for each of the 36 franchises, only 11 had more fleet sales than retail sales. That included all of the domestic franchises, except Jeep-Eagle, plus Mazda.

1990 retail leaders

Rank	Franchise	Location	1990 Retail New Units
1	Longo Toyota	El Monte, Calif.	15,931
2	Ricart Ford, Inc.	Columbus, Ohio	9,010
3	Gardena Honda	Gardena, Calif.	7,000
4	Galpin Ford	Sepulveda, Calif.	6,698
5	Pavilion Lincoln-Mercury	Austin, Texas	6,685
6	Norm Reeves Honda Superstore	Cerritos, Calif.	6,605
7	Frontier Ford	Santa Clara, Calif.	5,924
8	Baranco Lincoln-Mercury	Duluth, Ga.	5,714
9	Lawrence Marshall Chevrolet-Oldsmobile Inc.	Hempstead, Texas	5,500
10	Varsity Ford Inc.	Ann Arbor, Mich.	5,456

1990 tops in dollar sales

Rank	Franchise	Location	1990 Sales ($Millions)
1	Prospect Motors Inc.	Jackson, Calif.	$935.3
2	Ed Morse Chevrolet Inc.	Lauderhill, Fla.	$673.1
3	Luke Potter Dodge Inc.	Winter Park, Fla.	$495.5
4	Libertyville Lincoln-Mercury	Libertyville, Ill.	$481.6
5	Island Lincoln-Mercury Inc.	Merritt Island, Fla.	$448.8
6	Bayview Cadillac	Fort Lauderdale, Fla.	$373.6
7	Longo Toyota	El Monte, Calif.	$342.1
8	Griffin Ford Inc.	Frostproof, Fla.	$285.2
9	Marty Fizanica Lincoln-Mercury	Watsonville, Calif.	$274.5
10	Santa Monica Ford	Santa Monica, Calif.	$236.6

1990 tops in new-unit sales

Rank	Franchise	Location	Total 1990 New Units
1	Ed Morse Chevrolet Inc.	Lauderhill, Fla.	61,936
2	Jordan Ford Auto Mall	Mishawaka, Ind.	52,536
3	Fairway Ford	Latrobe, Pa.	31,842
4	Libertyville Lincoln-Mercury	Libertyville, Ill.	31,396
5	Prospect Motors Inc. (Chevrolet)	Jackson, Calif.	30,844
6	Longo Toyota	El Monte, Calif.	22,681
7	Luke Potter Dodge Inc.	Winter Park, Fla.	21,936
8	J.M. Pontiac	Hollywood, Fla.	21,742
9	Prospect Motors Inc. (Pontiac)	Jackson, Calif.	21,265
10	Kendall Toyota	Miami	20,981

1990 fleet leaders

Rank	Franchise	Location	1990 Fleet New Units
1	Ed Morse Chevrolet Inc.	Lauderhill, Fla.	59,694
2	Jordan Ford Auto Mall	Mishawaka, Ind.	49,815
3	Fairway Ford	Latrobe, Pa.	31,442
4	Prospect Motors Inc. (Chevrolet)	Jackson, Calif.	30,590
5	Libertyville Lincoln-Mercury	Libertyville, Ill.	29,985
6	Luke Potter Dodge Inc.	Winter Park, Fla.	21,359
7	Prospect Motors Inc. (Pontiac)	Jackson, Calif.	21,245
8	J.M. Pontiac	Hollywood, Fla.	20,016
9	Griffin Ford Inc.	Frostproof, Fla.	19,466
10	Island Lincoln-Mercury Inc.	Merritt Island, Fla.	19,066

1990 tops in used-unit sales

Rank	Franchise	Location	Total 1990 Used Units
1	Ricart Ford Inc.	Columbus, Ohio	6,794
2	Sam White Motor City	Houston	4,239
3	Rizza Chevrolet Inc.	Bridgeview, Ill.	2,926
4	ABC Nissan	Phoenix	2,835
5	Longo Toyota	El Monte, Calif.	2,745
6	Friendly Chevrolet Co.	Dallas	2,713
7	Dean Bailey Daihatsu	Tulsa, Okla.	2,680
8	Al Hendrickson Toyota	Coconut Creek, Fla.	2,583
9	South Motor Co. of Dade County	Miami	2,412
10	Universal City Nissan Inc.	Los Angeles	2,338

1990 tops in parts and service

Rank	Franchise	Location	1990 Volume ($Millions)
1	Drew Ford	La Mesa, Calif.	$103.5
2	Lustine Chevrolet Inc.	Hyattsville, Md.	$41.1
3	Sam White Isuzu	Houston	$29.2
4	Friendly Chevrolet Co.	Dallas	$28.6
5	Longo Toyota	El Monte, Calif.	$19.9
6	Westway Ford-Isuzu	Irving, Texas	$16.4
7	House of Imports Inc.	Buena Park, Calif.	$15.7
8	Miami Lincoln-Mercury	Miami	$15.5
9	Hornburg Jaguar Inc.	Los Angeles	$15.3
10	Brown and Brown Chevrolet	Mesa, Ariz.	$15.1

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GM's minority business tops $1 billion again

DETROIT — Donald A. Pais, General Motors vice president in charge of the materials management staff, announced that 1990 marked the fourth consecutive year that GM's purchases from minority suppliers and carriers totaled more than $1 billion.

The cumulative purchases from minority suppliers since the 1968 inception of GM's Minority Supplier Development Program have amounted to $8 billion. Examples of minority purchases include raw materials, engineering and design services, motor carrier transportation, as well as finished parts.

The significance, said Pais, "is not the grand total dollar figure . . . rather, the most important factor is that by encouraging economic equality and working with minority businesses throughout the U.S., these companies are able to provide employment opportunities and increase the participation of other minority-owned firms."

U.S. CAR AND LIGHT TRUCK SALES PER DEALER

Make	Cars	Trucks	Total
Toyota	42	18	60
Honda	58	—	58
Saturn	58	—	58
Ford	19	24	43
Nissan	30	13	43
Acura	41	—	41
Chevrolet	21	19	41
Lexus	38	—	38
Mitsubishi	32	5	37
Mazda	25	10	35
Infiniti	29	—	29
Dodge	8	13	21
Hyundai	20	—	20
Volvo	18	—	18
Buick	16	—	16
Pontiac	15	1	16
Isuzu	2	14	16
Subaru	14	—	14
Mercury	13	—	13
Mercedes	13	—	13
BMW	13	—	13
VW	12	1	13
Oldsmobile	11	1	12
Saab	12	—	12
GMC	—	10	10
Cadillac	10	—	10
Jeep	—	9	9
Plymouth	4	5	9
Lincoln	9	—	9
Suzuki	1	5	6
Jaguar	6	—	6
Daihatsu	3	1	4
Range Rover	—	4	4
Chrysler	4	0	4
Eagle	3	—	3
Audi	3	—	3
Sterling	2	—	2
Alfa Romeo	2	—	2
Peugeot	2	—	2
Porsche	2	—	2
Yugo	1	—	1

Saturn equals Honda in April sales per dealer

By William R. Diem
ASSISTANT MANAGING EDITOR

Toyota franchises sold more units in April than any other brand, but two cars-only brands, Honda and Saturn, are in a dead heat a neck behind.

By the sales-per-dealer measure, Saturn Corp.'s plan to give relatively few dealers relatively large territories is a huge success. In April, when Saturn was growing from 70 to 100 outlets, it sold cars at the same rate as Honda's 975 dealers: 58 per franchise.

April sales were counted before Saturn announced its latest solution to a quality problem: replacing 1,836 cars with corrupted engine coolant with brand new ones. But there is no sign the recall will hurt Saturn.

> "Toyota's hanging in there. It's unusual to have the incentives, though. We never used to need them."
>
> **Brian Kroll**
> Toyota on Western

In fact, "showing dedication to customer satisfaction . . . has taken a negative and turned it into a positive," said Ray Morrisette, general manager at Saturn of Bloomington, in Bloomington, Minn.

Toyota suffered a 14.0 percent decline in April, about the industry average, and, like the industry, it failed to meet March figures. Chicago dealership Toyota on Western followed that pattern in achieving exactly the average for the marque, 60 units, although the urban store had just one truck in its mix, compared to 18 on average.

"Toyota's hanging in there," said sales manager Brian Kroll, a seven-year employee. "It's unusual to have the incentives, though. We never used to need them." Toyota advertises its dealer incentives on television, proclaiming "up to $1,500" in incentives, which lets customers know how to deal, Kroll said.

Sales-per-dealer figures are an average of total retail sales divided by total franchises.

The rankings closely parallel several studies of dealer attitude toward desirability of franchises. Of the top 10 franchises in April sales-per-dealer, eight are among the 10 most desirable franchises in the winter J.D. Power survey of what dealers would like to sell that they don't have, and seven are among the top 10 in the semi-annual survey by the National Automobile Dealers Association of which franchises are getting more valuable in their owners' eyes.

Sales-per-dealer figures do not necessarily represent a typical dealer. Especially for Big 3 makes heavily into program cars, the biggest dealers are much bigger than typical dealers, skewing the average. At the same time, mature dealer lines, mainly among the Big 3, have many dealers in small towns who sell very few units.

Oldsmobile shows up with an average of 13 sales in April among its 3,095 dealers. "I'm not sure that's a useful number," said John Paul, vice president of Paul Brothers Oldsmobile in Washington, D.C. "The top guy around here is doing 8[illegible]90. The rural dealers might b[illegible] four or five.

"But we've only got about 500 single-point dealers. Most Oldsmobile dealers carry other lines, too. Maybe they sell 13 Oldsmobiles, 15 Pontiacs, and so on."

Paul indicated his store did better than the average, but he also offered some sayings that apply: "If you can't say something postive, don't say anything," and "It's going to get better, or we're going to get used to it."

Special Correspondent Robin-lyn Raimey contributed to this report.

Domestics quadruple use of air bags

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Air bag installations nearly quadrupled for domestic-built cars last year. Air bags were installed on 28.54 percent of domestically produced cars sold in the United States.

Installation of 1,840,489 air bags on 1990 models compares to 487,029 on 1989 models.

Chrysler Corp. put the device in 96.83 percent of its cars; Ford Motor Co. hit 49.95 percent, and GM achieved 14.04 percent, according to a survey of manufacturers completed for the *1991 Automotive News Market Data Book* to be published May 29. Transplants installed none.

Chrysler led the Big 3 in air bags with installations on 653,536 1990 models compared to 144,912 in 1989. Ford installed on 770,305 units, and GM installed 416,647.

Headlight timing devices were the least-installed convenience option measured by the *Automotive News* survey. Only 2.21 percent of domestic-built cars had them installed; all were on GM products.

Complete information on equipment installations for domestic and imported cars and light trucks will be included in the *Electronic 1991 Automotive News Market Data Book* as well as in the printed version, along with dozens of other tables. The electronic version, available in Lotus 1-2-3 worksheet files on 3½- or 5¼-inch diskettes, will cost $200.

The printed *1991 Market Data Book* costs $35 if purchased separately, but is free to *Automotive News* subscribers.

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Canadian April sales up 4.8%

By Alex Law
STAFF CORRESPONDENT

TORONTO — Canadian vehicle sales increased 4.8 percent in April, giving the market its first month-to-month sales gain since last July.

A total of 138,539 cars and trucks were sold during the month. Cars sales were up 2.5 percent from April 1990 levels, and truck sales rose 9.8 percent.

The most dramatic gain was posted by Mazda, whose sales doubled. Mazda called the gain its largest ever in Canada and attributed it to heavy advertising, strong internal and external incentives, and an "aggressive" dealer body.

Mazda's 8,868 car and truck sales placed it second among import makes behind Honda. Toyota, whose sales dropped 5.8 percent in April, sold 19 fewer units than Mazda. Mazda is up 56.5 percent for the year.

Among the Big 3, Chrysler led the way with a 12.4 percent increase. General Motors sales rose 1.7 percent, while Ford car and truck sales dropped 10.0 percent.

Other makes with double-digit sales gains included BMW (16.2 percent), Nissan (27.9 percent) and Subaru (49.9 percent).

Importers with the biggest sales declines in April were Jaguar (43.5 percent) and Volvo (25.5 percent).

Industry spokespeople are hoping April's increase might signal the end of the industry slump. Canadian sales dropped 10.9 percent last year and are off 5.5 percent through April 1991. They find hope in falling interest rates, warmer weather and aggressive incentives.

CANADIAN CAR AND TRUCK SALES

APRIL 1991

	Apr. 1991	Apr. 1990	4 mos., 1991	4 mos., 1990
BMW (Imported car)	**408**	**351**	**1,224**	**1,115**
N.A. car	10,841	11,288	33,755	37,591
Imported car	1,912	1,092	6,495	5,082
N.A. truck	10,175	8,011	31,660	25,872
Imported truck	145	143	395	726
CHRYSLER	**23,073**	**20,534**	**72,305**	**69,271**
N.A. car	14,265	15,916	44,616	49,530
Imported car	956	474	2,654	2,286
N.A. truck	11,251	13,032	31,145	42,501
FORD	**26,472**	**29,422**	**78,415**	**94,317**
N.A. car	29,768	30,485	87,580	100,179
Imported car**	547	485	1,473	1,315
N.A. truck	16,902	15,603	45,273	52,080
Imported truck	413	242	1,267	1,706
GM**	**47,630**	**46,815**	**135,593**	**155,280**
N.A. car	2,380	3,136	7,153	10,551
Imported car	8,383	6,778	25,219	21,429
HONDA	**10,763**	**9,914**	**32,372**	**31,980**
N.A. car	520	480	1,679	1,704
Imported car	1,743	1,657	5,454	5,389
HYUNDAI	**2,263**	**2,137**	**7,133**	**7,093**
JAGUAR (Imported car)	**65**	**115**	**226**	**400**
Imported car	46	41	142	211
Imported truck	10	28	63	50
LADA	**56**	**69**	**205**	**261**
LAND ROVER (Imported truck)	**8**	**0**	**48**	**0**
N.A. car	294	196	692	594
Imported car	5,317	2,666	17,518	9,463
Truck*	3,257	1,564	6,654	5,829
MAZDA	**8,868**	**4,426**	**24,864**	**15,886**
MERCEDES-BENZ (Imported car)	**400**	**446**	**1,121**	**1,346**
N.A. car	747	0	1,825	0
Imported car	1,941	1,920	7,374	7,598
Truck*	1,074	1,021	4,038	4,922
NISSAN	**3,762**	**2,941**	**13,237**	**12,520**
PEUGEOT (Imported car)	**21**	**10**	**40**	**29**
SUBARU (Imported car)	**751**	**501**	**2,880**	**2,334**
N.A. car	128	33	403	56
Imported car	383	657	1,786	2,620
N.A. truck	534	72	988	193
Imported truck	369	533	993	2,199
SUZUKI	**1,414**	**1,295**	**4,170**	**5,068**
N.A. car	1,691	988	6,665	2,841
Imported car	5,165	6,651	16,263	21,621
Imported truck	1,993	1,754	6,191	5,779
TOYOTA	**8,849**	**9,393**	**29,119**	**30,241**
Imported car	3,263	3,174	10,972	10,510
Imported truck	79	76	214	227
VOLKSWAGEN	**3,342**	**3,250**	**11,186**	**10,737**
N.A. car	128	310	668	1,026
Imported car	266	219	852	811
VOLVO	**394**	**529**	**1,520**	**1,837**
N.A. car	**60,762**	**62,832**	**185,036**	**204,072**
Imported car	**31,567**	**27,237**	**101,709**	**93,559**
TOTAL CAR	**92,329**	**90,069**	**286,745**	**297,631**
N.A. truck	**38,862**	**36,718**	**109,066**	**120,548**
Imported truck	**7,348**	**5,361**	**19,863**	**21,438**
TOTAL TRUCK	**46,210**	**42,079**	**128,929**	**142,084**
TOTAL CANADA SALES	**138,539**	**132,148**	**415,674**	**439,715**

*Breakdown of N.A.-built and imported sales not available.
**Includes Passport and Saab sales.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Association of Intl. Automobile Mfrs. of Canada

Ford of Canada president bemoans gas-guzzler tax

By Alex Law
STAFF CORRESPONDENT

OAKVILLE, Ontario — The chairman of Ford of Canada says the Ontario government is "kicking the auto industry while it's down" with a plan to double gas-guzzler taxes.

Kenneth Harrigan said last week that Ford will lose 3,100 sales in the 1992 model year if the proposal takes effect as scheduled July 1.

The lost sales will cost Ford approximately $40 million ($34.8 million U.S.) to $50 million ($43.5 million U.S.) in revenues, he said.

Harrigan: sees sales loss

The taxes are intended to promote energy conservation. In addition to the higher levies, the definition of "fuel inefficient" vehicles will broaden to include about 250 models, compared with 57 currently.

Harrigan also told shareholders at Ford of Canada's annual meeting that Ford will spend $56 million ($48.7 million U.S.) to expand the paint facility at its Oakville truck assembly plant. Work will begin soon, and completion is expected in summer 1992.

Ford of Canada lost $73 million ($63.5 million U.S.) in the first quarter of 1991, compared with a $44 million ($38.3 million U.S.) profit in the year-ago period.

Sales dropped 30 percent to $2.4 billion ($2.1 billion U.S.).

Mexican sales up 21% in first quarter

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Mexico's "big five" automakers have added more steam to their hot sales pace of 1990.

The companies sold 146,052 Mexican-made cars and trucks in the first quarter of 1991, a 36.6 percent increase over a year ago. For all of 1990, the top five makers boosted sales 21 percent.

The Mexican market has been aided by price stability, falling interest rates and easier access to credit.

A low-priced version of the Volkswagen Beetle, which sells for about $6,000, has been a hit since its introduction in 1989. It accounted for 15.2 percent of the big five's car and truck volume in the first quarter, with 22,187 sales.

The Beetle helped VW lead the industry. Ford, which a year ago was hampered by a labor dispute at a plant near Mexico City, placed second. Nissan, General Motors and Chrysler were close behind.

In addition, the big five nearly doubled export production for the quarter. Output of vehicles for export totaled 68,575, up 94.8 percent over the first three months of last year.

A big chunk of that increase came from Ford, which early last year produced only a trickle of cars at its Hermosillo plant. In the first three months of 1991, Ford built 18,644 Tracers and Escorts for the United States.

After the Beetle, Nissan's Tsuru (Sentra) was the most popular car in Mexico, with 20,076 sales. Ford's Topaz was third, with 10,660.

In addition to the Mexican-made vehicles, the five automakers sold 3,704 imported vehicles in the quarter. Mexico lifted a ban on imports last year. Ford sold 1,403, including 749 Lincoln Town Cars; GM 1,268, including 598 Corvettes; Nissan 648, including 550 Maximas; Chrysler 332, including 316 Voyager minivans; and VW 53, all Passats.

Aside from the big five's car and light-truck sales, there were 9,574 sales by other makers of trucks, buses and highway tractors.

MEXICAN VEHICLE SALES

	Jan.-Mar. 1991	Jan.-Mar. 1990
Volkswagen	37,600	30,075
Ford	28,548	7,925
Nissan	28,309	25,327
General Motors	25,802	20,311
Chrysler	25,793	23,265
TOTAL	**146,052**	**106,903**

SOURCE: Mexican Automotive Industry Association

LEGALS

Rhode Island AAA wins right to broker cars for members

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

A Rhode Island court says the state's American Automobile Association club can act as a new car broker for its members and also can sell off each year a few cars from its fleet as used vehicles.

The court told the state's Motor Vehicle Dealers' License Commission to give the club a dealer's license to do what 17 other such groups also do.

Robert P. Murray, vice president of corporate affairs for the association's South Central New England region, says more than 40 franchised dealers participate in its Auto Referral Service.

After a member chooses the make, model and options, the club writes up the order and adds a prenegotiated profit (somewhere between 3 and 6 percent of the dealer's invoice, depending on whether there is a holdback) for its participating franchised dealers. The member then goes to the dealer to purchase the vehicle.

The Rhode Island car referral business flourished during the 1960s, but was stopped in the early 1970s during the energy crisis because import dealers chose not to participate since they could sell fuel-efficient cars at a premium. The club did continue providing new car pricing data for its members. In early 1990 when the club decided to resume its car referral service, it was told it needed a dealer's license even though it was only referring customers to dealers and not actually selling cars. The club continued its referral service, but temporarily dropped its $75 fee. The club also was told it needed a dealer's license in order to sell between five and 20 vehicles from its own fleet as used cars.

The club then went to the state Motor Vehicle Dealers' License Commission, which is composed of 11 members, seven of whom are new car dealers. Of those seven, six were members of the Rhode Island Dealers Association, which opposed granting a dealer's license to the club. Last August, the commission denied the club's request for a license on grounds it would not be in the "interest of the general public."

The club went to court, saying the commission's decision was unsupported by evidence in the record. Superior Court Judge Paul P. Pederzani, Jr., concurred and disagreed strongly with one of the reasons for the commission's refusal to grant the club a license: a belief that it was responsible "to protect the rights of the dealers" and their economic self-interest. The commission's primary job, said the judge, was "to protect the public from irresponsible and unscrupulous automobile dealers" and in addition, "to prevent unfair practices and competition."

Wis. dealer loses license

MADISON, Wis. — The license of former Chevrolet dealer Robert Fahey has been revoked and Fahey has agreed not to seek a new license for a year in an agreement reached after the state alleged that 24 cars at Fahey's Black Earth dealership were sold in violation of state laws, including its lemon law.

Fahey since has sold the dealership, Suburban Motors, but continues to own two used-car businesses, Suburban Wheels and Suburban III, in Verona, Wis.

The state also suspended the Suburban Wheels license for 10 days after its investigation of seven car sales and suspended the Suburban III license for three days for one car sale.

Phillip Alioto, who supervises field investigations for the Wisconsin Department of Transportation's Dealer Section, said Suburban Motors bought cars that qualified as factory buyback lemons and resold them to customers as factory executive vehicles.

It also sold damaged vehicles as demonstrators or factory executive vehicles without telling buyers about prior damage, he said.

Other violations, he said, included failure to disclose mileage at the time of sale, failure to conduct inspections and to provide the information to customers on used-vehicle disclosure forms, and failure to inform buyers about existing factory warranties or misinforming them about such warranties.

— Sally Garbo Wedde

CAMI promises 13 percent rise in N. American content

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

INGERSOLL, Ontario — CAMI Automotive Inc. will increase the North American content of its cars and trucks by about $400 per vehicle during the next year.

That would represent as much as a 13 percent increase in North American value in its vehicles, although company officials will not specify what current content is.

CAMI, a 50-50 partnership between General Motors and Suzuki Motor Co. Ltd., is spending about $500 million a year on North American content. At its current production volume of 160,000 vehicles annually, that represents about $3,125 of North American value per vehicle.

Vehicles like the Metro will have about $400 more North American content.

"We're looking at adding another $400 of North America-made parts per vehicle," said Michael Nylin, CAMI vice president of finance. "We're aggressively seeking new components." The plant manufactures cars and sport-utilities that are shared by GM and Suzuki — the Geo Metro/Suzuki Swift car and the Geo Tracker/Suzuki Sidekick sport-utility.

CAMI has been at odds with the U.S. Treasury Department over the exact North American content of its cars and trucks, most of which are exported to the United States.

The vehicles must meet a 50 percent "North American value-added" level to escape U.S. duty payments under the U.S.-Canada Free Trade Agreement. CAMI contends that it should be allowed to include as content its interest payments on loans used to purchase production machinery. Treasury maintains that the interest payments are not allowable.

"We disagree with them," Nylin said. "So does the Canadian government. It's still unresolved."

Canadian industry sources speculate that CAMI's content rating could fall to as low as 35 percent if the interest payments are not allowed. Nylin said that all of CAMI's reports to the U.S. government have showed the vehicles "exceed 50 percent."

A lower level would require the transplant to use more North American-made components or to force GM and American Suzuki Motor Corp. to pay U.S. import duty (2.5 percent on cars; 25 percent on two-door trucks, including sport-utilities) on the CAMI vehicles they bring into the United States.

At the same time, a move is under way to raise the required North American content level from 50 to 60 percent.

CAMI

FROM PAGE 1

United Motor Manufacturing Inc., yields the Geo Prizm/Toyota Corolla. Saturn produces its own line. CAMI builds the Geo Metro/Suzuki Swift car and the Geo Tracker/Suzuki Sidekick sport-utility.

"We allow only GM people through here," says CAMI's vice president of finance, Michael Nylin, acknowledging the operation's veil of secrecy. "You have to understand that one of the reasons we're even here is for a learning experience for GM."

And learning it is. As far as Japanese transplants in North America go, CAMI's production methods and organization aren't unusual.

But for GM — the carmaker that lost one-fourth of its market to the Japanese during the past decade — the operation is a backyard specimen of a lean, efficient and flexible factory.

Fewer than 20 GM managers work in the plant, alongside 45 to 50 Suzuki managers and trainers. Top management is given to Suzuki, while other operations are handled by the partner with the greatest perceived expertise.

GM handles human resources and finance. Suzuki has provided the plant design, the car models and much of the machinery; it runs the manufacturing and engineering operations and manages the plant's sourcing activity.

CAMI will turn out about 120,000 cars and about 40,000 sport-utilities this year. That's about 40,000 fewer trucks than capacity, a dip brought about by a tumble in Suzuki Sidekick sales in the United States. But the operation gives GM a close-up view of the tricks of a Japanese auto plant.

- Large amounts of componentry are sub-assembled off-line and installed in systems, including instrument panels, engines, axles and suspension systems. The practice reduces the chances for assembly error. Suppliers deliver many subcomponents ready-assembled.
- CAMI runs a flexible assembly line. Front-wheel-drive unibody cars and rear-wheel-drive, body-on-frame trucks roll down the same line, separating for some jobs and reuniting at other points. The plant is really two in one, each modeled after a different Suzuki factory in Japan.
- Industrial engineers are an endangered species at CAMI. The Canadian Auto Workers-represented line workers, or "associates" in CAMI parlance, determine for themselves how they want their work stations laid out and how to perform their jobs. Associates have even taken over the industrial engineer's sacred role of time-motion studies, analyzing for themselves whether their setups are efficient.

"The biggest difference here at CAMI is the freedom the associates have in laying out their work stations," says Eric Stevens, manager of assembly, who came from GM's Lumina plant in Oshawa, Ontario.

- Greater emphasis is also placed on "in-line inspection" than at other plants, Stevens says. Associates, who work in teams, decide for themselves whether a job has been performed adequately. Again, the practice gives workers a greater stake in their jobs and offers more efficient quality control.
- Employee suggestion programs have become the norm for the industry, but at CAMI the program is staggering. Nylin reports that associates came up with 106,000 ideas for improvements last year. That's five to six ideas per employee per month, covering every aspect of vehicle production, from adaptations to hand tools to assembly-line ergonomic improvements.

Even more staggering, Nylin says, CAMI has already begun implementing about 95,000 of the ideas, which could be as simple as moving a table or wrapping a screwdriver handle with tape for better grip. Engineers and line workers are ironing out details on 2,000 others and will end up rejecting about 9,000 as unworkable.

"We're getting more employee participation here than Suzuki does in Japan," Stevens notes. "Frankly, we were a little surprised by the volume of ideas we initially got. We assumed it would taper off pretty quickly. But two years later, it isn't slowing down."

To encourage ideas, a point system rewards workers with cash, merchandise or, for about 10,000 accumulated points, a new car. The first "reward" car will be given away later this month.

One team devised a digital counter that displays the number of "clicks" a wrench makes to ensure that bolts are tightened properly. Another worker devised a holder that keeps suspension knuckles from being bumped onto the floor during installation. Workers built the entire rack system for about $100 in material costs.

Other devices, like an underground lift that raises the vehicle on the line for easier seat installation, aren't so cheap.

"You see why this place is so important to GM," says Nylin. "We're learning all about manufacturing here. Chrysler and Ford aren't getting these new ideas because they've all but written off small-car production in North America."

Sales still search for silver lining

Early May was no help as deliveries plunged 17.8%

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

A second-quarter rebound seems unlikely as early-May sales remained at the recession levels of earlier 1991 periods.

Sales of cars and light trucks for May 1-10 were down 17.8 percent from last year, with domestics taking a bigger hit than imports. April was off 13.5 percent.

The May 1-10 period had nine selling days this year and last.

Ford Motor Co. was off only 12.4 percent; General Motors sales were down 20.9 percent, and Chrysler Corp. was down 32.6 percent. *Automotive News* estimates 10-day sales for Chrysler and for some imports.

Ford's dip of 12.4 percent was an improvement over last month, when Ford's combined shortfall from 1990 was 20.7 percent. Ford said that its April numbers were lower than usual because fleet car sales were temporarily cut back.

Thanks to 1,198 imported Tracers and Capris, Mercury enjoyed a 4.6 percent gain over last year.

At GM, Buick continued to outperform the industry, enjoying a 5.5 percent sales gain, and Saturn reported 1,539 sales, 200 more than in the first 10 days of April.

Among the Japanese-based companies, sales for American Honda Motor Co. Inc. declined 6.4 percent. Honda has cut its imports from Japan and has reduced its U.S. production plans slightly. But Honda's share of the market is rising because other makers are losing even more.

For the 10-day period, Honda claimed 6.3 percent of the market, up from 5.6 percent in 1990. For the first four months of this year, Honda's share was 6.1 percent, up half a point from the year before. In cars only, Honda and Acura sold 256,462 cars from Jan. 1 through May 10, about 12,000 more than Plymouth, Dodge, Chrysler and Eagle combined.

Car and truck sales for Nissan Motor Corp. in U.S.A. were off 5.0 percent in early May, an improvement over Nissan's sales dip of 16.8 percent so far this year. Nissan's U.S.-built Sentras were up 43.9 percent for May 1-10.

Early-May sales for Toyota Motor Sales U.S.A. Inc. were off 16.7 percent, but the decline was greater than Toyota's 11.5 percent dip for the year to date. Trucks were down 9.8 percent and cars were off 19.1 percent in early May.

10-DAY CAR AND TRUCK SALES, BY MAKE

	May 1-10 1991	May 1-10 1990
ACURA (imp. car)	3,302	3,559
ALFA ROMEO (imp. car)*	90	36
ASTON MARTIN (imp. car)*	1	1
AUDI (imp. car)*	210	303
BMW (imp. car)*	982	1,170
Domestic car*	3,202	6,755
Imported car*	22	87
Domestic truck*	83	58
Chrysler Division*	3,307	6,983
Domestic car*	6,187	8,453
Imported car*	700	282
Domestic truck*	9,536	14,029
Imported truck*	75	244
Dodge*	16,498	23,008
Domestic car*	1,436	1,231
Imported car*	154	269
Eagle*	1,590	1,500
Domestic truck*	3,597	5,276
Jeep*	3,597	5,276
Domestic car*	3,675	6,354
Imported car*	295	279
Domestic truck*	3,284	4,506
Plymouth*	7,254	11,139
Domestic car*	14,500	22,796
Imported car*	1,171	917
Domestic truck*	16,500	23,869
Imported truck*	75	244
CHRYSLER CORP.*	32,245	47,826
Imported car*	115	162
Imported truck*	64	71
DAIHATSU*	178	234
FERRARI (imp. car)*	16	16
Domestic car	27,948	31,841
Imported car	1,037	1,350
Domestic truck	32,501	37,974
Ford Division	61,486	71,165
Domestic car	5,897	7,494
Lincoln	5,897	7,494
Domestic car	8,431	8,792
Imported car	1,198	410
Mercury	9,629	9,202
Domestic car	42,276	48,127
Imported car	2,235	1,760
Domestic truck	32,501	37,974
FORD	77,012	87,861
Domestic car	11,683	11,075
Buick	11,683	11,075
Domestic car	6,223	8,232
Cadillac	6,223	8,232
Domestic car	39,829	40,024
Imported car	2,973	4,010
Domestic truck	38,142	49,117
Imported truck	1	37
Chevrolet	71,945	93,188
Domestic car	10,341	14,469
Domestic truck	826	589
Oldsmobile	11,167	15,058
Domestic car	11,449	16,073
Imported car	416	736
Domestic truck	522	948
Pontiac	12,387	17,757
Domestic car	1,539	0
Saturn	1,539	0
Domestic car	72,064	89,873
Imported car	3,389	4,746
Domestic truck	39,490	50,654
Imported truck	1	37
GENERAL MOTORS	114,944	145,310
Domestic car	10,995	11,238
Imported car	4,592	5,384
HONDA	15,587	16,622
Domestic car	0	0
Imported car*	1,841	2,082
HYUNDAI*†	1,841	2,082
INFINITI (imp. car)*	492	332
Imported car*	257	59
Domestic truck	886	262
Imported truck*	1,640	1,692
ISUZU*	2,782	2,012
JAGUAR (imp. car)*	162	320
LAMBORGHINI (imp. car)*	3	3
LEXUS (imp. car)	1,219	1,249
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	682	1,157
Imported car*	2,866	2,584
Domestic truck	178	0
Imported truck*	1,718	1,928
MAZDA*	5,443	5,669
MERCEDES-BENZ (imp. car)*	1,075	1,335
Domestic car	1,143	1,776
Imported car*	1,686	1,886
Imported truck*	501	583
MITSUBISHI*	3,330	4,245
Domestic car	2,207	1,534
Imported car*	4,142	5,087
Domestic truck	2,304	2,232
Imported truck*	2,887	3,485
NISSAN*	11,539	12,338
PEUGEOT (imp. car)*	62	90
PORSCHE (imp. car)*	91	202
RANGE ROVER (imp. truck)*	50	52
ROLLS/BENTLEY (imp. car)*	10	20
SAAB (imp. car)*	393	436
STERLING (imp. car)*	49	60
Domestic car	894	214
Imported car*	1,190	1,791
SUBARU*	2,084	2,005
SUZUKI*†	148	586
Domestic car	6,330	9,118
Imported car	7,790	8,604
Imported truck	5,994	6,645
TOYOTA	20,114	24,367
Imported car*	1,726	2,048
Imported truck*	101	123
VOLKSWAGEN*	1,827	2,171
VOLVO*†	1,434	1,607
YUGO (imp. car)*	25	118
Domestic car	151,091	185,833
Imported car	43,037	47,976
TOTAL CAR	194,128	233,809
Domestic truck	91,859	114,991
Imported truck	13,829	14,861
TOTAL TRUCK	104,888	129,852
TOTAL CAR & TRK	299,016	363,661

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Mitsubishi gives U.S. parts firms a foot in the door for future cars

Mitsubishi Motors Corp. says it will give U.S. parts makers a chance to participate in the design of its future generation cars, including those built at its U.S. transplant manufacturer, Diamond-Star Motors Corp.

Officials from Mitsubishi and Diamond-Star last week held a conference for 150 North American suppliers — including Japanese companies with U.S. plants — to discuss opportunities for participation in the design.

The firms included existing Diamond-Star suppliers and potential new suppliers to both the transplant and the Japanese manufacturer.

In Japanese industry practices, key component suppliers are selected early in the design process. U.S. firms and the U.S. government have recently put Japanese carmakers under increasing pressure to involve more U.S. suppliers in that stage.

Diamond-Star is a 50-50 joint venture with Chrysler Corp., but negotiations are under way to shift Mitsubishi's ownership to 75 percent. The move would give the Japanese company greater control of product development.

Diamond-Star currently builds two vehicle platforms, the Mitsubishi Eclipse/Plymouth Laser/Eagle Talon and the Mitsubishi Mirage/Eagle Summit. The company will add a third vehicle to the mix in 1993 and also will begin sourcing U.S.-made engines from Chrysler that will be designed by Mitsubishi.

— Lindsay Chappell

INCENTIVE WATCH

CUSTOMER INCENTIVES

CHRYSLER CORP.
Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700,1000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.
Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire June 2 on 1990 models and July 7 on 1991 models.

Buick (1990-91)†	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,500**
Other 1991	$300-1,000
Cars (1990)	$500-1,500
Trucks (1990)	$1,000-1,500
GMC	
Suburban (1991)*	$1,000
Other 1991	$500-1,000
1990 models	$1,000-1,500
Oldsmobile (1990-91)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

†Based on option package selected
*Expires Sept. 25
**Rebate on 1991 S Blazer is $1,000 after June 2.

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

MAZDA (expires June 3)

1991 trucks	$500-1,000*

*Based on region

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,00
XT, XT6	$2,000

INCENTIVE WATCH

DEALER INCENTIVES

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HONDA (expires June 3)

1991 Accord (excludes XE)	$400
1991 Civic 4-door	$400
1990 Accord	$400

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

TOYOTA (expires June 3)
All rebates are based on performance against quota.

Corolla (1989-91)	$200-1,000
Camry (1989-91)	$200-1,000
Celica (1989-91)	$300-1,200
4x2 pickups (1989-91)	$300-1,100
4x4 pickups (1989-91)	$200-1,000

VOLKSWAGEN (1990, no expiration date)

Cars	$500-1,500

NISSAN

FROM PAGE 1

begin about six months later than originally planned, said Jerry Hirshberg, vice president of Nissan Design International. But Hirshberg said he was surprised there weren't more disagreements along the way. It's hard enough, he said, harmonizing the interests of Nissan engineers and cultures in two countries. It's even tougher when two unrelated companies are involved.

Hirshberg said a shared vision for the project and a joint commitment to keep costs down kept it focused. After Ford and Nissan executives originally agreed on the concept, Hirshberg's team "told both sides to get the hell out. And for months, they did."

The order: Create a high-quality minivan with more creature comforts than the competition and with ride and handling qualities that will please people who like to drive.

With that common goal, everything came into focus at the design stage, said Hirshberg. Nissan decided not to go with a "one-box" design — such as that used on the stylistic Toyota Previa. Although it had aerodynamic advantages, it was deemed hard to heat and cool and added unnecessary interior volume.

"We decided it would be superfluous to go after styling for its own sake," Hirshberg said.

Nissan ended up with a compromise between the one-box design and the more conventional two-box. In shape, the Quest/Villager ironically enough mimics the Mazda MPV, a rear-drive minivan. Ford decided not to work with Mazda on the minivan project because Ford wanted the vehicle to be front-wheel drive. Its own Aerostar is rear-wheel drive.

If there were a van version of Nissan's Maxima, Hirshberg added, this would be it.

Under the hood, it will carry a Nissan 3.0-liter V-6 engine with four-speed automatic transmission; basically it is the Maxima's powertrain. Inside the seven-passenger vehicle are lots of cup holders and seat backs that can serve as table tops. Passengers in the middle two-person bench seat can adjust the sound system.

KGP PHOTOGRAPHY

The nose bra on a Villager in this spy photograph disguises the downward slope of the hood from windshield to headlights.

The rear bench seat folds up and slides against the middle seat to create cargo space in the back. For more storage room, the middle seat can be removed, allowing the rear seat to slide directly behind the front seats. The idea, Hirshberg said, came from women who said they didn't want to remove the rear seat every time they hauled groceries instead of kids.

When Ford executives were allowed a look at the design team's work, they greeted it with a "chorus of smiles," said Hirshberg. Remarkably, he said, the shape changed little after the final clay model.

Development was expedited by the fact that there are relatively minor differences between the Ford and Nissan versions. A light bar, like that on the Mercury Sable, will grace the front of the Villager but not the Quest. And there will be some differences inside. But a shared desire to control costs kept both companies from spending money just to shape sheet metal, Hirshberg said.

Nissan revealed few specifications. To some press observers, the Quest appeared smaller than the segment-leading Chrysler minivans. Nissan answered by saying that the dimensions are similar — even to the longer versions of the Chrysler models.

Engines will initially come from Japan. But six months after Job 1, the powertrains will be built at a new Nissan plant in Tennessee. That change will push North American content above 75 percent. Nissan's manufacturing plant in Tennessee will stamp the sheet metal, which will be shipped to Ohio. Jigs and tooling used at the Ford plant will be brought from Japan.

Some components were subcontracted through Ford.

By working with Ford, Nissan "learned better how to deal with American suppliers" and closely coordinate engineering work with them, said an executive with Nissan CR Corp., the platform group working with Ford. He said the experience is already paying off with new American suppliers for Smyrna, Tenn., where Nissan builds Sentras and pickup trucks.

With U.S.-Japan trade friction increasing, Japanese automakers are under pressure to use more U.S. suppliers.

Ford itself may become one of them. Ford engineers designed the instrument panel and air conditioning systems for the Villager-Quest, and press reports last week said Ford may supply Nissan with air conditioning and other systems.

SENTIA

FROM PAGE 1

According to one industry executive who has been briefed on the Sentia, Mazda is launching the new car as a "test case" for Pegasus while it finishes developing a new 4.0-liter V-8 engine. Mazda will not launch the Pegasus line until the V-8 is ready, probably inside two years, the source said.

Steve Usher, who follows the industry for Kleinwort Benson International in Tokyo, said Sentia could be a "practice run for the Pegasus," much like Nissan's wide-bodied Cima anticipated the Infiniti. But he expects Mazda to take a step-by-step entry into the luxury market, waiting to get comfortable with the Sentia before proceeding further.

The new car will be the largest Mazda ever built. At 197 inches long, 71.8 inches wide and 55.2 high, it is 3 inches longer and 4 inches wider than the Luce/929. Because of all-wheel steering, turning radius is an unusually tight 16.1 feet — narrower than the Legend's 17.5 feet and almost as good as the subcompact Mazda Familia/323, at 15.8 feet.

The front end slopes to a particularly low angle, allowing for an expansive front windshield.

Sentia's competition in Japan

- **Sentia, $20,289 to about $33,000**
- **Mitsubishi Diamante, $14,490 to $28,980**
- **Acura Legend, $26,810 to $39,130**

The new model is fitted with an optional solar sunroof which recharges the battery when the car is parked in the sun during the winter time and which turns on ventilation when parked in hot summer sun.

Other features spied last week on a car in the locked back room of a Tokyo dealership included driver-side air bag, cruise control, power seats, deluxe audio and leather interior.

According to a Mazda source, Sentia now becomes the company's top-of-the-line model while the Luce is phased out. The Luce will be dropped to allow the company to concentrate its resources on the Sentia, the new MX-3 and the new RX-7 expected to debut at the Tokyo auto show this fall, the source said.

Analysts, none of whom had been briefed on the new car, said it addressed Mazda's need to move more aggressively into the upper end of the market, even if that segment is starting to decline.

"Mazda has decided they have to get into that segment," said Neal Doying of Baring Securities in Tokyo. "Their success before has been in small cars. They have not performed well in the large-car segment" with the Luce.

According to Usher, the Sentia should mean higher profit margins for Mazda — "which could help offset what could otherwise be a difficult year."

The Luce/929, which was last remodeled in 1986, has not sold well since its debut. Japan market sales in the just-ended fiscal year fell 26 percent from a year earlier, to about 23,139.

On a calendar-year basis, worldwide exports fell 11.6 percent in 1990, to 23,756 units. U.S. sales fell to 16,535 last year from 19,390 in 1989, when sales were off 25 percent from 1988.

Car analysts talk trends at gathering

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — You didn't need a whiff of ocean air to know the Society of Automotive Analysts was meeting in California. You just listened to the principal subjects: clean air, traffic congestion, trends and a touch of Big 3 bashing.

The biggest brickbats were thrown by Richard Recchia, executive vice president and chief operating officer of Mitsubishi Motor Sales of America Inc.

"Just like in 1981 . . . we're witnessing another round of political posturing by the Big 3 as they try to convince U.S. government officials that during the past 10 years they haven't had enough time to get 'breathing space' nor to establish a 'level playing field,' " Recchia said in his speech at the closing session.

Recchia: tosses brickbats at Big 3

Calling it the start of another "red herring cycle" in automotive politics, Recchia said Detroit keeps changing the rules of the game: "They said, 'If you're going to sell 'em here, build 'em here.' So we did and now we're getting criticized for that."

Recchia took issue with the different definitions Big 3 executives use in talking about products.

He questioned the fairness of calling the Eagle Talon and Plymouth Laser "domestic," and therefore good, while the nearly identical Mitsubishi Eclipse, built in the same U.S. assembly plant, is called a "transplant, and that's bad."

He said the Big 3 call their Mexican- and Canadian-built products "neo-domestic," when they are actually imports.

The audience received Recchia well, and many laughed when he joked that the Big 3 were holding a fund-raising event, selling pieces of turf from the infamous "level playing field" for $25. The laughter served as a reminder that Los Angeles loves imports, among other things.

There was almost constant reference to clean air, fuel economy, traffic congestion and other issues with particular relevance in Southern California.

Panels tackled globalization, design, advertising, environmental, [illegible] and technology issues.

Some key remarks included:

- William Young, president and chief executive officer of Volkswagen of America Inc., told the crowd that the current franchise system and its focus on price, not value and image, "will not be tolerated indefinitely by consumers."

He suggested the need to direct efforts away from rebates and gimmicks and into providing better products and better information to consumers.

- Bernard Campbell, principal of DRI/McGraw Hill, said that "manufacturers are investing too much into fuel efficiency." He forecast that corporate average fuel economy standards will not change drastically and that the low price of fuel keeps consumers from being too concerned with fuel efficiency.

"The industry can legitimately cry poverty this year," and that will keep Congress from doing anything too drastic with CAFE, he said.

- Bob Shull, senior marketing analyst, car division, American Honda Motor Co., admitted that not having a minivan "is a major gap in our product line." But he said that since Honda does not now build trucks, the decision would require a major commitment that Honda has not yet decided it wants to make.

- Al Flowers, senior designer and assistant to the vice president at Nissan Design International, showed that supporters of the Gobi (a sporty, quirky pickup the design group made as a concept vehicle for 1990 auto shows) never say die. Flowers said he's "still hoping" the project will someday see production.

PRODUCTION

U.S. CAR	Week Ended May 18, 1991	Week Ended May 11, 1991	May to Date	Jan. 1 to May 18, 1991	Jan. 1 to May 19, 1990
Horizon	0	0	0	0	4,327
Sundance	1,800	2,317	4,117	16,202	29,117
Acclaim	2,500	0	4,200	29,345	34,235
Total Plymouth	**4,300**	**2,317**	**8,317**	**45,547**	**67,679**
LeBaron A	0	0	0	0	8,755
LeBaron J	1,350	1,338	3,454	17,723	15,963
N. Yorker C-Class	200	167	451	2,975	13,370
Fifth Avenue	1,050	1,051	2,723	11,226	11,591
Imperial	200	216	534	2,737	6,610
Total Chrysler	**2,800**	**2,772**	**7,161**	**34,661**	**56,289**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	11,704
Shadow	2,300	2,492	4,792	18,930	33,064
Dynasty	3,600	3,518	9,249	43,875	43,909
Spirit	2,400	0	3,633	26,205	34,943
Total Dodge	**8,300**	**6,010**	**17,674**	**97,476**	**127,698**
CHRYSLER CORP.	**15,400**	**11,099**	**33,151**	**177,684**	**251,666**
Escort	5,767	5,709	14,871	76,745	78,806
Mustang	3,705	0	3,705	25,571	55,730
Tempo	3,239	0	5,151	39,831	53,089
Taurus	8,551	8,532	22,209	122,961	146,002
Thunderbird	2,524	2,415	6,219	30,584	45,322
Total Ford Div.	**23,786**	**16,656**	**52,156**	**295,692**	**378,949**
Topaz	1,161	0	1,802	16,809	20,271
Cougar	1,680	1,795	4,755	23,169	28,661
Sable	2,654	2,605	6,712	39,533	43,553
Total Mercury	**5,495**	**4,400**	**13,269**	**79,511**	**92,485**
Continental	1,179	1,182	3,062	22,307	22,170
Mark VII	209	205	539	3,905	10,972
Town Car	2,772	2,776	7,214	52,473	66,143
Total Lincoln	**4,160**	**4,163**	**10,815**	**78,685**	**99,285**
Total L-M Div.	**9,655**	**8,563**	**24,084**	**158,196**	**191,770**
FORD MOTOR CO.	**33,441**	**25,219**	**76,239**	**453,888**	**570,719**
Skylark/Somerset	0	0	0	34,929	34,712
Century	3,351	2,119	6,617	31,726	25,955
Riviera	286	324	786	4,246	9,200
Electra/Park Ave.	2,911	3,254	8,110	37,908	13,045
LeSabre (fwd)	0	554	712	34,249	64,388
Roadmaster Wagon**	298	269	761	9,266	3,087
Reatta	35	98	192	1,206	3,465
Total Buick	**6,881**	**6,618**	**17,178**	**153,689**	**153,852**
Eldorado	365	405	993	6,433	8,462
Seville	906	39	1,481	13,046	13,865
Brougham (rwd)	504	494	1,272	7,829	13,065
DeVille (fwd)	3,651	3,718	9,557	53,776	66,708
Allante	64	64	166	1,203	1,463
Total Cadillac	**5,490**	**4,720**	**13,469**	**83,045**	**103,563**
Cavalier	6,094	5,209	14,424	106,207	124,074
Camaro	1,568	1,470	3,807	16,867	23,430
Corsica/Beretta	6,808	8,221	19,088	92,513	109,557
Caprice	3,379	3,587	8,990	52,707	74,103
Corvette	485	485	1,260	9,094	9,295
Total Chevrolet	**18,334**	**18,972**	**47,569**	**277,388**	**340,459**
Calais	0	0	0	34,616	37,490
Cutlass Ciera	2,316	1,922	5,594	28,683	30,295
Cutlass Supreme	2,208	2,413	6,127	40,106	32,530
Toronado	153	169	413	2,788	7,528
88 (fwd)	1,875	527	2,559	22,001	38,110
Custom Cruiser Wag.***	128	111	327	4,245	2,295
98	1,549	1,529	3,761	29,200	21,940
Total Oldsmobile	**8,229**	**6,671**	**18,781**	**161,639**	**170,188**
Sunbird	3,088	2,654	7,242	48,141	57,312
Grand Am	4,556	5,250	13,440	87,122	74,482
Firebird	473	458	1,272	5,445	14,139
Grand Prix	2,736	2,130	6,143	36,971	41,488
Pontiac 6000	1,212	1,007	2,743	13,198	22,512
Bonneville	67	14	81	21,033	31,489
Total Pontiac	**12,132**	**11,513**	**30,921**	**211,910**	**241,422**
Total Saturn*	**1,640**	**1,640**	**4,254**	**23,837**	**0**
GENERAL MOTORS	**52,706**	**50,134**	**132,182**	**911,508**	**1,009,484**
DIAMOND-STAR	**3,139**	**3,146**	**8,186**	**60,919**	**55,687**
Civic	2,080	2,022	5,038	36,082	47,614
Accord	7,410	7,445	19,350	138,967	124,843
HONDA	**9,490**	**9,467**	**24,388**	**175,049**	**172,457**
MAZDA†	**3,346**	**3,078**	**7,524**	**57,173**	**69,956**
NISSAN	**2,630**	**2,633**	**6,838**	**54,287**	**40,814**
Corolla	2,100	2,169	5,543	40,796	41,689
Geo Prizm/Nova	2,000	1,998	5,179	39,656	39,886
NUMMI	**4,100**	**4,167**	**10,723**	**80,452**	**81,575**
SUBARU-ISUZU	**1,151**	**1,108**	**2,969**	**22,123**	**18,321**
TOYOTA	**4,275**	**4,376**	**11,301**	**86,437**	**86,578**
TOTAL BIG 3	**101,547**	**86,452**	**241,573**	**1,543,080**	**1,831,869**
TOTAL TRANSPLANT	**28,131**	**27,977**	**71,921**	**536,440**	**517,288**
TOTAL CARS, U.S.	**129,678**	**114,429**	**313,494**	**2,079,520**	**2,349,157**
TOTAL CARS, CANADA	**23,308**	**27,242**	**24,299**	**406,337**	**401,500**
U.S., CANADA CARS	**152,986**	**141,671**	**337,793**	**2,485,857**	**2,750,657**
U.S., CANADA CARS AND TRUCKS	**248,456**	**232,195**	**433,875**	**3,986,949**	**4,665,601**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR	Week Ended May 18, 1991	Week Ended May 11, 1991	May to Date	Jan. 1 to May 18, 1991	Jan. 1 to May 19, 1990
Monaco	0	0	0	1,679	4,913
Premier	0	51	51	3,225	2,482
CHRYSLER CORP.	**0**	**51**	**51**	**4,904**	**7,395**
Tempo	3,259	2,996	3,129	42,512	49,914
Topaz	1,387	1,271	1,308	13,006	18,146
Crown Victoria	1,585	1,952	1,515	34,656	49,051
Grand Marquis	2,026	2,680	1,928	31,051	45,511
FORD MOTOR CO.	**8,257**	**8,899**	**7,880**	**121,225**	**162,622**
Celebrity	0	0	0	0	9,844
Cutlass Ciera	1,780	1,827	1,827	25,044	31,562
Lumina	5,662	6,526	6,248	78,404	85,781
Regal	1,259	3,276	1,675	42,225	27,691
GENERAL MOTORS	**8,701**	**11,629**	**9,750**	**145,673**	**154,878**
CAMI	**2,300**	**2,447**	**2,347**	**49,125**	**0**
HONDA	**2,200**	**2,212**	**2,212**	**41,823**	**42,107**
HYUNDAI	**270**	**423**	**478**	**13,517**	**7,142**
TOYOTA	**1,400**	**1,401**	**1,401**	**26,652**	**23,829**
VOLVO	**180**	**180**	**180**	**3,418**	**3,527**
TOTAL CARS, CANADA	**23,308**	**27,242**	**24,299**	**406,337**	**401,500**

U.S. TRUCK

Caravan	2,200	2,979	2,629	41,117	44,824
Dakota	1,950	2,009	2,109	28,720	28,953
Caravan C/V	100	129	129	1,721	2,869
Ram pickups	1,950	2,069	1,919	28,671	42,462
Total Dodge	**6,200**	**7,186**	**6,786**	**100,229**	**119,108**
Cherokee	4,100	0	4,100	41,823	64,913
Comanche	150	0	150	2,056	3,030
Grand Wagoneer	0	0	0	427	2,080
Wagoneer/Briarwood	50	0	50	1,127	1,510
Total Jeep	**4,300**	**0**	**4,300**	**45,433**	**71,533**
Voyager	1,800	1,976	2,326	33,045	42,847
Town & Country	50	82	82	1,272	1,411
Total C-P Div.	**1,850**	**2,058**	**2,408**	**34,317**	**44,258**
CHRYSLER CORP.	**12,350**	**9,244**	**13,494**	**179,979**	**234,899**
Aerostar	4,216	3,960	4,087	55,722	78,401
Bronco	354	331	337	4,597	21,512
Bronco II/Explorer	6,758	5,590	6,650	106,274	53,993
Navajo	182	169	200	5,059	0
Econoline	2,049	2,085	2,047	46,053	77,173
Mediums/Heavies	0	1,025	(8)	13,324	20,656
Light trucks	8,234	4,905	8,180	101,500	179,708
Ranger	6,689	6,063	6,519	94,917	118,725
Total Ford Div.	**28,482**	**24,128**	**28,012**	**427,446**	**550,168**
FORD MOTOR CO.	**28,482**	**24,128**	**28,012**	**427,446**	**550,168**
Astro	3,030	2,883	3,388	37,398	46,249
Blazer	186	216	200	2,890	6,840
Lumina APV	1,118	1,245	1,128	13,860	39,360
Mediums/Heavies	215	157	124	1,208	3,483
P-Model	451	398	407	5,918	9,658
Pickups	6,549	6,310	6,452	92,769	138,643
S10	6,876	6,780	7,214	97,067	91,345
S10 Blazer	1,760	1,696	1,764	15,402	48,285
Sportsvan/Van	1,004	934	898	15,975	26,626
Suburban	593	603	607	9,478	26,457
Total Chevrolet	**21,782**	**21,222**	**22,182**	**271,965**	**436,946**
Jimmy	45	18	31	857	2,211
Mediums/Heavies	355	449	452	2,770	5,933
P-Model	45	97	84	1,266	1,200
Pickups	2,191	2,051	2,052	43,753	48,660
S15/Sonoma	922	941	571	21,406	22,405
S15 Jimmy	370	356	153	4,939	14,989
Safari	1,277	772	939	14,745	14,193
Suburban	568	565	554	9,276	11,825
Vandura/Rally Vans	497	591	598	7,467	9,040
Total GMC	**6,270**	**5,840**	**5,434**	**106,478**	**130,456**
Silhouette	570	679	524	6,944	12,672
Bravada	188	196	179	7,488	0
Total Oldsmobile	**758**	**875**	**703**	**14,432**	**12,672**
Pontiac Trans Sport	**783**	**868**	**773**	**8,777**	**21,783**
GENERAL MOTORS	**29,593**	**28,805**	**29,092**	**421,652**	**601,857**
NAVISTAR	**1,645**	**1,231**	**1,636**	**29,449**	**28,222**
NISSAN	**2,690**	**2,692**	**2,692**	**53,097**	**60,288**
SUBARU-ISUZU	**934**	**1,016**	**1,010**	**19,355**	**10,192**
AM GENERAL	**400**	**400**	**400**	**8,050**	**9,090**
MISCELLANEOUS	**2,650**	**2,650**	**2,650**	**53,350**	**60,600**
TOTAL TRUCKS, U.S.	**78,744**	**70,166**	**78,986**	**1,192,378**	**1,555,316**

CANADIAN TRUCK

Caravan	2,836	3,593	2,847	54,557	63,596
Caravan C/V	181	245	198	11,104	5,149
Ram Wagon	556	704	565	8,502	9,652
Ram Van	980	1,256	1,011	14,875	23,699
Total Dodge	**4,553**	**5,798**	**4,621**	**89,038**	**102,096**
Voyager	1,847	2,489	2,002	40,488	52,043
Total Plymouth	**1,847**	**2,489**	**2,002**	**40,488**	**52,043**
Wrangler	1,200	1,652	1,352	20,681	21,584
Total Jeep	**1,200**	**1,652**	**1,352**	**20,681**	**21,584**
CHRYSLER CORP.	**7,600**	**9,939**	**7,975**	**150,207**	**175,723**
FORD MTR. (E. Trks.)	**3,001**	**2,983**	**2,954**	**35,371**	**57,387**
Light trucks	2,544	3,157	2,521	51,113	69,168
Vans	1,152	1,743	1,315	19,354	18,752
Total Chevrolet	**3,696**	**4,900**	**3,836**	**70,467**	**87,920**
Light trucks	856	1,018	804	20,148	26,161
Vans	408	443	287	7,929	8,437
Total GMC	**1,264**	**1,461**	**1,091**	**28,077**	**34,598**
GENERAL MOTORS	**4,960**	**6,361**	**4,927**	**98,544**	**122,518**
CAMI	**1,000**	**1,075**	**1,075**	**21,725**	**0**
NAVISTAR	**165**	**0**	**165**	**2,867**	**4,200**
TOTAL TRKS., CANADA	**16,726**	**20,358**	**17,196**	**308,714**	**359,828**
U.S., CANADA TRKS.	**95,470**	**90,524**	**96,082**	**1,501,092**	**1,915,144**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

U.S. builds 2-millionth car of 1991

By Bob DeMayer
SPECIAL CORRESPONDENT

U.S. car and car and truck output increased last week, and car production surpassed two million for the year last Monday.

Last year, the two-millionth car was built 11 days earlier.

Estimated assembly of 129,678 cars last week was 13.33 percent above the prior week but 9.89 percent below the year-ago week.

Year-to-date, U.S. car production of 2,079,520 trails 1990 by 11.48 percent.

Estimated truck production last week was 78,744, up 12.23 percent from the previous week but down 20.32 percent from the 1990 week.

So far this year, 1,192,378 trucks have been assembled, 23.34 percent below last year.

General Motors built the last Buick Reatta at the Reatta Craft Centre in Lansing, Mich., last Tuesday. Total output since production began in 1987 was 21,712. The highest yearly build was 8,245 in 1988. The plant is scheduled to be retooled for the production of electric cars.

GM scheduled Saturday overtime last week at the Lordstown, Ohio; Arlington, Texas; Fairfax, Kan.; Oklahoma City; and Linden, N.J., car plants. GM also scheduled one shift of Saturday overtime for the Moraine, Ohio, postal line and two shifts of Saturday overtime at the Baltimore truck facility.

Ford Motor Co. slated Saturday overtime last week at the Louisville, Ky., truck plant. The Edison, N.J., and Wayne, Mich., truck plants remain on a single shift this week.

Chrysler's St. Louis (No. 2) truck plant worked Saturday overtime on two shifts.

CANADA: All plants in Canada were closed last Friday and are closed today in observance of Victoria Day.

Canadian car production was estimated at 23,308 last week, down 14.44 percent from the prior week but up 8.62 percent from the year-ago week.

Year-to-date, 406,337 cars have been produced, putting 1991's total 1.20 percent above 1990.

Truck production last week was estimated at 16,726, down 17.84 percent from the prior week and 7.63 percent below the year-ago week.

Year-to-date, truck production in Canada is 14.21 percent below 1990.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Lorain, Ohio	**5/20**	**5,600**
Ford Thunderbird		
Mercury Cougar		
Wayne, Mich.	**5/20**	**5,000**
Ford Escort		
GENERAL MOTORS		
Lansing, Mich. (A plant)	**5/20**	*
Buick Skylark		
Chevrolet Calais		
Lansing, Mich. (B plant)	**5/20**	**
Pontiac Grand Am		
CHRYSLER		
Sterling Heights, Mich.	**5/20, 5/27, 6/3**	
Dodge Shadow		1,500
Plymouth Sundance		2,000
Total U.S. car		**14,100**
Total units lost week of 5/13		**14,100**

Source: Automotive News Data Center
*Plant will be down for extensive model changeover through August 1991.
**Model changeover

NOTE

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Automotive News

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Lutz: '93 LH draws bead on Japanese, Euro sedans

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Despite a $3 billion cost-cutting campaign, Chrysler Corp. is expanding its lineup of LH sedans bowing in the 1993 model year and will give Chrysler brand dealers mid-sized and full-sized versions of the all-new vehicle.

Chrysler disclosed last week that in the fall of 1992, Eagle, Dodge and Chrysler brands will retail different mid-sized versions of the LH. Six months later Chrysler dealers will receive a distinctly styled full-sized version of the car.

Chrysler targets options, Page 3

Previously, Chrysler had indicated that LH models would be introduced in only the Dodge and Eagle divisions at the start of the 1993 model year with a single Chrysler brand vehicle bowing midway through the model year.

The LH sedans, which ride on Chrysler's first new car platform since 1980, are critical to the company's quest to regain a strong presence in the U.S. car market.

The models also will be the first cars that exemplify a product strategy Chrysler President Robert A. Lutz has touted with almost missionary zeal. The company maintains the LH sedans carry cutting-edge design, meet or exceed world-class standards in everything from powertrain performance to the feel of interior switches and will compete with the likes of the vaunted Acura Legend.

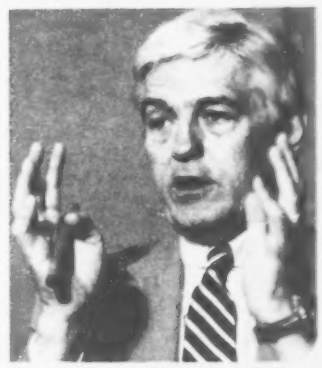
POPULAR MECHANICS/JIM DUNNE

The 1993 mid-sized cars from Chrysler Corp, codenamed LH, feature what the industry calls a "cab forward design" — the windshield is steeply raked forward over a portion of the engine compartment, creating a striking silhouette and a larger interior area.

The cars also are seen by Chrysler as an example of what the company can do on its own — despite worldwide speculation that it needs an international partner such as Mitsubishi Motors Corp. to help it survive the 1990s.

The LH sedans ride on a 113-inch wheelbase. The mid-sized models are 200 inches in overall length while the full-sized version reaches 207 inches. In comparison, the mid-sized Ford Taurus sedan has a 106-inch wheelbase and is 188.4 inches in length. The full-

see CHRYSLER, page 7



AUTOMOTIVE NEWS/JOE WILSSENS

"None of us can recall an American car that was designed so completely to be outside of what American cars normally are," says Robert Lutz.

Mazda 929 replacement

Mazda Motor Corp. last week unveiled this curvaceous sedan as its replacement for the square-edged 929. The all-new, rear-wheel-drive car, called the Sentia in Japan, will retain the 929 label in the U.S. market, where it is expected to go on sale in September. Longer, wider, taller and heavier than its predecessor, the new car will slot between the Mitsubishi Diamante and the Acura Legend in both dimensions and price.

CSI will become base for BMW dealer bonus

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — BMW of North America Inc. will discontinue paying bonuses to dealers who meet sales goals. Instead, it will base payouts to dealers on customer satisfaction and market penetration.

In a related move, BMW also is scrapping its two-year-old "dealer-based" ordering system. The program was supposed to enable dealers to custom-order their inventories, but it never really lived up to its billing (see story on Page 28).

Details of the new bonus structure and new dealer ordering system haven't been determined. Both changes take effect next year.

BMW's move to bonuses for customer satisfaction comes as newcomers such as Lexus and Infiniti are trying to outdo each other in pleasing the customer. Infiniti paid 38 dealers $25,000 each for their customer-satisfaction performances during the first quarter.

The old BMW bonus structure paid dealers a percentage of the dealer cost of each car, usually 1 percent, if they met their sales goals. A dealer who met a quota of 300 cars a year, which is good-sized by BMW standards, received a bonus of about $90,000, said James J. Ryan, executive vice president of automotive operations.

BMW's pursuit of greater customer satisfaction will depend, in turn, on the company improving its sometimes touchy relationship with dealers.

Dealers ranked BMW near the bottom in last year's J.D. Power Dealer Satisfaction Survey, in which dealers express their pleasure or displeasure with their franchises. That helps explain BMW's 10th-place finish in the 1990 J.D. Power Customer Satisfaction Index, well behind Acura, Honda and Mercedes-Benz.

The change in strategy marks the latest in a series of moves by Karl Gerlinger, BMW president and chief executive officer. He took over in August 1989 and almost immediately cut prices. The

see BMW, page 28

COMING SOON: *Powertrains, safety are focus of changes for '92 model year*

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

For 1992, automobile companies will unveil new models packed with technology, plus improvements in the powertrain and safety features of existing vehicles.

More powerful — and simultaneously more fuel-efficient — engines and transmissions are on the way. Lower-cost models are being fitted with traction control, anti-lock brakes and air bags. Some companies will add convertibles.

Much of the 1992 model information comes from a 47-page booklet prepared by LMV Leasing Inc. of Pittsburgh. The booklet is used by fleet operators and administrators in selecting vehicles. More than 200 car, van and light-truck models are mentioned.

In addition, *Automotive News* talked to engineers and product planners to fill in this portrait of the 1992 models.

Ford

Ford Motor Co. will offer new features and new models. The Korean-built Festiva will get a sports package with larger, alloy wheels and suspension tweaks.

A gently restyled Tempo and Topaz will be fitted with a standard 2.3-liter, four-cylinder engine with sequential multi-point fuel injection. Ford will try to pump extra life into the aging compacts with the addition of the optional 3.0-liter V-6, currently used in Taurus and Probe.

Taurus and Sable will receive significant redesign of the headlights, front and rear fascia and interior.

A Ford chassis engineer says air springs may be slated for the rear suspension. Other improvements include a roller-tappet-equipped version of the 3.0-liter V-6.

Late in the model year, Thunderbird and Cougar will get a version of Ford's modular 4.6-liter V-8, replacing the current 5.0-liter V-8

see 1992, page 27

Mid-May sales match weak 1990; cars show gain, but trucks slide

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Light-vehicle sales in mid-May were about even with last year. The performance was good by 1991 standards, but the year-ago period was an exceptionally bad one, so it wasn't a very high benchmark to meet.

The combined total for cars and light trucks was 346,146, down 0.1 percent. *Automotive News* estimates 10-day sales for Chrysler Corp. and most imports.

Tom Webb, chief economist for the National Automobile Dealers Association, called the industry's performance "a refreshing break," providing "hope that a recovery is under way."

But he said the industry shouldn't expect sales to get much higher until the overall economy

see SALES, page 4

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GM Canada surrenders Passport:
For 1992, GM Canada will drop its Passport international Automobiles line and add Geo to its Chevrolet-Oldsmobile outlets. Page 2.

Fiat to acquire 30% of Soviet maker VAZ

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Fiat S.p.A., the big Italian industrial and automaking group, said last week it had tentatively agreed to acquire a 30 percent equity stake in Volzhsky Motor Works, or VAZ, the Soviet Union's biggest automaker and producer of the Lada family of vehicles.

If completed, the accord would give Fiat a shareholder's voice in the Soviet auto industry, a first for a Western company.

At the same time, however, Fiat said the Soviet Union's deepening financial crisis had forced it and Moscow to shelve another proposal to build a $7 billion complex to produce 900,000 cars a year at Elabuga, near Kazan in east Russia.

Cancellation of the project would mark a severe blow to Moscow's goal of increasing its car production by two-thirds by the end of the decade, to around 2 million units a year.

But a Fiat spokesman stressed last week that the huge greenfield project was being "rescheduled," not "canceled."

"Elabuga is not abandoned," the spokesman said. "The Russians prefer to accelerate the first step of 300,000, and do not

see FIAT LINKUP, page 7

Honda earnings plunge 47% for quarter

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Honda Motor Co. said late last week that sluggish sales in the key U.S. market and currency-exchange losses caused by a stronger yen contributed to a 47 percent drop in net income for the fourth fiscal quarter ended March 31 and a 6.6 percent decline in full-year earnings.

Separately, Mazda Motor Corp. and Mitsubishi Motors Corp. reported Friday that their full-year net income increased. Mazda's rose 1.6 percent and Mitsubishi's jumped 24.5 percent.

Honda said consolidated net income for the fourth quarter fell to 14 billion yen ($100 million) from a year earlier despite a 3.8 percent increase in sales, to 1.14 trillion yen ($8.1 billion). Operating income plunged 48.1 percent to 26 billion yen ($185 million), reflecting the higher cost of sales, it said.

For the year, Honda said net income fell to 76.2 billion yen ($541 million) despite an 11.6 percent gain in revenue, to 4.3 trillion yen ($30.5 billion). Operating income fell 26.8 percent, to 146.8 billion yen ($1.04 billion) because of slow U.S. sales, the increased cost of sales and rising depreciation expenses from the company's heavy plant investment in recent years.

For the same fiscal year, Mazda said net income rose to 27 billion yen ($191.6 million) from a year earlier on an 8.8 percent rise in sales, to a record 2.22 trillion yen (about $15.8 billion.)

Mitsubishi said its unconsolidated net income jumped to 25.2 billion yen ($181.2 million) on a 14.2 percent increase in sales, to 2.3 trillion yen ($16.5 billion). It said operating profit rose 35 percent to 85.8 billion yen ($613 million), reflecting the company's strong home market showing.

Koji Endo, who follows the industry for Nomura Securities in Tokyo, likened Honda's current financial difficulties to "a slight fever" that time will take care of.

Honda's investment in a second plant in Ohio as well as a new line and a new plant in Japan "was the right thing to do," Endo said.

But it may take Honda longer to recoup the investment than they originally expected, he said.

Neal Doying, auto analyst with Baring Securities in Tokyo, said Honda's depreciation costs should peak at this point and the company could see "some increase in consolidated profit if demand in the United States picks up."

Honda itself is forecasting flat growth in net income for the current fiscal year, citing what it calls "the high level of expenses, especially selling expenses" in a very competitive market.

Although both Mitsubishi and Mazda reported growth for the last fiscal year, analysts predict tougher times in the current fiscal year, in part because of an expected down-turn in the domestic truck market.

GM of Canada axes Passport name, adds Geo

By Alex Law
STAFF CORRESPONDENT

General Motors of Canada will start the 1992 model year by getting rid of its four-year-old Passport International Automobiles line and adding Geo.

The changes, effective Sept. 1, will see the current chain of about 70 Passport points become Saturn-Saab-Isuzu Truck stores. Chevrolet-Oldsmobile dealers, one of GM Canada's two principal dealer bodies, also will take on Geo. There will be no structural change to the Pontiac-Buick-GM dealer group, and Cadillac franchises will still be awarded to worthy dealers from either Chevrolet-Geo-Oldsmobile or Buick-Pontiac-GMC.

According to Michael Erdman, GM of Canada's vice president of marketing, the restructuring will clarify the market positions of the dealer networks. By dropping the Passport name in favor of Saturn-Saab-Isuzu, dealer bodies will be identified by the products they sell.

GM of Canada created Passport in 1987 to appeal to import buyers. The line carried vehicles built by GM's overseas affiliates, such as Saab and the Isuzu Trooper. It was also scheduled to carry Saturn when the new line makes its Canadian debut in the 1992 model year.

Unlike the United States, Canada has not had a Geo franchise, which was created for U.S. Chevrolet dealers in 1989, while Erdman was the division's general marketing manager.

Some of the products sold in the United States as Geos, such as the Metro, have been sold in Canada through Passport or as Chevrolet and Pontiac models.

"We have had some outstanding product offerings in these small-car market segments," Erdman says, "but we have lost ground to the imports over the last several years."

Under the new program, such cars as the Daewoo Optima will move from Passport to Pontiac. Its name will change to LeMans, as it is known in the United States. Pontiac Tempest, basically a rebadged Chevrolet Corsica, will be dropped for the 1992 model year.

The new Geo line will carry the Metro (formerly Pontiac Firefly and Chevrolet Sprint), Storm (formerly Passport's Impulse) and Tracker.

Geo won't offer the Prizm in Canada, as it does in the United States.

Although Pontiac-Buick-GMC dealers will lose their lowest-priced model, the Firefly, they will get the LeMans and a version of the Impulse/Geo Storm.

They also will get an upscale sport-utility this fall from the Suzuki-GM joint venture plant in Ingersoll, Ontario. Erdman says that vehicle will be a variation of the existing Tracker.

One reason for the change is the approach of free market parity between Canada and the United States in 1995. By aligning Canadian products more closely with those in the United States, GM will be making things easier for dealers and their customers when the last border restrictions fall.

GM of Canada also has acknowledged that by using different names for some products in Canada, the company is sending conflicting messages about products that are advertised under different names through U.S. media.

As Erdman says, GM of Canada will no longer have to get awareness of its unique brands "by throwing money at marketing."

When it comes to brand identification, Erdman is particularly anxious that the Saturn name be front and center somewhere. He says Canada will get the full line of Saturn, and there are no plans to move them to a second network.

CHANGES AT GM-CANADA

For 1992:	Was:
Saturn-Saab-Isuzu Trucks	Passport International Automobiles
Chevrolet-Geo-Oldsmobile	Chevrolet-Oldsmobile
Pontiac LeMans	(Passport) Daewoo Optima
Saturn	Not sold before
Geo Storm	(Passport) Isuzu Impulse
Geo Metro	Pontiac Firefly/Chevrolet Sprint
Geo Tracker	Chevrolet Tracker
New Pontiac sport-utility	GMC Tracker

AUTOMOTIVE NEWS JOE WILSSENS

GM of Canada created Passport in 1987 to appeal to import buyers. Shown is Glenn Matte at Passport Windsor in Windsor, Ontario.

INDEX

Auction dates	17	Letters	14
Classifieds	23-26	Obituaries	17
Dealing with dealers	15	Opinion	12
Incentive watch	28	Personnel	11
Keith Crain	12	Production	29
Late news	8	Sales, 10-day	4

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Correction

The table showing April truck sales by gross vehicle weight in the May 20 issue contained four incorrect 1991 year-to-date totals. The correct totals are: Peterbilt, 2,997; Isuzu, 3,388; Mitsubishi Fuso, 1,088; and Western Star, 232.

Texas shoots for GM ad scandal

Volvo-exposing officials dispute Baldrige quality award claims

By Raymond Serafin and Jennifer Lawrence
CRAIN NEWS SERVICE

AUSTIN, Texas — The Texas attorney general is threatening to sue General Motors for alleged deceptive advertising in a corporate campaign that touts Cadillac's 1990 Malcolm Baldrige National Quality Award for manufacturing.

Representatives of the attorney general and automaker are scheduled to meet this week to try to reach agreement on a consent judgment.

According to a formal notice of intent to sue filed by the attorney general, there are six unsubstantiated claims that violate the Texas Deceptive Trade Practices Act. Those included listing the number of applicants for the award as 167,000 and stating that the Department of Commerce had praised Cadillac's 4.9-liter engine and its customer relations center.

A GM spokesman said the company erred and already had corrected advertising regarding the number of Baldrige Award applicants, but said GM's position was that otherwise the advertising was "accurate and not misleading."

The advertising in question was created by McCann-Erickson Worldwide in New York, as part of the corporate "Putting quality on the road" effort.

Last October, the Texas attorney general created another automotive advertising flap when it charged Volvo Cars of North America with deceptive advertising for ads that depicted a Volvo 240 station wagon surviving a run-in with a "monster truck" while competitive makes were crushed.

Volvo was forced to admit that its car had been specially reinforced and the structures of the competitive makes weakened. The automaker publicly apologized. Its agency, Scali, McCabe, Sloves Inc. of New York, resigned the account.

1992 to bring world car sales relief, DRI predicts

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

BRUSSELS, Belgium — Worldwide passenger-car sales will fall 3.3 percent in 1991, the steepest decline since 1980, according to DRI Europe in its latest *World Automotive Forecast Report*.

But demand — fueled by recovery in the world's key economies — will turn sharply higher in 1992 and will grow more than 3 percent a year through 1995, the London-based research organization says.

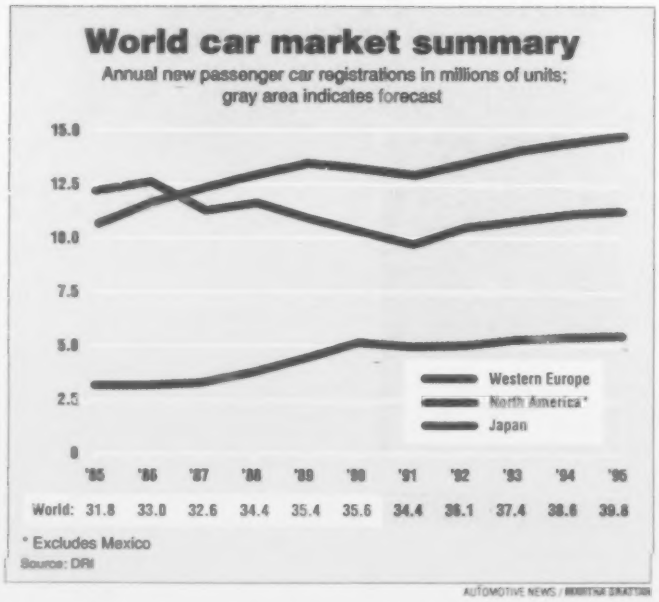
"We are still not expecting a prolonged downturn in global car sales," the DRI study says.

DRI says its forecast is based on an assumption of a worldwide economic upturn next year.

"The depression that has dominated the world economic scene during 1990 is expected to lift toward the end of 1991" because of a recovery in business and consumer confidence, the firm says.

DRI projects global sales of 34,428,000 cars in 1991, down from last year's record of 35,615,000. But it says world demand will recover to a record 37,379,000 by 1993.

"As the U.S. economy starts to pull itself out of the doldrums and Western Europe is boosted by a resurgence of activity in those major economies that have been in or close to recession . . . it is good news for world demand as a whole," the report notes.



AUTOMOTIVE NEWS / MARTHA GRATTAN

Projected car sales for 1991 include 9,644,000 in the United States and Canada, a drop of 7 percent from 1990; 12,901,000 in Western Europe, a dip of 2.2 percent, and 2,148,000 million in the Asia-Pacific region, up 4.7 percent.

For next year, DRI forecasts an 8.8 percent jump in sales in the United States and Canada, to 10,488,000 units. U.S. demand will rise to 9,430,000 from 8,704,000, it says, while Canadian sales will increase from 940,000 to 1,058,000.

"By midyear, we expect there to be a glimmer of an upturn in the (U.S.) sales statistics, which should be confirmed by the end of 1991," the report says. "The bottom line, however, is that car sales will almost definitely fall below 9 million this year."

DRI says it expects U.S. light-truck sales to mirror the passenger-car trend. It foresees light-truck sales falling about 8 percent this year, to 4,216,000, followed by a 10.8 percent rise in 1992, to 4,671,000.

DRI's prediction of a 2.2 percent drop in European sales is somewhat more optimistic than other forecasts.

"The saving grace of the West European market as a whole this year is the German market, and both west and eastern Germany are providing a substantial boost to total demand," DRI says.

DRI is sticking by its forecast of 4.9 million sales in Japan in 1991, a decline of 3.2 percent from last year, but it predicts an increase to 5.1 million in 1992 and growth averaging 4 percent annually in the next few years.

Prospects for growth in Latin America (including Mexico) "are as uncertain and yet as promising as ever," says DRI.

During 1991, the group forecasts that demand in Brazil, Mexico and Argentina will increase 2.8 percent over 1990, and it projects higher rates of growth through the middle of the decade.

Meanwhile, Sanjay Dabysing, head of DRI Europe's Automotive Group, cautions that a glut of new car-building capacity could act as a drag on industry profitability later in the decade.

He says 6.3 million units of new capacity costing some $27.3 billion are scheduled to come on stream worldwide by 1995 — far outstripping a projected increase of 4.2 million units in demand, to 39.8 million.

Of the 46 separate projects, 19 will be in Eastern and Western Europe, adding more than 3.3 million cars to existing capacity, he said. Another 18 projects accounting for 1.7 million units will be in Asia, he said.

In the United States and Canada, nine projects will be started and completed by 1995, adding 1.3 million cars, he said.

"Despite plant closures in North America, the region still has an overcapacity problem," said Dabysing. "Western Europe does not have an overcapacity problem, even with a sharp downturn in demand in 1991."

NADA subcommittee to monitor regulations

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Rising concern over federal regulation of the automobile industry has prompted the National Automobile Dealers Association to form a regulatory affairs subcommittee.

"There are a lot of automotive-related issues, so the new subcommittee will provide direct input on them to the NADA staff," said M.R. McIlwain, 1991 NADA government relations chairman.

"The new subcommittee will inform the government relations committee of the state of regulatory matters," he said.

McIlwain, who owns McIlwain Cadillac-Suzuki in Metairie, La., said NADA is involved in 65 federal regulatory proceedings with at least nine federal agencies. Last year, NADA filed 27 written statements with federal agencies and testified at numerous hearings.

"The feeling is that NADA should have more input into the regulatory process," said McIlwain.

"We felt it was vitally important to look at how the regulators interpret legislation as well as the legislation itself."

The issues the subcommittee will address include implementation provisions for the luxury-car tax by the Internal Revenue Service, rules by the EPA to implement the Clean Air Act, new regulations affecting disposal of used oil and recycling old batteries, and the IRS' reporting regulations for cash payments made by customers.

James J. Reilly, NADA director from Colorado and vice chairman of the government relations committee, will serve as chairman of the subcommittee.

The addition of the regulatory affairs subcommittee brings to three the number of subcommittees reporting to NADA's government relations committee.

Other subcommittees include tax, trade and campaign finance; and commerce, judiciary and labor.

Automotive News is No. 1 in magazine competition

NEW YORK — *Automotive News* has been named the nation's top transportation trade magazine in the annual MagazineWeek Publishing Excellence Awards.

Automotive News bested four other finalists, including publications covering the automotive, aviation and boating industries. The competition included 43 trade and consumer magazine categories.

The awards are based on a "publication's ability to distinguish itself by maintaining the highest standards in the definition, recognition and achievement of editorial mission," said *MagazineWeek*. Entries included each magazine's mission statement.

Time Inc. magazines won four top awards. Crain Communications, which publishes *Automotive News*, also won with *Advertising Age* in the marketing communications trade magazine category. Crain Communications joined six other companies, including the New York Times Magazine Group, with two winners each. Crain's *AutoWeek* was a finalist in the consumer news category, which was won by *Sports Illustrated*.

The 1991 ordering system focuses on Jeep Cherokee (top left), Dodge Shadow (top right), Plymouth Sundance (left) and Eagle Talon. The system extends to the full line for 1992.

Chrysler targets options to move '92s

By Joseph Bohn
TRUCK EDITOR

Chrysler Corp. will target select "high-velocity" cars and trucks as a major focal point of its marketing plan for 1992 models, according to Ronald Boltz, Chrysler vice president of product strategy and regulatory affairs and general manager of small-car operations.

Chrysler has been evolving its high-velocity, or "customer-preferred ordering system," for several years and will extend it to all cars and trucks this fall.

It tracks the quickest-selling color/equipment combinations on a model-by-model, zone-by-zone basis, said John MacDonald, Chrysler Corp. general sales manager. The corporation has 25 sales zones.

Chrysler will extend the use of special discounts to induce dealers to stock the faster-moving combinations.

It is the same concept used nationally for Dodge Shadow/Plymouth Sundance in 1991.

In 1990, Chrysler Corp. had a standard 15 percent discount on equipment packages ordered on those cars. It now uses variable discounts, with a maximum of 50 percent on the most popular package combinations.

MacDonald said 39 of 103 recommended equipment packages account for 85 percent of orders for Jeep Cherokee, Dodge Shadow, Plymouth Sundance and Eagle Talon, which are the current focus of the program.

Officials also are interested in using the program to reduce product complexity.

For dealers, a key component of the program is the expansion of a computerized inventory management system that gives them immediate feedback on all their inventory on a daily basis.

The software was developed by Chrysler and is transmitted by its satellite network to dealers' computers. Dealers call up the information by punching in a code. It gives them daily updates on selling rates and equipment combinations in inventory.

John Reit, sales manager for Van Dyke Dodge in Warren, Mich., said some dealers aren't paying attention to the program, though he finds it beneficial.

Reit said some Dakota packages, for example, can "save you $2,700. If you don't pay attention and order something similar, you can pay more money with less equipment. And that's a vehicle that will sit."

Reit said he likes the velocity program and the inventory management system.

"You want to pull up the velocity reports on the package cars and pull the velocity reports on color selection before you order anything," he said. "It's time-consuming, but it forces you to sit down and take the time to order intelligently."

Tom Oliver, sales manager for Lyles Jeep-Eagle in High Point, N.C., said the system gives him an objective viewpoint of what to order because "sometimes it's hard for me to order something I don't like or wouldn't be seen driving." He cited the two-door, five-speed Cherokee Laredo with all the options.

"Some dealers will not order it, but we've done well with it," he said. "People tend to order cars on their personal preferences. They forget that everybody in the world doesn't have their ideas, concerns and reasons for owning a car."

He said as a result of the inventory system, he no longer has cars "sitting for months on end."

Dealers seek better Ford warranty

Council wants 3-year minimum for parity with GM and imports

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Warranty coverage will be a key issue this year as Ford Division's 4,500 dealers try to gain competitive advantage in the crowded U.S. market.

The 27 members of the Ford Dealer Council met Ross Roberts, the new Ford Division general manager, last week. The three-day meeting "was not contentious but certainly no lovefest either," said a council member who did not want to be identified.

The council presented Ford with a number of issues that were worked out by six committees that report to the larger group. One of the more detailed reports came from the parts and service committee. Its recommendations included a proposal for a three-year/36,000-mile bumper-to-bumper warranty with no deductible on all 1992 models.

Ford Motor Co. now offers a one-year/12,000-mile warranty with a $50 deductible on all Ford and Mercury products. Lincolns have a four-year/50,000-mile warranty and no deductible.

By contrast, General Motors and the large Japanese and European makers all offer at least three-year/36,000-mile coverage, and most of those warranties require no deductibles.

GM requires a $100 deductible on all makes except Cadillac and Saturn. Chrysler Corp. cars have a 12-month/12,000-mile warranty and a $100 deductible, except for large luxury cars and the Town & Country minivan, which have five-year/50,000-mile coverage and no deductible.

Ford dealers say their warranty coverage lags behind industry standards.

"We can't compete with the Hondas and Toyotas of the world" with the current warranties, said a council member who did not want to be identified. "If Ford is sincere about quality, it should have warranties to back it up."

Ford spokesman Mike Moran said customers can buy extended warranty coverage, and the company "depends on those extended programs" to give buyers the added protection they need.

Dealer Council Chairman Mike Shad of Mike Shad Ford in Jacksonville, Fla., said council members were impressed with Roberts, who replaced Thomas Wagner May 10. Roberts had been general manager of Lincoln-Mercury Division.

"Roberts believes in regional marketing," Shad said.

"The advantages of regional marketing are that people in Boston are not looking for the same types of cars and deals as people in Texas," he added.

Shad said most of Ford Division's marketing plans are national, not regional. He said Wagner wants to implement more regional plans but because of a lackluster economy, his main objective is to keep the plants open.

Ford Division executives also were presented with a warranty-cost study conducted by the National Automobile Dealers Association, but it was "nothing conclusive," said a council member who wished to remain anonymous. Dealers say Ford's 30 percent warranty and parts markup reimbursement is too low; Ford says the reimbursement level is fair and reasonable.

Another contentious issue is Ford Motor Credit Co.'s tiered financing plan, which requires less-creditworthy customers to pay a higher interest rate than more-desirable customers.

Rural and minority dealers say the tiered financing system hurts their businesses because many of their customers do not meet the same standards as customers who shop in rich, suburban areas.

Council members say they are impressed with Ford's 1992 product lineup, and they say they're satisfied that the company is not cutting product-plan budgets.

"They're cutting costs in other areas, but the reports show there will be no product program slippage," said a council member.

Direct financing cuts into dealer income

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Banks are chipping away at dealers' finance income by persuading customers to obtain direct loans rather than allowing auto dealers to arrange financing, according to the 1991 Automobile Finance Study conducted by the Consumer Bankers Association.

Direct loans originate with lending institutions; indirect loans originate with dealers, who then sell the paper to financial institutions like General Motors Acceptance Corp. or Ford Motor Credit Co. The trend toward direct loans reflects banking's move to sell more services to existing customers rather than acquiring new customers.

The National Automobile Dealers Association says the trend toward direct loans is a way for banks to obtain a better grade of credit customers.

According to NADA, the average finance and insurance fee for a new vehicle sold rose to $299 in 1990 from $284 in 1989, so the trend toward direct loans could be costly to dealers.

> "The trend toward direct financing means banks are pulling away from doing business with the dealer body."
>
> **Jake Kelderman**
> NADA

"This is an example of cherry-picking loans," said Jake Kelderman, executive director of industry affairs for NADA. "The trend toward direct financing means banks are pulling away from doing business with the dealer body."

Bankers say auto dealers send better-quality loans to captive finance companies. Hence, with the nation in a recession, direct loans give the banks more control over the credit quality of customers.

"The banks are taking a much tougher line and saying we want quality paper (loans)," said S.A. Ibrahim, senior vice president at New York-based Chemical Bank. "From a credit standpoint, the captive finance companies have siphoned off the better paper."

Auto lending remains the largest category of consumer installment credit with $285 billion in total car loans outstanding in 1990, a slight decrease from $289 billion in 1989.

The number of auto loans financed through captive finance companies declined last year, while the number financed through banks and other lending institutions increased, according to the study. Commercial banks in 1990 rose to $126 billion in auto loans, resulting in a 44 percent share of total auto loans — a scant 1 percent increase over 1989.

Timothy R. Hinkin, assistant professor of commerce at the McIntire School of Commerce at the University of Virginia, said captive finance companies such as GMAC and Ford Credit placed more emphasis on leasing in 1990 than on auto loans.

Hinkin was the principal researcher on the report.

Ibrahim said another reason for the decline in loans by captive finance companies is that they offered fewer low-interest-rate loan incentives last year.

"The success of the captives in consumer loans was driven by the number of special programs they offered," he said. "They have been far less aggressive recently in offering 2 to 3 percent financing on vehicles. Their rates are closer to market rates."

The direct-loan approval rate in 1990 was 61 percent, the same as in 1989, while the indirect-loan approval rate fell to 47 percent from 51 percent in 1989. For leases, the approval rate remained at 58 percent in 1990. The average new-car loan in 1990 was $13,294, up from $11,447 in 1989.

The average capital cost of a lease dipped to $17,603 in 1990 from $17,643 in 1989. The reason for the decline in capital cost, according to Hinkin, is the increasing volume of leases for lower-priced vehicles.

The number of direct consumer loans that have soured has risen, according to the Consumer Bankers Association.

In addition, the number of delinquent captive finance loans has risen.

While leasing delinquencies remained relatively stable in 1990, the number of repossessions increased. More customers are in dire financial trouble and are voluntarily turning in their vehicles, said Hinkin.

Nissan Motor claims battery breakthrough

One of the major stumbling blocks to a practical electric vehicle is the lengthy recharging period.

But Nissan Motor Co. Ltd., in a joint venture with Japan Storage Battery Co., has announced a breakthrough that would make recharging possible in one-fifth the time required by conventional electric-car battery systems.

Nissan calls it the Super Quick Charge battery system for both nickel-cadmium and lead-acid batteries.

One of the keys to the quick-charge battery system is its ability to dissipate heat quickly.

— Jack Keebler

10-DAY CAR AND TRUCK SALES, BY MAKE

	May 11-20 1991	May 11-20 1990
ALFA ROMEO (imp. car)*	**135**	**54**
Acura (imp. car)	**3,847**	**3,550**
Domestic car	14,173	11,076
Imported car	4,634	6,095
Honda	**18,807**	**17,171**
AMERICAN HONDA	**22,654**	**20,721**
ASTON MARTIN (imp. car)*	**2**	**2**
BMW (imp. car)*	**1,473**	**1,754**
Domestic car*	3,536	5,944
Imported car*	33	130
Domestic truck*	103	63
Chrysler Division*	**3,672**	**6,137**
Domestic car*	6,832	8,164
Imported car*	1,050	423
Domestic truck*	11,829	12,373
Imported truck*	113	366
Dodge*	**19,824**	**21,326**
Domestic car*	1,584	1,078
Imported car*	232	403
Eagle*	**1,816**	**1,481**
Domestic truck*	4,447	4,973
Jeep*	**4,447**	**4,973**
Domestic car*	4,048	5,861
Imported car*	442	418
Domestic truck*	4,121	3,916
Plymouth*	**8,611**	**10,195**
Domestic car*	16,000	21,047
Imported car*	1,757	1,375
Domestic truck*	20,499	21,325
Imported truck*	113	366
CHRYSLER CORP.*	**38,369**	**44,112**
Imported car*	172	243
Imported truck*	95	107
DAIHATSU*	**267**	**350**
FERRARI (imp. car)*	**24**	**24**
Domestic car	27,331	28,927
Imported car	1,078	1,173
Domestic truck	35,047	34,864
Ford Division	**63,456**	**64,964**
Domestic car	5,302	6,061
Lincoln	**5,302**	**6,061**
Domestic car	9,765	7,554
Imported car	1,515	194
Mercury	**11,280**	**7,748**
Domestic car	42,398	42,542
Imported car	2,593	1,367
Domestic truck	35,047	34,864
FORD MOTOR CO.	**80,038**	**78,773**
Domestic car	14,811	9,248
Buick	**14,811**	**9,248**
Domestic car	5,390	6,086
Cadillac	**5,390**	**6,086**
Domestic car	33,603	29,972
Imported car	3,283	3,177
Domestic truck	41,848	48,061
Imported truck	0	0
Chevrolet	**78,734**	**81,210**
Domestic car	11,038	11,522
Domestic truck	761	418
Oldsmobile	**11,799**	**11,940**
Domestic car	15,627	15,738
Imported car	1,607	1,067
Domestic truck	670	880
Pontiac	**17,904**	**17,685**
Domestic car	1,843	0
Saturn	**1,843**	**0**
Domestic car	82,312	72,566
Imported car	4,890	4,244
Domestic truck	43,279	49,359
Imported truck	0	0
GENERAL MOTORS	**130,481**	**126,169**
Domestic car	0	0
Imported car*	2,762	3,123
HYUNDAI*†	**2,762**	**3,123**
Imported car*	385	88
Domestic truck	1,198	373
Imported truck*	2,459	2,537
ISUZU*	**4,042**	**2,998**
JAGUAR (imp. car)*	**243**	**480**
LAMBORGHINI (imp. car)*	**4**	**4**
LOTUS (imp. car)*	**8**	**8**
MASERATI (imp. car)*	**6**	**6**
Domestic car	904	1,272
Imported car*	4,298	3,876
Domestic truck	203	0
Imported truck*	2,577	2,893
MAZDA*	**7,982**	**8,041**
MERCEDES-BENZ (imp. car)*	**1,613**	**2,002**
Domestic car	1,164	1,154
Imported car*	2,529	2,828
Imported truck*	751	875
MITSUBISHI*	**4,444**	**4,857**
Infiniti	739	498
Domestic car	3,287	1,907
Imported car*	6,213	7,630
Domestic truck	*3,359*	*2,544*
Imported truck*	4,330	5,227
Nissan*	**17,189**	**17,308**
NISSAN MOTOR CORP.	**17,928**	**17,806**
PEUGEOT (imp. car)*	**93**	**135**
PORSCHE (imp. car)*	**137**	**304**
RANGE ROVER (imp. truck)*	**75**	**79**
ROLLS/BENTLEY (imp. car)*	**15**	**30**
SAAB (imp. car)*	**1,204**	**655**
STERLING (imp. car)*	**74**	**91**
Domestic car	1,051	100
Imported car*	1,785	2,687
SUBARU*	**2,836**	**2,787**
Domestic car	0	0
Imported car	105	134
Domestic truck	0	0
Imported truck	477	402
SUZUKI	**582**	**536**
Lexus (imp. car)	1,324	1,247
Domestic car	6,207	8,820
Imported car	10,104	8,137
Imported truck	6,090	6,625
Toyota	**22,401**	**23,582**
TOYOTA MOTOR SALES	**23,725**	**24,829**
Audi (imp. car)*	315	455
Imported car*	2,590	3,072
Imported truck*	152	185
Volkswagen*	**2,742**	**3,257**
VWoA*	**3,057**	**3,712**
VOLVO*†	**2,151**	**2,411**
YUGO (imp. car)*	**38**	**177**
Domestic car	**167,496**	**160,484**
Imported car	**57,946**	**58,329**
TOTAL CAR	**225,442**	**218,813**
Domestic truck	**103,585**	**108,465**
Imported truck	**17,118**	**19,295**
TOTAL TRUCK	**120,703**	**127,760**
TOTAL CAR & TRK	**346,146**	**346,574**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

SALES

FROM PAGE 1

improves. The government last week reported that orders for durable goods rose 2.9 percent in April, which economists considered an encouraging sign.

Car sales improved 3.0 percent to 225,442 in mid-May. Truck sales were down 5.5 percent to 120,703. There were eight selling days in the mid-May period each year.

General Motors posted an increase of 3.4 percent on total deliveries of 130,481 cars and trucks, but that was in comparison to last year when GM's sales were down 30 percent from 1989.

As an example, Buick's 14,811 sales were up 60.2 percent over last year. But Buick was down 43.6 percent in the year-ago period, so Buick's sales in mid-May 1991 were still 9.7 percent below those of two years ago.

Pontiac also reported a sales increase for mid-May, up 1.2 percent.

GM's car sales this year were up 13.4 percent over 1990, but its truck sales were down 12.3 percent. Car sales outnumbered truck sales 2-to-1 at GM.

A 45.6 percent increase in Mercury sales helped Ford Motor Co.'s overall sales rise 1.6 percent, but Ford was down last year, too.

Both domestic and imported cars contributed to Mercury's 1991 upturn. U.S.-built cars jumped 29.3 percent, to 9,765, and Mercury dealers sold 1,515 imports compared to only 194 last year.

At Chrysler Corp., where light-duty trucks and minivans outnumbered cars, sales were down 13.0 percent to 38,369.

Sales for the biggest Japanese-based company, Toyota Motor Sales U.S.A. Inc., declined 4.5 percent to 23,725.

Sales of American Honda Motor Co. Inc.'s Acura line rose 8.4 percent, and its Honda models were up 9.5 percent.

European sales show first gain since July '90

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — European car sales rose in April for the first year-to-year increase since last July, but industry analysts said they are not convinced that Europe has pulled out of its slump.

Sales increased 9 percent over a year earlier, to 1,299,600 units, according to industry estimates compiled by *Automotive News*.

That pulled the total market for the first four months fractionally above the same period in 1990. Sales through April totaled 4,920,900, some 15,000 units above the first four months of 1990.

The April figures reflected the continuing strength of the German market and signs of life in France, Italy, Spain and Sweden, although sales in the United Kingdom remained woefully depressed.

The German market continued to drive all of Europe, with April sales rising 56.1 percent, to 432,400. For the first third of the year, German sales surged 47.4 percent ahead of 1990.

The figures include eastern Germany, which was not included in year-ago totals. Still, when an estimated 150,000 sales in eastern Germany are excluded, German sales are running about 33 percent above last year's.

In France, April sales of 190,400 cars were about the same as in 1990, although four-month sales were off 16 percent. In Italy, according to official registration figures, sales fell 3.2 percent in April, to 212,400. The April tally compared with year-to-year declines of 4.5 percent in March and 6.4 percent in February.

The news also was comparatively better in Spain, where sales declined just 10 percent, to 79,500, in April, although they were down 19.7 percent for four months. And the Swedish market dipped only 6.5 percent in April, to 20,600 units, against the backdrop of a 29.1 percent slide for the four months through April.

But sales in the United Kingdom slid 24.2 percent, to 126,600, last month, making the four-month decline 22.2 percent.

"The U.K. very clearly is in a severe slump," said Sanjay Dabysing, director of DRI Europe's Automotive Group. "We expect a mild upturn in the U.K. in the second half — but not very much."

DRI has downgraded its 1991 sales forecast for the British market to 1.7 million, down 15 percent from 1990. Some analysts and industry executives have projected that the market will slide as low as 1.5 million.

"France, we believe, is merely pausing for breath," said Dabysing. "Italy was not really affected by the Gulf crisis. The market has been quite resilient."

Overall, DRI Europe expects new-car sales in Europe to fall 2.2 percent this year from the 1990 record of 13.41 million. On a directly comparable basis — excluding sales in the former East Germany — DRI projects a 4.3 percent decline.

EUROPEAN SALES

Manufacturer	4 months, 1991	1991 share	4 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	816,600	16.6	737,500	+10.6
Fiat Auto[1]	651,800	13.2	740,100	−11.9
General Motors[2]	610,300	12.4	551,800	+10.6
Ford[3]	601,700	12.2	556,200	+ 8.2
(Jaguar)	5,200	0.1	7,700	−32.5)
Peugeot S.A.[4]	576,900	11.7	640,300	− 9.9
Renault	492,000	10.0	502,900	− 2.2
Mercedes-Benz	163,500	3.3	156,900	+ 4.2
Nissan	150,800	3.1	135,300	+12.0
BMW	133,100	2.7	134,600	− 1.6
Rover	130,800	2.7	142,700	− 8.3
Toyota	124,600	2.5	121,800	+ 2.3
Mazda	101,100	2.1	96,600	+ 4.7
Volvo	75,700	1.5	92,300	−18.0
Mitsubishi	63,100	1.3	60,900	+ 3.6
Honda	54,900	1.1	53,200	+ 3.2
Suzuki	35,100	0.7	35,200	− 0.0
Lada	32,700	0.7	36,900	−11.4
Subaru	18,700	0.4	18,500	+ 0.1
Daihatsu	17,900	0.4	14,400	+24.3
Saab	17,300	0.4	22,200	−22.1
Skoda	10,400	0.2	9,300	+11.8
Others	41,900	0.9	46,100	− 9.1
Total	**4,920,900**	**100.0**	**4,905,700**	**+ 0.3**

1-Includes Alfa Romeo, Lancia
2-Opel, Vauxhall; GM-U.S., Canada; Isuzu; not Saab
3-Includes Jaguar
4-Peugeot, Citroen, Talbot

John Lawson of Nomura Research Institute in London was not overwhelmed by the April figures.

"Some people think every time they see a swallow, it is spring," he said. "But one has to be careful. The first quarter was unusually depressed in Europe, so it is probably not surprising that you may get the odd month where things look a little better."

He added: "I'm not suddenly going to change my forecast. It is a sign that some of the worst may be over, but no sign that a recovery is just around the corner. There is no reason to believe it will not be a down year."

Lawson projects a downturn of 5 percent this year, including sales in eastern Germany.

In April, the Volkswagen Group was still atop the European sales charts, posting a 17.3 percent increase in sales, to 220,700 units. For four months, VW group sales, including VW, Audi and Seat, were up 10.7 percent for a 16.6 percent market share.

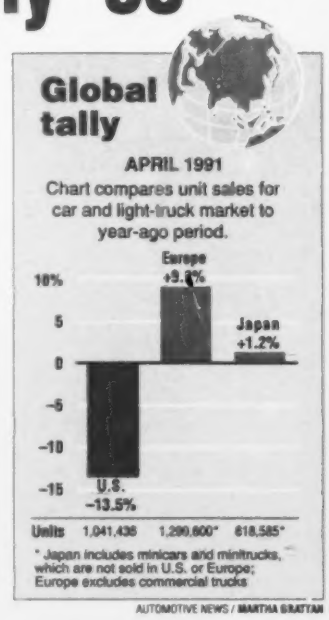
Indeed, sales for five of Europe's six volume manufacturers increased during April. The Fiat Group was off 7.2 percent, to 162,800. But Fiat, which includes Alfa Romeo and Lancia, remained No. 2 in Europe.

General Motors also has benefited from the strong German market, where it ranks second behind VW. In April, combined Opel and Vauxhall sales improved 21.2 percent, to 159,100, the biggest gain among the six volume producers.

Opel's sales in Germany rose 68 percent, to 80,400 units, last month. GM has therefore boosted its share in Europe's largest market by nearly two points, to almost 19 percent, in an overall market that expanded nearly 50 percent through April.

Meanwhile, combined Japanese sales continue to outpace the European market, with an increase of 5.6 percent for the year and penetration of 11.4 percent. Japanese makes took 12.6 percent of the market in April on a 13.1 percent increase in sales, to 164,300 units.

But long supply lines are still making it difficult for Japan's automakers to keep pace with rapid growth in Germany. Despite holding 15 percent of the market for several years, Japan's carmakers captured only 12.5 percent of booming German sales for January-April.



AUTOMOTIVE NEWS / MARTHA GRATTAN

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	4 months, 1991	Pct. change vs. 1990
Germany	1,510,500	+47.4
Italy	903,000	− 3.2
France	705,000	−16.0
United Kingdom	583,300	−22.2
Spain	286,600	−19.7
Netherlands	216,900	− 3.6
Belgium-Luxembourg	196,100	− 5.8
Switzerland	114,100	−11.4
Austria	111,600	+ 0.3
Portugal	69,800	+ 2.2
Sweden	63,600	−29.1
Greece	44,600	+26.4
Finland	37,200	−38.1
Denmark	30,300	− 5.0
Ireland	30,100	−18.6
Norway	18,200	−13.2
Total	**4,920,900**	**+ 0.3**

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Japanese suppliers in U.S. face trouble, says consultant

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Despite their fast growth in the United States, many of Japan's transplant suppliers are disappointed with profits and volume and may have to change their business strategies to survive here.

As much as 80 percent of the mushrooming Japanese transplant supplier community may be disappointed by business in America, according to a business consultant who recently completed a study of the group.

A full one-fifth of the approximately 350 transplant suppliers here are "running some serious risk of failing and are troubled about what to do to correct it," claims Glenn Mercer, an associate with the international business consulting firm McKinsey & Co. Inc.

McKinsey has just published a report on the transplant suppliers' business outlook, "Focusing on a Single Core Customer: An Outdated Strategy for JTOS." JTOS refers to Japanese-owned suppliers to the transplant original equipment manufacturers.

Mercer looked at 20 firms specifically for the report. But he said he drew on his consulting experience to reach conclusions about the entire group.

"A good 80 percent of the group is not doing great and is confused about it," said Mercer, citing information collected for the report.

"The remaining 20 percent is doing great and loving it," he said.

The most common problems include a failure to obtain additional business in the United States and difficulties sourcing materials and subcomponents to Japanese specifications from local suppliers. Companies that are faring the best are those with broader customer and product bases, and those in the United States long enough to establish ties with the Big 3.

Similar findings have been reported by other researchers.

A recent report by Japan's Ministry of International Trade and Industry found that profit margins for the transplant suppliers are far below their standards in Japan. Automotive suppliers in Japan average a 2 percent return on sales, MITI reported. But the same suppliers are averaging a margin of only 0.7 percent on their U.S. operations, MITI found.

> "A good 80 percent of the group is not doing great and is confused about it. The remaining 20 percent is doing great and loving it."
>
> **Glenn Mercer**
> McKinsey & Co. Inc.

Mercer said the problem is most acute for suppliers who set up shop in this market to supply only one Japanese transplant automaker. Japan's controversial *keiretsu* system — a practice that allows cross-ownership and control of customers and suppliers — has unwisely brought many Japanese suppliers into the American market, he contends.

"It's difficult for a supplier, especially a small one, to make money on a single customer that has a limited product line," Mercer said. "In Japan, the supplier has the customer's entire line to supply, including the carmaker's higher-margin vehicles. In the United States, the supplier has to make it on the OE's very limited, usually low-priced product line.

"It's a dangerous position to be in. It gives the customer the power to exert pressure on the supplier's prices. It also removes the supplier from the loop of new product design, since most of the component design is still being done in Japan. That increases the possibility that the transplant supplier's product will become obsolete," he said.

The McKinsey report concludes that the transplant suppliers will have to further penetrate the U.S. original equipment market to stay alive. Mercer concedes that strategy will be hard to implement.

The Big 3 are reducing the number of suppliers they use, and General Motors and Ford Motor Co. both have signaled that they will not enter into new supplier relations.

Ford has even given the UAW new power in qualifying suppliers. That could mean non-union suppliers may be among the first eliminated as the supplier ranks are thinned. Few of the 350 transplant suppliers are unionized.

VW and Sterling offer incentives to clear the lots of 1991 models

Volkswagen of America Inc. and Sterling Motor Cars continue to clear out their 1991 models with summer incentive programs.

Sterling is offering a special finance program on select 1991 models through July 31.

Customers may purchase either the 827Si or 827SL for nothing down and $459 to $508 a month; 10 percent down and $404 to $457 a month; or 20 percent down and $359 to $406 a month.

The finance plan is available on contracts of 24 months and 36 months.

Customers who choose to lease an 827Si or 827SL can pay nothing down and make monthly payments of $369 to $499 for 24 to 36 months, or they can make a down payment of 10 percent and pay $292 to $399 a month for 24 to 36 months.

Through June 30, Volkswagen is paying its dealers $500 on sales of 1991 Jetta (except diesel) and Golf (except GTI and Wolfsburg limited edition) models, depending on the number of cars sold.

Dealers who reach their sales quotas will receive payments retroactive to the first car sold.

Volkswagen continues to pay dealers $500 to $1,500 for sales of 1990 cars. That program has no expiration date.

— Arlena Sawyers

INCENTIVE WATCH
CUSTOMER INCENTIVES

CHRYSLER CORP.
Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700-1,000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.
Finance rates in lieu of rebates range from 4.8 to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire June 2 on 1990 models and July 7 on 1991 models.

Buick (1990-91)†	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,500*
Other 1991	$300-1,000
Cars (1990)	$500-1,500
Trucks (1990)	$1,000-1,500
GMC	
Suburban (1991)**	$1,000
Other 1991	$500-1,000
1990 models	$1,000-1,500
Oldsmobile (1990-91)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

†Based on option package selected
*Rebate on 1991 S Blazer is $1,000 after June 2
**Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

MAZDA (expires June 3)

1991 trucks	$500-1,000*

*Based on region

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,00
XT, XT6	$2,000

INCENTIVE WATCH
DEALER INCENTIVES

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HONDA (expires June 3)

1991 Accord (excludes EX)	$400
1991 Civic 4-door	$400
1990 Accord	$400

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

TOYOTA (expires June 3)
All rebates are based on performance against quota.

Corolla (1989-91)	$200-1,200
Camry (1989-91)	$200-1,000
Celica (1989-91)	$300-1,200
4x2 pickups (1989-91)	$300-1,100
4x4 pickups (1989-91)	$200-1,000

VOLKSWAGEN

Golf, Jetta (1991, expires June 30)	$500, based on number sold
All cars (1990, no expiration date)	$500-1,500

BMW

FROM PAGE 1

dealer-based ordering system was instituted on his watch, though BMW had started talking about it before Gerlinger arrived.

More recently, Gerlinger has been insisting that dealers upgrade their facilities — some of them 20 years old — to make a better impression on customers.

That has estranged some smaller, dualed dealers in older facilities. They feel BMW is trying to get rid of them in favor of bigger dealers in major markets with facilities that measure up to BMW's "corporate identity" requirements.

That controversy could continue when BMW starts basing bonuses in part on customer satisfaction. Adherence to BMW's corporate "look" is among the criteria the importer uses to judge customer satisfaction, so bonuses will be at least partly tied to uniform appearance. BMW hasn't decided how high dealers will have to score on the customer satisfaction scale in order to get a bonus.

At its national dealer meeting in Scottsdale, Ariz., this month, BMW addressed many of the areas that dealers have been unhappy with, said dealer Lee Maas of Classic BMW, who has stores in Dallas and Phoenix.

Several dealers have commented in the past that it's not so much what BMW says that angers them, but the way the company says it. BMW officials have acknowledged the need to communicate better with dealers.

"They are very sensitive to that (poor dealer satisfaction score), and they seem to be doing something about it," said Maas.

"The policies they are putting in place seem to be aimed in the right direction. We'll have to see what they actually do."

The main order of business at the national dealer meeting was to introduce the new 325i, the initial model in the first all-new 3 series in 15 years.

The friction between BMW and some of its dealers has developed in a time of shrinking sales.

Healthy 3-series sales could make dealers forget some of their complaints, but don't count on it, said John Jaffe of BMW of Fairfax (Va.), chairman of the BMW dealer council.

"Even if the entire dealer body was profitable, dealers would still strongly resent the intrusion of BMW into the way we do business day-to-day," Jaffe said.

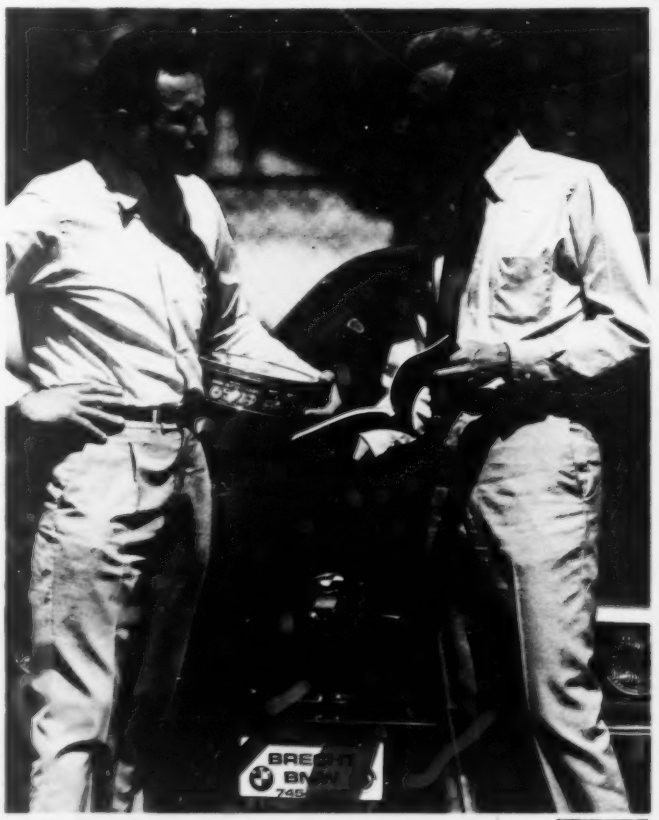
The company's sales were down 23.7 percent, to 15,496, through April after falling 1.9 percent in all of 1990, to 63,646 cars. The new luxury tax that has depressed sales since it took effect Jan. 1 artificially boosted sales late last year. In 1986, BMW sold a record 96,759 cars in the United States.

Without mentioning a timetable, BMW has said its long-term U.S. sales goal is 85,000 a year.

In addition to customer satisfaction, the new BMW bonuses will be based on market penetration of a geographic area assigned to each dealer.

BMW has not begun divvying up territories to determine market-share goals. That process could cause some controversy in major markets with multiple dealers.

Under the new ordering system, dealers will still be able to special-order cars, but most cars will be chosen from the model mix and options BMW chooses to build, which dealers and BMW officials said is more like the way the system has operated all along.



STEPHEN WHALEY

Nick Lambesis, left, picks up his new BMW 735 from salesman Craig Donavan at Brecht BMW in Escondido, Calif. Dealer Bill Brecht likes BMW's new program of basing dealer bonuses on customer satisfaction ratings.

Custom-order system fades away at BMW

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

BMW of North America Inc.'s dealer-ordering setup, the so-called Sales Planning System, took effect last year in response to dealers who complained that they couldn't get the cars they wanted.

Along with the rest of the industry, BMW also hoped to cut its car inventories. Although BMW says the plan was successful in that respect, the system will be dropped at the end of this year.

The fundamental flaw was that it was impossible to predict with precision 12 or 18 months in advance how many cars of what type each dealer would need.

The plan was supposed to work like this:

Dealers estimated what cars they would need for the next year. BMW took those numbers as a starting point and negotiated a target with each dealer. Production in Germany theoretically would be based on those dealer orders.

As an incentive, dealers who achieved their sales targets received a cash bonus, which usually was 1 percent of the dealer cost of each car sold.

But the system foundered on some hard realities.

First, accurate estimates were hard to make, especially in a poor sales climate. BMW solicited dealer predictions for 1990 while the system was still in the planning stages, and the trial-run estimates added up to 95,000 cars.

"Thank God we didn't start building 95,000 cars," said James J. Ryan, executive vice president of automotive operations.

BMW "negotiated" with its dealers a 1990 projection of 65,000, and the dealers sold 63,646 cars that year. BMW officials said that shows the system produced an accurate projection. But it also shows that BMW had the last word in the "dealer-based" ordering system.

Second, BMW's production facilities in Germany were too inflexible and too far away to allow dealers to change their orders without long delays.

BMW spokesman Thomas O. McGurn said Europeans don't mind waiting for a car if they can special-order it to the nth degree. But Americans want their cars immediately, and they're more willing to compromise on features if it means less delay, he said.

Besides those fundamental difficulties, the bonus system put a premium on volume, and that had some unintended effects on distribution, Ryan said.

For instance, dealers who were close to making their bonus target might take cars they didn't really need. As a result, some dealers who really needed cars couldn't get them.

BMW tinkered with the bonus to solve that problem. In 1990, the bonus was 1 percent if dealers met their volume goal and no bonus at all if they fell short.

The system was changed for 1991, but problems continue. This year, dealers who make 90 percent of their goal get a bonus of 0.5 percent bonus; 100 percent of the goal earns 1 percent; and 120 percent of the goal earns 1.5 percent.

Bill Brecht, the owner of Brecht BMW in Escondido, Calif., said dealers had been worried that BMW would scrap the bonus system in midyear and dealers would miss out on their year-end bonus.

Brecht has the kind of showcase store BMW likes to see, a three-year-old, multi-story dealership on about two acres. He said he never made it into the top ranks of BMW's customer satisfaction surveys until he built his new facility.

"I am absolutely in favor of it," he said of bonuses based on customer satisfaction.

Europeans lose 20% to luxury tax

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Demand for European cars over $30,000 has permanently dropped 20 percent because of the luxury tax, but high-line Japanese cars appear to be immune to the levy, according to a new study.

The study was commissioned by the Federation Against Inequitable and Regressive Taxation, a group of auto, fur and jewelry interests fighting the tax. The report was done by the consulting firm Temple, Barker & Sloane Inc.

The firm based its conclusions on data gathered from the automakers. It attempted to factor out such influences as the recession and the surge in sales last December, when buyers rushed to beat the Jan. 1 tax, said John B. Schnapp, vice president of Temple, Barker & Sloane.

The tax also appears to have given a competitive advantage to the Lexus LS400 and Infiniti Q45. Schnapp said such cars appear to be less affected because they cost about $40,000, where the luxury tax amounts to $1,000 (10 percent of the value over $30,000), or 2.5 percent of the purchase price. The average European luxury car sells for $54,000, where the luxury tax is $2,400 or 4.4 percent of the purchase price.

Sales of European high-line cars plummeted 37 percent through April, the study said. The overall U.S. car market dropped nearly 17 percent.

Based on the projected decline in demand, European dealers stand to lose 24,316 sales during 1991. At a weighted average price of $54,000 per vehicle, this represented $1.31 billion in lost retail sales for high-line dealerships, the study said.

The study also concluded:

- The luxury tax will result in a loss of at least 3,320 jobs, or 8 percent of total high-line dealership employment.
- Because of the lower sales, the government will lose revenues: $22.5 million in customs duties, $26 million in federal income tax, $22[illegible] million in gas guzzler taxes, and $64.5 million in states sales tax, based on an average rate of 5.4 percent.

The study also predicted that the number of unprofitable luxury car dealers going out of business would double in 1991 compared with last year.

Mitsubishi to double imports of U.S. parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Mitsubishi Motors Corp. says it will double its imports of U.S. parts and materials by 1995.

Hisao Okamoto, corporate general manager of purchasing, indicated the company could purchase about $340 million annually in U.S. material and components within four years. That compares with $170 million from the United States last year, out of a Mitsubishi total of $400 million.

Mitsubishi's announcement appears to be in response to the worsening auto-parts trade imbalance between the United States and Japan and growing tension over the issue.

A study released this month by the University of Michigan predicted that the current U.S. parts-trade deficit with Japan of $10.5 billion annually will reach $22 billion a year by 1994.

Mitsubishi and its U.S. transplant, Diamond-Star Motors Corp. in Normal, Ill., held a conference for about 150 supplier firms earlier this month to discuss the "design-in" phase of vehicle development.

In Japanese auto development, design-in is the process through which suppliers actually participate in the vehicle's development, which virtually guarantees their inclusion as a component supplier. The U.S. government has been pressuring Japanese automakers to open the design-in practice to U.S. firms to allow them more access to Japanese supply contracts.

Mitsubishi officials told suppliers it is crucial for them to get involved in Mitsubishi's vehicle design as early as 36 months prior to production.

PRODUCTION

U.S. CAR

	Week Ended May 25, 1991	Week Ended May 18, 1991	May to Date	Jan. 1 to May 25, 1991	Jan. 1 to May 26, 1990
Horizon	0	0	0	0	4,327
Sundance	0	2,184	4,501	16,586	30,858
Acclaim	2,700	2,569	6,969	32,114	37,079
Total Plymouth	**2,700**	**4,753**	**11,470**	**48,700**	**72,264**
LeBaron A	0	0	0	0	9,079
LeBaron J	1,400	1,303	4,807	19,076	17,418
N. Yorker C-Class	150	186	587	3,111	14,884
Fifth Avenue	1,000	1,039	3,712	12,215	12,489
Imperial	200	208	742	2,945	7,014
Total Chrysler	**2,750**	**2,736**	**9,847**	**37,347**	**60,884**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	12,639
Shadow	0	2,519	5,011	19,149	35,073
Dynasty	3,450	3,526	12,625	47,251	46,547
Spirit	2,200	2,324	5,757	28,329	37,348
Total Dodge	**5,650**	**8,369**	**23,393**	**103,195**	**135,685**
CHRYSLER CORP.	**11,100**	**15,858**	**44,709**	**189,242**	**268,833**
Escort	0	5,767	14,871	76,745	85,747
Mustang	3,725	3,600	7,325	29,191	59,427
Tempo	3,212	3,237	8,361	43,041	56,370
Taurus	8,487	8,559	30,704	131,456	150,550
Thunderbird	0	2,528	6,223	30,588	48,806
Total Ford Div.	**15,424**	**23,691**	**67,485**	**311,021**	**400,900**
Topaz	1,090	1,163	2,894	17,901	21,390
Cougar	0	1,664	4,739	23,153	30,775
Sable	2,605	2,646	9,309	42,130	44,269
Total Mercury	**3,695**	**5,473**	**16,942**	**83,184**	**96,434**
Continental	1,181	1,179	4,243	23,488	23,695
Mark VII	210	208	748	4,114	10,986
Town Car	2,777	2,776	9,995	55,254	69,196
Total Lincoln	**4,168**	**4,163**	**14,986**	**82,856**	**103,877**
Total L-M Div.	**7,863**	**9,636**	**31,928**	**166,040**	**200,311**
FORD MOTOR CO.	**23,287**	**33,327**	**99,412**	**477,061**	**601,211**
Skylark/Somerset	0	0	0	34,929	36,583
Century	2,678	3,198	9,142	34,251	27,651
Riviera	0	244	744	4,204	9,730
Electra/Park Ave.	3,239	2,910	11,348	41,146	13,746
LeSabre (fwd)	160	226	1,098	34,635	68,735
Roadmaster Wagon*	340	271	1,074	9,579	3,370
Reatta	0	35	192	1,206	3,676
Total Buick	**6,417**	**6,884**	**23,598**	**160,109**	**163,491**
Eldorado	0	327	955	6,395	8,933
Seville	0	769	1,344	12,909	14,988
Brougham (rwd)	428	480	1,676	8,233	13,065
DeVille (fwd)	3,705	3,850	13,461	57,680	70,519
Allante	64	64	230	1,267	1,552
Total Cadillac	**4,197**	**5,490**	**17,666**	**87,242**	**109,057**
Cavalier	5,215	6,041	19,586	111,369	130,828
Camaro	1,585	1,549	5,373	18,433	25,489
Corsica/Beretta	6,808	7,291	26,379	99,804	115,895
Caprice	3,295	3,261	12,167	55,884	84,085
Corvette	480	468	1,723	9,557	9,843
Total Chevrolet	**17,383**	**18,610**	**65,228**	**295,047**	**366,140**
Calais	0	0	0	34,616	39,883
Cutlass Ciera	1,958	2,262	7,498	30,587	32,267
Cutlass Supreme	2,528	2,344	8,791	42,770	34,737
Toronado	0	143	403	2,778	7,756
88 (fwd)	2,365	886	3,935	23,377	40,895
Custom Cruiser Wag.**	125	118	442	4,360	2,295
98	1,575	1,388	5,175	30,614	23,304
Total Oldsmobile	**8,551**	**7,141**	**26,244**	**169,102**	**181,137**
Sunbird	2,655	3,073	9,882	50,781	60,819
Grand Am	0	4,494	13,378	87,060	79,284
Firebird	598	549	1,946	6,119	15,484
Grand Prix	2,295	2,700	8,402	39,230	44,578
Pontiac 6000	938	1,137	3,606	14,061	23,988
Bonneville	175	68	257	21,209	33,818
Total Pontiac	**6,661**	**12,021**	**37,471**	**218,460**	**257,971**
Total Saturn†	**1,640**	**1,640**	**5,904**	**25,477**	**0**
GENERAL MOTORS	**44,849**	**51,786**	**176,111**	**955,437**	**1,077,796**
DIAMOND-STAR	**3,180**	**3,139**	**11,366**	**64,099**	**58,743**
Civic	1,990	2,039	6,987	38,031	50,522
Accord	7,465	7,419	26,824	146,441	131,000
HONDA	**9,455**	**9,458**	**33,811**	**184,472**	**181,522**
MAZDA* **	**3,346**	**3,196**	**10,720**	**60,369**	**72,677**
NISSAN	**2,636**	**2,639**	**9,475**	**56,932**	**42,360**
Corolla	2,100	2,205	7,748	43,001	43,686
Geo Prizm/Nova	2,000	2,007	7,186	41,663	42,218
NUMMI	**4,100**	**4,212**	**14,935**	**84,664**	**85,914**
SUBARU-ISUZU	**1,176**	**891**	**3,885**	**23,039**	**10,812**
TOYOTA	**4,350**	**4,244**	**15,620**	**90,756**	**91,024**
TOTAL BIG 3	**79,236**	**100,971**	**320,233**	**1,621,740**	**1,947,840**
TOTAL TRANSPLANT	**28,243**	**27,779**	**99,812**	**564,331**	**543,052**
TOTAL CARS, U.S.	**107,479**	**128,750**	**420,045**	**2,186,071**	**2,490,892**
TOTAL CARS, CANADA	**23,919**	**21,862**	**89,341**	**431,642**	**422,095**
U.S., CANADA CARS	**131,398**	**150,612**	**509,386**	**2,617,713**	**2,912,987**
U.S., CANADA CARS AND TRUCKS	**229,247**	**247,220**	**854,514**	**4,217,792**	**4,938,442**

CANADIAN CAR

	Week Ended May 25, 1991	Week Ended May 18, 1991	May to Date	Jan. 1 to May 25, 1991	Jan. 1 to May 26, 1990
Monaco	0	0	345	1,679	5,076
Premier	0	0	513	3,225	2,939
CHRYSLER CORP.	**0**	**0**	**858**	**4,904**	**8,015**
Tempo	2,688	2,523	10,017	44,464	52,571
Topaz	1,152	1,069	4,252	13,840	19,282
Crown Victoria	1,682	1,533	6,147	36,286	50,985
Grand Marquis	2,114	2,018	8,760	33,157	47,121
FORD MOTOR CO.	**7,636**	**7,143**	**29,176**	**127,747**	**169,959**
Celebrity	0	0	0	0	10,780
Cutlass Ciera	1,424	1,812	6,128	26,500	33,474
Lumina	5,760	4,277	19,777	82,779	89,541
Regal	2,720	2,193	9,852	45,879	30,196
GENERAL MOTORS	**9,904**	**8,282**	**35,757**	**157,998**	**163,991**
CAMI	**2,400**	**2,400**	**8,687**	**51,625**	**0**
HONDA	**2,200**	**2,201**	**7,963**	**44,824**	**43,878**
HYUNDAI	**235**	**234**	**1,197**	**13,716**	**7,518**
TOYOTA	**1,400**	**1,422**	**5,091**	**28,074**	**25,063**
VOLVO	**144**	**180**	**612**	**3,562**	**3,671**
TOTAL CARS, CANADA	**23,919**	**21,862**	**89,341**	**431,642**	**422,095**

U.S. TRUCK

	Week Ended May 25, 1991	Week Ended May 18, 1991	May to Date	Jan. 1 to May 25, 1991	Jan. 1 to May 26, 1990
C[illegible]	2,500	2,682	9,414	44,099	47,021
Dakota	2,050	2,379	7,919	31,199	30,824
Caravan C/V	100	92	382	1,813	2,990
Ram pickups	2,000	2,379	7,927	31,100	45,444
Total Dodge	**6,650**	**7,532**	**25,642**	**108,211**	**126,279**
Cherokee	4,250	4,150	10,919	46,123	68,978
Comanche	100	124	303	2,130	3,253
Grand Wagoneer	350	0	567	777	2,105
Wagoneer/Briarwood	50	51	138	1,178	1,612
Total Jeep	**4,750**	**4,325**	**11,927**	**50,208**	**75,948**
Voyager	1,450	2,279	6,838	34,974	44,862
Town & Country	50	80	259	1,352	1,462
Total C-P Div.	**1,500**	**2,359**	**7,097**	**36,326**	**46,324**
CHRYSLER CORP.	**12,900**	**14,216**	**44,667**	**194,745**	**248,551**
Aerostar	4,400	4,050	14,860	59,956	83,162
Bronco	358	350	1,245	4,951	22,696
Bronco II/Explorer	5,810	6,588	21,232	111,914	59,468
Navajo	177	213	689	5,267	0
Econoline	4,060	2,010	10,596	50,074	61,869
Mediums/Heavies	1,028	0	2,660	14,352	21,952
Light trucks	8,168	8,223	26,215	109,658	190,393
Ranger	6,310	6,683	22,786	101,221	124,348
Total Ford Div.	**30,312**	**28,117**	**100,282**	**457,393**	**583,888**
FORD MOTOR CO.	**30,312**	**28,117**	**100,282**	**457,393**	**583,888**
Astro	2,517	3,034	9,945	39,919	48,490
Blazer	226	166	735	3,096	7,311
Lumina APV	1,285	1,207	4,542	15,234	41,609
Mediums/Heavies	296	179	756	1,468	3,813
P-Model	469	475	1,342	6,411	10,300
Pickups	6,726	6,617	23,331	99,563	145,083
S10	6,875	7,436	25,214	104,502	96,503
S10 Blazer	1,725	1,889	6,159	17,256	52,900
Sportsvan/Van	1,035	1,001	3,523	17,007	28,548
Suburban	585	585	2,042	10,055	27,912
Total Chevrolet	**21,739**	**22,589**	**77,589**	**314,511**	**462,469**
Jimmy	51	64	147	926	2,311
Mediums/Heavies	408	389	1,476	3,212	6,470
P-Model	29	23	149	1,273	1,279
Pickups	2,132	2,090	7,678	45,784	51,229
S15/Sonoma	450	398	2,365	21,332	23,607
S15 Jimmy	330	286	1,291	5,185	16,505
Safari	1,086	1,209	3,636	15,763	15,937
Suburban	650	570	2,217	9,928	12,629
Vandura/Rally Vans	490	524	1,991	7,984	9,614
Total GMC	**5,626**	**5,553**	**20,949**	**111,387**	**139,581**
Silhouette	815	647	2,499	7,836	13,592
Bravada	205	189	669	7,694	0
Total Oldsmobile	**1,020**	**836**	**3,167**	**15,530**	**13,592**
Pontiac Trans Sport	**825**	**862**	**3,018**	**9,681**	**22,888**
GENERAL MOTORS	**29,210**	**29,840**	**104,723**	**451,109**	**638,530**
NAVISTAR	**1,240**	**1,623**	**5,871**	**30,667**	**29,880**
NISSAN	**2,634**	**2,689**	**9,636**	**55,730**	**63,441**
SUBARU-ISUZU	**950**	**883**	**3,361**	**20,254**	**10,559**
AM GENERAL	**400**	**400**	**1,440**	**8,450**	**9,540**
MISCELLANEOUS	**2,650**	**2,650**	**9,540**	**56,000**	**63,690**
TOTAL TRUCKS, U.S.	**80,296**	**80,418**	**278,720**	**1,274,348**	**1,647,989**

CANADIAN TRUCK

	Week Ended May 25, 1991	Week Ended May 18, 1991	May to Date	Jan. 1 to May 25, 1991	Jan. 1 to May 26, 1990
Caravan	2,995	2,819	11,616	57,535	66,663
Caravan C/V	185	185	760	11,293	5,435
Ram Wagon	608	545	2,306	9,099	10,281
Ram Van	1,078	1,007	4,064	15,980	25,007
Total Dodge	**4,866**	**4,556**	**18,745**	**93,907**	**107,386**
Voyager	1,940	1,911	7,794	42,492	54,407
Total Plymouth	**1,940**	**1,911**	**7,794**	**42,492**	**54,407**
Wrangler	1,200	1,263	5,076	21,944	22,999
Total Jeep	**1,200**	**1,263**	**5,076**	**21,944**	**22,999**
CHRYSLER CORP.	**8,006**	**7,730**	**31,615**	**158,343**	**184,792**
FORD MTR. (lt. trks.)	**2,363**	**2,334**	**9,421**	**37,067**	**60,232**
Light trucks	3,180	2,263	10,338	54,012	72,117
Vans	1,185	1,138	5,125	20,525	19,645
Total Chevrolet	**4,365**	**3,401**	**15,463**	**74,537**	**91,762**
Light trucks	1,070	1,104	4,010	21,466	27,224
Vans	570	399	1,669	8,490	9,070
Total GMC	**1,640**	**1,503**	**5,679**	**29,956**	**36,294**
GENERAL MOTORS	**6,005**	**4,904**	**21,142**	**104,493**	**128,056**
CAMI	**1,050**	**1,060**	**3,840**	**22,835**	**0**
NAVISTAR	**129**	**182**	**391**	**2,953**	**4,386**
TOTAL TRKS., CANADA	**17,553**	**16,190**	**66,408**	**325,731**	**377,466**
U.S., CANADA TRKS.	**97,849**	**96,608**	**345,128**	**1,600,079**	**2,025,455**

Monthly estimates may contain error of one or two units due to rounding.
†Estimate *1990 totals reflect the LeSabre (rwd)
**1990 totals reflect Olds. 88 (rwd) ***Total includes MX-6, 626, and Ford Probe
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Output tops 4 million in U.S., Canada

By Bob DeMayer
SPECIAL CORRESPONDENT

Total car and truck production in the United States and Canada surpassed four million units for the year last Monday. In 1990, the four-million mark was reached nearly three weeks earlier.

Estimated assembly of 107,479 cars in the United States last week was 16.52 percent below the prior week and 18.96 percent below the year-ago week.

Year-to-date, U.S. car production of 2,186,071 trails 1990 by 12.24 percent.

Estimated truck production last week was 80,296, down 0.15 percent from the previous week and down 8.06 percent from 1990.

So far this year, 1,274,348 trucks have been assembled, 22.67 percent below last year.

All plants in the United States are closed today in observance of Memorial Day.

Ford Motor Co. slated daily overtime this week at the Louisville, Ky., truck plant. The Ford Explorer, Ford Ranger and Mazda Navajo are produced there. The Edison, N.J., truck plant remains on a single shift this week due to a shortage of dealer orders. The plant builds the Ford Ranger.

Chrysler closed its St. Louis (No. 1) plant indefinitely last Friday. The plant built its last Dodge Daytona May 23.

Chrysler scheduled no overtime this week.

CANADA: Canadian car production was estimated at 23,919 last week, 9.41 percent more than the prior week and 54.33 percent more than the year-ago week.

Year-to-date, 431,642 cars have been produced, putting 1991's total 2.26 percent above 1990.

Truck production last week was estimated at 17,553, up 8.42 percent from the prior week and 4.71 percent above the year-ago week.

Year-to-date, truck production in Canada is down 13.71 percent.

General Motors scheduled two shifts of overtime last Saturday at its Oshawa, Ontario, truck plant. It builds the Chevrolet full-sized pickup and GMC Sierra.

Ford has scheduled daily overtime this week at its St. Thomas, Ontario, car plant.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Wayne, Mich.	**5/27**	
Ford Escort		5,000
GENERAL MOTORS		
Detroit/Hamtramck, Mich.	**5/27**	
Buick Riviera		*
Cadillac Eldorado		
Cadillac Seville		
Olds. Toronado		
Lansing, Mich. (A plant)	**5/27**	**
Buick Skylark		
Oldsmobile Calais		
Lansing, Mich. (B plant)	**5/27**	*
Pontiac Grand Am		
CHRYSLER		
Windsor, Ontario (Pillette Rd.)	**5/27**	
Dodge Ram Van		1,150
Dodge Ram Wagon		700
Sterling Heights, Mich.	**5/27, 6/3**	
Dodge Shadow		1,500
Plymouth Sundance		2,000
Total U.S. car		**8,500**
Total Canada truck		**1,850**
Total units lost week of 5/27		**10,350**

Source: Automotive News Data Center
*Model changeover
**Plant will be down for model changeover through August 1991.

NOTE

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12, 16, 17, 19, 20, 24-28,

32, 34, 36-38, 41, 42, 44,

46, 48, 50, 52, 54, 56-58,

60, 63-66, 68, 69, 71-76,

78-82, 84-95, 97-106, 108-112,

114, 115, 117, 118, 120, 121,

213-220, 222, 224

Automotive News

May 29, 1991

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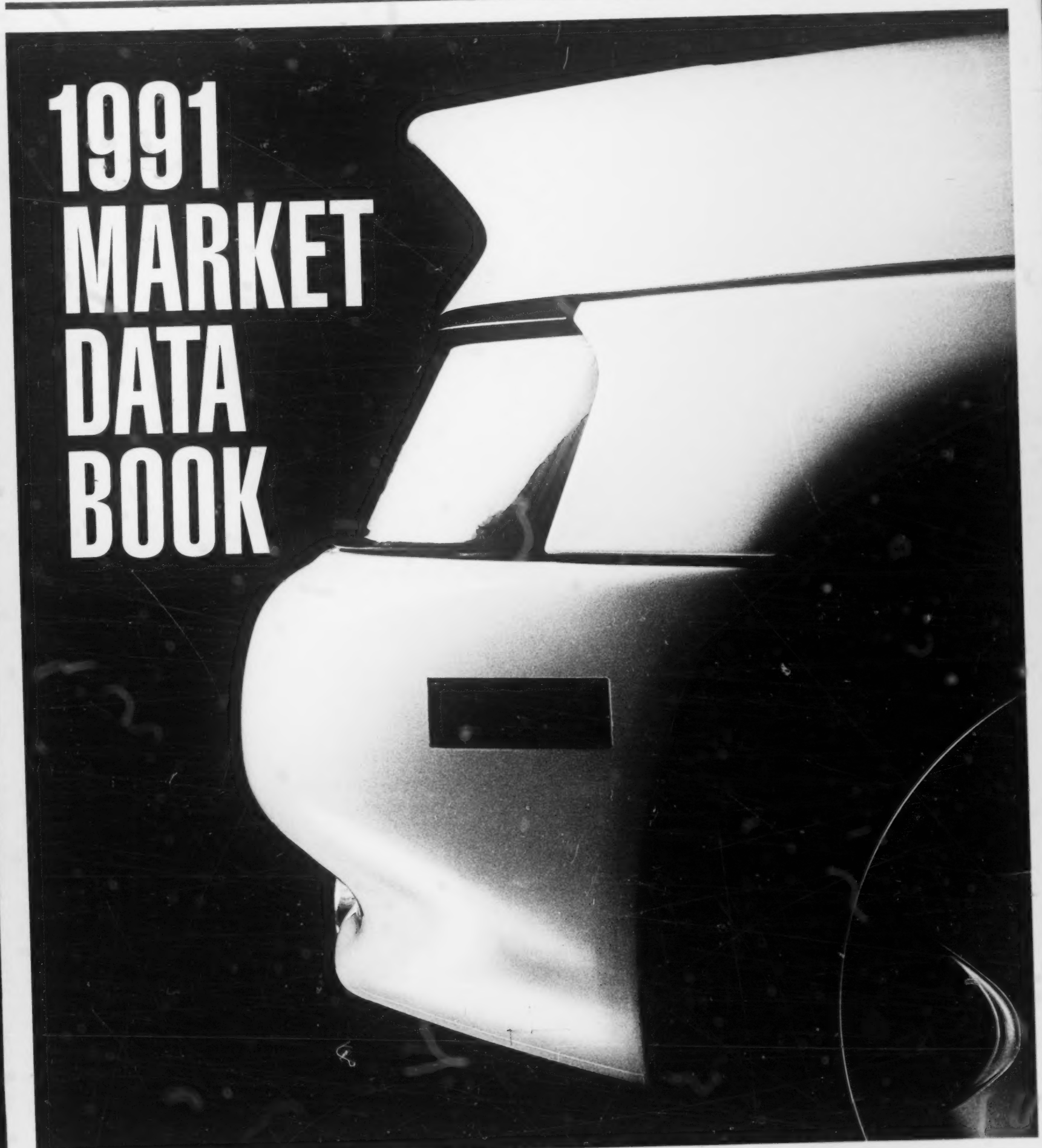
1991 MARKET DATA BOOK



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1991 MARKET DATA BOOK

Tables with diskette symbols are available in electronic version.
See page 220 for ordering information.

PRODUCTION 3

SALES/REGISTRATIONS 19

SPECIFICATIONS 41

PRICES 63

EQUIPMENT INSTALLATION 71

PRODUCT PROFILES 97

DEALERS 117

DIRECTORIES 123

INDEX 213

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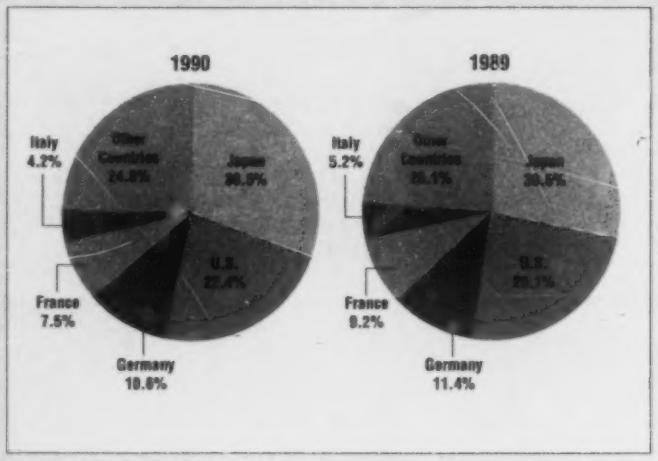
PRODUCTION

World vehicle production



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Source: Auto News MVMA, AID LTD., JAMA.

Annual world vehicle production and assembly — 15 countries; 40 years

Year	Australia	Belgium	Brazil	Canada	France	Italy	Japan	S. Korea	Mexico	Spain	Sweden	U.K.	U.S.	USSR	W. Germany	World Total
1990	374,462**	313,400	914,576	1,904,666	3,294,615	1,874,672	13,486,796	1,321,630	820,558	1,679,301	335,853	1,295,611	9,888,036	2,000,000**	4,660,657	44,165,033
1989	358,264	388,779	1,012,093	1,935,821	3,919,776	2,220,774	13,025,678	1,129,470	629,239	2,045,557	465,876	1,625,672	11,124,945	2,100,000	4,851,647	42,675,084
1988	347,028	397,732	1,070,756	1,780,290	3,678,465	2,111,019	12,699,807	1,083,655	505,202	1,866,451	485,624	1,544,848	11,009,762	2,167,000	4,625,314	*47,670,728
1987	330,241	352,378	1,058,332	1,563,910	3,493,210	1,912,612	12,249,174	979,739	395,258	1,704,473	501,822	1,388,772	10,975,334	2,202,000	4,634,074	46,384,697
1986	362,247	295,315	1,056,332	1,863,836	3,194,615	1,912,612	12,259,817	601,546	338,392	1,306,644	487,152	1,202,661	11,372,865	2,226,000	4,578,278	45,156,013
1985	411,332	266,682	966,625	1,936,511	3,016,106	1,572,907	12,271,095	378,162	398,192	1,417,604	461,072	1,311,256	11,671,475	2,200,000	4,445,920	44,690,081
1984	399,084	249,461	864,663	1,877,966	3,062,152	1,601,177	11,392,711	265,361	343,698	1,308,769	431,852	1,133,731	10,924,077	2,209,400	4,045,462	42,159,635
1983	337,075	285,478	896,462	1,523,324	3,335,860	1,575,151	11,055,711	221,019	285,485	1,288,721	414,522	1,289,111	9,512,781	2,180,000	4,154,439	40,022,104
1982	408,570	278,014	860,593	1,270,012	3,148,807	1,453,043	10,731,794	163,484	472,637	1,069,507	349,066	1,156,477	6,876,034	2,172,700	4,062,655	36,433,276
1981	391,614	237,456	779,836	1,198,416	3,019,370	1,433,743	11,179,962	133,905	597,118	987,474	313,679	1,184,205	7,981,167	2,197,500	3,897,007	37,380,354
1980	364,109	259,966	1,165,207	1,373,054	3,378,433	1,611,856	11,042,884	123,135	490,006	1,181,659	298,400	1,312,904	8,010,374	2,199,200	3,878,553	38,837,519
1979	461,468	314,997	1,127,966	1,602,369	3,613,458	1,632,289	9,635,546	204,447	444,426	1,122,918	354,820	1,478,512	11,391,867	2,173,200	4,249,725	41,978,835
1978	384,966	303,260	1,062,197	1,805,737	3,507,930	1,656,115	9,269,153	156,418	384,128	1,143,831	305,534	1,607,467	12,830,046	2,150,984	4,186,364	42,611,388
1977	452,592	336,382	919,242	1,698,904	3,507,881	1,583,917	8,514,522	83,000	280,813	1,129,700	286,091	1,714,020	12,727,243	2,088,369	4,104,216	41,240,509
1976	456,216	326,978	985,469	1,640,912	3,402,715	1,596,677	7,841,447	48,292	324,979	866,240	367,780	1,705,506	11,484,169	2,024,660	3,868,089	38,619,510
1975	456,167	222,176	929,805	1,446,330	2,861,305	1,458,629	6,941,591	36,264	360,678	814,164	366,753	1,648,399	8,991,091	1,964,056	3,186,208	33,322,385
1974	489,339	183,128	858,479	1,481,595	3,462,847	1,772,515	6,551,840	30,290	350,755	837,414	368,359	1,936,685	10,052,265	1,846,000	3,099,777	35,108,355
1973	454,190	298,957	729,135	1,587,500	3,569,179	1,957,994	7,082,757	26,314	285,513	822,020	378,042	2,163,941	12,674,613	1,602,000	3,949,065	39,236,122
1972	466,197	271,453	608,985	1,459,695	3,328,320	1,839,793	6,294,438	18,648	229,766	695,217	350,989	2,329,430	11,299,236	1,379,000	3,815,982	35,845,958
1971	470,122	295,764	516,038	1,372,328	3,010,294	1,817,019	5,810,774	23,002	210,840	532,358	317,295	2,198,146	10,655,574	1,142,700	3,982,722	33,728,068
1970	473,790	272,433	416,047	1,157,476	2,750,086	1,854,252	5,289,157	28,819	192,841	536,026	310,887	2,098,498	8,266,718	916,118	3,842,247	29,707,707
1969	451,917	302,549	349,519	1,350,708	2,459,072	1,595,951	4,674,932	30,994	165,164	454,571	271,440	2,182,793	10,181,263	844,300	3,604,567	30,083,671
1968	418,307	172,906	278,473	1,169,498	2,075,617	1,663,648	4,085,826	17,657	143,478	393,433	244,786	2,225,122	10,797,851	800,900	3,106,958	28,611,717
1967	366,547	183,087	225,418	939,635	2,009,672	1,542,669	3,146,486	6,604	126,365	361,637	214,650	1,937,199	8,996,490	728,800	2,482,319	24,183,980
1966	343,929	195,219	224,574	896,119	2,024,552	1,365,898	2,286,399	3,430	113,807	340,418	199,910	2,042,354	10,363,418	675,300	3,050,708	24,983,204
1965	407,569	166,594	185,187	852,274	1,641,696	1,175,548	1,875,614	141	96,654	228,935	205,717	2,177,261	11,118,020	634,312	2,976,477	24,567,935
1964	411,750	2,070	183,707	668,508	1,615,896	1,090,078	1,702,475	249	90,752	178,128	184,184	2,332,376	9,304,403	603,100	2,909,657	22,020,669
1963	374,058	1,200	174,191	631,356	1,736,977	1,180,536	1,283,531	1,254	69,135	131,988	167,850	2,011,720	9,108,305	587,012	2,667,896	20,720,363
1962	329,629	1,043	191,194	505,187	1,536,133	946,793	990,706	1,777	66,637	100,163	151,568	1,674,530	8,191,494	577,500	2,356,612	18,202,797
1961	231,651	800	145,584	386,923	1,244,223	759,140	813,879	—	62,563	75,000	131,755	1,464,134	6,650,282	555,330	2,147,825	15,215,435
1960	326,250	256	133,041	397,739	1,369,210	644,633	481,551	—	49,807	58,209	128,527	1,810,700	7,901,502	523,591	2,055,149	16,382,932
1959	263,592	343	96,114	367,939	1,283,159	500,784	262,814	—	51,118	56,800	112,394	1,560,427	6,723,204	494,994	1,718,556	13,877,791
1958	241,324	382	60,983	356,418	1,127,549	403,560	188,303	—	38,955	31,050	91,179	1,365,407	5,114,807	511,074	1,495,256	11,369,912
1957	213,620	320	30,542	413,577	927,956	351,815	181,977	—	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,232	12,530,056
1956	204,176	383	—	471,350	827,079	315,802	111,066	—	39,367	4,500	57,274	1,004,544	6,905,458	464,632	1,075,619	11,654,526
1955	218,004	1,625	—	452,114	725,061	268,766	68,932	—	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,742	13,221,695
1954	200,605	3,620	—	352,109	600,040	216,715	70,073	—	33,380	620	44,735	1,037,879	6,536,729	403,873	680,597	10,226,561
1953	159,307	1,786	—	486,049	497,348	174,320	49,778	—	35,709	600	29,427	834,275	7,349,123	354,175	490,681	10,500,267
1952	116,293	550	—	434,102	498,962	138,446	38,966	—	46,987	400	21,233	689,658	5,561,796	307,936	428,383	8,320,091
1951	129,259	N.A.	—	415,420	445,655	145,533	38,490	—	46,081	308	22,950	733,883	6,757,014	288,683	374,151	9,453,285
1950	126,721	248	—	387,726	357,552	127,847	31,597	—	21,575	253	17,553	783,677	8,005,859	362,895	306,054	10,579,168

NOTE: Totals may not add because of double counting of CKD kits and unavailable production numbers in other countries. *1988 World totals revised. **Estimated figures.

SOURCES: Automotive News, MVMA, AID Ltd., JAMA

PRODUCTION

Worldwide major car production by region

	1990	1989	% Change
NORTH AMERICA			
United States	6,079,192	6,829,976	–11.00
Canada	1,085,080	1,007,209	7.73
Mexico	598,093	438,632	36.35
TOTAL	**7,762,365**	**8,275,817**	**– 6.20**
WESTERN EUROPE			
Belgium	313,400	304,255	3.01
France	3,294,815	3,409,017	– 3.35
Italy	1,874,672	1,971,969	– 4.93
Netherland	121,300	130,000	– 6.69
Spain	1,679,301	1,638,615	2.48
Sweden	335,853	384,206	–12.59
United Kingdom	1,295,611	1,299,082	– .27
West Germany	4,660,657	4,563,673	2.13
TOTAL	**13,575,609**	**13,700,817**	**– .91**
ASIA PACIFIC			
Japan	9,947,972	9,052,406	9.89
South Korea	986,751	871,898	13.17
TOTAL	**10,934,723**	**9,924,304**	**10.18**

Source: Automotive News, AID Ltd., MVMA and JAMA

Western Europe annual car production

Country	1990	1989	% Change
Belgium	311,803	304,255	2.49
France	3,294,815	3,409,017	– 3.35
Germany	4,660,657	4,563,673	2.13
Italy	1,874,672	1,971,969	– 4.93
Netherlands	121,300	130,000	– 6.69
Spain	1,679,301	1,638,615	2.48
Sweden	335,853	384,206	–12.59
United Kingdom	1,295,611	1,299,082	– .27
TOTAL	**13,574,012**	**13,700,817**	**– .93**

Source: MVMA

Western Europe car production by company

	1990	% Share	1989	% Share	% Change
VW Group	2,397,488	18.3	2,335,138	17.6	2.7
Volkswagen	1,652,210	12.6	1,587,607	12.0	4.1
Audi	421,378	3.2	421,243	3.2	0.0
Seat	323,900	2.5	326,288	2.5	– 0.7
PSA	1,977,885	15.1	1,964,000	14.8	0.7
Citroen	689,965	5.3	774,500	5.8	– 10.9
Peugeot	1,287,920	9.8	1,189,500	9.0	8.3
Fiat Group	1,876,400	14.3	1,968,094	14.8	– 4.7
Fiat	1,334,500	10.2	1,410,137	10.6	– 5.4
Lancia	311,000	2.4	311,788	2.3	– 0.3
Alfa	222,600	1.7	233,207	1.8	– 4.5
Ferrari	4,300	0.0	3,821	0.0	12.5
Innocenti	4,000	0.0	9,141	0.1	–56.2
GM/Opel Group	1,717,318	13.1	1,643,186	12.4	4.5
GM/Opel	1,628,318	12.4	1,539,595	11.6	5.8
Saab	89,000	0.7	103,591	0.8	– 14.1
Ford Group	1,603,549	12.2	1,660,789	12.5	– 3.4
Ford	1,561,658	11.9	1,612,651	12.1	– 3.2
Jaguar	41,891	0.3	48,138	0.4	– 13.0
Renault	1,513,779	11.5	1,682,913	12.7	– 10.1
Mercedes	574,191	4.4	536,993	4.0	6.9
BMW	499,823	3.8	489,742	3.7	2.1
Rover	464,612	3.5	466,619	3.5	– 0.4
Volvo	373,300	2.8	415,115	3.1	– 10.1
Nissan	76,190	0.6	77,282	0.6	– 1.4
Porsche	32,162	0.2	28,979	0.2	11.0
Others	14,325	0.1	12,809	0.1	11.8
TOTAL	**13,121,022**	**100.0**	**13,281,659**	**100.0**	**– 1.2**

Source AID/Industry Estimates

Western Europe top 30 car models — based on production

Manufacturer	1990	% Share	1989	% Share	% Change
VW Golf/Jetta	972,269	7.41	969,129	7.30	0.3
Opel Kadett/Astra	658,542	5.02	658,919	4.96	– 0.1
Ford Fiesta	618,506	4.71	499,099	3.76	23.9
Fiat Uno	595,200	4.54	556,244	4.19	7.0
Peugeot 205	562,354	4.29	525,800	3.96	7.0
Ford Escort/Orion	505,336	3.85	637,615	4.80	–20.7
Opel Vectra*	450,581	3.43	388,676	2.93	15.9
Fiat Tipo/Tempra	421,000	3.21	440,324	3.32	– 4.4
Renault R19	398,913	3.04	521,502	3.93	–23.5
VW Passat	358,981	2.74	293,946	2.21	22.1
Peugeot 405	347,792	2.65	377,000	2.84	– 7.7
Opel Corsa/Nova	342,070	2.61	341,877	2.57	0.1
Ford Sierra	336,932	2.57	386,947	2.91	–12.9
Citroen AX	307,371	2.34	368,300	2.77	–16.5
Audi 80/90	299,914	2.29	299,402	2.25	0.2
Mercedes W124	299,082	2.28	266,436	2.01	12.3
Renault R5	295,970	2.26	513,991	3.87	–42.4
Fiat Panda	284,800	2.17	319,747	2.41	–10.9
Renault R21	267,429	2.04	277,401	2.09	– 3.6
Renault Clio	250,359	1.91	0	0.00	—
BMW 3-Series	241,869	1.84	243,342	1.83	– 0.6
Peugeot 309	237,825	1.81	231,900	1.75	2.6
Citroen BX	234,504	1.79	287,900	2.17	–18.5
VW Polo	225,448	1.72	228,368	1.72	– 1.3
BMW 5-Series	204,322	1.56	198,366	1.49	3.0
Seat Ibiza	202,157	1.54	208,210	1.57	– 2.9
Mercedes 190	181,590	1.38	184,466	1.39	– 1.6
Volvo 700-Series	178,000	1.36	196,688	1.48	– 9.5
Lancia Y10	145,000	1.11	153,236	1.15	– 5.4
Opel Omega/Rekord	133,761	1.02	138,500	1.04	– 3.4
TOTAL	**13,121,022**	**100.00**	**13,281,659**	**100.00**	**– 1.2**

*Vectra includes Cavalier

Source: AID/Industry Sources

Japan car and truck production by make — 1990 calendar year

	Cars		Trucks		Total vehicles	
	12 mos., 1990	12 mos., 1989	12 mos., 1990	12 mos., 1989	12 mos., 1990	12 mos., 1989
Daihatsu	373,110	263,631	263,130	400,420	636,240	664,051
Fuji	319,585	310,623	197,174	245,967	516,759	556,590
Hino	NA	NA	92,832	85,267	92,832	85,267
Honda	1,223,389	1,155,682	160,322	207,532	1,383,711	1,363,214
Isuzu	202,347	188,725	356,209	362,330	558,556	551,055
Mazda	1,118,036	967,665	303,977	301,776	1,422,013	1,269,441
Mitsubishi	833,265	708,418	490,021	533,292	1,323,286	1,241,710
Nissan	2,020,523	1,972,508	391,280	394,816	2,411,803	2,367,324
Nissan Diesel	NA	NA	59,853	53,880	59,853	53,880
Suzuki	511,832	430,053	327,137	438,265	838,969	868,318
Toyota	3,345,885	3,055,101	856,045	907,165	4,201,930	3,962,266
Others	NA	NA	659	551	659	551
Total	**9,947,972**	**9,052,406**	**3,498,639**	**3,931,261**	**13,446,611**	**12,983,667**

SOURCE: JAMA

Mexico domestic and export car production

	1990	1989	% of change
Chrysler	108,371	102,734	5.49
Ford	134,591	87,160	54.42
General Motors	73,775	63,061	16.99
Nissan	98,450	86,749	13.49
Volkswagen	182,906	98,928	84.89
TOTAL CARS BUILT IN MEXICO	**598,093**	**438,632**	**36.35**

SOURCE: Mexican Automotive Industry Association

Japan total exports

	1990	1989	% Change
Cars	4,482,274	4,403,060	1.8
Trucks	1,309,313	1,445,694	–9.4
TOTAL	**5,791,587**	**5,848,754**	**–1.0**

Source: JAMA

Japan exports to U.S.

	1990	1989	% Change
Cars	1,876,055	1,955,474	– 4.1
Trucks	360,927	474,780	–24.0
TOTAL	**2,236,982**	**2,430,254**	**– 7.95**

Source: JAMA

Japan car and truck production — by size class

	Cars		
Category	1990	1989	Percent change
Standard	1,750,783	1,318,463	32.8
Small	7,361,224	7,291,224	1.0
Midget	835,965	442,719	88.8
Car total	**9,947,972**	**9,052,406**	**9.9**
	Trucks		
Standard	1,249,525	1,309,305	– 4.6
Small	1,262,943	1,333,702	– 5.3
Midget	986,171	1,288,254	–23.4
Truck total	**3,498,639**	**3,931,261**	**–11.0**
	Buses		
30 passengers & over	15,787	16,291	– 3.1
Under 30 passengers	24,398	25,783	– 5.4
Bus total	**40,185**	**42,074**	**– 4.5**
Grand Total	**13,486,796**	**12,983,667**	**3.9**

SOURCE: JAMA

PRODUCTION

U.S. car production — 1990 calendar year

	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	Grand Total
Horizon	4,006	321	0	4,327	0	0	0	0	0	0	0	0	0	0	0	0	4,327
Sundance	3,446	6,858	8,765	19,069	5,558	7,980	9,669	23,207	2,961	10,223	9,127	22,311	11,175	7,253	4,572	23,000	87,587
Acclaim	4,484	6,347	9,317	20,148	6,340	13,118	14,336	33,794	3,310	12,645	13,428	29,383	16,053	12,193	8,869	37,115	120,440
Total Plymouth	**11,936**	**13,526**	**18,082**	**43,544**	**11,898**	**21,098**	**24,005**	**57,001**	**6,271**	**22,868**	**22,555**	**51,694**	**27,228**	**19,446**	**13,441**	**60,115**	**212,354**
LeBaron A	211	2,074	3,160	5,445	1,000	1,602	17	2,619	7	0	0	7	0	0	0	0	8,071
LeBaron J	0	2,395	5,887	8,282	5,358	6,271	6,014	17,643	2,300	6,008	5,322	13,630	4,867	4,536	3,068	12,471	52,026
N. Yorker C-Class	1,272	1,505	2,398	5,175	3,507	7,560	7,332	18,399	1,118	2,622	2,586	6,326	2,861	1,101	1,014	4,976	34,876
Fifth Avenue	1,617	2,107	3,185	6,909	2,054	3,834	4,169	10,057	935	6,274	4,660	11,869	4,934	4,289	3,308	12,531	41,366
Imperial	1,286	1,665	2,458	5,409	1,055	1,575	1,067	3,697	137	84	1,706	1,927	2,062	1,815	1,370	5,247	16,280
Total Chrysler	**4,386**	**9,746**	**17,088**	**31,220**	**12,974**	**20,842**	**18,599**	**52,415**	**4,497**	**14,988**	**14,274**	**33,759**	**14,724**	**11,741**	**8,760**	**35,225**	**152,619**
Omni	3,748	330	0	4,078	0	0	0	0	0	0	0	0	0	0	0	0	4,078
Daytona	0	1,583	3,932	5,515	3,553	4,195	3,967	11,715	1,561	4,043	3,538	9,142	3,195	2,255	1,554	7,004	33,376
Shadow	3,956	8,058	9,620	21,634	5,894	9,901	11,885	27,680	3,030	10,643	9,685	23,358	10,891	7,120	5,009	23,020	95,692
Dynasty	6,872	9,351	13,901	30,124	7,195	12,247	12,143	31,585	2,344	12,373	11,815	26,532	12,759	12,704	9,343	34,806	123,047
Spirit	6,483	6,185	9,264	21,932	6,499	11,224	10,691	28,414	2,720	10,753	11,725	25,198	12,900	9,621	7,522	30,043	105,587
Total Dodge	**21,059**	**25,507**	**36,717**	**83,283**	**23,141**	**37,567**	**38,686**	**99,394**	**9,655**	**37,812**	**36,763**	**84,230**	**39,745**	**31,700**	**23,428**	**94,873**	**361,780**
CHRYSLER CORP.	**37,381**	**48,779**	**71,887**	**158,047**	**48,013**	**79,507**	**81,290**	**208,810**	**20,423**	**75,668**	**73,592**	**169,683**	**81,697**	**62,887**	**45,629**	**190,213**	**726,753**
Escort	8,090	11,070	19,667	38,827	22,247	26,931	20,106	69,284	12,885	28,051	27,602	68,538	36,102	18,061	11,482	65,645	242,294
Mustang	8,808	14,744	15,742	39,294	7,413	15,933	15,188	38,534	5,005	6,039	10,151	21,195	16,832	8,580	4,695	30,107	129,130
Tempo	7,771	10,084	13,475	31,330	12,770	14,294	13,408	40,472	6,882	11,242	9,202	27,326	10,710	9,165	6,194	26,069	125,197
Taurus	29,852	33,133	35,906	98,891	28,623	28,404	33,037	90,064	18,108	31,254	22,421	71,783	30,614	23,116	15,868	69,598	330,336
Thunderbird	6,855	8,448	13,747	29,050	8,665	12,468	13,051	34,184	7,530	7,716	9,457	24,703	11,937	3,898	3,658	19,493	107,430
Total Ford Div.	**61,376**	**77,479**	**98,537**	**237,392**	**79,718**	**98,030**	**94,790**	**272,538**	**50,410**	**84,302**	**78,833**	**213,545**	**106,195**	**62,820**	**41,897**	**210,912**	**934,387**
Topaz	2,812	2,928	6,811	12,551	4,433	4,961	5,087	14,481	3,656	3,728	2,770	10,154	4,246	3,059	2,276	9,581	46,767
Cougar	2,947	5,434	10,858	19,239	5,960	6,836	10,177	22,973	4,775	5,161	6,290	16,226	7,545	2,885	4,562	14,992	73,430
Sable	4,811	8,923	12,860	26,594	11,624	7,076	11,087	29,787	6,260	9,965	6,915	23,140	10,158	6,260	5,091	21,509	101,030
Total Mercury	**10,570**	**17,285**	**30,529**	**58,384**	**22,017**	**18,873**	**26,351**	**67,241**	**14,691**	**18,854**	**15,975**	**49,520**	**21,949**	**12,204**	**11,929**	**46,082**	**221,227**
Continental	4,295	4,561	5,106	13,962	4,628	6,077	6,406	17,111	3,677	5,810	4,633	14,120	5,467	4,454	3,545	13,466	58,659
Mark VII	2,129	2,273	2,552	6,954	2,320	1,480	1,791	5,591	649	1,667	811	3,127	972	774	610	2,356	18,028
Town Car	12,885	13,776	15,340	42,001	13,910	15,196	12,784	41,890	7,300	12,057	10,893	30,250	12,875	10,492	8,337	31,704	145,845
Total Lincoln	**19,309**	**20,610**	**22,998**	**62,917**	**20,858**	**22,753**	**20,981**	**64,592**	**11,626**	**19,534**	**16,337**	**47,497**	**19,314**	**15,720**	**12,492**	**47,526**	**222,532**
Total L-M Div.	**29,879**	**37,895**	**53,527**	**121,301**	**42,875**	**41,626**	**47,332**	**131,833**	**26,317**	**38,388**	**32,312**	**97,017**	**41,263**	**27,924**	**24,421**	**93,608**	**443,759**
FORD MOTOR CO.	**91,255**	**115,374**	**152,064**	**358,693**	**122,593**	**139,656**	**142,122**	**404,371**	**76,727**	**122,690**	**111,145**	**310,562**	**147,458**	**90,744**	**66,318**	**304,520**	**1,378,146**
Skylark/Somerset	4,068	7,007	9,143	20,218	7,970	9,107	9,404	26,481	5,267	8,601	7,951	21,819	10,957	7,393	7,399	25,749	94,267
Century	3,434	6,859	6,578	16,871	4,291	7,506	7,024	18,821	6,238	1,248	7,676	15,162	8,200	3,158	2,271	13,629	64,483
Riviera	1,129	2,163	2,340	5,632	1,987	2,430	2,211	6,628	856	1,735	1,793	4,384	2,540	1,262	866	4,668	21,312
Electra/Park Ave.	6,905	5,412	15	12,332	86	1,355	3,288	4,729	3,961	8,056	9,660	21,677	14,166	4,133	5,708	24,007	62,745
LeSabre (fwd)	7,319	15,094	16,612	39,025	14,954	17,274	16,426	48,654	9,153	11,851	12,216	33,220	17,654	10,025	5,640	33,319	154,218
LeSabre (rwd)	360	568	679	1,607	568	1,169	421	2,158	0	0	0	0	0	36	34	70	3,835
Reatta	638	588	875	2,101	782	926	887	2,595	581	0	0	581	0	108	201	309	5,586
Total Buick	**23,853**	**37,691**	**36,242**	**97,786**	**30,638**	**39,767**	**39,661**	**110,066**	**26,056**	**31,491**	**39,296**	**96,843**	**53,517**	**26,115**	**22,119**	**101,751**	**406,446**
Eldorado	1,011	1,761	2,512	5,284	2,034	1,933	2,143	6,110	837	1,798	1,866	4,501	2,379	1,743	2,031	6,153	22,048
Seville	1,291	2,560	2,984	6,835	3,232	5,585	5,135	13,952	2,019	1,809	1,864	5,692	3,075	2,712	3,062	8,849	35,328
Brougham (rwd)	2,419	2,718	4,545	9,682	3,395	0	71	3,466	2,118	4,273	3,803	10,194	2,872	3,352	0	6,224	29,566
DeVille (fwd)	7,462	14,337	16,346	38,145	15,500	19,256	16,645	51,401	6,356	10,467	14,780	31,603	19,573	12,268	9,101	40,942	162,091
Allante	315	175	389	879	332	391	374	1,097	267	410	203	880	407	69	175	651	3,507
Total Cadillac	**12,498**	**21,551**	**26,776**	**60,825**	**24,493**	**27,165**	**24,368**	**76,026**	**11,597**	**18,757**	**22,516**	**52,870**	**28,306**	**20,144**	**14,369**	**62,819**	**252,540**
Cavalier	12,550	26,917	34,127	73,594	27,203	35,150	36,341	98,694	20,164	26,790	34,162	81,116	43,478	36,582	27,327	107,387	360,791
Camaro	0	2,865	7,712	10,577	7,006	8,577	9,069	24,652	4,163	9,154	7,801	21,118	9,519	922	4,195	14,636	70,983
Corsica/Beretta	14,362	28,761	26,015	69,138	23,168	27,300	26,178	76,646	21,549	24,935	23,574	70,058	28,401	16,652	8,249	53,302	269,144
Caprice	10,545	18,047	30,148	58,740	27,819	24,636	24,129	76,584	17,175	12,852	16,801	46,828	5,374	6,391	6,084	17,849	200,001
Corvette	896	2,240	2,464	5,600	2,139	2,441	2,302	6,882	2,162	597	2,521	5,280	2,616	1,363	413	4,392	22,154
Total Chevrolet	**38,353**	**78,830**	**100,466**	**217,649**	**87,335**	**98,104**	**98,019**	**283,458**	**65,213**	**74,328**	**84,859**	**224,400**	**89,388**	**61,910**	**46,268**	**197,566**	**923,073**
Calais	4,414	7,432	9,174	21,020	8,602	11,306	11,769	31,677	6,698	9,476	8,335	24,509	11,736	5,514	5,525	22,775	99,981
Cutlass Ciera	4,260	7,742	11,119	23,121	3,040	7,097	8,278	18,415	7,436	900	5,657	13,993	5,051	2,792	1,967	9,810	65,339
Cutlass Supreme	2,175	9,829	8,432	20,436	7,137	8,333	8,400	23,870	8,401	8,876	9,405	26,682	9,862	8,586	4,350	22,798	93,786
Toronado	1,140	2,383	2,002	5,525	1,260	1,111	1,146	3,517	467	1,083	1,129	2,679	1,609	845	597	3,051	14,772
88 (fwd)	6,603	5,471	8,369	20,443	9,109	12,524	12,673	34,306	7,120	7,780	8,444	23,344	11,191	6,390	3,408	20,989	99,082
88 (rwd)	293	326	382	1,001	213	0	0	213	9	0	0	9	0	843	1,370	2,213	3,436
98	2,739	5,307	6,137	14,183	4,244	5,688	6,267	16,199	2,402	167	1,733	4,302	3,019	1,170	3,473	7,662	42,346
Total Oldsmobile	**21,824**	**38,490**	**45,615**	**105,729**	**33,605**	**46,059**	**48,533**	**128,197**	**32,533**	**28,282**	**34,703**	**95,518**	**42,468**	**26,140**	**20,690**	**89,298**	**418,742**
Sunbird	4,005	11,406	15,071	30,482	14,857	17,691	16,928	49,476	9,512	17,468	14,409	41,389	17,572	16,494	11,992	46,058	167,405
Grand Am	7,288	14,450	21,185	42,923	18,062	21,715	23,050	62,827	12,791	22,111	19,472	54,374	25,488	14,400	4,800	44,688	204,812
Firebird	0	995	5,241	6,236	4,582	5,592	5,591	15,765	2,627	4,490	4,216	11,333	5,183	454	1,405	7,042	40,376
Grand Prix	2,046	9,491	13,063	24,600	8,502	13,371	13,850	35,723	12,121	5,288	13,125	30,534	14,545	1,307	6,227	22,079	112,936
Pontiac 6000	2,648	5,812	7,373	15,833	2,514	6,538	6,078	15,130	5,448	923	5,766	12,137	4,714	2,248	1,467	8,429	51,529
Bonneville	5,104	8,851	1,779	15,734	8,662	10,410	8,196	27,268	3,558	6,341	7,065	16,964	6,854	2,055	3,323	12,232	72,198
Total Pontiac	**21,091**	**51,005**	**63,712**	**135,808**	**57,179**	**75,317**	**73,693**	**206,189**	**46,057**	**56,621**	**64,053**	**166,731**	**74,356**	**36,958**	**29,214**	**140,528**	**649,256**
Total Saturn	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2,162**	**2,083**	**4,245**	**4,245**
GENERAL MOTORS	**117,419**	**227,567**	**272,811**	**617,797**	**233,250**	**286,412**	**284,274**	**803,936**	**181,456**	**209,479**	**245,427**	**636,362**	**286,035**	**173,429**	**134,743**	**596,207**	**2,654,302**
Eclipse	4,648	3,850	7,132	15,630	4,529	5,252	5,217	14,998	3,941	5,497	5,161	14,599	6,046	4,234	3,021	13,301	58,528
Mirage	0	0	0	0	0	0	42	42	109	351	432	892	1,204	1,733	1,469	4,406	5,340
Laser	4,771	5,601	3,747	14,119	2,406	2,841	2,259	7,506	3,171	4,277	3,850	11,298	3,945	2,927	2,193	9,065	41,990
Talon	1,664	1,711	2,618	5,993	4,110	5,583	4,107	13,800	2,083	3,204	2,891	8,178	4,425	3,293	2,269	9,987	37,958
Summit	0	0	0	0	0	0	48	48	64	364	832	1,260	1,305	1,088	862	3,255	4,563
DIAMOND-STAR	**11,083**	**11,162**	**13,497**	**35,742**	**11,047**	**13,676**	**11,673**	**36,396**	**9,368**	**13,693**	**13,166**	**36,227**	**16,925**	**13,275**	**9,814**	**40,014**	**148,379**
Civic	9,112	8,985	11,368	29,465	10,630	12,086	10,286	33,002	7,060	9,283	5,013	21,356	7,014	6,219	4,460	17,693	101,516
Accord	27,534	25,840	29,320	82,694	24,580	27,166	27,466	79,212	23,460	32,356	28,062	83,878	35,425	30,661	22,051	88,137	333,921
HONDA	**36,646**	**34,825**	**40,688**	**112,159**	**35,210**	**39,252**	**37,752**	**112,214**	**30,520**	**41,639**	**33,075**	**105,234**	**42,439**	**36,880**	**26,511**	**105,830**	**435,437**
MAZDA*	**15,534**	**14,428**	**17,581**	**47,543**	**14,206**	**13,244**	**15,260**	**42,710**	**11,916**	**18,307**	**15,583**	**45,806**	**20,211**	**15,074**	**13,084**	**48,369**	**184,428**
NISSAN	**10,153**	**9,490**	**10,447**	**30,090**	**6,380**	**6,837**	**6,727**	**19,944**	**1,062**	**3,705**	**7,960**	**12,727**	**12,013**	**11,950**	**9,120**	**33,083**	**95,844**
Corolla	8,640	8,740	9,733	27,113	8,480	9,086	8,941	26,507	8,961	7,484	6,346	22,791	10,277	9,745	6,897	26,919	103,330
Geo Prizm/Nova	8,402	7,621	8,255	24,278	8,994	10,657	9,433	29,084	8,518	7,040	6,275	21,833	10,236	9,554	6,972	26,762	101,957
NUMMI	**17,042**	**16,361**	**17,988**	**51,391**	**17,474**	**19,743**	**18,374**	**55,591**	**17,479**	**14,524**	**12,621**	**44,624**	**20,513**	**19,299**	**13,869**	**53,681**	**205,287**
SUBARU-ISUZU	**1,069**	**1,561**	**1,854**	**4,484**	**1,784**	**1,952**	**1,967**	**5,703**	**2,443**	**3,135**	**3,117**	**8,695**	**3,982**	**4,994**	**4,603**	**13,579**	**32,461**
TOYOTA	**18,844**	**17,525**	**19,450**	**55,819**	**18,322**	**19,537**	**18,482**	**56,341**	**16,729**	**20,254**	**16,496**	**53,479**	**20,730**	**18,176**	**13,610**	**52,516**	**218,155**
TOTAL CARS, U.S.	**356,426**	**497,072**	**618,267**	**1,471,765**	**508,279**	**619,816**	**617,921**	**1,746,016**	**368,123**	**523,094**	**532,182**	**1,423,399**	**654,003**	**446,708**	**337,301**	**1,438,012**	**6,079,192**

*Breakout by model was not available.

PRODUCTION

U.S. car production by calendar year — 1990

	1990 Calendar Year	Pct. of Output	1989 Calendar Year	Pct. of Output	Pct. Change '90 vs. '89
Horizon	4,327	0.07	32,937	0.48	– 86.86
Sundance	87,587	1.44	100,618	1.47	– 12.95
Acclaim	120,440	1.98	125,292	1.83	– 3.87
Total Plymouth	**212,354**	**3.49**	**258,847**	**3.79**	**– 17.96**
LeBaron A	8,071	0.13	0	0.00	–
LeBaron J	52,026	0.86	93,670	1.37	– 44.46
LeBaron GTS	0	0.00	2,946	0.04	– 100.00
N. Yorker C-Class	34,876	0.57	74,675	1.09	– 53.30
Fifth Avenue	41,366	0.68	26,883	0.39	53.87
Imperial	16,280	0.27	5,740	0.08	183.62
Total Chrysler	**152,619**	**2.51**	**203,914**	**2.99**	**– 25.16**
Omni	4,078	0.07	34,621	0.51	– 88.22
Daytona	33,376	0.55	72,452	1.06	– 53.93
Shadow	95,692	1.57	104,145	1.52	– 8.12
Dynasty	123,047	2.02	132,636	1.94	– 7.23
Lancer	0	0.00	1,528	0.02	– 100.00
Spirit	105,587	1.74	108,048	1.58	– 2.28
Total Dodge	**361,780**	**5.95**	**453,430**	**6.64**	**– 20.21**
CHRYSLER MOTORS	**726,753**	**11.95**	**916,191**	**13.41**	**– 20.68**
Escort	242,294	3.99	347,290	5.08	– 30.23
Mustang	129,130	2.12	172,698	2.53	– 25.23
Tempo	125,197	2.06	146,998	2.15	– 14.83
Taurus	330,336	5.43	362,181	5.30	– 8.79
Thunderbird	107,430	1.77	137,395	2.01	– 21.81
Total Ford Div.	**934,387**	**15.37**	**1,166,562**	**17.08**	**– 19.90**
Topaz	46,767	0.77	66,587	0.97	– 29.77
Cougar	73,430	1.21	114,300	1.67	– 35.76
Sable	101,030	1.66	116,886	1.71	– 13.57
Total Mercury	**221,227**	**3.64**	**297,773**	**4.36**	**– 25.71**
Continental	58,659	0.96	64,462	0.94	– 9.00
Mark VII	18,028	0.30	21,592	0.32	– 16.51
Town Car	145,845	2.40	127,679	1.87	14.23
Total Lincoln	**222,532**	**3.66**	**213,733**	**3.13**	**4.12**
Total L-M Div.	**443,759**	**7.30**	**511,506**	**7.49**	**– 13.24**
FORD MOTOR CO.	**1,378,146**	**22.67**	**1,678,068**	**24.57**	**– 17.87**
Skyhawk	0	0.00	6,913	0.10	– 100.00
Skylark/Somerset	94,267	1.55	68,464	1.00	37.69
Century	64,483	1.06	122,766	1.80	– 47.47
Riviera					
Electra/Park Ave.	62,745	1.03	80,049	1.17	– 21.62
LeSabre (fwd)	154,218	2.54	155,717	2.28	– 0.96
LeSabre (rwd)	3,835	0.06	9,141	0.13	– 58.05
Reatta	5,586	0.09	6,378	0.09	– 12.42
Total Buick	**406,446**	**6.69**	**470,054**	**6.88**	**– 13.53**
Eldorado	22,048	0.36	29,161	0.43	– 24.39
Seville	35,328	0.58	24,319	0.36	45.27
Brougham (rwd)	29,566	0.49	56,367	0.83	– 47.55
DeVille (fwd)	162,091	2.67	180,510	2.64	– 10.20
Allante	3,507	0.06	3,232	0.05	8.51
Total Cadillac	**252,540**	**4.15**	**293,589**	**4.30**	**– 13.98**
Cavalier	360,791	5.93	355,075	5.20	1.61
Camaro	70,983	1.17	100,684	1.47	– 29.50
Celebrity	0	0.00	70,365	1.03	– 100.00
Corsica/Beretta	269,144	4.43	370,741	5.43	– 27.40
Caprice	200,001	3.29	162,751	2.38	22.89
Corvette	22,154	0.36	25,279	0.37	– 12.36
Total Chevrolet	**923,073**	**15.18**	**1,084,895**	**15.88**	**– 14.92**
Calais	99,981	1.64	87,747	1.28	13.94
Cutlass Ciera	65,339	1.07	87,908	1.29	– 25.67
Cutlass Supreme	93,786	1.54	115,084	1.68	– 18.51
Toronado	14,772	0.24	10,334	0.15	42.95
88 (fwd)	99,082	1.63	140,877	2.06	– 29.67
88 (rwd)	3,436	0.06	7,534	0.11	– 54.39
98	42,346	0.70	71,497	1.05	– 40.77
Total Oldsmobile	**416,742**	**6.89**	**520,981**	**7.63**	**– 19.62**
Sunbird	167,405	2.75	151,178	2.21	10.73
Grand Am	204,812	3.37	226,882	3.32	– 9.73
Firebird	40,376	0.66	56,441	0.83	– 28.46
Grand Prix	112,936	1.86	125,191	1.83	9.79
Pontiac 6000	51,529	0.85	78,910	1.16	– 34.70
Bonneville	72,198	1.19	90,885	1.33	– 20.56
Safari/Parisienne	0	0.00	2,691	0.04	– 100.00
Total Pontiac	**649,256**	**10.68**	**732,178**	**10.72**	**– 11.33**
Total Saturn	**4,245**	**0.07**	**0**	**0.00**	–
GENERAL MOTORS	**2,654,302**	**43.66**	**3,101,697**	**45.41**	**– 14.42**
Eclipse	58,528	0.96	40,898	0.60	43.11
Mirage	5,340	0.09	14	0.00	38042.86
Laser	41,990	0.69	36,914	0.54	13.75
Talon	37,958	0.62	12,915	0.19	193.91
Summit	4,563	0.08	0	0.00	–
DIAMOND-STAR	**148,379**	**2.44**	**90,741**	**1.33**	**63.52**
Civic	101,516	1.67	129,309	1.89	– 21.49
Accord	333,921	5.49	232,965	3.41	43.34
HONDA	**435,437**	**7.16**	**362,274**	**5.30**	**20.20**
MAZDA*	**184,428**	**3.03**	**216,501**	**3.17**	**– 14.81**
NISSAN	**95,844**	**1.58**	**115,584**	**1.69**	**– 17.08**
Corolla	103,330	1.70	80,129	1.17	28.95
Geo Prizm/Nova	101,957	1.68	112,342	1.64	– 9.24
NUMMI	**205,287**	**3.38**	**192,471**	**2.82**	**6.66**
SUBARU-ISUZU	**32,461**	**0.53**	**5,361**	**0.08**	**505.50**
TOYOTA	**218,155**	**3.59**	**151,088**	**2.21**	**44.39**
TOTAL CARS U.S.	**6,079,192**	**100.00**	**6,829,976**	**100.00**	

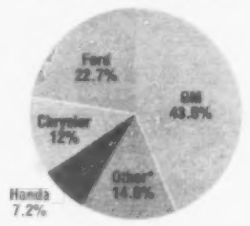
Percentage rounded

U.S. car production by calendar year

1990	6,079,192
1989	6,829,976
1988	7,129,420
1987	7,094,992
1986	7,829,697
1985	8,186,040
1984	7,777,721
1983	7,112,352
1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726

Calender year car production

Share of 1990 production



*Other:
Toyota 3.6
Nummi 3.4
Mazda 3.0
Diamond Star 2.4
Nissan 1.6
Subaru-Isuzu 0.6

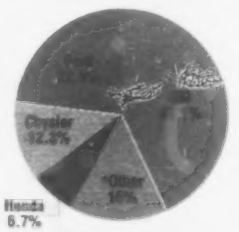
Source: Automotive News Data Center

U.S. car production by model year

1990	6,065,777
1989	7,067,627
1988	6,903,518
1987	7,375,359
1986	7,890,392
1985	7,975,390
1984	8,102,269
1983	5,768,893
1982	5,447,135
1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166

Model year car production

Share of 1990 production



*Other:
Mazda 3.8
Toyota 3.5
Nummi 3.2
Diamond Star 2.7
Nissan 1.6
Subaru-Isuzu 0.2

Source: Automotive News Data Center

U.S. car production by model year — 1990

	1990 Model Year	Pct. of Output	1989 Model Year	Pct. of Output	Pct. Change '90 vs. '89
Horizon	16,397	0.27	45,341	0.64	– 63.84
Sundance	79,562	1.31	104,150	1.47	– 23.61
Reliant	0	0.00	36,012	0.51	– 100.00
Acclaim	110,330	1.82	77,752	1.10	41.90
Caravelle	0	0.00	202	0.00	– 100.00
Gran Fury	0	0.00	4,985	0.07	– 100.00
Total Plymouth	**206,289**	**3.40**	**268,442**	**3.80**	**– 23.15**
LeBaron A	8,074	0.13	0	0.00	–
LeBaron J	65,220	1.08	99,633	1.41	– 34.54
LeBaron GTS	0	0.00	6,549	0.09	– 100.00
N. Yorker C-Class	41,581	0.69	100,461	1.42	– 58.61
Fifth Avenue	44,423	0.73	17,454	0.25	154.51
Imperial	14,968	0.25	0	0.00	–
Total Chrysler	**174,266**	**2.87**	**224,097**	**3.17**	**– 22.24**
Omni	16,733	0.28	46,239	0.65	– 63.81
Daytona	43,785	0.72	80,878	1.14	– 45.86
Shadow	93,660	1.54	99,743	1.41	– 6.10
Aries	0	0.00	36,932	0.52	– 100.00
Dynasty	112,833	1.86	137,718	1.95	– 18.07
Lancer	0	0.00	5,019	0.07	– 100.00
Spirit	99,319	1.64	68,181	0.96	45.67
Diplomat	0	0.00	6,429	0.09	– 100.00
Total Dodge	**366,330**	**6.04**	**481,139**	**6.81**	**– 23.86**
CHRYSLER MOTORS	**746,885**	**12.31**	**973,678**	**13.78**	**– 23.29**
Escort	196,310	3.24	363,122	5.14	– 45.94
Mustang	128,189	2.11	209,769	2.97	– 38.89
Tempo	141,009	2.32	[illegible]	2.15	– 7.19
Taurus	333,001	5.49	395,261	5.59	– 15.75
Thunderbird	113,957	1.88	114,868	1.63	– 0.79
Total Ford Div.	**912,466**	**15.04**	**1,234,954**	**17.47**	**– 26.11**
Topaz	57,368	0.95	66,930	0.95	– 14.29
Cougar	81,420	1.34	97,312	1.38	– 16.33
Sable	103,749	1.71	130,657	1.85	– 20.59
Total Mercury	**242,537**	**4.00**	**294,899**	**4.17**	**– 17.76**
Continental	64,257	1.06	57,775	0.82	11.22
Mark VII	22,313	0.37	29,658	0.42	– 24.77
Town Car	147,160	2.43	128,533	1.82	14.49
Total Lincoln	**233,730**	**3.85**	**215,966**	**3.06**	**8.23**
Total L-M Div.	**476,267**	**7.85**	**510,865**	**7.23**	**– 6.77**
FORD MOTOR CO.	**1,388,733**	**22.89**	**1,745,819**	**24.70**	**– 20.45**
Skyhawk	0	0.00	23,359	0.33	– 100.00
Skylark/Somerset	85,568	1.41	61,540	0.87	39.04
Century	89,384	1.47	152,809	2.16	– 41.51
Riviera	22,526	0.37	21,189	0.30	6.31
Electra/Park Ave.	49,139	0.81	83,566	1.18	– 41.20
LeSabre (fwd)	163,381	2.69	149,572	2.12	9.23
LeSabre (rwd)	7,999	0.13	7,743	0.11	3.31
Reatta	8,515	0.14	7,099	0.10	21.49
Total Buick	**426,512**	**7.03**	**506,787**	**7.17**	**– 15.84**
Eldorado	22,291	0.37	30,925	0.44	– 27.92
Seville	33,128	0.55	22,909	0.32	44.61
Brougham (rwd)	33,741	0.56	40,260	0.57	– 16.19
DeVille (fwd)	176,589	2.91	178,938	2.53	– 1.31
Allante	3,101	0.05	3,298	0.05	– 5.97
Total Cadillac	**268,850**	**4.43**	**276,330**	**3.91**	**– 2.71**
Cavalier	310,951	5.13	376,626	5.33	– 17.44
Camaro	34,986	0.58	110,739	1.57	– 68.41
Celebrity	0	0.00	153,268	2.17	– 100.00
Corsica/Beretta	306,807	5.06	411,409	5.82	– 25.43
Caprice	109,528	1.81	197,044	2.79	– 44.41
Corvette	23,646	0.39	26,412	0.37	– 10.47
Total Chevrolet	**785,918**	**12.96**	**1,275,498**	**18.05**	**– 38.38**
Calais	90,715	1.50	109,891	1.55	– 17.45
Cutlass Ciera	81,342	1.34	79,953	1.13	1.74
Cutlass Supreme	119,305	1.97	100,026	1.42	19.27
Toronado	15,022	0.25	9,877	0.14	52.09
88 (fwd)	116,823	1.93	152,039	2.15	– 23.16
88 (rwd)	3,890	0.06	8,929	0.13	– 56.43
98	62,395	1.03	73,103	1.03	– 14.65
Total Oldsmobile	**489,492**	**8.07**	**533,818**	**7.55**	**– 8.30**
Sunbird	143,932	2.37	139,644	1.98	3.07
Grand Am	197,020	3.25	246,418	3.49	– 20.05
Firebird	20,553	0.34	64,406	0.91	– 68.09
Grand Prix	128,073	2.11	136,747	1.93	– 6.34
Pontiac 6000	66,398	1.09	100,586	1.42	– 33.99
Bonneville	85,844	1.42	108,653	1.54	– 20.99
Safari/Parisienne	0	0.00	5,146	0.07	– 100.00
Total Pontiac	**641,820**	**10.58**	**801,600**	**11.34**	**– 19.93**
GENERAL MOTORS	**2,612,592**	**43.07**	**3,394,033**	**48.02**	**– 23.02**
Eclipse	71,526	1.18	0	0.00	–
Laser	58,541	0.97	0	0.00	–
Talon	32,708	0.54	0	0.00	–
DIAMOND-STAR	**162,775**	**2.68**	**0**	**0.00**	–
Civic	127,192	2.10	116,113	1.64	9.54
Accord	279,160	4.60	231,319	3.27	20.68
HONDA	**406,352**	**6.70**	**347,432**	**4.92**	**16.96**
MAZDA*	**232,382**	**3.83**	**228,756**	**3.24**	**1.59**
NISSAN	**98,674**	**1.63**	**116,644**	**1.65**	**– 15.41**
Corolla	94,580	1.56	69,950	0.99	35.21
Geo Prizm/Nova	99,690	1.64	83,130	1.18	19.92
NUMMI	**194,270**	**3.20**	**153,080**	**2.17**	**26.91**
SUBARU-ISUZU	**11,849**	**0.20**	**0**	**0.00**	–
TOYOTA	**211,265**	**3.48**	**108,185**	**1.53**	**95.28**
TOTAL CARS U.S.	**6,065,777**	**100.00**	**7,067,627**	**100.00**	

Percentage rounded

PRODUCTION

U.S. calendar year car production

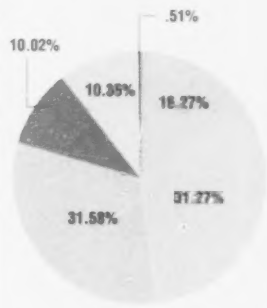
Ranked by size classification

1990 Position	1990 Total	Make	1989 Total	1989 Position
		Subcompact		
1	242,294	Ford Escort	347,290	1
2	103,330	Toyota Corolla	80,129	7
3	101,957	Geo Prizm/Nova	112,342	4
4	101,516	Honda Civic	129,309	2
5	95,844	Nissan Sentra	115,584	3
6	95,592	Dodge Shadow	104,145	5
7	87,587	Plymouth Sundance	100,618	6
8	58,528	Mitsubishi Eclipse	40,898	8
9	41,990	Plymouth Laser	36,914	9
10	37,958	Eagle Talon	12,915	12
11	5,340	Mitsubishi Mirage	14	13
12	4,563	Eagle Summit	0	-
13	4,327	Plymouth Horizon	32,937	11
14	4,245	Saturn	0	-
15	4,078	Dodge Omni	34,621	10
	989,249	**Total**	1,147,716	
		Compact		
1	360,791	Chevrolet Cavalier	355,075	2
2	269,144	Chev. Corisca/Beretta	370,741	1
3	218,155	Toyota Camry	151,088	6
4	204,812	Pontiac Grand Am	226,882	3
5	167,405	Pontiac Sunbird	151,178	5
6	129,130	Ford Mustang	172,698	4
7	125,197	Ford Tempo	146,998	7
8	99,981	Olds. Calais	87,747	9
9	94,267	Buick Skylark/Somerset	68,464	12
10	93,136	Ford Probe	129,901	8
11	58,833	Mazda MX-6	86,600	10
12	46,767	Mercury Topaz	66,587	13
13	33,376	Dodge Daytona	72,452	11
14	0	Buick Skyhawk	6,913	14
	1,900,99-	**Total**	1,093,324	
		Intermediate		
1	333,921	Honda Accord	232,965	2
2	330,336	Ford Taurus	362,181	1
3	123,047	Dodge Dynasty	132,636	4
4	120,440	Plymouth Acclaim	125,292	5
5	112,936	Pontiac Grand Prix	125,191	6
6	107,430	Ford Thunderbird	137,395	3
7	105,587	Dodge Spirit	108,048	11
8	101,330	Mercury Sable	116,886	8
9	93,7--	Olds. Cutlass Supreme	115,084	9
10	73,430	Mercury Cougar	114,300	10
11	70,983	Chevrolet Camaro	100,684	12
12	6-,339	Olds. Cutlass Ciera	87,908	14
13	64,483	Buick Century	122,766	7
14	52,026	Chrysler LeBaron J	93,670	13
15	51,529	Pontiac 6000	78,910	15
16	40,376	Pontiac Firebird	56,441	17
17	32,461	Subaru Legacy	5,361	18
18	32,459	Mazda 626	0	22
19	8,071	Chrysler LeBaron A	0	21
20	0	Chevrolet Celebrity	70,365	16
21	0	Chrysler LeBaron GTS	2,946	19
22	0	Dodge Lancer	1,528	20
	1,919,670	**Total**	2,190,557	
		Standard		
1	200,001	Chevrolet Caprice	162,751	1
2	154,218	Buick LeSabre (fwd)	155,717	2
3	99,082	Olds. 88	140,877	3
4	72,198	Pontiac Bonneville	90,885	4
5	41,366	Chrysler Fifth Ave.	26,883	6
6	34,876	Chrys. New Yorker	74,675	5
7	3,835	Buick LeSabre (rwd)	9,141	7
8	3,436	Olds. Cust. Cr. Wagon	7,534	8
9	0	Pontiac Safari/Parisienne	2,691	9
	609,012	**Total**	671,154	
		Luxury		
1	162,091	Cadillac DeVille	180,510	1
2	145,845	Lincoln Town Car	127,679	2
3	62,745	Buick Electra/Park Ave.	80,049	3
4	58,659	Lincoln Continental	64,462	5
5	42,346	Oldsmobile 98	71,497	4
6	35,328	Cadillac Seville	24,319	8
7	29,566	Cadillac Brougham	56,367	6
8	22,048	Cadillac Eldorado	29,161	7
9	21,312	Buick Riviera	20,626	10
10	18,028	Lincoln Mark VII	21,592	9
11	16,280	Chrysler Imperial	5,740	12
12	14,772	Olds. Toronado	10,334	11
	629,020	**Total**	692,336	
		Specialty		
1	22,154	Chevrolet Corvette	25,279	1
2	5,586	Buick Reatta	6,378	2
3	3,507	Cadillac Allante	3,232	3
	31,247	**Total**	34,889	
	6,079,192	**GRAND TOTAL**	6,829,976	

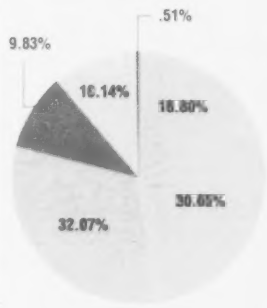
Share of production

By size class.

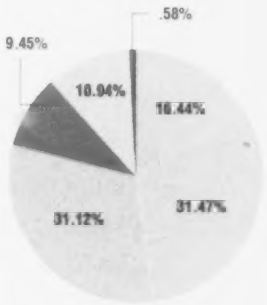
Calendar year 1990



Calendar year 1989



Model year 1990



Model year 1989

SPECIALTY · INTERMEDIATE · SUBCOMPACT · STANDARD · COMPACT · LUXURY

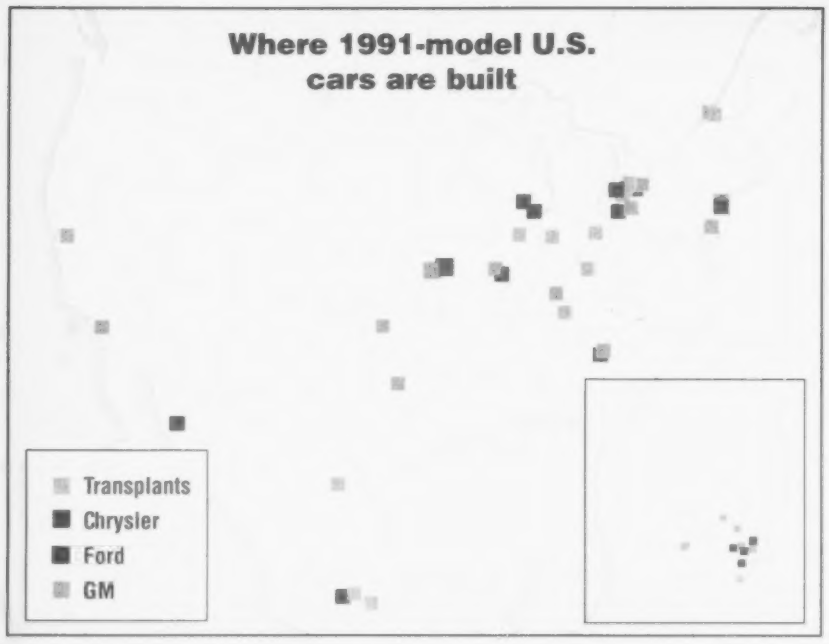
Source: Automotive News Data Center

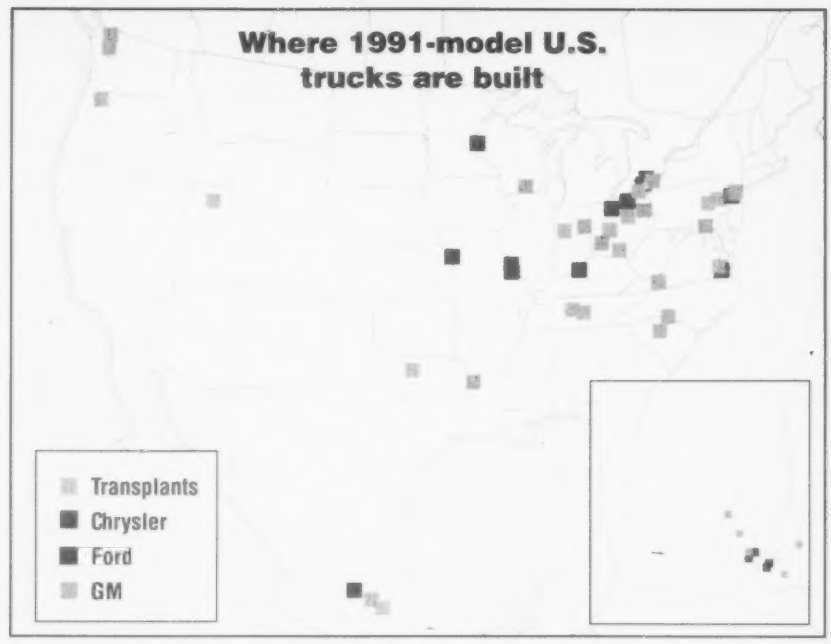
U.S. model year car production

Ranked by size classification

1990 Position	1990 Total	Make	1989 Total	1989 Position
		Subcompact		
1	196,310	Ford Escort	363,122	1
2	127,192	Honda Civic	116,113	3
3	99,690	Geo Prizm/Nova	83,130	6
4	98,674	Nissan Sentra	116,644	2
5	94,580	Toyota Corolla	69,950	7
6	93,660	Dodge Shadow	99,743	5
7	79,562	Plymouth Sundance	104,150	4
8	71,526	Mitsubishi Eclipse	0	12
9	58,541	Plymouth Laser	0	10
10	32,708	Eagle Talon	0	11
11	16,733	Dodge Omni	46,239	8
12	16,397	Plymouth Horizon	45,341	9
13	11,849	Subaru Legacy	0	13
	997,422	**Total**	1,044,432	
		Compact		
1	310,951	Chevrolet Cavalier	376,626	2
2	306,807	Chev. Corsica/Beretta	411,409	1
3	211,265	Toyota Camry	108,185	9
4	197,020	Pontiac Grand Am	246,418	3
5	143,932	Pontiac Sunbird	139,644	6
6	141,009	Ford Tempo	151,934	5
7	128,189	Ford Mustang	209,769	4
8	117,438	Ford Probe	137,254	7
9	90,715	Olds. Calais	109,891	8
10	85,568	Buick Skylark	61,540	13
11	74,166	Mazda MX-6	91,502	10
12	57,368	Mercury Topaz	66,930	12
13	43,785	Dodge Daytona	80,878	11
14	0	Buick Skyhawk	23,359	16
15	0	Dodge Aries	36,932	14
16	0	Plymouth Reliant	36,012	15
	1,908,213	**Total**	2,288,283	
		Intermediate		
1	333,001	Ford Taurus	395,261	1
2	279,160	Honda Accord	231,319	2
3	128,073	Pontiac Grand Prix	136,747	6
4	119,305	Olds. Cutlass Supreme	100,026	11
5	113,957	Ford Thunderbird	114,868	8
6	112,833	Dodge Dynasty	137,718	5
7	110,330	Plymouth Acclaim	77,752	15
8	103,749	Mercury Sable	130,657	7
9	99,319	Dodge Spirit	68,181	16
10	89,384	Buick Century	152,809	4
11	81,420	Mercury Cougar	97,312	13
12	81,342	Olds. Cutlass Ciera	79,953	14
13	66,398	Pontiac 6000	100,586	10
14	65,220	Chrysler LeBaron J	99,633	12
15	40,778	Mazda 626	0	21
16	34,986	Chevrolet Camaro	110,739	9
17	20,553	Pontiac Firebird	64,406	17
18	8,074	Chrysler LeBaron A	0	22
19	0	Dodge Lancer	5,019	19
20	0	Chevrolet Celebrity	153,268	3
21	0	Dodge Caravelle	202	20
22	0	Chrysler LeBaron GTS	6,549	18
	1,887,882	**Total**	2,263,005	
		Standard		
1	163,381	Buick LeSabre (fwd)	149,572	3
2	116,823	Olds 88 (fwd)	152,039	2
3	109,528	Chevrolet Caprice	197,044	1
4	85,844	Pontiac Bonneville	108,653	4
5	44,423	Chrysler Fifth Avenue	17,454	6
6	41,581	Chrysler New Yorker	100,461	5
7	7,999	Buick LeSabre (rwd)	7,743	8
8	3,890	Olds 88 (rwd)	8,929	7
9	0	Dodge Diplomat	6,429	9
10	0	Pontiac Safari/Parisienne	5,146	10
11	0	Plymouth Gran Fury	4,985	11
	573,469	**Total**	758,455	
		Luxury		
1	176,589	Cadillac DeVille (fwd)	178,938	1
2	147,160	Lincoln Town Car	128,533	2
3	64,257	Lincoln Continental	57,775	5
4	62,395	Olds 98	73,103	4
5	49,139	Buick Electra/Park Ave.	83,566	3
6	33,741	Cadillac Brougham (rwd)	40,260	6
7	33,128	Cadillac Seville	22,909	9
8	22,526	Buick Riviera	21,189	10
9	22,313	Lincoln Mark VII	29,658	8
10	22,291	Cadillac Eldorado	30,925	7
11	15,022	Olds. Toronado	9,877	11
12	14,968	Chrysler Imperial	0	12
	663,529	**Total**	676,733	
		Specialty		
1	23,646	Chevrolet Corvette	26,412	1
2	8,515	Buick Reatta	7,009	2
3	3,101	Cadillac Allante	3,298	3
	35,262	**Total**	36,719	
	6,065,777	**GRAND TOTAL**	7,067,627	

PRODUCTION





North America car assembly plants — 1991 model cars

UNITED STATES

CHRYSLER CORP.

Belvidere, Ill.
Chrylser Fifth Avenue
Chrysler Imperial
Chrysler New Yorker Landau
Chrysler New Yorker Salon
Dodge Dynasty

St. Louis (No. 1)
Chrysler LeBaron J
Dodge Daytona

Newark, Del.
Dodge Spirit
Chrysler LeBaron A
Plymouth Acclaim

Sterling Heights, Mich.
Dodge Shadow
Plymouth Sundance

FORD MOTOR CO.

Atlanta
Ford Taurus
Mercury Sable

Chicago
Ford Taurus
Mercury Sable

Dearborn, Mich.
Ford Mustang

Kansas City, Mo.
Ford Tempo
Mercury Topaz

Lorain, Ohio
Ford Thunderbird
Mercury Cougar

Wayne, Mich.
Ford Escort

Wixom, Mich.
Lincoln Continental
Lincoln Mark VII
Lincoln Town Car

GENERAL MOTORS

Arlington, Texas
Cadillac Brougham
Chevrolet Caprice Sedan

Bowling Green, Ky.
Chevrolet Corvette

Detroit-Hamtramck, Mich.
Buick Riviera
Cadillac Allante
Cadillac Eldorado
Cadillac Seville
Olds. Toronado

Doraville, Ga.
Olds. Cutlass Supreme

Fairfax, Kansas
Pontiac Grand Prix

Flint, Mich. (Buick City)
Buick LeSabre
Olds. 88 Royale

Lake Orion, Mich.
Cadillac DeVille
Olds. 98

Lansing, Mich. (A Plant)
Buick Skylark
Oldsmobile Calais

Lansing, Mich. (B Plant)
Pontiac Grand Am

Lansing, Mich. (Reatta Craft Centre)
Reatta

Linden, N.J.
Chevrolet Corsica
Chevrolet Beretta

Lordstown, Ohio
Chevrolet Cavalier
Pontiac Sunbird

Oklahoma City
Chevrolet Century Sedan
Chevrolet Century Wagon
Olds. Cutlass Ciera Sedan
Olds. Cutlass Ciera Wagon
Pontiac 6000 Sedan
Pontiac 6000 Wagon

Van Nuys, Calif.
Chevrolet Camaro
Pontiac Firebird

Wentzville, Mo.
Buick Park Avenue
Olds. 88 Royale
Chevrolet Bonneville

Willow Run, Mich.
Buick Roadmaster Estate Wagon
Chevrolet Caprice Sedan
Chevrolet Caprice Wagon
Olds. Custom Cruiser Wagon

Wilmington, Del.
Chevrolet Beretta
Chevrolet Corsica

DIAMOND-STAR MOTORS CORP.

Normal, Ill.
Eagle Summit
Eagle Talon
Mitsubishi Eclipse
Mitsubishi Mirage
Plymouth Laser

HONDA OF AMERICA MFG. Inc.

Marysville, Ohio
Honda Accord
Honda Civic

East Liberty, Ohio
Honda Civic

MAZDA MOTOR MFG. (U.S.A.) CORP.

Flat Rock, Mich.
Ford Probe
Mazda MX-6
Mazda 626

NEW UNITED MOTOR MFG. INC.

Fremont, Calif.
Geo Prizm
Toyota Corolla

NISSAN MOTOR MFG. CORP. U.S.A.

Smyrna, Tenn.
Nissan Sentra

SUBARU-ISUZU AUTOMOTIVE INC.

Lafayette, Ind.
Subaru Legacy Sedan
Subaru Legacy Wagon

TOYOTA MOTOR MFG. INC. U.S.A.

Georgetown, Ky.
Toyota Camry

CANADA

CHRYSLER CORP.

Bramalea, Ontario
Dodge Monaco
Eagle Premier

FORD MOTOR CO.

Oakville, Ontario
Ford Tempo
Mercury Topaz

St. Thomas, Ontario
Ford Crown Victoria
Mercury Grand Marquis

GENERAL MOTORS

Oshawa, Ontario (No. 1)
Chevrolet Lumina

Oshawa, Ontario (No. 2)
Buick Regal
Chevrolet Lumina

Ste. Therese, Quebec
Olds. Cutlass Ciera

CAMI

Ingersoll, Ontario
Geo Metro
Suzuki Swift

HONDA OF CANADA MFG. INC.

Alliston, Ontario
Honda Civic

HYUNDAI AUTO CANADA

Bromont, Quebec
Hyundai Sonata

TOYOTA MOTOR MFG. CANADA INC.

Cambridge, Ontario
Toyota Corolla

VOLVO

Halifax, Nova Scotia
740 Series
940 Series

MEXICO

CHRYSLER CORP.

Toluca
Chrysler LeBaron A
Dodge Spirit
Dodge Shadow
Plymouth Acclaim

FORD MOTOR CO.

Hermosillo
Ford Escort
Mercury Tracer

GENERAL MOTORS

Ramos Arispe
Buick Century
Chevrolet Cavalier
Olds. Cutlass Ciera

NISSAN

Cuernavaca
Nissan Sentra

VOLKSWAGEN

Puebla
Beetle
Golf
Jetta

North America truck assembly plants — 1991 model trucks

UNITED STATES

CHRYSLER CORP.

Toledo, Ohio
Jeep Cherokee
Jeep Comanche
Jeep Grand Wagoneer

Warren, Mich.
Dodge full-sized pickups
Dodge mid-sized pickups

St. Louis (No. 2)
Chrysler Town & Country
Dodge Caravan C/V (Extended Cab)
Dodge Grand Caravan
Plymouth Grand Voyager

FORD MOTOR CO.

Edison, N.J.
Ford Ranger

Kansas City, Mo.
Ford F-series light trucks

Kentucky Truck (Louisville)
Ford heavy trucks

Lorain, Ohio
Ford Econoline
Ford Club Wagon

Louisville, Ky.
Ford Explorer
Ford Ranger
Mazda Navajo

Michigan Truck (Wayne)
Ford Bronco
Ford F-series light trucks

Norfolk, Va.
Ford F-series light trucks

St. Louis
Ford Aerostar

St. Paul, Minn. (Twin Cities)
Ford F-series light trucks
Ford Ranger

FREIGHTLINER CORP.

Mount Holly, N.C.
Heavy trucks

Portland, Ore.
Heavy trucks

GENERAL MOTORS

Baltimore
Chevrolet Astro
GMC Safari

Detroit
Commercial, recreational specialty vehicle chasis

Flint, Mich.
Chevrolet Blazer
Chevrolet Suburban
GMC Jimmy
GMC Suburban

Fort Wayne, Ind.
Chevrolet C/K pickup
GMC Sierra

Janesville, Wis.
Chevrolet Kodiak
GMC Topkick

Lordstown, Ohio
Chevrolet full-sized vans
GMC full-sized vans

Moraine, Ohio
Chevrolet S-10 pickup
Chevrolet Blazer
Chevrolet postal vehicles
GMC Sonoma
GMC Jimmy
Oldsmobile Bravada

Pontiac, Mich. (East)
Chevrolet C/K pickup
GMC Sierra

Pontiac, Mich. (West)
Chevrolet S-10 pickup
GMC Sonoma
Chevrolet S-10 Blazer
GMC S-15 Jimmy

Shreveport, La.
Chevrolet S-10 pickup
Chevrolet S-10 Blazer
GMC Sonoma
GMC S-15 Jimmy

Tarrytown, N.Y.
Chevrolet Lumina
Oldsmobile Silhouette
Pontiac Trans Sport

KENWORTH TRUCK CO.

Chillicothe, Ohio
Heavy trucks

Seattle
Heavy trucks

MACK TRUCKS INC.

Allentown, Pa.
Heavy trucks

Macungie, Pa
Heavy trucks

Winnsboro, S.C.
Heavy trucks

MERCEDES-BENZ TRUCK CO.

Hampton, Va.
Medium trucks

NAVISTAR

Springfield, Ohio
Medium trucks
Heavy trucks

NISSAN MOTOR MFG. CORP.

Smyrna, Tenn.
Pickup trucks

PETERBILT MOTORS CO.

Denton, Texas
Heavy trucks

Nashville, Tenn.
Heavy trucks

SUBARU-ISUZU AUTOMOTIVE INC.

Lafayette, Ind.
Isuzu Pickup
Isuzu Rodeo

VOLVO-GM HEAVY TRUCK CORP.

Dublin, Va.
Heavy trucks

Ogden, Utah
Heavy trucks

Orrville, Ohio
Heavy trucks

CANADA

CHRYSLER CORP.

Brampton, Ontario
Jeep Wrangler

Windsor, Ontario
Dodge Caravan
Dodge Caravan C/V
Plymouth Voyager

Pillette (Windsor, Ontario)
Dodge Ram Van
Dodge Ram Wagon

FORD MOTOR CO.

Ontario Truck (Oakville)
F-series light trucks

GENERAL MOTORS

Oshawa, Ontario
Chevrolet full-sized pickup
GMC Sierra

Scarborough, Ontario
Chevrolet full-sized vans
GMC full-sized vans

CAMI AUTOMOTIVE INC.

Ingersoll, Ontario
Geo Tracker
Suzuki Sidekick

FREIGHTLINER OF CANADA LTD.

Burnaby, British Columbia
Heavy trucks

NAVISTAR

Chatham, Ontario
Medium trucks
Heavy trucks

MACK TRUCKS INC.

Oakville, Ontario
Heavy trucks

MEXICO

CHRYSLER CORP.

Lago Alberto
Dodge Ramcharger SU
Dodge Ram Club 2x2 pickup
Dodge Ram Club 4x4 pickup

FORD

Cuautitlan
F-series light trucks

GENERAL MOTORS

Mexico City
Chevrolet medium-duty trucks
Chevrolet Suburban
Chevrolet S-10 Blazer

NISSAN

Cuernavaca
Pickup trucks

PRODUCTION

Canada car production — 1990 calendar year

	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	Grand Total
Monaco	1,894	0	1,699	3,593	0	1,939	0	1,939	545	1,197	1,932	3,674	1,617	1,476	764	3,857	13,063
Premier	401	0	851	1,252	0	1,556	0	1,556	2,210	2,076	335	4,621	1,009	1,515	1,660	4,184	11,613
CHRYSLER MOTORS	**2,295**	**0**	**2,550**	**4,845**	**0**	**3,495**	**0**	**3,495**	**2,755**	**3,273**	**2,267**	**8,295**	**2,626**	**2,991**	**2,424**	**8,041**	**24,676**
Tempo	9,417	10,246	14,576	34,239	7,344	13,880	14,019	35,243	1,094	9,926	5,248	16,268	11,656	6,709	5,830	24,195	109,945
Topaz	2,717	2,516	5,905	11,138	3,037	5,904	4,961	13,902	428	4,358	2,233	7,319	3,518	2,253	2,493	8,264	40,623
Crown Victoria	5,592	11,057	13,101	29,750	11,498	11,360	11,539	34,397	6,668	11,152	8,093	25,913	11,615	12,116	6,623	30,354	120,414
Grand Marquis	6,421	9,289	11,778	27,488	9,861	11,122	8,167	29,150	5,543	12,740	7,376	25,659	13,457	11,740	6,736	31,933	114,230
FORD MOTOR CO.	**24,147**	**33,108**	**45,360**	**102,615**	**31,740**	**42,266**	**38,686**	**112,692**	**13,733**	**38,476**	**22,950**	**75,159**	**40,246**	**32,818**	**21,682**	**94,746**	**385,212**
Celebrity	833	2,248	2,211	5,292	2,411	3,638	4,831	10,880	4,146	0	0	4,146	0	0	0	0	20,318
Cutlass Ciera	4,821	12,029	6,445	23,295	3,964	8,598	9,541	22,103	9,233	0	4,517	13,750	8,688	7,796	1,446	17,930	77,078
Lumina	9,114	22,422	25,086	56,622	18,203	19,461	22,577	60,241	17,324	9,947	19,874	47,145	25,214	23,866	4,881	53,961	217,969
Regal	1,572	3,035	6,741	11,348	9,832	11,735	13,398	34,965	12,089	5,668	9,627	27,384	11,228	12,644	7,791	31,663	105,360
GENERAL MOTORS	**16,340**	**39,734**	**40,483**	**96,557**	**34,410**	**43,432**	**50,347**	**128,189**	**42,792**	**15,615**	**34,018**	**92,425**	**45,130**	**44,306**	**14,118**	**103,554**	**420,725**
CAMI	**0**	**0**	**0**	**0**	**2,100**	**2,700**	**3,500**	**8,300**	**5,600**	**6,400**	**7,145**	**19,145**	**7,816**	**9,980**	**8,105**	**25,901**	**53,346**
HONDA	**8,541**	**9,294**	**9,668**	**27,503**	**8,422**	**8,949**	**9,449**	**26,820**	**7,088**	**8,985**	**8,293**	**24,366**	**9,697**	**9,697**	**6,489**	**25,883**	**104,572**
HYUNDAI	**1,803**	**1,283**	**2,649**	**5,735**	**1,950**	**1,567**	**2,238**	**5,755**	**2,103**	**2,050**	**2,713**	**6,866**	**3,866**	**3,112**	**2,075**	**9,053**	**27,409**
TOYOTA	**4,674**	**4,588**	**5,161**	**14,423**	**5,420**	**5,670**	**5,465**	**16,555**	**4,212**	**5,673**	**4,005**	**13,890**	**6,034**	**6,208**	**4,002**	**16,244**	**61,112**
VOLVO	**792**	**719**	**792**	**2,303**	**720**	**792**	**754**	**2,266**	**684**	**280**	**420**	**1,384**	**760**	**756**	**559**	**2,075**	**8,028**
TOTAL CARS, CANADA	**58,592**	**88,726**	**106,663**	**253,981**	**84,762**	**108,871**	**110,439**	**304,072**	**78,967**	**80,752**	**81,811**	**241,530**	**116,175**	**109,868**	**59,454**	**285,497**	**1,085,080**

Canada car production by company — 20 years

	AMC	Brit-Can	Cami	Chrysler	Ford	GM	Honda	Hyundai	Renault	Toyota	Volvo	Total
1990	—	—	53,346	24,676	385,212	420,725	104,572	27,409	—	61,112	8,028	1,085,080
1989	—	—	—	33,904	435,569	419,591	86,353	3,670*	—	19,948	8,274	1,007,209
1988	—	—	—	59,068	501,813	408,901	49,968	—	—	—	6,573	1,026,323
1987	—	—	—	12,553	433,976	339,226	15,685	—	—	—	8,523	809,943
1986	4,432	—	—	—	517,418	540,526	526	—	—	—	10,390	1,073,312
1985	11,311	—	—	—	495,955	573,687	—	—	—	—	10,030	1,090,983
1984	22,992	—	—	—	463,296	565,457	—	—	—	—	10,438	1,062,183
1983	29,551	—	—	104,365	272,642	551,826	—	—	—	—	10,390	968,774
1982	30,744	—	—	149,442	283,001	332,038	—	—	—	—	6,860	801,685
1981	34,535	—	—	69,149	191,928	437,622	—	—	—	—	10,336	743,570
1980	3,077	—	—	71,530	249,876	512,330	—	—	—	—	9,964	846,777
1979	—	—	—	134,086	284,610	517,471	—	—	—	—	8,766	944,933
1978	26,283	—	—	160,085	372,296	564,187	—	—	—	—	8,199	1,131,050
1977	41,708	—	—	219,747	341,329	198,456	—	—	—	—	4,506	805,746
1976	42,269	—	—	245,332	371,305	475,090	—	—	—	—	—	1,143,482
1975	48,373	2,085	—	261,275	324,783	406,323	—	—	—	—	13,763	1,056,602
1974	58,002	—	—	225,478	387,880	461,596	—	—	—	—	10,081	1,143,037
1973	74,290	—	—	260,722	445,299	443,806	—	—	—	—	10,449	1,234,566
1972	58,920	—	—	265,773	458,972	354,167	—	—	7,658	—	9,448	1,154,938
1971	42,908	—	—	232,749	392,433	406,186	—	—	11,930	—	8,280	1,094,486

* estimate

Canada car production — 25 years

1990	1,085,080
1989	1,007,209
1988	1,026,323
1987	809,943
1986	1,073,312
1985	1,090,983
1984	1,062,183
1983	968,774
1982	801,685
1981	743,570
1980	846,777
1979	944,933
1978	1,131,050
1977	805,746
1976	1,143,842
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100

Canada truck production — 1990 calendar year

Company	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	Grand Total
Caravan	14,241	13,252	14,788	42,281	12,512	14,260	13,656	40,428	0	3,847	7,159	11,006	10,297	12,248	10,509	33,054	126,769
Caravan C/V	896	838	1,403	3,137	1,201	1,270	2	2,473	0	0	0	0	647	816	635	2,098	7,708
Ram Wagon	977	2,100	2,440	5,517	2,175	3,068	3,005	8,248	894	1,180	877	2,951	1,129	746	561	2,436	19,152
Ram Van	2,445	5,426	6,087	13,958	5,509	6,540	6,671	18,720	2,474	5,872	4,505	12,851	6,187	2,538	1,992	10,717	56,246
Total Dodge	**18,559**	**21,616**	**24,718**	**64,893**	**21,397**	**25,138**	**23,334**	**69,869**	**3,368**	**10,899**	**12,541**	**26,808**	**18,260**	**16,348**	**13,697**	**48,305**	**209,875**
Voyager	11,922	10,918	12,013	34,853	10,317	10,756	10,005	31,078	0	3,443	6,223	9,666	8,499	9,003	8,044	25,546	101,143
Total Plymouth	**11,922**	**10,918**	**12,013**	**34,853**	**10,317**	**10,756**	**10,005**	**31,078**	**0**	**3,443**	**6,223**	**9,666**	**8,499**	**9,003**	**8,044**	**25,546**	**101,143**
Wrangler	0	4,050	6,799	10,849	6,272	6,669	6,307	19,248	3,284	6,022	3,932	13,238	6,490	3,684	4,675	14,849	58,184
Total Jeep	**0**	**4,050**	**6,799**	**10,849**	**6,272**	**6,669**	**6,307**	**19,248**	**3,284**	**6,022**	**3,932**	**13,238**	**6,490**	**3,684**	**4,675**	**14,849**	**58,184**
CHRYSLER MOTORS	**30,481**	**36,584**	**43,530**	**110,595**	**37,986**	**42,563**	**39,646**	**120,195**	**6,652**	**20,364**	**22,696**	**49,712**	**33,249**	**29,035**	**26,416**	**88,700**	**369,202**
FORD MTR (ft. trks)	**10,110**	**11,528**	**13,613**	**35,251**	**12,600**	**14,921**	**14,470**	**41,991**	**4,743**	**13,340**	**7,989**	**26,072**	**12,593**	**9,550**	**5,975**	**28,118**	**131,432**
Light trucks	14,435	14,505	17,160	46,100	13,561	13,820	14,444	41,825	14,433	10,912	14,926	40,271	14,851	14,827	9,609	39,287	167,483
Vans	0	4,673	5,812	10,485	4,962	5,167	5,930	16,059	5,384	1,653	5,159	12,196	4,092	1,188	2,042	7,322	46,062
Total Chevrolet	**14,435**	**19,178**	**22,972**	**56,585**	**18,523**	**18,987**	**20,374**	**57,884**	**19,817**	**12,565**	**20,085**	**52,467**	**18,943**	**16,015**	**11,651**	**46,609**	**213,545**
Light trucks	7,044	4,589	6,263	17,896	4,880	5,723	7,012	17,615	4,221	3,702	3,639	11,562	6,743	4,795	2,872	14,410	61,483
Vans	0	1,827	2,455	4,282	2,375	2,814	2,026	7,215	1,812	592	1,717	4,121	1,074	496	820	2,390	18,008
Total GMC	**7,044**	**6,416**	**8,718**	**22,178**	**7,255**	**8,537**	**9,038**	**24,830**	**6,033**	**4,294**	**5,356**	**15,683**	**7,817**	**5,291**	**3,692**	**16,800**	**79,491**
GENERAL MOTORS	**21,479**	**25,594**	**31,690**	**78,763**	**25,778**	**27,524**	**29,412**	**82,714**	**25,850**	**16,859**	**25,441**	**68,150**	**26,760**	**21,306**	**15,343**	**63,409**	**293,036**
CAMI	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2,600**	**2,600**	**5,200**	**4,500**	**4,304**	**3,388**	**12,192**	**17,392**
NAVISTAR	**893**	**802**	**966**	**2,661**	**912**	**996**	**707**	**2,615**	**549**	**742**	**292**	**1,583**	**557**	**588**	**520**	**1,665**	**8,524**
TOTAL TRUCKS, CANADA	**62,963**	**74,508**	**89,799**	**227,270**	**77,276**	**86,004**	**84,235**	**247,515**	**37,794**	**53,905**	**59,018**	**150,717**	**77,659**	**64,783**	**51,642**	**194,084**	**819,586**

PRODUCTION

North America transplant production — 6 years

U.S. car production	1990	1989	1988	1987	1986	1985
Diamond-Star	148,379	90,741	0	0	0	0
Honda	433,317	362,274	366,355	324,064	238,159	145,337
Mazda	181,108	216,501	163,289	4,200	0	0
Nissan	97,568	115,584	109,897	117,334	65,147	43,810
NUMMI	204,513	192,471	128,430	187,378	205,854	64,601
Subaru-Isuzu	35,115	5,361	0	0	0	0
Toyota	217,463	151,088	18,527	0	0	0
Volkswagen	0	0	35,997	66,696	84,397	96,458
TOTAL U.S. CAR	**1,317,463**	**1,134,020**	**822,495**	**699,672**	**593,557**	**350,206**
Canada car production						
CAMI	53,346	0	0	0	0	0
Honda	103,781	86,353	49,968	15,685	526	0
Hyundai	27,409	3,570	0	0	0	0
Toyota	61,112	19,948	0	0	0	0
Volvo	8,028	8,274	6,573	8,523	10,390	10,030
TOTAL CANADA CAR	**253,676**	**118,145**	**56,541**	**24,208**	**10,916**	**10,030**
U.S. truck production						
Nissan	139,404	123,057	95,919	102,718	108,116	107,442
Subaru-Isuzu	37,235	5,799	0	0	0	0
TOTAL U.S. TRUCK	**176,639**	**128,856**	**95,919**	**102,718**	**108,116**	**107,442**
Canada truck production						
CAMI	17,392	0	0	0	0	0
TOTAL CANADA TRUCK	**17,392**	**0**	**0**	**0**	**0**	**0**
TOTAL CAR	**1,571,139**	**1,252,165**	**879,036**	**723,880**	**604,473**	**360,236**
TOTAL TRUCK	**194,031**	**128,856**	**95,919**	**102,718**	**108,116**	**107,442**
TOTAL CAR AND TRUCK	**1,765,170**	**1,381,021**	**974,955**	**826,598**	**712,589**	**467,678**

U.S. truck production by state — 1990 model year

	State production	Percent of output
Michigan	747,550	22.80
Ohio	565,464	17.25
Missouri	582,033	17.75
Kentucky	277,691	8.47
Indiana	251,073	7.66
Wisconsin	15,843	0.48
Tennessee	127,084	3.88
Minnesota	173,925	5.30
Maryland	170,055	5.19
Virginia	156,793	4.78
New York	147,972	4.51
Louisiana	63,135	1.93
Total	**3,278,618**	**100.00**

U.S. car production by state — 1990 model year

	State production	Percent of output
Michigan	1,841,657	30.39
Ohio	837,926	13.83
Missouri	489,630	8.08
Illinois	600,472	9.91
Kentucky	234,911	3.88
Georgia	401,045	6.62
Delaware	396,374	6.54
Indiana	11,849	0.20
California	249,809	4.12
Oklahoma	37,124	3.91
New Jersey	233,271	3.85
Wisconsin	213,136	3.52
Tennessee	98,674	1.63
Kansas	128,073	2.11
Texas	86,276	1.42
Total	**6,060,227**	**100.00**

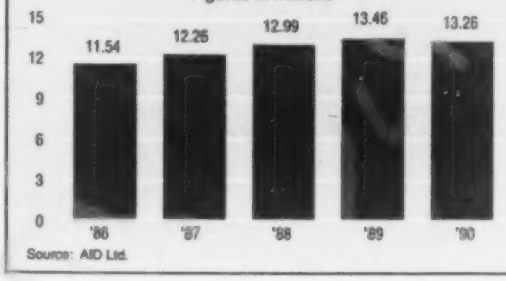
U.S. truck production — 1990 calendar year

Company	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	Grand Total
Caravan	10,129	9,179	10,335	29,643	8,686	10,275	10,647	29,608	7,795	16	2,909	10,720	6,869	7,754	8,062	22,685	92,656
Dakota	3,209	5,599	8,528	17,336	6,945	7,865	5,518	20,328	1,832	6,858	7,749	16,439	8,306	5,916	3,899	18,121	72,224
Caravan C-V	656	581	695	1,932	556	520	801	1,877	362	0	0	362	0	0	2	2	4,173
Ram pickups	3,867	8,335	12,876	25,078	10,425	11,837	8,342	30,604	2,740	10,206	11,582	24,528	10,141	6,050	3,900	20,091	100,301
Total Dodge	**17,861**	**23,694**	**32,434**	**73,989**	**26,612**	**30,497**	**25,308**	**82,417**	**12,729**	**17,080**	**22,240**	**52,049**	**25,316**	**19,720**	**15,863**	**60,899**	**269,354**
Cherokee	11,610	13,322	19,674	44,606	10,571	17,769	17,244	45,584	33	13,561	13,883	27,477	14,001	11,719	7,843	33,563	151,230
Comanche	530	575	896	2,001	521	879	840	2,240	9	1,064	1,233	2,306	1,287	1,062	680	3,029	9,576
Grand Wagoneer	325	325	650	1,300	260	851	1,359	2,470	2	902	585	1,489	535	325	330	1,190	6,449
Wagoneer	215	263	475	953	296	482	454	1,232	5	353	402	760	395	335	213	943	3,888
Total Jeep	**12,680**	**14,485**	**21,695**	**48,860**	**11,648**	**19,981**	**19,897**	**51,526**	**49**	**15,880**	**16,103**	**32,032**	**16,218**	**13,441**	**9,066**	**38,725**	**171,143**
Voyager	9,387	8,503	10,482	28,372	8,613	9,608	9,290	27,511	6,940	12	2,249	9,201	5,880	5,793	5,861	17,534	82,618
Town & Country	314	296	350	960	293	237	458	988	130	0	0	130	0	190	224	414	2,492
Total C-P Div.	**9,701**	**8,799**	**10,832**	**29,332**	**8,906**	**9,845**	**9,748**	**28,499**	**7,070**	**12**	**2,249**	**9,331**	**5,880**	**5,983**	**6,085**	**17,948**	**85,110**
CHRYSLER MOTORS	**40,242**	**46,978**	**64,961**	**152,181**	**47,166**	**60,323**	**54,953**	**162,442**	**19,848**	**32,972**	**40,592**	**93,412**	**47,414**	**39,144**	**31,014**	**117,572**	**525,607**
Aerostar	9,600	16,003	19,388	44,991	18,165	22,333	21,551	62,049	11,216	21,386	19,878	52,480	19,959	14,567	3,933	38,459	197,979
Bronco	3,918	4,674	5,110	13,702	4,442	4,993	5,208	14,643	2,405	4,558	3,663	10,626	4,106	1,833	951	6,890	45,861
Bronco II/Explorer	8,695	6,486	6,975	22,156	16,385	23,477	26,224	66,086	13,440	22,513	23,866	59,819	28,791	23,988	18,279	71,058	219,119
Navajo	0	0	0	0	0	0	0	0	0	2,263	2,237	4,500	1,519	1,340	1,328	4,187	8,687
Econoline	10,733	15,118	18,932	44,783	18,193	21,410	19,276	58,879	9,751	19,150	9,319	38,220	9,422	10,073	5,212	24,707	166,589
Mediums/Heavies	4,733	3,154	4,698	12,585	4,543	5,601	5,706	15,850	3,053	5,344	2,092	10,489	4,180	3,446	2,082	9,708	48,632
Light trucks	32,220	37,845	43,159	113,224	36,308	46,326	45,414	128,048	22,020	46,475	38,268	106,763	41,497	25,136	11,400	78,033	426,068
Ranger	17,846	25,297	32,056	75,199	25,207	26,589	26,547	78,343	13,491	22,844	22,814	59,149	30,536	24,336	13,266	68,138	280,829
Total Ford Div.	**87,745**	**108,577**	**130,318**	**326,640**	**123,243**	**150,729**	**149,926**	**423,898**	**75,376**	**144,533**	**122,137**	**342,046**	**140,010**	**104,719**	**56,451**	**301,180**	**1,393,764**
FORD MOTOR CO.	**87,745**	**108,577**	**130,318**	**326,640**	**123,243**	**150,729**	**149,926**	**423,898**	**75,376**	**144,533**	**122,137**	**342,046**	**140,010**	**104,719**	**56,451**	**301,180**	**1,393,764**
Astro	4,273	8,219	13,839	26,331	10,840	12,227	11,766	34,833	11,860	13,245	11,414	36,519	13,414	11,176	2,889	27,479	125,162
Blazer	733	1,396	1,765	3,894	1,633	1,893	1,566	5,092	1,566	1,629	1,422	4,617	713	325	711	1,749	15,352
Lumina APV	6,738	8,409	8,774	23,921	8,578	9,872	8,747	27,197	7,435	729	6,165	14,329	8,700	1,854	1,219	11,773	77,220
Mediums	742	565	643	1,950	387	806	640	1,833	642	708	763	2,113	1,090	924	392	2,406	8,302
P-Model	1,336	2,295	1,924	5,555	2,331	2,819	2,595	7,745	2,197	289	1,520	4,006	967	1,862	516	3,345	20,651
Pickups	16,319	33,752	42,141	92,212	34,659	43,970	41,806	120,435	43,539	36,756	31,512	111,807	42,520	18,786	9,196	70,502	394,956
S-10	19,539	18,125	22,230	59,894	17,624	22,041	21,231	60,896	20,286	16,217	23,913	60,416	23,951	22,852	15,051	61,854	243,060
S-10 Blazer	3,126	8,885	11,878	23,889	6,658	5,084	5,171	16,913	5,897	5,019	5,497	16,413	6,506	6,281	3,305	16,092	73,307
Sportsvan/van	0	5,866	7,488	13,354	7,585	8,314	7,363	23,262	1,172	2,999	5,261	9,432	6,736	576	1,477	8,789	54,837
Suburban	2,224	6,352	7,529	16,105	5,980	6,790	6,210	18,980	6,363	6,617	6,458	19,438	3,344	1,571	2,447	7,362	61,885
Total Chevrolet	**55,030**	**93,864**	**118,211**	**267,105**	**96,275**	**113,816**	**107,095**	**317,186**	**100,957**	**84,208**	**93,925**	**279,090**	**107,941**	**66,207**	**37,203**	**211,351**	**1,074,732**
Jimmy	250	513	610	1,373	482	537	471	1,490	393	517	364	1,274	211	123	214	548	4,685
Mediums	434	653	720	1,807	765	575	719	2,059	704	764	134	1,602	382	356	245	983	6,451
P-Model	138	304	276	718	277	304	273	854	492	39	202	733	100	196	168	464	2,769
Pickups	6,483	8,788	14,458	29,729	14,237	17,482	18,630	50,349	13,031	10,806	12,743	36,580	13,658	7,408	5,137	26,203	142,861
S-15/Sonoma	4,497	4,812	5,441	14,750	4,246	5,048	4,247	13,541	4,337	3,522	4,121	11,980	4,962	4,890	3,207	13,059	53,330
S-15 Jimmy	1,025	2,973	3,419	7,417	2,130	1,810	2,787	6,727	2,015	1,360	1,646	5,021	2,164	1,259	391	3,814	22,979
Safari	1,559	2,772	3,813	8,144	3,458	5,752	5,424	14,634	3,992	3,980	3,722	11,694	4,402	3,799	889	9,090	43,562
Suburban	1,147	2,766	3,232	7,145	2,466	3,685	3,902	10,053	3,521	3,460	2,435	9,416	1,260	619	2,193	4,072	30,686
Vandura/Rally Van	0	2,660	3,415	6,075	1,771	2,516	2,990	7,277	777	1,053	2,035	3,865	2,160	123	976	3,259	20,476
Total GMC	**15,533**	**26,241**	**35,384**	**77,158**	**29,832**	**37,709**	**39,443**	**106,984**	**29,262**	**25,501**	**27,402**	**82,165**	**29,299**	**18,773**	**13,420**	**61,492**	**327,799**
Silhouette	2,657	2,238	2,655	7,550	2,762	3,799	4,889	11,450	4,636	188	809	5,633	2,796	676	330	3,802	28,435
Bravada	0	0	0	0	0	0	0	0	0	0	0	0	218	400	0	618	618
Total Oldsmobile	**2,657**	**2,238**	**2,655**	**7,550**	**2,762**	**3,799**	**4,889**	**11,450**	**4,636**	**188**	**809**	**5,633**	**3,014**	**1,076**	**330**	**4,420**	**29,053**
Pontiac Trans Sport	5,662	4,161	4,683	14,506	4,146	4,869	4,450	13,465	4,231	374	3,035	7,640	4,808	900	676	6,384	41,995
GENERAL MOTORS	**78,882**	**126,504**	**160,933**	**366,319**	**133,015**	**160,193**	**155,877**	**449,085**	**139,086**	**110,271**	**125,171**	**374,528**	**145,062**	**86,956**	**51,629**	**283,647**	**1,473,579**
NAVISTAR	**6,531**	**6,200**	**6,853**	**19,584**	**6,621**	**7,310**	**6,404**	**20,335**	**3,814**	**5,709**	**5,715**	**15,238**	**6,765**	**5,151**	**5,188**	**17,104**	**72,261**
NISSAN	**13,072**	**12,196**	**13,516**	**38,784**	**12,543**	**13,832**	**13,907**	**40,282**	**7,113**	**11,033**	**9,684**	**27,830**	**11,907**	**11,863**	**8,738**	**32,508**	**139,404**
SUBARU-ISUZU	**1,180**	**1,642**	**1,863**	**4,685**	**1,842**	**1,603**	**1,893**	**5,338**	**3,255**	**4,299**	**3,746**	**11,300**	**4,077**	**3,963**	**5,126**	**13,166**	**34,489**
AM GENERAL	**2,070**	**1,890**	**1,980**	**5,940**	**1,800**	**1,800**	**1,800**	**5,400**	**1,800**	**1,800**	**1,800**	**5,400**	**1,800**	**1,800**	**1,800**	**5,400**	**22,140**
MISCELLANEOUS	**13,800**	**12,600**	**13,200**	**39,600**	**12,000**	**12,000**	**12,000**	**36,000**	**12,000**	**12,000**	**12,000**	**36,000**	**12,000**	**12,000**	**12,000**	**36,000**	**147,600**
TOTAL TRUCKS, U.S.	**243,522**	**316,587**	**393,624**	**953,733**	**338,230**	**407,790**	**396,760**	**1,142,780**	**262,292**	**322,617**	**320,845**	**905,754**	**369,035**	**265,596**	**171,946**	**806,577**	**3,808,844**

SALES/REGISTRATIONS

Western Europe registrations

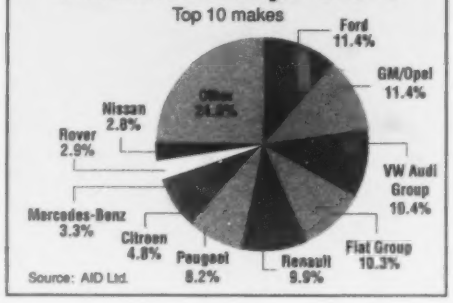
Figures in millions



Source: AID Ltd.

Western Europe sales

Top 10 makes



Source: AID Ltd.

Western Europe car sales by manufacturer — 1990 vs. 1989

	1990	Percent share	1989	Percent share	Percent change
Ford	1,514,594	11.4	1,562,811	11.6	– 3.1
GM Opel	1,512,456	11.4	1,478,599	11.0	2.3
Volkswagen	1,377,657	10.4	1,355,295	10.1	1.6
Fiat	1,368,560	10.3	1,477,082	11.0	– 7.3
Renault	1,307,441	9.9	1,395,961	10.4	– 6.3
Peugeot	1,081,070	8.2	1,056,843	7.8	2.3
Citroen	631,302	4.8	645,702	4.8	– 2.2
Mercedes-Benz	436,028	3.3	434,603	3.2	0.3
Rover	369,350	2.9	411,198	3.1	– 5.3
Nissan	377,274	2.8	389,412	2.9	– 3.1
BMW	366,443	2.8	382,514	2.8	– 4.2
Audi	360,061	2.7	361,125	2.7	– 0.3
Toyota	353,825	2.7	344,242	2.6	2.8
Seat	307,731	2.3	302,359	2.2	1.8
Lancia	281,691	2.1	294,561	2.2	– 4.4
Mazda	276,368	2.1	237,389	1.8	16.3
Volvo	233,257	1.8	266,009	2.0	– 12.3
Alfa Romeo	222,339	1.7	217,761	1.6	2.1
Mitsubishi	172,365	1.3	163,618	1.2	5.3
Honda	159,649	1.2	137,192	1.0	16.4
Suzuki	97,222	0.7	86,639	0.6	12.2
Lada	96,604	0.7	110,552	0.8	– 12.6
Saab	57,531	0.4	66,233	0.5	– 13.1
Subaru	50,716	0.4	51,077	0.4	– 0.7
Daihatsu	39,976	0.3	41,225	0.3	– 3.0
Chrysler	30,457	0.2	26,190	0.2	16.3
Skoda	24,672	0.2	32,065	0.2	– 23.1
Jaguar	18,357	0.1	22,105	0.2	– 17.0
Porsche	18,089	0.1	18,200	0.1	– 0.6
Hyundai	17,374	0.1	16,828	0.1	3.2
Isuzu	13,104	0.1	12,806	0.1	2.3
Proton	11,307	0.1	6,929	0.1	63.2
Innocenti	7,843	0.1	11,664	0.1	– 32.8
Yugo	5,382	0.0	14,847	0.1	– 63.8
FSO	4,078	0.0	7,819	0.1	– 47.8
Maserati	1,770	0.0	2,104	0.0	– 15.9
Others	33,075	0.2	25,669	0.2	28.9
Total	**13,257,018**	**100.0**	**13,467,428**	**100.0**	**– 1.6**
Volkswagen Group	**2,045,449**	**15.0**	**2,018,779**	**15.0**	**1.3**
Fiat Group*	**1,884,042**	**14.2**	**2,004,932**	**14.9**	**– 6.0**
PSA Group	**1,712,372**	**12.9**	**1,702,545**	**12.6**	**0.6**

*Includes Fiat, Alfa, Lancia, Ferrari, Innocenti and Maserati

SOURCE: AID, Ltd

Western Europe car registrations by country

Country	1990	% Share	1989	% Share	% Change
Austria	288,636	2.2	276,065	2.1	4.6
Belgium	473,506	3.6	439,756	3.3	7.7
Denmark	80,913	0.6	78,435	0.6	3.2
Ireland	81,051	0.6	75,520	0.6	7.3
Finland	139,093	1.0	176,771	1.3	– 21.3
France	2,309,130	17.4	2,274,307	16.9	1.5
Germany	3,040,783	22.9	2,831,740	21.0	7.4
Greece	115,314	0.9	85,645	0.6	34.6
Italy	2,348,172	17.7	2,362,355	17.5	– 0.6
Luxembourg	34,393	0.3	30,475	0.2	12.9
Netherlands	502,671	3.8	495,653	3.7	1.4
Norway	61,860	0.5	54,892	0.4	12.7
Portugal	210,966	1.6	192,962	1.4	9.3
Sweden	229,941	1.7	307,104	2.3	– 25.1
Switzerland	322,974	2.4	338,969	2.5	– 4.7
Spain	1,008,681	7.6	1,146,035	8.5	– 12.0
United Kingdom	2,008,934	15.2	2,300,944	17.1	– 12.7
TOTAL	**13,257,018**	**100.0**	**13,467,428**	**100.0**	**– 1.6**

SOURCE: AID, Ltd

Japanese car registrations in Western Europe

Manufacturer	1990	% Share	1989	% Share	% Change
Nissan	377,274	24.5	389,412	26.6	– 3.1
Toyota	353,825	23.0	344,242	23.5	2.8
Mazda	276,368	17.9	237,589	16.2	16.3
Mitsubishi	172,365	11.2	163,618	11.2	5.3
Honda	159,649	10.4	137,192	9.4	16.4
Suzuki	97,222	6.3	86,639	5.9	12.2
Subaru	50,716	3.3	51,077	3.5	– 0.7
Daihatsu	39,976	2.6	41,225	2.8	– 3.0
Isuzu	13,104	0.9	12,806	0.9	2.3
Total Japanese	**1,540,499**	**100.0**	**1,463,800**	**100.0**	**5.2**

SOURCE: AID, Ltd

Mexico vehicle sales

	1990	1989
Volkswagen	143,942	86,029
Nissan	112,059	96,621
General Motors	92,437	72,455
Chrysler	91,267	93,345
Ford	87,591	87,219
TOTAL	527,296	434,669

SOURCE: Mexican Automotive Industry Association

Western Europe car registrations by country, make and share

Manufacturer	Austria	Belgium	Denmark	Ireland	Finland	France	Germany	Greece	Italy	Luxembourg	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	U.K.	1990 Totals	Market share
VW-Audi Group	56,684	83,013	6,967	6,876	11,868	236,785	820,180	15,608	303,906	5,364	59,173	7,337	24,967	205,043	27,805	48,742	125,131	2,045,449	15.4
Volkswagen	44,473	57,619	6,043	5,634	8,804	155,971	609,521	86,361	190,548	3,569	39,040	6,150	13,490	83,298	17,560	34,558	95,018	1,377,657	10.4
Audi	10,483	17,884	823	652	2,066	32,762	167,548	3,115	45,204	1,216	11,515	1,029	1,169	23,357	10,245	10,271	20,722	360,061	2.7
Seat	1,728	7,510	101	590	998	48,052	43,111	6,132	68,154	579	8,618	158	10,308	98,388	0	3,913	9,391	307,731	2.3
Fiat Group	16,589	24,252	4,467	3,353	3,260	1,630,018	151,555	15,408	1,241,256	1,814	32,623	589	45,446	84,397	3,650	30,313	62,052	1,884,042	14.2
Fiat	13,058	16,464	4,082	2,913	2,915	128,822	124,528	9,612	875,046	1,041	23,109	564	35,119	57,631	2,285	16,226	54,945	1,368,560	10.3
Lancia	1,405	3,080	111	217	0	15,227	0	1,687	225,621	393	2,592	7	5,771	13,571	42	6,283	2,684	281,691	2.1
Alfa Romeo	2,064	4,602	274	223	345	15,916	26,592	4,109	130,358	359	6,889	18	4,524	12,995	1,280	7,443	4,348	222,339	1.7
Innocenti	0	0	0	0	0	0	0	0	7,843		0	0	0	0	0	0	0	7,843	0.1
Ferrari	35	88	0	0	0	0	435	0	915	15	33	0	32	0	29	257	0	1,839	0.0
Maserati	27	18	0	0	0	53	0	0	1,473	6	0	0	0	0	14	104	75	1,770	0.0
PSA Group	20,607	69,227	11,375	5,538	10,974	765,303	131,375	9,441	181,233	6,613	64,134	6,076	30,637	180,835	11,892	26,482	184,570	1,712,372	12.9
Peugeot	12,230	39,325	6,541	4,210	8,458	498,481	84,830	2,191	111,159	4,306	39,505	4,144	11,124	104,743	7,998	18,154	123,671	1,081,070	8.2
Citroen	8,377	29,902	4,834	1,328	2,516	266,822	46,545	3,250	70,074	2,307	24,689	1,932	19,513	76,092	3,894	8,328	60,899	631,302	4.8
GM Group	40,364	60,088	11,448	9,034	19,064	116,222	530,456	6,935	105,595	3,860	74,452	7,717	25,177	135,406	39,984	49,189	334,996	1,569,987	11.8
GM Opel	39,988	58,585	10,457	8,835	15,698	113,763	524,619	6,871	100,183	3,607	73,156	6,702	25,021	134,107	20,439	47,371	323,054	1,512,456	11.6
Saab	376	1,503	991	199	3,366	2,459	5,837	64	5,412	253	1,296	1,015	156	1,299	19,545	1,818	11,942	57,531	0.4
Ford Group	26,116	42,185	8,430	12,402	8,949	161,454	301,782	3,083	181,775	5,271	48,055	5,832	20,264	142,929	23,529	22,971	517,924	1,532,951	11.6
Ford	25,950	41,597	8,407	12,351	8,949	159,795	299,429	3,078	180,892	5,178	47,579	5,806	20,228	142,504	23,389	22,202	507,260	1,514,594	11.4
Jaguar	166	588	23	51	0	1,659	2,353	5	883	93	476	26	36	425	140	769	10,664	18,357	0.1
Renault	14,838	49,226	1,373	3,237	2,880	639,440	106,947	5,867	159,078	3,920	26,994	941	36,122	166,780	5,915	16,305	67,578	1,307,441	9.9
Mercedes-Benz	9,699	11,978	1,016	792	2,546	28,605	261,398	2,672	39,350	841	10,326	911	1,487	22,593	6,067	9,188	26,559	436,028	3.3
Rover	465	4,195	122	1,368	0	44,758	8,006	1,506	25,597	297	4,303	18	4,498	11,247	105	1,480	281,385	389,350	2.9
Nissan	13,319	22,442	4,318	8,180	13,674	23,496	92,511	14,026	6,452	978	29,457	3,566	3,995	9,066	10,412	14,599	106,783	377,274	2.8
BMW	8,948	11,053	934	932	1,598	29,580	190,665	4,264	28,225	1,097	9,554	812	1,950	18,338	4,233	11,256	43,004	366,443	2.8
Toyota	19,155	29,854	10,976	13,455	18,847	15,839	94,758	11,216	5,437	1,054	27,337	7,289	6,678	5,284	15,275	28,709	42,662	353,825	2.7
Mazda	26,309	15,050	8,326	4,194	8,881	18,563	100,542	5,263	2,207	1,075	27,234	6,912	489	2,035	12,509	12,510	24,209	276,368	2.1
Volvo	3,040	9,327	1,967	1,891	7,121	12,415	17,586	146	22,937	439	24,233	3,879	2,951	6,583	47,599	5,126	66,017	233,257	1.8
Mitsubishi	10,538	9,108	2,013	3,147	6,002	4,298	73,845	1,358	9,004	378	11,986	3,749	466	2,361	9,058	12,061	12,973	172,365	1.3
Honda	6,864	6,953	1,858	2,044	4,441	14,002	54,340	2,867	5,224	484	9,016	2,772	3,384	1,638	4,897	7,115	31,750	159,649	1.2
Lada	1,055	8,645	1,469	309	11,252	15,758	12,836	6,566	4,955	208	5,959	190	575	4,432	758	266	21,371	96,604	0.7
Suzuki	5,568	4,779	519	955	1,291	1,746	32,556	5,295	12,921	149	16,097	556	711	2,130	2,282	4,251	5,416	97,222	0.7
Subaru	2,720	2,798	241	822	2,709	0	13,791	1,617	1,896	186	4,927	1,722	0	0	1,344	11,263	4,680	50,716	0.4
Daihatsu	2,822	3,647	783	1,019	398	0	12,611	616	2,611	82	8,113	699	0	0	1,088	1,511	3,976	39,976	0.3
Chrysler	1,987	2,361	63	0	421	7,908	9,779	0	0	45	2,255	43	0	0	787	4,806	0	30,457	0.2
Skoda	288	1,090	1,910	11	693	1,825	1,961	1,733	2,521	29	1,072	179	0	952	0	0	10,408	24,672	0.2
Porsche	393	530	2	1	0	1,297	9,292	3	1,055	91	135	6	0	1,179	163	1,141	2,801	18,089	0.1
Hyundai	0	847	0	462	0	0	0	406	2,593	56	4,267	0	0	0	107	1,504	7,132	17,374	0.1
Proton	0	0	0	269	0	0	0	0	0	0	0	0	0	0	0	0	11,038	11,307	0.1
Isuzu	119	316	3	360	0	0	7,220	85	278	0	0	28	0	0	362	873	3,460	13,104	0.1
Yugo	0	202	47	50	0	1,643	0	2,867	0	11	112	0	450	0	0	0	0	5,382	0.0
FSO	0	193	283	38	0	474	0	254	0	16	530	0	0	0	0	0	2,290	4,078	0.0
Others	149	147	3	312	2,224	4,701	4,791	212	2,066	35	207	37	719	5,453	120	1,291	6,709	31,236	0.2
TOTAL	**288,636**	**473,506**	**80,913**	**81,051**	**139,093**	**2,309,130**	**3,040,783**	**115,314**	**2,348,172**	**34,393**	**502,671**	**61,860**	**210,966**	**1,008,681**	**229,941**	**322,974**	**2,008,934**	**13,257,018**	**100.0**

SOURCE: AID, Ltd

SALES/REGISTRATIONS

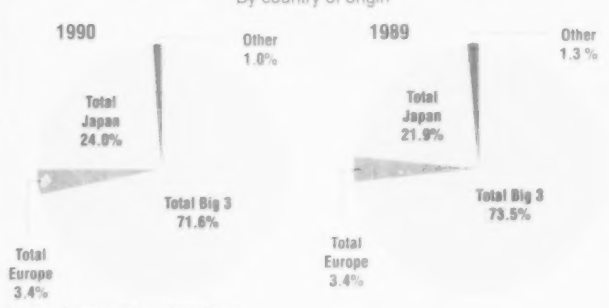
U.S. car and light-truck sales, 1990 calendar year

Make	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)
Acura	138,384	142,061	1.5	1.5	—	—	—	—	138,384	142,061	1.0	1.0	0.0	– 2.6
Alfa Romeo	3,482	2,850	0.0	0.0	—	—	—	—	3,482	2,850	0.0	0.0	0.0	22.2
Aston Martin*	60	60	0.0	0.0	—	—	—	—	60	60	0.0	0.0	0.0	0.0
Audi	21,106	21,283	0.2	0.2	—	—	—	—	21,106	21,283	0.2	0.1	0.0	– 0.8
BMW	63,646	64,881	0.7	0.7	—	—	—	—	63,646	64,881	0.5	0.4	0.0	– 1.9
Buick	536,667	542,917	5.8	5.6	—	—	—	—	536,667	542,917	3.9	3.7	0.1	– 1.2
Cadillac	258,168	266,899	2.8	2.7	—	—	—	—	258,168	266,899	1.9	1.8	0.0	– 3.3
Chevrolet/Geo†	1,364,096	1,348,265	14.7	13.8	1,243,005	1,309,837	27.1	27.4	2,607,101	2,658,102	18.8	18.3	0.5	– 1.9
Chrysler	185,535	196,125	2.0	2.0	2,891	1,812	0.1	0.0	188,426	197,937	1.4	1.4	0.0	– 4.8
Daihatsu	10,630	15,111	0.1	0.2	4,354	298	0.1	0.0	14,984	15,409	0.1	0.1	0.0	– 2.8
Dodge	361,689	447,688	3.9	4.6	465,953	548,429	10.1	11.5	827,642	996,117	6.0	6.8	– 0.9	– 16.9
Eagle	60,646	69,719	0.7	0.7	—	—	—	—	60,646	69,719	0.4	0.5	0.0	– 13.0
Ferrari*	960	960	0.0	0.0	—	—	—	—	960	960	0.0	0.0	0.0	0.0
Ford	1,321,149	1,502,878	14.2	15.4	1,373,493	1,401,994	29.9	29.3	2,694,642	2,904,872	19.4	20.0	– 0.6	– 7.2
GMC	—	—	0.0	0.0	326,370	353,788	7.1	7.4	326,370	353,788	2.4	2.4	– 0	– 7.7
Honda	716,495	641,041	7.7	6.6	—	—	—	—	716,495	641,041	5.2	4.4	0.8	11.8
Hyundai	137,448	183,261	1.5	1.9	—	—	—	—	137,448	183,261	1.0	1.3	– 0.3	– 25.0
Infiniti	23,960	1,759	0.3	0.0	—	—	—	—	23,960	1,759	0.2	0.0	0.2	1,262.1
Isuzu	5,837	16,296	0.1	0.2	105,820	103,373	2.3	2.2	111,657	119,669	0.8	0.8	0.0	– 6.7
Jaguar	18,728	18,967	0.2	0.2	—	—	—	—	18,728	18,967	0.1	0.1	0.0	– 1.3
Jeep	—	—	0.0	0.0	196,863	249,170	4.3	5.2	196,863	249,170	1.4	1.7	– 0.3	– 21.0
Lamborghini*	156	156	0.0	0.0	—	—	—	—	156	156	0.0	0.0	0.0	0.0
Lexus	63,534	16,302	0.7	0.2	—	—	—	—	63,534	16,302	0.5	0.1	0.3	289.7
Lincoln	231,660	200,315	2.5	2.1	—	—	—	—	231,660	200,315	1.7	1.4	0.3	15.6
Lotus*	324	324	0.0	0.0	—	—	—	—	324	324	0.0	0.0	0.0	0.0
Maserati	240	240	0.0	0.0	—	—	—	—	240	240	0.0	0.0	0.0	0.0
Mazda	225,712	226,167	2.4	2.3	123,965	115,750	2.7	2.4	349,677	341,917	2.5	2.3	0.2	2.3
Mercedes-Benz	78,375	75,714	0.8	0.8	—	—	—	—	78,375	75,714	0.6	0.5	0.0	3.5
Mercury	390,794	474,673	4.2	4.9	—	—	—	—	390,794	474,673	2.8	3.3	– 0.4	– 17.7
Mitsubishi	149,507	111,769	1.6	1.1	41,223	38,707	0.9	0.8	190,730	150,476	1.4	1.0	0.3	26.8
Nissan	421,981	498,505	4.5	5.1	175,662	163,188	3.8	3.4	597,643	661,693	4.3	4.5	– 0.2	– 9.7
Oldsmobile	511,781	600,037	5.5	6.1	26,075	2,122	0.6	0.0	537,856	602,159	3.9	4.1	– 0.3	– 10.7
Peugeot	4,292	6,095	0.0	0.1	—	—	—	—	4,292	6,095	0.0	0.0	0.0	– 29.6
Plymouth	252,964	306,161	2.7	3.1	171,527	184,943	3.7	3.9	424,491	491,104	3.1	3.4	– 0.3	– 13.6
Pontiac	636,390	678,968	6.8	6.9	29,875	3,226	0.7	0.1	666,265	682,194	4.8	4.7	0.1	– 2.3
Porsche	9,139	9,476	0.1	0.1	—	—	—	—	9,139	9,476	0.1	0.1	0.0	– 3.6
Range Rover	—	—	0.0	0.0	4,582	4,822	0.1	0.1	4,582	4,822	0.0	0.0	0.0	– 5.0
Rolls/Bentley*	1,200	1,200	0.0	0.0	—	—	—	—	1,200	1,200	0.0	0.0	0.0	0.0
Saab	26,397	31,576	0.3	0.3	—	—	—	—	26,397	31,576	0.2	0.2	0.0	– 16.4
Saturn	1,881	0	0.0	0.0	—	—	—	—	1,881	0	0.0	0.0	0.0	0.0
Sterling	4,015	5,907	0.0	0.1	—	—	—	—	4,015	5,907	0.0	0.0	0.0	– 32.0
Subaru	108,547	136,112	1.2	1.4	—	—	—	—	108,547	136,112	0.8	0.9	– 0.2	– 20.3
Suzuki	6,525	6,006	0.1	0.1	13,979	24,172	0.3	0.5	20,504	30,180	0.1	0.2	– 0.1	– 32.1
Toyota	715,674	660,637	7.7	6.8	278,797	268,414	6.1	5.6	994,471	929,051	7.2	6.4	0.8	7.0
Volvo	89,894	102,580	1.0	1.0	—	—	—	—	89,894	102,580	0.6	0.7	– 0.1	– 12.4
Volkswagen	129,705	128,907	1.4	1.3	6,643	5,147	0.1	0.1	136,348	133,650	1.0	0.9	0.1	2.0
Yugo	6,359	10,576	0.1	0.1	—	—	—	—	6,359	10,576	0.0	0.1	0.0	2.0
TOTAL	**9,295,732**	**9,771,022**	**100.0**	**100.0**	**4,591,077**	**4,779,192**	**100.0**	**100.0**	**13,886,809**	**14,550,214**	**100.0**	**100.0**	**0.0**	**– 4.6**
TOTAL BIG 3	**6,113,420**	**6,634,645**	**65.8**	**67.9**	**3,[illegible]**	**4,055,321**	**83.6**	**84.9**	**9,949,472**	**10,689,966**	**71.6**	**73.5**	**– 1.8**	**– 6.9**
TOTAL EUROPE	**458,078**	**481,348**	**4.9**	**4.9**	**11,225**	**9,969**	**0.2**	**0.2**	**469,303**	**491,317**	**3.4**	**3.4**	**0.0**	**– 4.5**
TOTAL JAPAN	**2,585,786**	**2,471,768**	**27.8**	**25.3**	**743,800**	**713,902**	**16.2**	**14.9**	**3,330,586**	**3,185,670**	**24.0**	**21.9**	**2.1**	**4.5**
GM	3,308,983	3,437,086	35.6	35.2	1,625,325	1,668,973	35.4	34.9	4,934,308	5,106,059	35.5	35.1	0.4	– 3.4
Ford	1,943,603	2,177,866	20.9	22.3	1,373,493	1,401,994	29.9	29.3	3,317,096	[illegible]	23.9	24.6	– 0.7	– 7.3
Chrysler	860,834	1,019,693	9.3	10.4	837,234	984,234	18.2	20.6	1,698,068	2,0[illegible]	12.2	13.8	– 1.5	– 15.3
Honda/Acura	854,879	783,102	9.2	8.0	0	0	0.0	0.0	854,879	783,102	6.2	5.4	0.8	9.2
Nissan/Infiniti	445,841	500,964	4.8	5.1	175,662	163,188	3.8	3.4	621,603	663,452	4.5	4.6	– 0.1	– 6.3
Toyota/Lexus	779,208	676,939	8.4	6.9	278,797	268,414	6.1	5.6	1,058,005	945,353	7.6	6.5	1.1	11.9
VW/Audi	150,811	149,786	1.6	1.5	6,643	5,147	0.1	0.1	157,454	154,933	1.1	1.1	0.1	1.6
†Geo	*290,785*	*205,379*	*3.1*	*2.1*	*34,358*	*11,221*	*0.7*	*0.2*	*325,143*	*216,840*	*2.3*	*1.5*	*0.9*	*49.9*

*Estimate

U.S. total vehicle sales

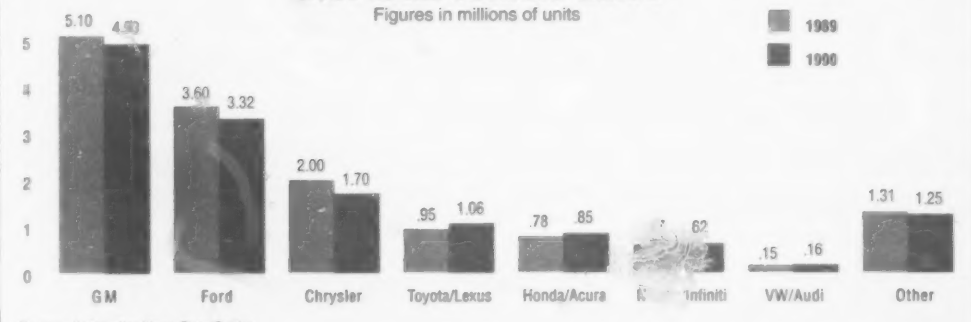
By country of origin



Source: Automotive News Data Center

U.S. total vehicle sales

Figures in millions of units



Source: Automotive News Data Center

U.S. domestic car sales

1990	6,842,733
1989	7,014,851
1988	7,526,334
1987	7,081,262
1986	8,214,662
1985	8,204,721
1984	7,951,517
1983	6,795,302
1982	5,756,660
1981	6,206,296
1980	6,578,275
1979	8,315,622

U.S. imported car sales

1990	2,452,999
1989	2,698,274
1988	3,068,738
1987	3,144,054
1986	3,248,579
1985	2,841,063
1984	2,441,713
1983	2,385,734
1982	2,221,517
1981	2,326,376
1980	2,396,934
1979	2,327,932

U.S. domestic and imported car sales

1990	9,295,732
1989	9,713,125
1988	10,595,072
1987	10,225,316
1986	11,463,241
1985	11,045,784
1984	10,393,230
1983	9,181,036
1982	7,978,177
1981	8,532,672
1980	8,975,209
1979	10,643,554

U.S. light truck sales

1990	4,591,077
1989	4,779,192
1988	4,878,312
1987	4,681,124
1986	4,617,506
1985	4,414,508
1984	3,805,090
1983	2,614,966
1982	2,075,431
1981	1,747,679
1980	1,984,612
1979	2,928,270

U.S. car and light truck sales

1990	13,886,809
1989	14,608,179
1988	15,473,384
1987	14,906,440
1986	16,080,747
1985	15,460,292
1984	14,198,320
1983	11,796,002
1982	10,053,608
1981	10,280,351
1980	10,959,821
1979	13,571,824

SALES/REGISTRATIONS

U.S. domestic car sales — 1990 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1990
Summit	0	0	0	0	0	0	0	0	0	122	436	479	1,037
Talon	2,460	2,341	1,914	1,844	3,147	2,874	2,248	1,980	2,349	2,571	2,422	2,077	28,227
Premier	1,699	1,043	1,200	993	1,258	831	3,212	3,198	1,974	978	1,048	738	18,172
Total Eagle	**4,159**	**3,384**	**3,114**	**2,837**	**4,405**	**3,705**	**5,460**	**5,178**	**4,323**	**3,671**	**3,906**	**3,294**	**47,436**
Horizon	1,907	2,586	2,133	1,271	1,201	666	746	505	545	172	111	94	11,937
Laser	4,190	4,997	3,879	3,529	4,423	3,294	2,904	2,735	3,051	3,169	2,263	1,743	40,177
Sundance	5,155	3,546	5,321	4,683	7,008	4,507	4,505	6,579	5,438	7,232	6,080	5,536	65,590
Reliant	669	471	420	364	150	297	0	0	0	0	0	0	2,371
Acclaim	8,875	8,456	8,598	7,934	10,413	10,000	6,924	7,056	8,832	13,806	10,198	10,313	111,405
Total Plymouth	**20,796**	**20,056**	**20,351**	**17,781**	**23,195**	**18,764**	**15,079**	**16,875**	**17,866**	**24,379**	**18,652**	**17,686**	**231,480**
LeBaron A	121	990	2,129	3,088	4,736	4,433	3,653	3,440	2,252	2,318	1,474	1,277	29,911
LeBaron J	5,502	3,554	4,670	5,606	6,679	5,618	6,058	3,900	4,915	4,993	3,131	3,255	57,881
LeBaron GTS	324	120	177	362	132	429	0	0	0	0	0	0	1,544
Fifth Avenue (rwd)	268	80	90	133	49	120	0	0	0	0	0	0	740
Fifth Avenue (fwd)	3,831	2,623	2,789	2,156	3,509	2,783	2,117	2,589	3,696	5,401	3,541	3,460	38,495
Imperial	1,199	961	1,224	837	1,038	957	824	723	996	1,731	1,299	1,729	13,518
New Yorker C	3,600	2,845	3,175	2,237	5,166	6,648	5,097	2,104	3,075	2,457	1,513	1,335	39,252
Total Chrysler	**14,845**	**11,173**	**14,254**	**14,419**	**21,309**	**20,988**	**17,749**	**12,756**	**14,934**	**16,900**	**10,958**	**11,056**	**181,341**
Omni	1,874	2,436	2,245	1,261	1,278	606	689	490	518	181	119	103	11,800
Shadow	6,242	4,566	5,772	5,298	7,635	5,004	5,718	6,998	5,920	7,886	6,595	5,750	73,384
Monaco	112	225	264	327	492	1,316	1,790	1,898	2,485	1,902	990	1,017	12,818
Daytona	3,074	2,803	3,016	3,082	3,810	2,769	3,077	2,691	3,164	3,420	1,947	1,400	34,253
Aries	538	329	353	298	118	279	0	0	0	0	0	0	1,915
Lancer	326	65	118	225	79	268	0	0	0	0	0	0	1,081
Spirit	7,140	8,045	7,240	6,823	9,519	6,840	5,245	5,782	7,908	11,061	7,646	7,903	91,152
Dynasty	8,884	8,443	8,637	6,214	7,902	9,353	6,141	8,359	10,848	11,850	10,854	10,951	108,436
Total Dodge	**28,190**	**26,912**	**27,645**	**23,528**	**30,833**	**26,435**	**22,660**	**26,218**	**30,843**	**36,300**	**28,151**	**27,124**	**334,839**
CHRYSLER MOTORS	**67,990**	**61,525**	**65,364**	**58,565**	**79,742**	**69,892**	**60,948**	**61,027**	**67,966**	**81,250**	**61,667**	**59,160**	**795,096**
Escort	22,987	20,479	23,417	24,330	24,867	26,305	20,826	25,221	28,444	30,842	21,977	19,032	288,727
Mustang	9,494	9,392	11,592	10,449	11,998	11,859	11,438	11,010	7,875	11,664	11,055	6,309	124,135
Tempo	20,255	20,218	21,533	21,600	16,460	17,961	18,055	16,081	21,153	17,386	10,454	14,134	215,290
Taurus	28,023	27,165	29,184	30,972	24,129	27,534	24,479	26,310	23,576	26,610	21,967	23,325	313,274
Thunderbird	8,697	8,305	10,921	10,744	9,337	8,493	9,516	7,031	8,217	9,059	8,627	6,177	106,124
Probe	9,551	8,598	9,744	8,945	13,998	13,080	14,952	8,118	5,361	4,070	3,338	3,307	103,062
Crown Victoria	8,942	8,203	9,649	11,011	9,018	11,031	6,991	9,434	11,488	10,625	9,220	10,405	118,017
Total Ford Div.	**107,949**	**102,360**	**116,040**	**118,051**	**109,807**	**116,263**	**108,257**	**103,205**	**106,114**	**111,256**	**86,638**	**82,689**	**1,268,629**
Topaz	7,260	5,688	7,099	7,675	6,366	6,177	6,490	5,549	6,368	4,629	3,084	4,368	70,753
Sable	8,527	7,873	9,148	8,856	7,330	7,172	9,962	7,909	7,054	10,189	6,613	6,170	96,803
Cougar	6,002	5,726	8,349	8,687	7,016	6,790	7,084	5,375	6,060	5,574	4,426	5,224	76,313
Grand Marquis	9,733	7,245	9,303	8,782	9,122	8,824	8,246	9,624	11,166	7,610*	6,528	5,553	101,737
Total Mercury	**31,522**	**26,532**	**33,899**	**34,000**	**29,834**	**28,963**	**31,782**	**28,457**	**30,649**	**28,002**	**20,651**	**21,315**	**345,606**
Continental	5,593	6,473	6,341	4,755	4,374	4,654	4,588	5,149	4,965	4,520	5,929	5,391	62,732
Town Car	10,394	11,154	15,989	13,256	14,864	14,398	9,780	10,839	10,351	12,732	10,291	14,641	148,689
Mark VII	1,818	2,700	2,216	2,227	2,411	1,556	1,654	1,614	1,445	923	757	918	20,239
Total Lincoln	**17,805**	**20,327**	**24,546**	**20,238**	**21,649**	**20,608**	**16,022**	**17,602**	**16,761**	**18,175**	**16,977**	**20,950**	**231,660**
Total L-M Div.	**49,327**	**46,859**	**58,445**	**54,238**	**51,483**	**49,571**	**47,804**	**46,059**	**47,410**	**46,177**	**37,628**	**42,265**	**577,266**
FORD MOTOR CO.	**157,276**	**149,219**	**174,485**	**172,289**	**161,290**	**165,834**	**156,061**	**149,264**	**153,524**	**157,433**	**124,266**	**124,954**	**1,845,895**
Skyhawk	216	134	108	127	46	78	118	0	0	0	0	0	827
Somerset/Skylark	8,619	9,267	8,258	8,654	9,078	9,764	6,523	6,072	6,994	7,439	5,162	6,919	92,749
Century	10,189	10,132	10,629	9,320	9,526	8,699	9,082	8,036	10,390	10,283	8,512	7,383	112,181
Regal	4,474	4,358	4,510	6,902	7,882	9,014	10,518	8,004	9,685	9,044	8,444	7,593	90,428
LeSabre	11,479	11,232	15,492	15,475	13,039	13,467	13,474	12,710	14,040	12,886	10,073	7,557	150,924
Reatta	377	600	643	702	601	520	835	504	491	467	448	411	6,599
Electra/Park Ave.	7,277	4,040	4,019	3,363	2,979	3,037	5,373	4,349	6,537	8,654	7,346	5,979	62,953
Riviera	1,434	1,408	2,015	2,189	1,709	1,892	2,056	1,968	1,607	1,391	1,226	1,111	20,006
Total Buick	**44,065**	**41,171**	**45,674**	**46,732**	**44,860**	**46,471**	**47,979**	**41,643**	**49,744**	**50,164**	**41,211**	**36,953**	**536,667**
Allante	314	232	289	205	241	379	409	310	177	292	259	300	3,407
Seville	2,125	2,238	3,333	2,317	6,190	5,439	2,969	1,079	1,368	1,889	1,491	2,790	33,228
DeVille	14,130	13,993	17,955	11,869	13,227	12,731	11,349	13,864	16,809	16,008	13,657	13,240	168,832
Brougham	2,615	2,640	3,985	2,452	2,263	1,735	1,656	1,901	2,139	2,956	2,630	2,897	29,869
Eldorado	1,766	1,678	2,214	2,324	2,452	2,143	1,770	1,578	1,710	1,696	1,692	1,809	22,832
Total Cadillac	**20,950**	**20,781**	**27,776**	**19,167**	**24,373**	**22,427**	**18,153**	**18,732**	**22,203**	**22,841**	**19,729**	**21,036**	**258,168**
Geo Metro	578	651	1,407	1,605	2,885	3,665	4,184	6,060	5,863	7,996	8,652	8,863	52,409
Geo Prizm/Nova	8,270	8,663	9,335	9,207	9,666	11,633	13,167	9,589	6,140	7,328	6,790	9,503	109,631
Cavalier	27,791	19,778	29,440	28,274	23,143	22,806	21,874	20,260	29,614	27,242	23,349	21,552	295,123
Camaro	5,715	4,801	6,739	6,523	9,289	8,906	9,389	7,691	7,216	4,750	3,809	2,771	77,599
Celebrity	1,853	3,277	2,697	2,219	3,365	5,313	4,987	2,657	1,034	419	298	249	28,368
Corsica/Beretta	22,462	30,067	27,489	23,620	29,650	28,959	24,839	19,144	25,423	18,308	14,192	13,023	277,176
Lumina/Monte Carlo	19,465	17,096	20,828	19,770	22,013	21,007	20,768	15,971	16,237	17,178	13,912	14,043	218,288
Caprice	10,102	8,731	16,297	17,734	20,390	16,565	17,404	12,629	10,154	8,995	6,607	8,459	154,067
Corvette	1,477	1,623	1,995	1,741	2,910	3,117	2,454	1,549	941	1,418	1,572	1,893	22,690
Total Chevrolet	**97,713**	**94,687**	**116,227**	**110,693**	**123,311**	**121,971**	**119,066**	**95,890**	**102,622**	**93,634**	**79,181**	**80,356**	**1,235,351**
Calais	6,370	8,690	9,350	9,963	9,373	9,783	9,971	6,074	7,988	9,377	6,702	9,393	103,034
Cutlass Ciera	10,326	10,474	11,656	9,852	18,093	15,536	9,960	8,730	13,453	10,476	7,554	7,336	133,446
Cutlass Supreme	9,487	11,545	11,001	11,516	6,676	6,433	5,886	7,254	11,426	13,443	8,177	8,675	111,519
88	8,235	9,983	9,390	7,978	6,850	7,754	11,312	9,383	9,182	7,364	5,801	7,911	101,143
98	3,550	4,048	4,613	4,798	3,959	4,558	6,055	3,327	3,130	3,202	2,975	3,810	48,025
Toronado	912	1,081	1,442	1,378	1,379	1,740	1,704	905	1,105	875	871	1,222	14,614
Total Oldsmobile	**38,880**	**45,821**	**47,452**	**45,485**	**46,330**	**45,804**	**44,888**	**35,673**	**46,284**	**44,737**	**32,080**	**38,347**	**511,781**
Sunbird	10,690	7,404	8,341	8,400	9,884	11,817	8,960	11,026	9,701	17,168	9,660	10,370	123,421
Firebird	3,138	2,760	3,380	3,318	4,399	4,431	4,172	3,903	3,404	2,389	1,836	1,450	38,560
Grand Am	16,060	14,232	16,003	22,240	22,071	23,756	17,937	15,905	16,573	13,131	13,276	10,965	202,149
Pontiac 6000	4,173	4,447	5,239	3,715	4,786	4,060	2,745	3,384	5,411	4,986	2,323	2,350	47,628
Grand Prix	6,923	9,442	10,392	12,781	10,815	12,162	9,958	9,376	10,636	10,377	6,392	7,591	116,845
Bonneville H.	5,891	6,246	5,285	5,391	5,776	5,941	5,197	5,482	6,957	6,619	4,896	5,005	68,686
Total Pontiac	**46,875**	**44,531**	**48,640**	**55,845**	**57,731**	**62,167**	**48,969**	**49,076**	**52,682**	**54,670**	**38,383**	**37,748**	**597,309**
Total Saturn	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**641**	**1,240**	**1,881**
GENERAL MOTORS	**248,483**	**246,991**	**285,769**	**277,922**	**296,605**	**298,840**	**279,055**	**241,014**	**273,535**	**260,046**	**211,225**	**215,672**	**3,141,157**
Civic	13,956	13,373	15,736	16,501	21,196	22,228	15,969	20,949	10,612	13,550	15,067	8,103	187,240
Accord	18,285	19,735	23,783	22,860	25,641	24,947	28,161	24,215	27,366	22,682	25,338	13,865	276,878
HONDA	**32,241**	**33,108**	**39,519**	**39,361**	**46,837**	**47,175**	**44,130**	**45,164**	**37,978**	**36,232**	**40,405**	**21,968**	**464,118**
MX-6	2,315	2,238	5,477	2,703	2,195	1,825	2,194	2,696	1,808	1,886	1,576	1,738	28,651
626	2,081	2,095	5,718	2,863	3,113	3,030	5,293	6,645	3,916	3,506	2,754	3,000	44,014
MAZDA	**4,396**	**4,333**	**11,195**	**5,566**	**5,308**	**4,855**	**7,487**	**9,341**	**5,724**	**5,392**	**4,330**	**4,738**	**72,657**
MITSUBISHI	**6,146**	**2,327**	**4,719**	**4,400**	**4,972**	**4,727**	**3,501**	**3,907**	**3,785**	**3,835**	**3,754**	**3,804**	**49,877**
NISSAN	**5,198**	**7,642**	**9,381**	**8,425**	**8,527**	**9,387**	**9,349**	**10,581**	**12,544**	**10,541**	**9,328**	**8,672**	**109,575**
Corolla	8,326	9,515	12,588	12,701	15,866	10,535	10,632	16,269	7,882	10,641	10,163	10,835	135,953
Camry	14,549	16,799	19,636	16,736	22,023	16,031	17,348	25,529	14,380	19,295	13,128	17,133	212,587
TOYOTA	**22,875**	**26,314**	**32,224**	**29,437**	**37,889**	**26,566**	**27,980**	**41,798**	**22,262**	**29,936**	**23,291**	**27,968**	**348,540**
SUBARU	**50**	**66**	**293**	**453**	**579**	**1,505**	**1,965**	**2,315**	**1,640**	**1,279**	**2,221**	**3,452**	**15,818**
DOMESTIC TOTAL	**544,655**	**531,525**	**622,949**	**596,418**	**641,749**	**628,781**	**590,476**	**564,411**	**578,958**	**591,944**	**488,487**	**470,380**	**6,842,733**

SALES/REGISTRATIONS

U.S. imported car sales — 1990 calendar year

	January	February	March	April	May	June	July	August	September	October	November	December	1990 Total
ACURA	**10,087**	**10,019**	**11,831**	**12,380**	**13,792**	**13,617**	**13,176**	**12,881**	**11,168**	**11,163**	**8,307**	**9,963**	**138,384**
Integra	5,693	5,992	7,252	7,967	8,076	8,179	7,685	8,533	7,144	7,448	5,122	4,508	83,599
Legend	4,394	4,027	4,579	4,413	5,716	5,438	5,491	4,303	3,804	3,445	2,889	5,167	53,666
NSX	0	0	0	0	0	0	0	45	220	270	296	288	1,119
ALFA ROMEO	**109**	**202**	**266**	**179**	**148**	**484**	**440**	**404**	**385**	**300**	**258**	**307**	**3,482**
Milano	6	3	7	2	4	7	3	7	3	1	2	0	45
Spider	103	199	259	177	144	214	162	163	122	108	121	116	1,888
164	0	0	0	0	0	203	275	234	260	191	175	211	1,549
ASTON MARTIN*	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**5**	**60**
AUDI	**1,279**	**1,411**	**2,255**	**1,517**	**2,060**	**2,567**	**1,556**	**1,852**	**2,507**	**1,474**	**1,279**	**1,349**	**21,106**
4000	0	0	0	0	0	0	1	0	0	0	0	0	1
5000	6	3	1	0	1	0	0	0	1	0	0	0	12
80	260	298	499	347	469	556	331	461	496	237	218	230	4,402
90	196	248	409	249	343	425	228	273	335	265	199	210	3,380
V8 Quattro	131	117	147	149	154	180	209	122	208	129	164	224	1,934
Coupe Quattro	59	68	99	59	100	117	52	72	78	52	44	48	848
100/200	510	550	900	598	820	1,090	643	799	1,225	621	475	439	8,670
100/200 Quattro	117	127	200	115	173	199	92	125	164	170	179	198	1,859
BMW	**4,919**	**4,113**	**5,436**	**5,848**	**5,746**	**5,425**	**4,709**	**5,239**	**5,149**	**4,776**	**5,424**	**6,862**	**63,646**
3 series	2,006	1,746	2,435	3,262	2,885	2,627	2,346	2,591	2,467	2,135	2,075	2,244	28,819
5 series	2,054	1,701	2,083	1,768	1,979	1,845	1,616	1,625	1,303	1,567	2,084	2,899	22,524
635 CSi	56	41	43	24	20	20	14	5	6	8	7	8	252
7 series	728	564	797	684	726	821	637	892	1,268	961	1,153	1,229	10,460
850i	0	0	0	0	0	0	0	0	1	1	2	301	305
M3	70	57	72	76	79	64	55	71	57	52	55	56	764
M5	4	0	5	34	57	48	41	55	47	52	48	124	515
M6	1	4	1	0	0	0	0	0	0	0	0	1	7
CHEVROLET/GEO	**12,605**	**13,142**	**15,765**	**13,098**	**13,650**	**12,433**	**10,615**	**9,430**	**8,922**	**7,795**	**5,955**	**5,335**	**128,745**
Spectrum	8,120	8,230	10,836	9,797	9,680	7,751	6,581	5,615	3,237	5,328	4,397	4,237	83,809
Metro	4,485	4,912	4,929	3,301	3,790	4,682	4,034	3,815	5,685	2,467	1,558	1,098	44,756
CHRYSLER MOTORS	**5,600**	**5,319**	**5,485**	**4,583**	**5,738**	**5,731**	**5,299**	**5,249**	**5,682**	**6,777**	**5,193**	**5,082**	**65,738**
Colt	2,798	2,911	2,925	2,436	3,568	3,627	3,612	3,803	4,144	4,423	2,848	2,507	39,602
Conquest	348	65	93	157	65	168	0	0	0	0	0	0	896
Medallion	166	31	34	86	32	126	0	0	0	0	0	0	475
Stealth	0	0	0	0	0	0	0	0	0	976	1,182	1,144	3,302
Summit	1,033	1,392	1,515	1,258	1,338	1,241	1,126	951	1,005	637	491	748	12,735
Vista	659	564	569	369	440	347	337	236	319	558	506	526	5,430
TC	596	356	349	277	295	222	224	259	214	183	166	157	3,298
DAIHATSU	**1,402**	**1,027**	**1,219**	**811**	**721**	**80**	**806**	**1,106**	**914**	**842**	**503**	**564**	**9,995**
FERRARI*	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**1,595**
FORD Festiva	**5,985**	**4,912**	**5,489**	**5,042**	**4,323**	**3,799**	**5,243**	**4,584**	**4,155**	**3,656**	**2,944**	**2,388**	**52,520**
HONDA	**15,871**	**17,923**	**19,736**	**21,106**	**23,574**	**26,080**	**23,876**	**20,024**	**13,295**	**26,022**	**27,324**	**17,546**	**252,377**
Civic/CRX	3,939	4,665	5,045	5,852	6,984	8,251	4,838	5,296	9,512	10,007	11,518	4,973	80,880
Accord	10,761	10,548	11,196	11,756	11,897	11,872	15,133	9,870	2,894	13,351	13,901	10,504	133,683
Prelude	1,171	2,710	3,495	3,498	4,693	5,957	3,905	4,858	889	2,664	1,905	2,069	37,814
HYUNDAI	**11,883**	**10,549**	**11,979**	**10,411**	**13,322**	**11,729**	**10,669**	**12,879**	**10,305**	**10,202**	**10,487**	**13,033**	**137,448**
Excel	9,187	8,489	9,164	7,803	10,254	8,910	8,249	9,571	7,823	6,887	6,828	7,425	100,590
Sonata	2,696	2,060	2,815	2,608	3,068	2,819	2,420	3,308	1,832	1,596	1,526	3,092	29,840
Scoupe	0	0	0	0	0	0	0	0	650	1,719	2,133	2,516	7,018
ISUZU	**208**	**226**	**402**	**294**	**335**	**345**	**386**	**437**	**653**	**1,084**	**805**	**662**	**5,837**
I-Mark	169	174	237	118	129	105	88	70	75	36	46	25	1,272
Impulse	39	52	165	176	206	240	298	316	252	672	482	429	3,327
Stylus	0	0	0	0	0	0	0	51	326	376	277	208	1,238
INFINITI	**1,071**	**1,075**	**1,549**	**1,661**	**2,115**	**1,797**	**2,107**	**1,934**	**2,046**	**2,749**	**2,778**	**3,078**	**23,960**
M30	422	431	532	428	549	670	907	809	622	528	420	285	6,603
Q45	649	644	1,017	1,233	1,566	1,124	1,200	1,125	1,142	1,287	1,103	1,818	13,908
G20	0	0	0	0	0	0	0	0	282	934	1,255	975	3,446
JAGUAR	**1,523**	**1,475**	**1,746**	**1,599**	**1,575**	**1,532**	**1,410**	**1,509**	**1,722**	**1,089**	**1,344**	**2,204**	**18,728**
XJ6	1,086	1,096	1,291	1,175	1,125	1,137	1,084	1,147	1,368	789	1,018	1,697	14,013
XJ-S	437	379	455	424	450	395	326	362	354	300	326	507	4,715
LAMBORGHINI*	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**13**	**156**
LEXUS	**4,135**	**4,171**	**4,861**	**5,117**	**5,102**	**5,053**	**5,596**	**6,111**	**5,268**	**5,530**	**5,847**	**6,743**	**63,534**
ES 250	2,919	1,388	1,532	1,613	1,860	1,777	1,990	2,255	1,682	1,766	1,864	1,787	22,433
LS 400	1,216	2,783	3,329	3,504	3,242	3,276	3,606	3,856	3,586	3,764	3,983	4,956	41,101
LOTUS*	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**27**	**324**
MASERATI*	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**20**	**240**
MAZDA	**13,524**	**10,788**	**15,501**	**12,919**	**15,929**	**13,472**	**14,169**	**13,750**	**10,897**	**11,373**	**11,269**	**9,464**	**153,055**
323	2,280	1,361	1,493	1,718	2,126	1,790	2,130	2,748	1,847	1,745	2,107	1,632	22,977
Protege	3,047	2,478	4,601	3,447	4,736	5,183	5,134	3,788	3,288	3,712	4,411	3,579	47,404
626	3,610	2,806	4,095	1,691	1,163	917	1,230	1,545	881	759	764	767	20,228
MX-6	10	1	15	24	20	24	18	28	26	36	10	12	224
Miata	2,852	2,510	3,435	3,549	4,103	3,440	3,105	3,219	2,393	2,747	2,381	2,210	35,944
929	1,064	964	1,062	1,468	2,321	1,329	1,623	1,533	1,621	1,585	1,111	854	16,535
RX-7	661	668	800	1,022	1,460	789	929	889	841	789	485	410	9,743
MERCEDES BENZ	**4,654**	**5,811**	**6,891**	**6,674**	**6,585**	**6,692**	**5,284**	**6,400**	**6,737**	**6,795**	**6,694**	**9,158**	**78,375**
190	822	1,027	1,177	1,160	1,093	1,092	1,013	1,452	1,457	1,516	1,183	1,153	14,145
260E	54	124	412	173	157	202	151	404	154	425	423	517	3,196
300	1,652	2,008	2,089	2,315	2,189	2,305	1,772	1,548	2,216	1,847	1,978	2,521	24,440
300 SE	422	557	640	607	618	545	448	490	395	482	514	943	6,661
350SDL Turbo	0	0	0	0	0	168	191	210	161	168	183	330	1,411
350SD	0	0	0	0	0	0	0	20	64	91	128	240	543
300SEL	258	306	371	346	322	300	255	293	284	356	282	399	3,772
420SEL	407	539	649	593	605	569	515	477	426	456	515	964	6,715
560SEL	348	415	448	398	377	365	324	359	320	334	406	678	4,772
SL Coupe	458	612	894	865	780	778	379	836	937	864	881	1,146	9,430
560SEC	116	152	170	144	163	163	150	113	108	122	138	214	1,753
Tourist	117	71	41	73	215	175	86	198	215	134	63	53	1,441
MERCURY	**2,503**	**1,425**	**1,757**	**1,302**	**891**	**4,239**	**5,230**	**5,621**	**5,752**	**6,450**	**5,435**	**4,583**	**45,188**
Tracer	1,553	1,151	1,212	785	555	4,239	3,523	4,340	4,598	4,893	4,080	3,565	34,494
Capri	0	0	0	0	0	0	1,707	1,281	1,154	1,557	1,355	1,018	8,072
XR4Ti	198	0	0	0	0	0	0	0	0	0	0	0	198
Scorpio	752	274	545	517	336	0	0	0	0	0	0	0	2,424
MITSUBISHI	**15,700**	**8,656**	**8,868**	**9,428**	**9,817**	**13,371**	**4,859**	**4,884**	**5,706**	**6,799**	**5,281**	**6,261**	**99,630**
Starion	2	3	3	3	1	5	1	0	0	0	0	0	18
Cordia	0	0	0	0	0	0	0	0	0	0	0	0	0
Tredia	0	0	0	0	0	0	0	0	0	0	0	0	0
Mirage	10,656	5,034	4,464	5,012	4,230	6,140	1,416	1,215	3,074	3,674	2,009	2,755	49,679
Galant	3,901	2,976	3,673	3,662	4,865	6,650	2,923	2,935	2,005	2,367	2,344	2,690	40,991
Sigma	171	164	142	233	268	208	136	127	28	46	26	17	1,566
Precis	863	401	484	415	361	243	263	371	517	437	209	101	4,665
3000GT	0	0	0	0	0	0	14	1	10	197	648	672	1,542
Wagon	107	78	102	103	92	125	106	235	72	78	45	26	1,169

SALES/REGISTRATIONS

	January	February	March	April	May	June	July	August	September	October	November	December	1990 Total
NISSAN	**26,560**	**24,936**	**32,610**	**25,434**	**30,175**	**27,637**	**26,884**	**28,878**	**27,879**	**22,103**	**21,098**	**18,212**	**312,406**
Sentra	7,120	7,402	7,688	4,541	4,967	4,401	3,426	2,927	2,108	1,362	1,566	1,971	49,479
Pulsar	744	770	725	501	382	233	153	202	88	21	13	7	3,839
Stanza	3,312	3,614	6,898	6,964	8,744	8,154	8,278	8,587	9,993	4,470	4,066	3,535	76,615
Maxima	9,270	7,591	10,248	7,392	8,556	8,049	7,962	8,626	7,858	7,988	8,693	7,834	100,067
240SX/200SX	4,032	3,380	4,434	3,908	5,088	4,949	5,226	6,466	5,570	5,772	4,622	3,016	56,463
300ZX	1,820	1,810	2,334	1,879	2,120	1,641	1,610	1,636	2,027	1,900	1,655	1,663	22,095
Hawaii	262	369	283	249	318	210	229	434	235	590	483	186	3,848
PEUGEOT	**336**	**312**	**481**	**449**	**443**	**355**	**337**	**359**	**267**	**312**	**295**	**346**	**4,292**
PONTIAC LeMans	**1,407**	**2,731**	**2,246**	**3,359**	**4,622**	**4,968**	**6,338**	**4,684**	**3,647**	**1,950**	**1,339**	**1,790**	**39,081**
PORSCHE	**696**	**724**	**941**	**1,012**	**913**	**844**	**750**	**660**	**559**	**605**	**634**	**801**	**9,139**
924S	0	63	42	27	0	0	0	0	2	2	4	0	140
944	42	0	0	0	10	11	140	3	0	0	0	0	206
944S	126	122	205	255	197	226	225	303	210	189	149	141	2,348
944 Turbo	65	96	132	60	43	33	21	11	2	4	4	0	471
911 Coupe/Carrera 2/4	124	246	351	453	400	382	273	201	226	256	301	437	3,650
911 Turbo	1	1	2	2	0	0	2	0	0	0	0	2	10
911 Cabriolet/Speedster	255	132	152	149	201	146	182	104	82	118	130	154	1,805
928S	69	64	57	66	57	46	37	38	37	36	46	67	620
ROLLS/BENTLEY*	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**1,200**
SAAB	**1,967**	**2,088**	**2,277**	**2,186**	**1,932**	**2,799**	**3,632**	**2,386**	**1,401**	**1,967**	**1,615**	**2,147**	**26,397**
900	268	293	438	371	431	589	668	420	231	312	284	335	4,640
900S	266	267	535	462	578	823	1,158	584	272	392	349	362	6,048
900 Turbo	609	611	720	778	514	735	776	339	307	415	364	499	6,667
9000S	201	221	114	154	122	216	311	268	88	164	183	262	2,304
9000CD	324	378	292	283	191	292	232	192	291	387	283	506	3,651
9000 Turbo	289	312	168	127	73	126	458	565	201	289	145	182	2,935
Tourist	10	6	10	11	23	18	29	18	11	8	7	1	152
STERLING	**505**	**493**	**405**	**302**	**320**	**311**	**273**	**247**	**282**	**305**	**265**	**307**	**4,015**
SUBARU	**6,578**	**6,626**	**10,511**	**9,409**	**6,549**	**8,526**	**8,311**	**9,442**	**8,550**	**7,135**	**5,[illegible]**	**5,396**	**92,729**
Hatchback	30	28	35	24	13	18	11	7	8	0	0	0	174
3-Door	38	18	38	32	33	26	26	16	19	0	0	0	246
4-Door Sedan	85	57	47	47	39	39	22	40	16	0	0	0	392
Legacy	3,963	3,702	5,593	6,182	1,614	4,825	5,587	5,913	257	3,864	2,079	1,327	44,906
Loyale	1,206	1,431	1,929	1,388	4,164	2,851	1,623	1,960	6,865	2,046	2,614	3,032	31,109
XT/XT6	131	160	186	122	78	138	50	72	103	34	90	112	1,276
Station Wagon	20	12	25	34	52	13	26	60	21	0	0	0	263
Justy	1,105	1,218	2,658	1,580	556	616	966	1,374	1,261	1,191	913	925	14,363
SUZUKI	**615**	**515**	**475**	**448**	**515**	**589**	**533**	**668**	**835**	**622**	**431**	**279**	**6,525**
TOYOTA	**27,316**	**29,235**	**35,625**	**30,099**	**34,300**	**28,536**	**29,923**	**38,976**	**24,743**	**29,266**	**27,250**	**31,865**	**367,134**
Corolla	7,588	9,090	8,192	6,705	7,167	6,581	7,044	9,469	6,062	8,669	6,672	9,019	92,258
Tercel	7,225	8,033	10,315	8,213	9,040	6,095	6,798	9,642	4,452	4,534	7,638	8,823	90,808
Celica	6,081	6,408	8,019	7,315	8,066	7,058	6,438	7,356	5,623	5,886	5,216	5,055	78,521
Supra	966	544	624	584	634	558	464	467	416	427	380	355	6,419
Camry	4,688	4,154	6,284	4,727	6,485	5,487	6,506	9,100	5,668	7,167	5,154	6,588	72,008
Cressida	599	635	1,052	902	1,016	1,057	1,200	1,407	1,433	1,366	1,101	1,095	12,863
MR2	169	371	1,139	1,653	1,892	1,700	1,473	1,535	1,089	1,217	1,089	930	14,257
VOLKSWAGEN	**8,713**	**8,255**	**12,158**	**10,239**	**14,343**	**14,710**	**11,547**	**11,704**	**11,363**	**10,251**	**8,687**	**7,735**	**129,705**
Cabriolet	479	486	842	729	1,113	837	706	684	562	441	365	371	7,615
Corrado	294	349	494	390	562	493	585	582	519	475	473	459	5,675
Jetta	4,060	3,745	5,886	5,041	6,900	7,352	4,737	5,034	5,450	4,354	3,082	2,673	58,314
Golf/GTI	952	916	1,463	1,033	1,564	1,878	2,313	1,651	1,904	1,454	1,174	820	17,122
Passat	847	760	1,009	1,348	1,660	1,467	1,449	1,626	1,360	1,965	2,377	2,406	18,274
Quantum	9	4	2	3	4	1	2	3	2	1	8	7	46
Scirocco	0	0	0	0	0	0	0	0	0	0	0	19	19
Fox	2,072	1,995	2,462	1,695	2,540	2,682	1,755	2,124	1,566	1,561	1,208	980	22,640
VOLVO	**8,834**	**6,301**	**7,265**	**8,036**	**9,885**	**8,979**	**7,639**	**8,548**	**8,119**	**5,196**	**5,132**	**5,960**	**89,894**
240 series	4,043	2,141	2,545	2,777	3,251	3,145	2,796	2,948	2,896	1,527	1,825	2,516	32,410
740 series	3,998	3,409	3,887	4,447	5,663	4,904	3,790	3,678	3,853	2,918	2,793	2,730	46,070
760 series	720	662	621	684	751	644	803	1,721	1,210	550	136	125	8,627
940 series	0	0	0	0	0	0	0	0	0	62	320	530	912
780	54	71	74	72	86	62	77	122	112	124	29	38	921
Tourist	19	18	138	56	134	224	173	79	48	15	29	21	954
YUGO	**879**	**544**	**571**	**590**	**608**	**533**	**559**	**452**	**366**	**503**	**504**	**250**	**6,359**
IMPORT TOTAL	**197,709**	**185,249**	**226,846**	**205,777**	**230,273**	**228,113**	**212,401**	**221,543**	**189,519**	**195,336**	**180,318**	**179,915**	**2,452,999**

*Estimate

Top 25 cars — 1990 calendar year

		Sales
1.	Honda Accord	410,561
2.	Ford Taurus	313,274
3.	Chevrolet Cavalier	295,123
4.	Ford Escort	288,727
5.	Toyota Camry	284,595
6.	Chev. Corsica/Beretta	277,176
7.	Honda Civic	268,120
8.	Toyota Corolla	228,211
9.	Chevrolet Lumina	218,288
10.	Ford Tempo	215,290
11.	Pontiac Grand Am	202,149
12.	Cadillac DeVille	164,889
13.	Nissan Sentra	159,054
14.	Chevrolet Caprice	154,067
15.	Buick LeSabre	150,924
16.	Lincoln Town Car	148,689
17.	Olds. Cutlass Ciera	133,446
18.	Ford Mustang	124,135
19.	Pontiac Sunbird	123,421
20.	Ford Crown Victoria	118,017
21.	Pontiac Grand Prix	116,845
22.	Buick Century	112,181
23.	Olds. Cutlass Supreme	111,519
24.	Plymouth Acclaim	111,405
25.	Chevrolet Geo Prizm	109,631

Top 25 cars — 1989 calendar year

		Sales
1.	Honda Accord	362,707
2.	Ford Taurus	348,061
3.	Ford Escort	333,535
4.	Chev. Corsica/Beretta	326,006
5.	Chevrolet Cavalier	295,715
6.	Toyota Camry	257,466
7.	Honda Civic	235,452
8.	Ford Tempo	228,426
9.	Nissan Sentra	221,292
10.	Pontiac Grand Am	202,815
11.	Olds. Cutlass Ciera	190,720
12.	Cadillac DeVille	170,444
13.	Ford Mustang	161,148
14.	Hyundai Excel	153,197
15.	Chevrolet Caprice	148,823
16.	Buick LeSabre	147,321
17.	Chevrolet Celebrity	141,796
18.	Oldsmobile 88	138,357
19.	Buick Century	134,682
20.	Ford Probe	133,650
21.	Ford Thunderbird	120,645
22.	Lincoln Town Car	119,254
23.	Toyota Corolla	118,774
24.	Pontiac Grand Prix	113,216
25.	Mercury Grand Marquis	111,575

Top car

Honda's Accord was the top-selling vehicle in 1990. The nameplate is sold as a 2-door, 4-door and 4-door station wagon; the sedan comes in four trim levels.

Top truck

Ford's F-series pickup truck was the best-selling truck during 1990. It is sold in more than 2 dozen versions of cab arrangement, size and drivetrains.

Top 25 trucks — 1990 calendar year

		Sales
1.	Ford F-series pickup	522,034
2.	Chevrolet CK pickup	487,508
3.	Ford Ranger	280,610
4.	Chevy S-10 pickup	210,318
5.	Dodge Caravan	195,276
6.	Ford Bronco II	181,748
7.	Toyota pickup	181,719
8.	Ford Aerostar	177,860
9.	Plymouth Voyager	171,527
10.	Chevy S-10 Blazer	146,989
11.	Ford Econoline van	143,559
12.	GMC pickup	141,104
13.	Nissan pickup	132,033
14.	Jeep Cherokee	124,864
15.	Chevy Astro	121,168
16.	Chevy van	100,067
17.	Chrysler Ram pickup	87,978
18.	Mazda pickup	77,409
19.	Dodge Dakota	74,812
20.	Chevy Lumina APV	63,141
21.	Chevy Suburban	55,050
22.	Chrysler van	53,359
23.	Jeep Wrangler	49,893
24.	Toyota 4 Runner	48,453
25.	Isuzu pickup	48,390

Top 25 trucks — 1989 calendar year

		Sales
1.	Ford F-series pickup	566,387
2.	Chevrolet CK pickup	522,409
3.	Ford Ranger	284,125
4.	Chevy S-10 pickup	228,691
5.	Toyota pickup	208,604
6.	Dodge Caravan	206,426
7.	Ford Aerostar	188,130
8.	Plymouth Voyager	184,943
9.	Chevy S-10 Blazer	178,691
10.	Ford Econoline van	166,233
11.	Jeep Cherokee	156,118
12.	GMC pickup	148,661
13.	Chevy Astro	143,941
14.	Nissan pickup	131,359
15.	Chevy van	116,282
16.	Ford Bronco II	108,990
17.	Chrysler Ram pickup	90,302
18.	Dodge Dakota	89,294
19.	Mazda pickup	78,473
20.	Chrysler van	67,812
21.	Chevy Suburban	65,428
22.	Ford Bronco	62,563
23.	Chevy S-15 pickup	52,601
24.	Jeep Wrangler	50,726
25.	Isuzu Trooper	50,079

SALES/REGISTRATIONS

U.S. domestic and imported car sales — 1990 calendar year

Ranked by size classification

	Make	1990 Sales
	Compacts	
1 of 24	Chevrolet Cavalier	295,123
2 of 24	Chevrolet Corsica/Beretta	277,176
3 of 24	Ford Tempo	215,290
4 of 24	Pontiac Grand Am	202,149
5 of 24	Ford Mustang	124,135
6 of 24	Pontiac Sunbird	123,421
7 of 24	Ford Probe	103,062
8 of 24	Oldsmobile Calais	103,034
9 of 24	Buick Somerset Skylark	92,749
10 of 24	Acura Integra	83,599
11 of 24	Toyota Celica	78,521
12 of 24	Ford Topaz	70,753
13 of 24	Nissan 240SX 200SX	56,463
14 of 24	Honda Prelude	37,814
15 of 24	Dodge Daytona	34,253
16 of 24	Mazda MX-6 (total)	28,875
	Mazda MX-6 (import)	*224*
	Mazda MX-6 (domestic)	*28,651*
17 of 24	Plymouth Reliant	2,371
18 of 24	Dodge Aries	1,915
19 of 24	Saturn (all)	1,881
20 of 24	Subaru XT XT6	1,276
21 of 24	Mitsubishi Wagon	1,169
22 of 24	Dodge Lancer	1,081
23 of 24	Buick Skyhawk	827
24 of 24	Volkswagen Quantum	46
	Intermediate	
1 of 34	Honda Accord (total)	417,179
	Honda Accord (import)	*133,683*
	Honda Accord (domestic)	*276,878*
2 of 34	Ford Taurus	313,274
3 of 34	Toyota Camry (total)	284,595
	Toyota Camry (import)	*72,008*
	Toyota Camry (domestic)	*212,587*
4 of 34	Chevrolet Lumina	218,288
5 of 34	Oldsmobile Cutlass Ciera	*133,446*
6 of 34	Pontiac Grand Prix	116,845
7 of 34	Buick Century	112,181
8 of 34	Oldsmobile Cutlass Supreme	111,519
9 of 34	Plymouth Acclaim	111,405
10 of 34	Dodge Dynasty	108,436
11 of 34	Ford Thunderbird	106,124
12 of 34	Toyota Maxima	100,067
13 of 34	Mercury Sable	96,803
14 of 34	Dodge Spirit	91,152
15 of 34	Buick Regal	90,428
16 of 34	Nissan Stanza w wagon	76,615
17 of 34	Mercury Cougar	76,313
18 of 34	Mazda 626 (total)	64,242
	Mazda 626 (import)	*20,228*
	Mazda 626 (domestic)	*44,014*
19 of 34	Chrysler LeBaron J	57,881
20 of 34	Pontiac 6000	47,628
21 of 34	Subaru Legacy	44,906
22 of 34	Mitsubishi Galant	40,991
23 of 34	Pontiac Firebird	38,580
24 of 34	Chrysler LeBaron A	29,911
25 of 34	Hyundai Sonata	29,840
26 of 34	Chevrolet Celebrity	28,368
27 of 34	Volkswagen Passat	18,274
28 of 34	Eagle Premier	18,172
29 of 34	Dodge Monaco	12,818
30 of 34	Volkswagen V8 quattro	1,934
31 of 34	Mitsubishi Sigma	1,566
32 of 34	Chrysler LeBaron GTS	1,544
33 of 34	Volkswagen Coupe Quattro	848
34 of 34	Eagle Medallion	475
	Luxury	
1 of 63	Cadillac DeVille	168,832
2 of 63	Lincoln Town Car	148,689
3 of 63	Chevrolet Camaro	77,599
4 of 63	Buick Electra/Park Aven	62,953
5 of 63	Lincoln Continental	62,732
6 of 63	Acura Legend	53,666
7 of 63	Oldsmobile 98	48,025
8 of 63	Volvo 740 series	46,070
9 of 63	Lexus LS 400	41,101
10 of 63	Cadillac Seville	33,228
11 of 63	Cadillac Brougham	29,869
12 of 63	BMW 3 series	28,819
13 of 63	Mercedes Benz 300 series	24,400
14 of 63	Cadillac Eldorado	22,832
15 of 63	BMW 5 series	22,524
16 of 63	Lexus ES 250	22,433
17 of 63	Lincoln Mark VII	20,239
18 of 63	Buick Riviera	20,006
19 of 63	Mazda 929	16,535
20 of 63	Oldsmobile Toronado	14,614
21 of 63	Mercedes Benz 190	14,145
22 of 63	Jaguar XJ6	14,013
23 of 63	Infiniti Q45	13,908
24 of 63	Chrysler Imperial	13,518
25 of 63	Toyota Cressida	12,863
26 of 63	BMW 7 series	10,460
27 of 63	Mercedes Benz SL Coupe	9,430
28 of 63	Audi 100/200	8,670
29 of 63	Volvo 760 series	8,627
30 of 63	Mercedes Benz 420SEL	6,715
31 of 63	Mercedes Benz 300 SE	6,661
32 of 63	Infiniti M30	6,603
33 of 63	Mercedes Benz 560SEL	4,772
34 of 63	Jaguar XJ-S	4,715
35 of 63	Audi 80	4,402
36 of 63	Sterling (all)	4,015
37 of 63	Mercedes Benz 300SEL	3,772
38 of 63	Saab 9000CD	3,651
39 of 63	Infiniti G20	3,446
40 of 63	Audi 90	3,380
41 of 63	Mercedes Benz 260E	3,196
42 of 63	Saab 9000 Turbo	2,935
43 of 63	Merkur Scorpio	2,424
44 of 63	Saab 9000S	2,304
45 of 63	Audi 100/200 Quattro	1,859
46 of 63	Mercedes Benz 560SEC	1,753
47 of 63	Alfa Romeo 164	1,549
48 of 63	Mercedes Benz 350SDL Turbo	1,411
49 of 63	Rolls/Bentley	1,200
50 of 63	Volvo 780	921
51 of 63	Volvo 940 series	912
52 of 63	BMW M3	764
53 of 63	Mercedes Benz 350SD	543
54 of 63	BMW M5	515
55 of 63	Mercedes Benz 850i	305
56 of 63	BMW 635 CSi	252
57 of 63	Maserati	240
58 of 63	Merkur XR4Ti	198
59 of 63	Aston Martin	60
60 of 63	Alfa Romeo Milano	45
61 of 63	Audi 5000	12
62 of 63	BMW M6	7
63 of 63	Audi 4000	1
	Subcompact	
1 of 46	Ford Escort	288,727
2 of 46	Honda Civic (total)	261,502
	Honda Civic (import)	*80,880*
	Honda Civic (domestic)	*187,240*
3 of 46	Toyota Corolla (total)	228,211
	Toyota Corolla (import)	*92,258*
	Toyota Corolla (domestic)	*135,953*
4 of 46	Nissan Sentra (total)	159,054
	Nissan Sentra (import)	*49,479*
	Nissan Sentra (domestic)	*109,575*
5 of 46	Chevrolet Geo Prizm	109,631
6 of 46	Hyundai Excel	100,590
7 of 46	Chevrolet Geo Metro (total)	97,165
	Chevrolet Geo Metro (import)	*44,756*
	Chevrolet Geo Metro (domestic)	*52,409*
8 of 46	Toyota Tercel	90,808
9 of 46	Geo Strom	83,809
10 of 46	Dodge Shadow	73,384
11 of 46	Plymouth Sundance	65,590
12 of 46	Volkswagen Jetta	58,314
13 of 46	Ford Festiva	52,520
14 of 46	Mitsubishi Eclipse	49,877
15 of 46	Mitsubishi Mirage	49,679
16 of 46	Mazda Protege	47,404
17 of 46	Plymouth Laser	40,177
18 of 46	Dodge/Plymouth Colt	39,602
19 of 46	Pontiac LeMans	39,081
20 of 46	Mercury Tracer	34,494
21 of 46	Subaru Loyale	21,109
22 of 46	Eagle Talon	28,227
23 of 46	Mazda 323	22,977
24 of 46	Volkswagen Fox	22,640
25 of 46	Volkswagen Golf GTI	17,122
26 of 46	Subaru Justy	14,363
27 of 46	Eagle Summit	12,735
28 of 46	Plymouth Horizon	11,937
29 of 46	Dodge Omni	11,800
30 of 46	Daihatsu Charade	9,995
31 of 46	Volkswagen Cabriolet	7,615
32 of 46	Hyundai Scoupe	7,018
33 of 46	Suzuki Swift	6,525
34 of 46	Yugo	6,359
35 of 46	Volkswagen Corrado	5,675
36 of 46	Dodge Plymouth Vista	5,430
37 of 46	Mitsubishi Precis	4,665
38 of 46	Nissan Pulsar	3,839
39 of 46	Isuzu Impulse	3,327
40 of 46	Isuzu I-Mark	1,272
41 of 46	Isuzu Stylus	1,238
42 of 46	Subaru 4-Door Sedan	392
43 of 46	Subaru Station Wagon	263
44 of 46	Subaru 3-Door	246
45 of 46	Subaru Hatchback	174
46 of 46	Volkswagen Scirocco	19
	Specialty	
1 of 26	Mazda Miata	35,944
2 of 26	Chevrolet Corvette	22,690
3 of 26	Nissan 300ZX	22,095
4 of 26	Toyota MR2	14,257
5 of 26	Mazda RX-7	9,743
6 of 26	Buick Reatta	6,599
7 of 26	Toyota Supra	6,419
8 of 26	Porsche 911 Coupe/Carrera 4	3,650
9 of 26	Cadillac Allante	3,407
10 of 26	Dodge Stealth	3,302
11 of 26	Chrysler TC Maserati	3,298
12 of 26	Porsche 944S	2,348
13 of 26	Alfa Romeo Spider	1,888
14 of 26	Porsche 911 Cabriolet/Speedster	1,805
15 of 26	Ferrari	1,595
16 of 26	Mitsubishi 300GT	1,542
17 of 26	Acura NSX	1,119
18 of 26	Chrysler Conquest	896
19 of 26	Porsche 928S	620
20 of 26	Porsche 944 Turbo	471
21 of 26	Lotus	324
22 of 26	Porsche 944	206
23 of 26	Lamborghini	156
24 of 26	Porsche 924S	140
25 of 26	Mitsubishi Starion	18
26 of 26	Porsche 911 Turbo	10
	Standard	
1 of 14	Chevrolet Caprice	154,067
2 of 14	Buick LeSabre	150,924
3 of 14	Ford Crown Victoria	118,017
4 of 14	Mercury Grand Marquis	101,737
5 of 14	Oldsmobile 88	101,143
6 of 14	Pontiac Bonneville H	68,686
7 of 14	Chrysler New Yorker C	39,252
8 of 14	Chrysler Fifth Avenue (fwd)	38,495
9 of 14	Volvo 240 series	32,410
10 of 14	Saab 900 Turbo	6,667
11 of 14	Saab 900S	6,048
12 of 14	Saab 900	4,640
13 of 14	Peugeot 405/505	4,292
14 of 14	Chrysler Fifth Avenue (rwd)	740

U.S. domestic car sales — 5 years

	1990	1989	1988	1987	1986
Eagle	47,436	46,691	46,682	29,526	72,853
Plymouth	231,480	271,645	291,059	289,112	362,798
Chrysler	181,341	175	269,254	295,125	353,888
Dodge	334,839	95	455,787	348,294	456,777
CHRYSLER CORP.	**795,096**	**917,506**	**1,062,782**	**962,057**	**1,246,316**
Ford	1,268,629	1,433,550	1,527,804	1,389,886	1,397,141
Mercury	245,606	407,943	486,208	463,860	491,782
Lincoln	231,660	200,315	191,624	166,037	177,584
L-M	577,266	608,258	677,832	629,897	669,366
FORD MOTOR CO.	**1,845,895**	**2,041,808**	**2,205,636**	**2,019,783**	**2,066,507**
Buick	536,667	542,917	581,424	557,411	769,434
Cadillac	258,168	266,899	266,548	261,284	304,057
Chevrolet	1,235,351	1,232,761	1,363,181	1,363,187	1,558,476
Oldsmobile	511,781	600,037	715,270	714,394	1,059,390
Pontiac	597,309	634,327	715,119	659,262	841,441
Saturn	1,881	—	—	—	—
GENERAL MOTORS	**3,141,157**	**3,276,941**	**3,641,542**	**3,555,538**	**4,532,798**
HONDA	**464,118**	**389,472**	**375,625**	**316,618**	**235,247**
MAZDA	**72,657**	**41,584**	**31,331**	**1,671**	**—**
MITSUBISHI	**49,877**	**32,018**	**—**	**—**	**—**
NISSAN	**109,575**	**103,134**	**112,125**	**119,678**	**52,602**
SUBARU	**15,818**	**—**	**—**	**—**	**—**
TOYOTA	**348,540**	**212,388**	**72,354**	**44,853**	**7,281**
VOLKSWAGEN	**—**	**—**	**24,939**	**61,064**	**73,911**
BIG 3	**5,782,148**	**6,236,255**	**6,909,960**	**6,537,378**	**7,845,621**
TRANSPLANTS	**1,060,585**	**778,596**	**616,374**	**543,884**	**369,041**
TOTAL SALES	**6,842,733**	**7,014,851**	**7,526,334**	**7,081,262**	**8,214,662**

*U.S.-built Volkswagen models sold after June 30, 1988 are included in import totals.

U.S. imported-car sales — 5 years

	1990	1989	1988	1987	1986
Acura	138,384	142,061	128,238	109,470	52,869
Alfa Romeo	3,482	2,850	4,476	6,320	8,201
Aston Martin	60*	34	65	64	74
Audi	21,106	21,283	22,941	41,322	59,797
Bertone	N.A.	N.A.	325	845	1,482
BMW	63,646	64,881	73,359	87,839	96,759
Geo Storm	86,257	62,877	68,347	76,852	99,380
Geo Metro	42,488	52,792	48,088	60,359	60,983
Chrysler Conquest	896	5,026	9,873	11,217	2,572
Chrysler TC Maserati	3,298	2,924	—	—	—
Daihatsu	10,630	15,111	11,460	—	—
Dodge Colt	20,784	30,040	42,331	41,787	48,249
Dodge Conquest	—	—	—	234	2,335
Dodge Vista	2,764	6,653	10,190	15,336	18,101
Dodge Stealth	3,302	—	—	—	—
Eagle	13,210	23,028	19,315	13,997	—
Ferrari	960*	805	N.A.	1,054	771
Ford Festiva	52,520	69,328	69,167	26,750	—
Honda	252,377	251,569	265,122	312,218	405,399
Hyundai	137,448	183,261	264,282	263,610	168,882
Infiniti	23,960	1,723	—	—	—
Isuzu	5,837	16,296	24,520	39,587	38,910
Jaguar	18,728	18,967	20,727	22,919	24,464
Lamborghini	156*	167	150	124	107
Lexus	63,534	16,302	—	—	—
Lotus	324*	290	323	170	149
Maserati	240*	280	735	932	1,298
Mazda	153,055	184,583	224,719	206,354	222,716
Mercedes-Benz	78,375	75,714	83,627	89,918	99,314
Mercury	45,188	8,765	15,261	14,301	14,315
Mitsubishi	99,630	79,751	69,975	67,954	49,436
Nissan	312,406	395,371	360,745	405,996	493,549
Peugeot	4,292	6,095	6,713	9,422	14,296
Plymouth Colt	18,818	28,259	37,554	37,580	45,094
Plymouth Conquest	—	—	—	139	2,182
Plymouth Vista	2,666	6,257	9,249	14,044	16,995
Pontiac LeMans	39,081	44,641	64,037	35,564	—
Porsche	9,139	9,479	15,732	23,632	30,471
Renault	—	—	—	—	4,152
Rolls/Bentley	1,200*	1,216	2,801	1,208	1,155
Saab	26,397	31,549	38,490	45,106	48,181
Sterling	4,015	5,907	8,901	14,171	—
Subaru	92,729	136,112	155,946	175,864	183,242
Suzuki	6,525	6,009	524	—	—
Toyota	367,134	448,249	616,529	583,809	640,155
Volkswagen	129,705	128,503	143,861	130,641	143,318
Volvo	89,894	102,620	98,497	106,539	113,267
Yugo	6,359	10,576	31,545	48,812	35,959
TOTAL IMPORTS	**2,452,999**	**2,698,274**	**3,068,738**	**3,144,054**	**3,248,579**
Japanese	**1,720,684**	**1,910,993**	**2,102,725**	**2,172,791**	**2,386,319**
European	**503,266**	**490,051**	**568,527**	**645,339**	**693,378**
Korean	**229,049**	**297,230**	**397,486**	**325,924**	**168,882**
Captive Import	**331,272**	**340,590**	**393,412**	**348,154**	**314,358**

*Estimate

SALES/REGISTRATIONS

U.S. light-duty truck sales — 1990 calendar year

(Domestic and imported models)

	1990	1989	Pct. Change
Vans	143,559	166,233	– 15.8
Aerostar	177,860	188,130	– 5.8
Club Wagon	20,886	25,566	– 22.4
Ranger	280,610	284,125	– 1.3
Bronco	46,796	62,563	– 33.7
Bronco II/Explorer	181,748	108,990	40.0
Pickups	522,034	566,387	– 8.5
FORD	**1,373,493**	**1,401,994**	**– 2.1**
Vans	100,067	116,282	– 16.2
Sportsvan	8,334	10,342	– 24.1
Geo Tracker	34,358	11,461	66.6
Astro	121,168	143,941	– 18.8
Lumina APV	63,141	9,776	84.5
S-10	210,318	228,691	– 8.7
S-10 Blazer	146,989	178,691	– 21.6
Blazer	16,072	22,816	– 42.0
Suburban	55,050	65,428	– 18.9
Pickups	487,508	522,409	– 7.2
CHEVROLET	**1,243,005**	**1,309,837**	**– 5.4**
PONTIAC TRANS SPORT	**29,875**	**3,226**	**89.2**
OLDS SILHOUETTE	**26,075**	**2,122**	**91.9**
Vans	53,359	67,812	– 27.1
Ram Wagon	20,571	24,055	– 16.9
Voyager	171,527	184,943	– 7.8
Caravan	195,276	206,426	– 5.7
Caravan C/V	10,680	13,150	– 23.1
Town & Country	2,891	1,812	37.3
Ram 50	11,839	28,967	– 144.7
Raider	1,092	9,450	– 765.4
Ramcharger	10,346	18,973	– 83.4
Dakota	74,812	89,294	– 19.4
Pickups	87,978	90,302	– 2.6
CHRYSLER	**640,371**	**735,184**	**– 14.8**
Vans	35,951	40,534	– 12.7
Safari	34,300	31,681	7.6
S-15 Sonoma	45,869	52,601	– 14.7
S-15 Jimmy	36,451	44,850	– 23.0
Jimmy	4,685	6,723	– 43.5
Suburban	24,120	23,651	1.9
Pickups	141,104	148,661	– 5.4
P Model	2,610	3,696	– 41.6
W-4	1,280	1,391	– 8.7
GMC	**326,370**	**353,788**	**– 8.4**
Wrangler	48,893	50,726	– 3.7
Wagoneer	3,788	6,537	– 72.6
Cherokee	124,864	156,118	– 25.0
Grand Wagoneer	6,164	10,715	– 73.8
Comanche	12,154	25,074	– 106.3
JEEP	**196,863**	**249,170**	**– 26.6**
DAIHATSU	**4,354**	**298**	**93.2**
Pickup*	48,390	46,976	2.9
Amigo	9,780	6,318	35.4
Trooper	41,990	50,079	– 19.3
Rodeo	5,660	0	100.0
ISUZU	**105,820**	**103,373**	**– 2.3**
Pickup	77,409	78,476	– 1.4
MPV	43,147	37,274	13.6
Navajo	3,409	0	100.0
MAZDA	**123,965**	**115,750**	**6.6**
Pickup	25,542	23,679	7.3
Montero	14,942	14,118	5.5
Van	739	910	– 23.1
MITSUBISHI	**41,223**	**38,707**	**6.1**
Pickup*	132,033	131,359	0.5
Pathfinder	33,031	17,012	48.5
Axxess	7,815	9,776	– 25.1
Van	62	3,409	– 5398.4
Hawaii	2,721	1,632	40.0
NISSAN	**175,662**	**163,188**	**7.1**
RANGE ROVER	**4,582**	**4,822**	**– 5.2**
Samuari	4,865	19,131	– 293.2
Sidekick*	9,114	5,041	44.7
SUZUKI	**13,979**	**24,172**	**– 72.9**
Pickup	181,719	208,604	– 14.8
Previa	42,199	4,702	88.9
4 Runner	48,453	44,644	7.9
Land Cruiser	6,194	5,091	17.8
Van	232	5,373	– 2215.9
TOYOTA	**278,797**	**268,414**	**3.7**
VOLKSWAGEN VANAGON	6,643	5,147	22.5
BIG 3	**3,836,052**	**4,055,321**	**– 5.7**
IMPORTS	**755,025**	**723,871**	**4.1**
INDUSTRY TOTAL	**4,591,077**	**4,779,192**	**– 4.1**

*Includes domestic vehicles

U.S. light-duty truck sales — 1990 calendar year

Ranked by size classification

Compact Pickup

	Make	1990 Sales
1 of 11	Ford Ranger	280,610
2 of 11	Chevy S-10	210,318
3 of 11	Toyota pickup	181,719
4 of 11	Nissan pickup*	134,754
5 of 11	Mazda pickup	77,409
6 of 11	Dodge Dakota	74,812
7 of 11	Isuzu pickup*	48,390
8 of 11	GMC S-15/Sonoma	45,869
9 of 11	Mitsubishi pickup	25,542
10 of 11	Jeep Comanche	12,154
11 of 11	Dodge Ram 50	11,839

Full-Size Pickup

1 of 6	Ford F-series pickup	522,034
2 of 6	Chevy C/K pickup	487,508
3 of 6	GMC pickup	141,104
4 of 6	Chrysler pickup	87,978
5 of 6	P Model	2,610
6 of 6	W-4	1,280

Minivan

1 of 17	Dodge Caravan	195,276
2 of 17	Ford Aerostar	177,860
3 of 17	Plymouth Voyager	171,527
4 of 17	Chevy Astro	121,168
5 of 17	Chevy Lumina APV	63,141
6 of 17	Mazda MPV	43,147
7 of 17	Toyota Previa	42,199
8 of 17	GMC Safari	34,300
9 of 17	Pontiac Trans Sport	29,875
10 of 17	Olds Silhouette	26,075
11 of 17	Dodge Caravan C/V	10,680
12 of 17	Nissan Axxess	7,815
13 of 17	Volkswagen Vanagon	6,643
14 of 17	Chrysler Town & Country	2,891
15 of 17	Mitsubishi van	739
16 of 17	Toyota van	232
17 of 17	Nissan van	62

Full-Size Van

1 of 7	Ford Econoline	143,559
2 of 7	Chevy vans	100,067
3 of 7	Chrysler Ran vans	53,359
4 of 7	GMC vans	35,951
5 of 7	Ford Club Wagon	20,886
6 of 7	Dodge Ram Wagon	20,571
7 of 7	GMC Sportsvan	8,334

Compact Sport Utility

1 of 18	Ford Bronco II/Explorer	181,748
2 of 18	Chevy S-10 Blazer	146,989
3 of 18	Jeep Cherokee	124,864
4 of 18	Jeep Wrangler	48,893
5 of 18	Toyota 4 Runner	48,453
6 of 18	Isuzu Trooper	41,990
7 of 18	GMC S-15 Jimmy	36,451
8 of 18	Chevy Geo Tracker	34,358
9 of 18	Nissan Pathfinder	33,031
10 of 18	Mitsubishi Montero	14,942
11 of 18	Isuzu Amigo	9,780
12 of 18	Suzuki Sidekick*	9,114
13 of 18	Isuzu Rodeo	5,660
14 of 18	Suzuki Samuari	4,865
15 of 18	Daihatsu Rocky	4,354
16 of 18	Jeep Wagoneer	3,788
17 of 18	Mazda Navajo	3,409
18 of 18	Dodge Raider	1,092

Full-Size Sport Utility

1 of 9	Chevy Suburban	55,050
2 of 9	Ford Bronco	46,796
3 of 9	GMC Suburban	24,120
4 of 9	Chevy Blazer	16,072
5 of 9	Chrysler Ramcharger	10,346
6 of 9	Toyota Land Cruiser	6,194
7 of 9	Jeep Grand Wagoneer	6,164
8 of 9	GMC Jimmy	4,685
9 of 9	Range Rover	4,582

*Includes domestic vehicles

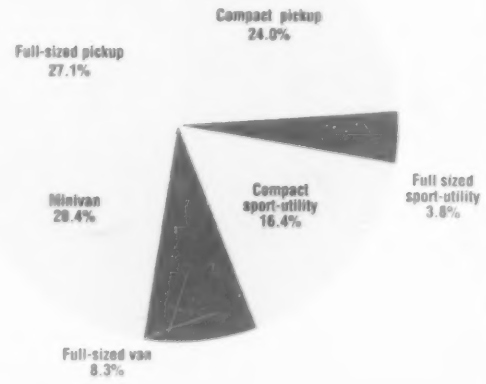
U.S. light-duty truck sales — 5 years

(Domestic and imported models)

	1990	1989	1988	1987	1986
Chevrolet	1,243,005	1,309,837	1,336,407	1,173,675	1,229,437
Chrysler	2,891	1,812	—	—	—
Daihatsu	4,354	298	—	—	—
Dodge	465,953	548,429	571,036	567,326	486,076
Ford	1,373,493	1,401,994	1,462,087	1,398,969	1,324,885
GMC	326,370	353,788	352,999	311,217	306,580
Isuzu	105,820	103,373	90,405	86,990	88,720
Jeep	196,863	249,170	253,454	208,440	207,514
Mazda	123,965	115,750	93,287	123,699	157,127
Mitsubishi	41,223	38,707	43,516	51,862	34,985
Nissan	175,662	163,188	169,591	216,514	223,406
Oldsmobile	26,075	2,122	—	—	—
Pontiac	29,875	3,226	—	—	—
Plymouth	171,527	184,943	192,273	140,799	110,083
Range Rover	4,582	4,822	3,427	2,586	—
Subaru	—	—	10	1,274	4,142
Suzuki	13,979	24,172	57,327	83,334	47,732
Toyota	278,797	268,414	247,077	303,783	384,150
Volkswagen	6,643	5,147	5,416	10,656	12,669
General Motors	1,625,325	1,668,973	1,689,406	1,484,892	1,536,017
Ford	1,373,493	1,401,994	1,462,087	1,398,969	1,324,885
Chrysler	837,234	984,354	1,016,763	916,565	803,673
TOTAL BIG 3	**3,836,052**	**4,055,321**	**4,168,256**	**3,800,426**	**3,664,575**
TOTAL IMPORTED	**755,025**	**723,871**	**710,056**	**860,698**	**952,931**
TOTAL LIGHT TRUCK	**4,591,077**	**4,779,192**	**4,878,312**	**4,661,124**	**4,617,506**

U.S. light-duty truck sales rankings

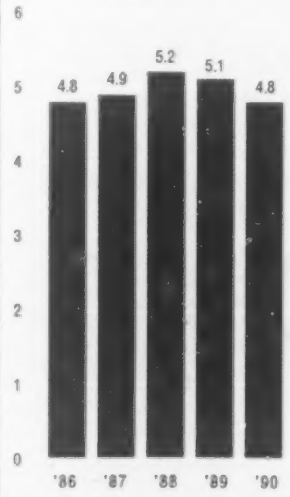
1990 calendar year. By size classification.
Information from ranking chart above



Source: Automotive News Data Center

U.S. truck registrations

Figures in millions



Source: R.L. Polk

SALES/REGISTRATIONS

U.S. heavy truck sales by GVW

	1990	1989	1988	1987	1986
Class 4	26,057	25,648	19,698	1,244	0
Class 6	6,444	9,526	10,833	9,458	12,643
Class 7	26,465	32,531	35,437	32,002	32,624
Class 8	13,103	13,994	14,858	12,796	11,286
FORD	**72,069**	**81,699**	**80,826**	**55,500**	**56,553**
Class 8	23,032	23,381	24,164	23,350	17,473
FREIGHTLINER	**23,032**	**23,381**	**24,164**	**23,350**	**17,473**
Class 4	103	0	0	0	0
Class 5	247	234	249	244	314
Class 6	8,944	7,424	8,093	9,274	7,476
Class 7	7,278	8,272	9,469	8,252	9,836
Class 8	0	0	273	403	531
CHEVROLET	**16,572**	**15,930**	**18,084**	**18,173**	**18,157**
Class 4	25	0	0	0	0
Class 5	1,992	4,458	5,347	5,679	5,327
Class 6	5,817	5,371	11,366	8,197	6,723
Class 7	14,526	12,780	15,372	20,615	19,188
Class 8	0	0	1,090	7,308	7,229
GMC	**22,360**	**22,609**	**33,175**	**41,799**	**38,467**
Class 7	389	388	504	207	0
Class 8	14,620	17,806	16,700	14,018	10,457
KENWORTH	**15,009**	**18,194**	**17,204**	**14,225**	**10,457**
Class 6	1,051	1,819	2,078	2,499	2,623
Class 7	1,404	2,417	2,807	2,797	2,678
Class 8	14,350	19,035	21,846	18,268	17,247
MACK	**16,805**	**23,271**	**26,731**	**23,564**	**22,548**
Class 6	535	796	1,124	1,516	2,087
Class 7	1,105	1,241	1,882	2,312	1,929
MERCEDES-BENZ	**1,640**	**2,037**	**3,006**	**3,828**	**4,016**
Class 4	58	226	273	202	0
Class 5	115	152	304	400	0
Class 6	11,945	11,795	18,142	11,717	12,789
Class 7	30,422	31,341	32,382	32,072	31,930
Class 8	27,800	34,671	33,808	28,914	26,303
NAVISTAR	**70,338**	**78,185**	**84,909**	**73,305**	**71,022**
Class 7	359	546	547	201	0
Class 8	11,970	16,557	16,154	12,578	9,992
PETERBILT	**12,329**	**17,103**	**16,701**	**12,779**	**9,992**
Class 7	829	1,012	1,452	1,673	1,459
Class 8	14,767	17,340	17,089	10,840	11,361
VOLVO/GM HEAVY	**15,596**	**18,352**	**18,541**	**12,513**	**12,820**
Class 5	516	465	603	430	54
Class 6	660	503	482	496	344
Class 7	943	911	1,032	1,009	640
HINO	**2,119**	**1,879**	**2,117**	**2,004**	**1,038**
Class 5	921	762	739	571	204
Class 6	534	435	287	284	91
Class 7	493	611	948	856	429
NISSAN DIESEL	**1,948**	**1,808**	**1,974**	**1,711**	**724**
Class 4	685	653	505	1	0
Class 5	375	230	137	178	6
Class 6	1,824	743	774	336	0
Class 7	572	669	486	42	0
ISUZU TRUCK	**3,456**	**2,295**	**1,902**	**557**	**6**
Class 5	649	686	530	0	0
Class 6	263	317	234	205	0
Class 7	559	611	613	545	0
MITSUBISHI FUSO	**1,471**	**1,614**	**1,377**	**750**	**0**
Class 8	5	116	163	149	0
SCANIA	**5**	**116**	**163**	**149**	**0**
Class 4	525	504	705	682	0
Class 5	240	256	359	614	0
Class 6	160	175	154	164	0
IVECO TRUCKS	**925**	**935**	**1,218**	**1,460**	**0**
Class 8	935	1,419	1,440	1,436	0
WESTERN STAR	**935**	**1,419**	**1,440**	**1,436**	**0**
Class 6	34	224	32	136	20
Class 7	0	116	111	0	0
Class 8	644	748	776	1,096	992
OTHER TRUCKS	**678**	**1,088**	**919**	**1,232**	**1,012**
CLASS 4	**27,453**	**27,031**	**21,181**	**2,129**	**0**
CLASS 5	**5,055**	**7,243**	**8,268**	**8,185**	**5,905**
CLASS 6	**38,209**	**39,128**	**53,599**	**44,282**	**44,796**
CLASS 7	**85,344**	**93,446**	**103,042**	**102,583**	**100,713**
CLASS 8	**121,226**	**145,067**	**148,361**	**131,[illegible]**	**112,871**
TOTAL TRUCKS	**277,287**	**311,915**	**334,451**	**28[illegible]**	**264,285**

SOURCE: Automotive News Data Center and MVMA

U.S. recreational vehicle shipments - 8 years

	1990	1989	1988	1987	1986*	1985*	1984*	1983*
Travel trailers	87,600	90,300	96,900	92,800	86,000	82,900	92,400	90,000
Folding camping trailers	30,700	33,300	42,300	41,600	7,400	6,900	7,600	6,800
Truck campers	9,700	9,900	11,000	10,100	36,500	35,900	40,900	37,500
Motor homes	52,300	61,200	72,900	73,800	67,700	68,700	82,000	69,500
Van conversions	174,200	200,400	204,200	181,900	181,900	164,800	175,300	154,200
TOTAL SHIPMENTS	**354,500**	**395,100**	**427,300**	**400,200**	**379,500**	**359,200**	**398,200**	**358,000**

*Pickup covers no longer included in RVIA shipments
Source: Recreation Vehicle Industry Assn

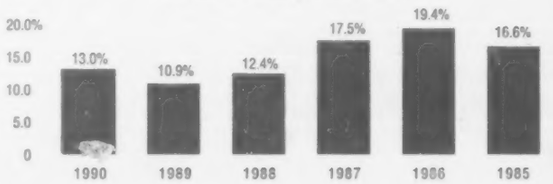
Import penetration into U.S. truck market
Classes 1 thru 8

	Domestic	Imported	Total	Japanese share of market
1990	4,215	632	4,847	13.0
1989	4,403	538	4,941	10.9
1988	4,509	641	5,150	12.4
1987	4,055	858	4,913	17.5
1986	3,921	941	4,862	19.4
1985	3,903	779	4,682	16.6
1984	3,475	618	4,093	15.1
1983	2,658	471	3,129	15.1
1982	2,146	414	2,560	16.2
1981	1,809	451	2,260	20.0
1980	2,000	487	2,487	19.6
1979	3,010	470	3,480	13.5
1978	3,773	336	4,109	8.2
1977	3,352	323	3,675	8.8
1976	2,944	237	3,181	7.5
1975	2,249	229	2,478	9.2
1974	2,512	176	2,688	6.5
1973	2,915	233	3,148	7.4
1972	2,486	143	2,629	5.4
1971	2,011	85	2,096	4.1

Note: Domestic sponsored imports are included with total imports and excluded from domestic sales. Beginning January 1980, passenger vans previously reported as passenger cars are now included with trucks
Source: MVMA

Japanese share of truck market

Percentage of total U.S. truck sales

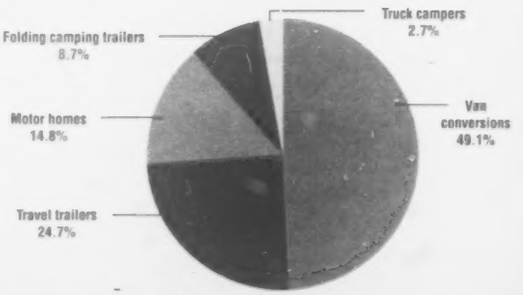


Source: MVMA

Truck segments by GVW

Class 1-3 14,000 and less GVW	**Class 6** 19,501 - 26,000 GVW
Class 4 14,001 - 16,000 GVW	**Class 7** 26,001 - 33,000 GVW
Class 5 16,001 - 19,500 GVW	**Class 8** 33,001 and over GVW

U.S. recreational vehicle market share



Source: Recreation Vehicle Industry Assn

SALES/REGISTRATIONS

U.S. imported-car inventories

	Unit Count	Days' Supply
1991		
January 1	556,732	77
February 1	587,988	111
March 1	626,226	101
April 1	658,734	90
1990		
January 1	663,736	86
February 1	650,549	81
March 1	644,857	80
April 1	668,662	79
May 1	679,880	82
June 1	657,371	74
July 1	613,259	70
August 1	578,750	65
September 1	530,377	65
October 1	503,930	64
November 1	438,339	73
December 1	533,310	74
1989		
January 1	664,909	66
February 1	682,152	82
March 1	720,056	87
April 1	713,783	79
May 1	698,896	72
June 1	661,545	66
July 1	663,418	67
August 1	646,072	67
September 1	585,196	55
October 1	532,265	59
November 1	583,854	68
December 1	621,558	74
1988		
January 1	677,306	61
February 1	661,940	72
March 1	702,748	75
April 1	670,608	67
May 1	689,099	73
June 1	676,481	63
July 1	634,143	58
August 1	631,517	61
September 1	606,740	58
October 1	582,350	59
November 1	603,043	65
December 1	627,074	66
1987		
January 1	473,165	38
February 1	471,547	62
March 1	531,520	58
April 1	539,759	57
May 1	567,879	61
June 1	606,583	58
July 1	650,508	60
August 1	628,337	54
September 1	606,500	51
October 1	547,966	48
November 1	565,743	56
December 1	583,128	57

U.S. domestic-car inventories

	Unit Count	Days' Supply
1991		
January 1	1,386,181	74
February 1	1,432,859	89
March 1	1,359,511	69
April 1	1,300,815	63
1990		
January 1	1,669,374	92
February 1	1,463,881	70
March 1	1,466,579	66
April 1	1,478,891	64
May 1	1,422,136	60
June 1	1,470,537	60
July 1	1,504,624	62
August 1	1,317,833	56
September 1	1,336,897	64
October 1	1,340,098	56
November 1	1,453,926	66
December 1	1,471,897	77
1989		
January 1	1,585,922	67
February 1	1,724,158	85
March 1	1,797,544	78
April 1	1,822,224	77
May 1	1,835,840	69
June 1	1,844,144	67
July 1	1,847,283	75
August 1	1,565,308	65
September 1	1,449,478	57
October 1	1,439,179	59
November 1	1,549,532	77
December 1	1,658,503	88
1988		
January 1	1,682,600	79
February 1	1,676,858	79
March 1	1,608,461	62
April 1	1,574,529	58
May 1	1,571,272	63
June 1	1,597,668	57
July 1	1,663,109	60
August 1	1,406,740	58
September 1	1,315,919	59
October 1	1,385,938	60
November 1	1,487,638	66
December 1	1,611,631	73
1987		
January 1	1,506,557	58
February 1	1,734,299	105
March 1	1,869,591	81
April 1	1,945,438	74
May 1	1,912,132	72
June 1	1,910,805	77
July 1	1,900,096	75
August 1	1,657,974	71
September 1	1,436,835	57
October 1	1,396,454	57
November 1	1,558,931	80
December 1	1,686,501	83

U.S. car average monthly days' supply

	1986	1987	1988	1989	1990	5 years average
January	59	83	78	82	82	**77**
February	61	69	67	77	70	**69**
March	64	68	63	77	67	**68**
April	60	70	65	70	67	**66**
May	56	71	59	68	63	**63**
June	57	70	59	73	65	**65**
July	62	73	67	75	66	**69**
August	60	62	63	62	65	**62**
September	41	57	59	61	58	**55**
October	51	66	62	69	63	**62**
November	57	70	67	79	72	**69**
December	52	71	72	88	77	**72**

NOTE: Average based on domestic and imported-car inventory units

Canada car and light-truck sales — 4 years

	1990	1989	1988	1987
BMW (imported car)	**4,002**	**4,311**	**5,016**	**4,864**
N.A. car	96,903	119,773	149,604	142,225
Imported car	15,262	20,920	9,056	8,437
N.A. truck	84,997	102,499	110,590	94,767
Imported truck	1,528	2,339	2,910	3,757
CHRYSLER	**198,690**	**245,531**	**272,160**	**249,186**
N.A. car	144,363	190,604	201,240	182,912
Imported car	6,992	8,356	6,299	10,088
N.A. truck	119,388	138,791	148,336	142,438
FORD	**270,743**	**337,751**	**355,875**	**335,438**
N.A. car	298,435	339,532	352,203	355,691
Imported car	6,334**	5,087	27,386	23,468
N.A. truck	145,514	168,029	175,677	156,944
Imported truck	3,200	3,121	3,594	373
GM	**453,483**	**515,769**	**558,860**	**536,476**
N.A. car	33,344	27,165	18,676	11,749
Imported car	67,850	59,045	56,369	61,227
HONDA	**101,194**	**86,210**	**75,045**	**72,976**
N.A. car	6,672	0	0	0
Imported car	15,860	26,504	31,013	50,648
HYUNDAI	**22,532**	**26,504**	**31,013**	**50,648**
JAGUAR (imported car)	**1,005**	**1,606**	**2,154**	**2,660**
Imported car	631	673	970	1,054
Imported truck	290	227	158	123
LADA	**921**	**900**	**1,128**	**1,177**
LAND ROVER (imported truck)	**65**	**0**	**0**	**0**
Car*	29,835	26,162	27,656	26,635
Truck*	19,400	17,868	11,597	10,688
MAZDA	**49,235**	**44,030**	**39,253**	**37,323**
MERCEDES-BENZ (imported car)	**4,065**	**4,063**	**4,221**	**4,403**
Car*	24,474	28,145	29,812	36,416
Truck*	14,009	13,571	13,118	17,782
NISSAN	**38,483**	**41,716**	**42,930**	**54,198**
PEUGEOT (imported car)	**114**	**223**	**0**	**0**
SAAB (imported car)	**-**	**1,212**	**1,369**	**1,639**
SKODA (imported car)	**0**	**344**	**378**	**625**
SUBARU (imported car)	**7,622**	**6,171**	**7,759**	**8,447**
Imported car	7,303	7,328	6,588	3,810
Imported truck	7,062	7,781	5,438	3,588
SUZUKI	**14,365**	**15,109**	**12,026**	**7,398**
N.A. car	13,343	11,664	0	0
Imported car	63,385	65,954	70,400	68,753
Imported truck	17,536	16,987	15,736	14,312
TOYOTA	**94,264**	**94,605**	**86,136**	**83,065**
Imported car	34,978	29,212	35,553	41,470
Imported truck	900	768	934	1,329
VOLKSWAGEN	**35,878**	**29,980**	**36,487**	**42,799**
N.A. car	3,276	3,760	2,685	2,279
Imported car	2,456	3,253	3,491	5,208
VOLVO	**5,732**	**7,013**	**6,176**	**7,487**
N.A. car	**598,336**	**692,498**	**724,408**	**694,856**
Imported car	**292,168**	**298,569**	**325,490**	**359,852**
TOTAL CAR	**888,504**	**991,057**	**1,049,898**	**1,054,708**
N.A. truck	**349,899**	**409,319**	**434,603**	**394,149**
Imported truck	**63,990**	**62,662**	**53,485**	**51,952**
TOTAL TRUCK	**413,889**	**471,981**	**488,088**	**446,101**
TOTAL CANADA SALES	**1,302,393**	**1,463,048**	**1,537,986**	**1,500,809**

*Break down of N.A.-built and imported sales not available
**Includes 1990 Passport and Saab sales
NOTE: N.A. sales are cars and trucks built in the United States and Canada
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Canada new-car registrations — 30 years

1990	867,601
1989	974,531
1988	1,043,127
1987	1,028,501
1986*	1,065,143
1985	1,146,251
1984	914,679
1983	830,457
1982	727,097
1981	891,558
1980	948,967
1979	998,004
1978	958,414
1977	953,078
1976	898,253
1975	839,942
1974	901,097
1973	935,533
1972	812,753
1971	745,026
1970	636,206
1969	756,015
1968	737,605
1967	667,814
1966	683,639
1965	686,828
1964	607,503
1963	541,942
1962	501,030
1961	440,377

*—Quebec figures are incomplete
SOURCE: R.L. Polk & Co. Ltd.

Canada new-truck registrations — 30 years

1990	416,601
1989	480,338
1988	500,502
1987	450,014
1986*	406,905
1985	393,396
1984	292,273
1983	223,917
1982	204,794
1981	281,536
1980	335,827
1979	382,074
1978	349,294
1977	333,551
1976	305,606
1975	265,015
1974	287,619
1973	234,683
1972	180,748
1971	138,876
1970	129,359
1969	153,277
1968	142,201
1967	130,964
1966	128,506
1965	115,660
1964	104,175
1963	90,608
1962	81,495
1961	74,738

*—Quebec figures are incomplete
SOURCE: R.L. Polk & Co. Ltd.

SALES/REGISTRATIONS

New-car registrations in the United States for 1990 dropped to its lowest level since 1983. The year's total new-car registrations of 9,159,629 was 692,988 units less than 1989's total of 9,852,617, a 7 percent decrease for the one year.

Registrations of U.S.-built cars in 1990 slumped to 5,673,963, a 10.95 percent decrease from 1989's total of 6,371,833.

Import-car registrations gained back ground lost in 1989 when they experienced a 170,434 unit drop from the previous year. For 1990, import-car registrations increased by 4,882 and imports captured 38.05 percent of the year's total U.S.-car market.

In 1990, the Big 3 captive imports' share of new-car registrations slipped by 5,607 units, or 1.60 percent.

Other imports declined by 10,489 units, or 0.34 percent, to 3,141,532 in 1990.

Record years for car registrations

1973	11,350,995
1986	11,139,842
1978	10,946,104
1985	10,888,608
1977	10,826,234
1972	10,487,794
1988	10,479,931
1979	10,356,695
1984	10,128,729
1987	10,122,154
1989	9,852,617
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1990	**9,159,629**
1966	9,008,488
1983	8,924,186
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1982	7,754,342
1963	7,556,717
1955	7,169,908
1962	6,938,863

U.S. new-car registrations

	1990	1989
Chrysler Conquest*	648	5,702
Imperial	12,730	1,467
LeBaron Landau	28,267	3
LeBaron/LeBaron GTS	1,269	6,050
LeBaron Coupe/Conv.	57,460	86,655
New Yorker	1,217	28,103
New Yorker/Landau	22,773	49,078
Salon	13,870	2,020
Fifth Avenue	641	11,976
Fifth Avenue (fwd)	37,612	10,063
Total	176,487	201,117
Plymouth Colt*	16,806	24,644
Colt DL SW*	1,896	4,179
Colt Vista SW*	2,644	6,469
Horizon	12,745	39,894
Sundance	62,869	85,907
Reliant	2,713	35,702
Laser	39,154	18,839
Caravelle	0	829
Gran Fury	58	1,584
Acclaim	108,697	86,864
Total	247,582	304,911
Chrysler/Plymouth Total	424,069	506,028
Dodge Colt*	18,687	26,315
Colt DL SW*	1,850	4,503
Colt Vista SW*	2,771	6,917
Omni	12,753	40,763
Shadow	69,642	83,575
Daytona	33,906	66,719
Aries	2,241	35,569
Stealth*	2,658	0
Lancer	762	3,592
600	0	894
Dynasty	104,383	111,911
Diplomat	105	3,227
Spirit	92,134	71,008
Monaco	10,954	0
Total	352,846	454,993
Eagle Summit*	13,357	19,486
Premier	17,147	40,983
Medallion*	332	4,519
Talon	27,300	5,909
Total	58,136	70,897
T/C By Maserati*	3,405	2,235
TOTAL CHRYSLER	**838,456**	**1,034,153**
Ford Festiva*	53,074	69,653
Escort	251,854	309,372
Escort SW	33,289	34,888
Mustang	124,578	164,364
Probe	101,981	135,545
Tempo	216,280	234,595
Taurus	236,726	267,353
Taurus SW	75,286	83,683
Crown Victoria	108,386	97,403
Crown Victoria SW	7,855	10,990
Thunderbird	104,179	120,801
Total	1,313,488	1,528,647
Lincoln Town Car	147,306	118,427
Mark VII	21,473	23,301
Continental	60,857	56,243
Total	229,636	197,971
XR4 Total*	286	4,516
Scorpio Total*	3,932	6,299
Mercury Tracer	27,080	49,897
Tracer SW	6,215	8,744
Capri*	6,989	0
Topaz	71,850	86,449
Sable	76,473	86,290
Sable SW	20,219	25,987
Cougar	74,753	99,117
Grand Marquis	96,803	104,432
Grand Marquis SW	5,871	7,249
Total	386,253	468,165
Lincoln-Mercury Total	620,107	676,951
TOTAL FORD	**1,933,595**	**2,205,598**
Buick Reatta	6,319	7,929
Skyhawk	869	17,419
Skyhawk SW	89,862	63,768
Century	107,257	127,693
Century SW	5,848	8,149
Regal	87,036	79,315
LeSabre	146,342	140,679
Roadmaster	1	0
Roadmaster SW	2	0
Electra/Park Avenue	61,620	78,072
Buick SW	5,752	7,717
Riviera	20,694	19,319
Total	541,602	550,060
Cadillac DeVille/Fleetwood	166,177	172,360
Fleetwood 60 Special	1,330	2,031
Cimarron	0	454
Brougham/Chassis	31,200	39,205
Eldorado	23,156	30,505
Seville	32,912	23,630
Allante	3,148	3,112
Total	257,923	271,297
Chevrolet Geo Prizm	107,120	87,276
Metro*	91,193	53,393
Storm*	85,075	62,601
Corsica	164,108	190,467
Beretta	95,403	145,718
Camaro	76,593	98,735
Cavalier	272,590	278,277
Cavalier SW	19,961	24,103
Celebrity	3,483	106,779
Celebrity SW	24,296	34,056
Lumina	214,974	101,648
Monte Carlo	0	1,250
Caprice	137,621	127,813
Caprice SW	9,167	19,923
Corvette	21,188	22,815
Total	1,322,772	1,354,854
Oldsmobile Firenza	0	859
Calais	99,724	96,960
Cutlass Ciera	124,219	179,463
Cutlass Ciera SW	8,571	14,698
Cutlass Supreme	0	1,342
Cutlass Supreme (fwd)	110,677	100,251
88 Royale	96,488	131,171
98	47,769	66,789
Custom Cruiser SW	3,351	8,408
Toronado	14,484	9,765
Total	505,283	609,706
Pontiac LeMans*	38,369	48,071
Sunbird	119,073	102,658
Fiero	0	2,833
Firebird	38,230	55,666
Grand Am	201,452	208,629
6000	43,152	63,256
6000 SW	3,648	6,203
Grand Prix	115,093	114,584
Safari SW	225	4,138
Bonneville	67,247	89,399
Total	626,489	695,437
Saturn	1,783	0
GM Lotus*	162	257
TOTAL GM	**3,245,969**	**3,481,611**
Domestic station wagons	229,616	300,979
Import station wagons	160,830	185,175
MISC. DOMESTIC	**77**	**212**
Domestic Sponsored Imports	344,134	349,741
Other Imports	3,141,532	3,131,043
TOTAL	**3,485,666**	**3,480,784**
GRAND TOTAL ALL REGISTRATIONS	**9,159,629**	**9,852,617**

*Domestic-captive imports

SOURCE: R.L. Polk & Co.

U.S. new-car registrations — 10 years

	1990	1989	1988	1987	1986	1985	1984	1983	1982	1981
AMERICAN MOTORS*	—	—	—	**44,526**	**72,008**	**128,318**	**188,752**	**190,797**	**108,706**	**133,455**
Plymouth	247,582	304,911	333,224	344,656	351,543	324,257	281,897	258,684	243,519	335,691
Dodge	352,846	454,993	496,416	408,333	441,694	425,755	359,722	307,633	252,183	311,824
Eagle**	58,136	70,897	62,030	44,740		—	—	—	—	—
Chrysler	176,487	201,117	283,848	297,401	351,741	371,292	321,303	254,175	169,275	87,165
CHRYSLER CORP.	**838,456**	**1,034,153**	**1,175,518**	**1,095,130**	**1,143,103**	**1,121,304**	**962,922**	**820,492**	**667,580**	**739,620**
Ford Division	1,313,488	1,528,647	1,577,815	1,421,299	1,364,434	1,364,829	1,286,004	1,034,732	889,470	975,312
Mercury***	390,471	468,165	481,396	464,382	477,874	515,895	520,868	395,041	316,293	640,868
Lincoln	229,636	197,971	190,506	167,290	169,805	164,295	144,548	97,206	87,820	61,775
FORD MOTOR CO.	**1,933,595**	**2,205,598**	**2,262,002**	**2,066,470**	**2,012,113**	**2,045,019**	**1,951,420**	**1,526,979**	**1,293,583**	**1,377,955**
Buick	531,602	550,060	578,652	557,095	757,328	851,031	919,904	818,256	713,671	718,304
Cadillac	257,923	271,297	259,772	258,991	300,090	301,228	310,257	291,552	240,197	224,457
Chevrolet	1,322,772	1,354,854	1,469,632	1,496,074	1,367,002	1,577,349	1,546,098	1,310,503	1,222,624	1,437,091
Oldsmobile	505,283	609,706	708,449	717,262	1,044,444	1,067,881	1,038,774	971,229	775,702	830,892
Pontiac	626,489	695,437	759,594	698,143	829,650	785,098	685,361	536,404	461,149	546,936
Saturn	1,738	—	—	—	—	—	—	—	—	—
GENERAL MOTORS	**3,245,969**	**3,481,611**	**3,776,101**	**3,727,565**	**4,624,746**	**4,582,587**	**4,501,394**	**3,927,944**	**3,413,343**	**3,757,681**
IMPORTS†	**3,141,532**	**3,131,043**	**3,265,907**	**3,276,415**	**3,444,190**	**3,011,132**	**2,523,974**	**2,457,357**	**2,268,631**	**2,431,680**
MISC. DOMESTICS	**77**	**212**	**156**	**80**	**77**	**248**	**257**	**617**	**2,499**	**3,528**
TOTAL	**9,159,629**	**9,852,617**	**10,479,931**	**10,165,660**	**11,139,842**	**10,888,608**	**10,128,729**	**8,924,186**	**7,754,342**	**8,443,919**

NOTES: 1986 data has been changed because of revisions in Massachusetts' registrations. Manufacturer's sales records were used to compile Oklahoma's numbers in 1986.
*American Motors was acquired by Chrysler Corp. in 1987.
**Eagle is part of Chrysler Corp.
***Mercury figures include XR4 and Scorpio.
†Imports do not include U.S.-based manufacturers' captive imports totals.

Source: R.L. Polk

SALES/REGISTRATIONS

U.S. new-car registrations by state

State	Year	Eagle	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Honda	Nissan	Toyota	Misc.	TOTAL INDUSTRY
Alabama	'90	678	1,667	2,768	2,301	7,414	15,219	2,929	4,497	22,645	8,996	3,525	18,848	6,829	9,342	47,545	11,748	7,537	7,230	11-739	115,858
	'89	898	2,247	3,801	2,486	9,432	15,709	2,136	4,986	22,831	8,375	3,270	19,387	8,306	10,130	49,468	9,896	7,131	5,799	11,560	116,117
Alaska	'90	281	261	712	605	1,859	2,947	86	446	3,479	302	150	1,913	311	446	3,122	1,380	636	1,274	3,642	15,392
	'89	256	238	916	695	2,105	3,046	89	714	3,849	358	90	1,854	430	715	3,447	1,292	590	887	2,922	15,092
Arizona	'90	462	2,848	4,991	2,774	11,075	14,151	2,308	3,778	20,237	5,882	3,690	13,727	3,691	5,976	32,990	9,512	7,751	8,272	9,913	99,750
	'89	634	3,154	3,883	3,458	11,129	16,867	1,743	3,706	22,316	5,862	3,531	14,342	5,039	6,786	35,560	10,577	9,255	6,995	10,430	106,262
Arkansas	'90	421	1,032	2,597	1,276	5,326	9,499	1,319	2,780	13,598	3,906	1,923	1,210	4,484	5,666	27,692	4,852	2,354	2,485	4,662	60,969
	'89	503	1,505	3,341	1,792	7,141	11,061	1,309	3,880	16,250	3,908	2,194	[illegible]	5,889	5,907	28,690	4,298	3,479	2,842	4,361	67,061
California	'90	3,376	16,902	20,782	16,163	57,223	155,088	22,918	31,811	209,817	33,542	31,866	95,704	28,342	33,970	223,937	168,270	73,080	129,625	197,974	1,059,926
	'89	5,544	19,796	32,239	21,963	79,542	173,898	18,354	37,944	230,196	34,367	34,970	100,497	38,073	38,549	246,456	152,336	85,749	134,846	207,305	1,136,430
Colorado	'90	1,264	2,274	4,086	2,657	10,281	17,141	2,9[illegible]	4,369	24,492	4,882	2,811	15,631	4,524	5,986	33,834	13,271	3,995	8,989	18,606	113,468
	'89	1,202	2,356	4,818	3,430	11,806	19,671	2,135	4,700	26,506	5,394	2,820	14,830	6,204	6,640	35,888	12,303	5,681	9,771	19,622	121,577
Connecticut	'90	1,264	1,939	4,502	4,206	11,911	17,910	2,467	5,456	25,833	8,269	2,602	14,846	6,990	7,277	39,985	17,440	6,375	12,527	26,688	140,759
	'89	1,403	2,593	6,595	5,581	16,172	23,091	2,497	6,861	32,449	9,585	3,414	18,664	9,236	8,565	49,464	17,443	7,004	11,693	30,758	164,983
Delaware	'90	285	644	1,759	1,167	3,855	5,084	610	1,597	7,291	2,221	720	6,132	2,517	2,262	13,852	3,539	1,729	2,023	8,809	41,098
	'89	334	785	2,120	1,437	4,676	7,121	749	2,409	10,279	2,720	921	7,833	4,046	3,354	18,874	3,523	2,500	1,981	8,416	50,249
D. of Columbia	'90	120	425	468	396	1,409	2,178	381	505	3,064	487	449	1,719	711	339	3,708	2,598	1,096	2,939	3,431	18,245
	'89	149	387	513	725	1,774	2,316	327	630	3,273	794	525	2,556	852	769	5,496	2,182	1,368	3,337	3,357	20,787
Florida	'90	2,933	23,321	41,074	18,996	86,324	95,891	31,588	33,564	161,043	56,656	32,129	129,965	36,241	52,651	307,948	51,479	35,524	55,741	93,378	791,437
	'89	3,802	23,829	43,347	21,643	92,621	106,156	26,323	37,288	169,767	52,838	32,395	120,397	37,006	52,377	295,013	49,083	38,145	51,474	82,740	778,843
Georgia	'90	1,343	4,816	8,052	4,740	18,951	33,336	7,759	10,675	51,770	11,424	6,960	29,360	12,354	15,668	75,770	26,733	12,103	19,137	27,438	231,902
	'89	1,801	4,606	9,725	5,980	22,112	41,480	5,838	11,991	59,309	11,694	7,241	34,516	13,975	18,654	86,080	24,055	13,188	15,826	31,009	251,579
Hawaii	'90	234	487	1,176	1,166	3,063	5,365	2,046	1,146	8,557	2,701	1,148	15,409	3,121	14,907	37,286	8,028	3,294	5,695	6,027	71,950
	'89	312	712	2,070	1,226	4,320	8,907	1,515	2,654	13,076	2,458	1,267	5,884	2,275	3,484	15,368	7,862	6,834	6,455	5,978	59,893
Idaho	'90	142	354	784	585	1,865	2,647	232	1,140	4,019	1,079	428	3,004	1,172	1,426	7,110	1,742	734	2,728	3,085	21,283
	'89	289	394	1,129	600	2,412	3,125	258	2,093	5,476	1,257	391	2,582	1,272	1,570	7,072	1,622	791	1,528	3,216	22,117
Illinois	'90	2,997	10,161	19,936	15,426	48,520	75,489	13,470	27,688	116,647	37,022	17,032	88,807	34,511	41,307	218,712	41,742	17,193	32,413	58,972	534,199
	'89	3,209	11,298	24,913	16,967	56,387	89,793	11,879	31,826	133,498	39,208	17,204	90,897	42,228	47,487	237,024	38,094	17,464	28,243	57,684	568,394
Indiana	'90	1,221	3,220	6,014	5,340	15,795	22,873	2,716	7,709	33,298	13,937	4,401	31,884	15,978	15,552	81,763	9,623	4,281	8,301	11,176	164,237
	'89	1,540	3,862	8,120	6,257	19,779	28,299	2,654	9,597	40,550	15,383	5,042	33,646	18,381	17,704	90,156	8,873	4,976	7,706	12,342	184,384
Iowa	'90	483	1,360	3,136	2,020	6,999	12,070	1,209	4,315	17,594	6,763	1,591	14,233	6,806	7,097	36,492	4,054	2,086	2,890	3,897	74,012
	'89	529	1,499	4,377	2,640	9,045	14,317	899	5,478	20,694	7,925	1,678	14,469	8,670	7,961	40,703	4,044	1,810	3,006	4,186	83,488
Kansas	'90	529	1,330	2,105	1,777	5,741	10,685	1,300	3,266	15,251	4,822	1,372	9,644	4,665	6,128	26,641	6,066	2,480	3,993	6,075	66,247
	'89	592	1,533	2,901	1,944	6,970	12,981	949	4,155	18,085	4,784	1,486	9,261	5,639	6,535	27,705	5,598	2,768	3,888	5,702	70,676
Kentucky	'90	573	2,129	3,962	2,589	9,253	13,674	2,367	3,861	19,902	5,756	2,466	16,078	5,815	7,136	37,253	6,321	4,778	8,834	7,074	93,415
	'89	748	1,896	5,586	3,167	11,397	16,390	1,975	4,576	22,941	5,978	2,640	16,710	6,779	8,975	41,082	5,518	5,350	7,454	6,751	100,493
Louisiana	'90	783	2,242	4,326	2,943	10,294	16,694	2,962	5,117	24,773	6,874	3,143	15,373	7,030	7,882	40,302	10,351	7,415	11,471	16,185	120,791
	'89	1,026	2,317	5,243	3,360	11,946	20,244	2,844	6,365	29,453	6,717	2,952	17,016	8,757	9,192	44,634	9,905	7,500	12,260	14,689	130,387
Maine	'90	283	446	1,831	1,139	3,699	5,891	270	1,633	7,794	2,049	477	6,130	2,805	2,765	14,226	2,216	1,261	2,605	5,573	37,374
	'89	417	543	2,975	1,919	5,854	8,084	562	2,952	11,598	3,031	597	7,534	3,864	2,759	17,785	2,136	1,490	2,670	6,919	48,452
Maryland	'90	2,000	3,496	13,514	7,290	26,300	39,736	3,380	8,429	51,545	13,796	4,156	40,286	14,378	14,936	87,559	27,008	10,935	21,787	32,951	258,085
	'89	2,419	4,409	17,365	8,579	32,772	50,642	3,494	10,505	64,641	13,844	4,623	41,198	18,378	16,889	94,932	23,701	13,242	20,181	31,749	281,218
Massachusetts	'90	1,476	3,687	7,640	6,700	19,503	30,888	5,463	14,190	50,541	10,782	5,045	26,915	12,965	12,669	68,376	22,273	11,847	25,720	35,681	233,941
	'89	2,033	5,487	11,671	10,707	29,898	38,081	5,811	18,141	62,033	12,733	5,536	33,754	16,557	16,688	85,268	22,714	14,532	25,662	42,126	282,233
Michigan	'90	3,965	9,748	23,383	16,696	53,792	81,028	18,842	25,786	125,656	32,217	13,868	70,961	33,568	47,322	198,090	13,935	3,971	11,167	17,748	424,359
	'89	5,115	14,016	29,736	18,136	67,003	94,029	13,404	35,122	142,555	33,318	13,867	71,110	34,724	52,354	205,373	13,694	4,415	10,197	226	460,463
Minnesota	'90	743	2,096	6,345	4,661	13,845	24,840	1,938	6,264	33,042	11,227	3,051	20,762	11,669	11,769	58,517	8,323	2,592	7,721	11,069	135,109
	'89	961	2,492	9,370	6,188	19,011	28,449	1,765	8,722	38,936	12,294	2,963	24,200	15,324	13,949	68,730	8,225	2,757	7,640	12,968	158,267
Mississippi	'90	248	983	1,629	1,267	4,127	7,532	1,148	2,318	10,998	4,213	1,558	7,784	3,430	4,439	21,424	3,826	4,145	4,066	5,351	53,937
	'89	460	1,121	2,300	1,601	5,482	9,609	1,199	3,116	13,924	4,761	1,783	8,593	4,819	5,414	25,370	3,494	5,484	4,691	5,369	63,814
Missouri	'90	1,215	4,364	8,731	5,174	19,484	32,138	4,261	9,575	45,974	11,260	5,454	31,984	13,201	15,285	77,200	12,088	5,575	11,985	16,491	188,797
	'89	1,200	4,034	11,040	6,138	22,412	37,016	3,124	11,140	51,280	11,224	5,471	32,879	15,365	16,232	81,171	11,185	7,077	12,443	16,932	202,500
Montana	'90	156	322	733	479	1,690	2,883	187	700	3,770	1,158	243	2,874	1,291	1,040	6,606	1,534	504	913	2,336	17,353
	'89	211	382	899	778	2,270	3,272	212	1,003	4,487	1,441	296	2,850	1,611	1,408	7,606	1,588	1,020	1,071	2,529	20,571
Nebraska	'90	267	1,096	1,482	1,235	4,080	6,418	746	1,993	9,157	3,709	1,052	6,871	3,081	3,598	18,311	2,909	1,493	1,851	2,590	40,391
	'89	198	1,134	1,884	1,518	4,734	7,297	657	2,515	10,469	3,892	1,061	7,265	3,785	4,336	20,339	2,979	1,866	1,961	2,808	45,156
Nevada	'90	209	1,308	2,789	1,093	5,399	8,179	1,690	2,498	12,367	2,697	2,793	6,935	2,364	3,699	18,556	4,033	1,846	3,959	7,247	53,407
	'89	279	1,328	3,328	1,403	6,338	7,639	1,285	2,666	11,590	2,993	2,510	5,493	2,429	2,958	16,383	4,051	2,443	3,608	6,555	50,968
New Hampshire	'90	431	513	2,045	1,226	4,215	5,867	625	2,262	8,754	2,294	601	6,437	2,229	2,746	14,309	4,408	2,153	5,294	9,016	48,149
	'89	458	695	2,985	1,852	5,990	7,705	849	3,025	11,579	2,570	823	8,296	3,160	3,557	18,406	4,399	2,592	5,374	10,867	59,207
New Jersey	'90	2,507	6,463	12,029	10,576	31,585	54,219	10,891	20,859	85,969	19,697	8,987	40,554	16,271	19,437	104,947	32,508	22,506	36,509	57,900	371,924
	'89	2,747	7,951	16,227	13,140	40,065	60,008	11,244	25,989	97,241	21,901	10,506	44,229	21,779	24,078	122,493	34,275	23,469	31,618	67,342	416,503
New Mexico	'90	370	984	1,940	1,289	4,583	7,134	1,537	2,353	11,024	2,197	835	6,313	1,891	2,567	13,803	3,228	1,550	2,606	5,428	42,222
	'89	476	1,122	2,614	1,521	5,733	7,464	908	2,720	11,092	2,291	816	6,627	2,514	3,392	15,640	2,704	2,186	2,972	5,197	45,524
New York	'90	4,107	9,575	23,372	19,369	56,423	63,954	14,828	22,825	101,607	29,929	12,878	72,663	29,841	34,024	179,337	64,281	32,179	58,468	91,277	584,112
	'89	6,098	13,401	33,933	26,453	79,885	75,736	15,025	28,419	119,180	31,871	16,210	81,007	37,426	41,417	207,931	59,955	35,572	45,785	99,274	647,582
North Carolina	'90	1,299	2,951	6,101	4,100	14,451	33,841	4,355	6,188	44,384	14,055	5,499	30,025	11,373	13,647	74,713	22,899	12,094	12,650	31,252	212,443
	'89	1,699	3,496	7,335	4,977	17,507	43,802	3,761	8,870	56,433	15,417	5,795	32,702	15,652	17,337	86,903	22,163	17,874	14,934	29,443	245,257
North Dakota	'90	159	307	593	354	1,413	2,035	187	798	3,020	1,242	312	2,883	1,342	1,365	7,144	897	304	527	728	14,033
	'89	137	300	713	513	1,663	2,177	149	921	3,247	1,469	363	2,795	1,661	1,783	8,071	825	362	576	755	15,499
Ohio	'90	4,218	7,727	20,870	14,593	47,408	64,206	8,333	19,589	92,128	30,763	10,411	78,689	32,950	37,373	190,232	32,342	12,068	30,035	34,041	438,254
	'89	3,539	9,078	28,084	19,064	59,765	74,510	7,784	25,046	107,340	31,654	10,642	81,308	35,037	43,712	202,353	30,082	14,387	27,079	32,795	473,801
Oklahoma	'90	609	1,741	3,103	1,909	7,362	12,235	2,369	4,655	19,259	5,811	2,380	11,712	4,793	7,104	31,828	6,751	3,716	2,723	8,421	80,060
	'89	601	2,076	3,577	2,005	8,259	13,463	2,104	5,197	20,764	5,298	2,479	10,622	6,672	7,832	32,903	5,855	4,069	2,637	7,412	81,899
Oregon	'90	698	1,676	2,949	2,805	8,128	15,155	2,228	3,162	20,545	3,949	2,674	10,685	3,083	3,944	24,337	12,526	4,060	10,072	13,182	92,850
	'89	645	1,619	3,913	2,448	8,625	14,392	1,474	3,643	19,509	4,029	2,151	10,091	4,003	4,342	24,616	12,176	5,062	8,540	12,483	91,011
Pennsylvania	'90	3,760	10,568	22,109	16,905	53,342	55,743	8,687	19,663	84,093	29,173	10,737	71,363	29,183	36,290	176,775	33,313	13,004	22,033	49,390	431,950
	'89	4,377	10,312	26,629	22,025	63,343	68,150	8,570	23,690	100,410	29,573	11,927	76,509	34,405	39,515	191,929	33,298	16,233	19,548	48,946	473,707
Rhode Island	'90	211	632	1,404	1,012	3,259	5,021	636	1,225	6,882	1,840	847	3,585	2,103	2,613	10,988	2,686	1,511	4,072	4,780	34,178
	'89	315	766	2,198	1,384	4,663	5,879	468	1,810	8,157	1,994	998	4,450	3,165	3,226	13,833	2,429	1,574	4,259	6,569	41,484
South Carolina	'90	672	1,542	2,884	2,293	7,391	18,534	2,011	3,848	24,393	7,690	3,008	16,843	6,943	7,613	42,102	12,227	6,713	7,305	13,372	113,503
	'89	665	1,795	3,716	2,350	8,526	19,967	1,709	4,702	26,378	7,325	3,091	17,270	8,564	8,989	45,239	10,835	8,290	7,434	13,647	120,349
South Dakota	'90	202	390	798	470	1,860	2,600	256	687	3,543	1,670	345	3,408	1,296	1,648	8,367	900	322	482	975	16,429
	'89	194	318	933	626	2,071	2,697	165	1,002	3,864	1,826	372	3,408	1,691	1,769	9,066	915	376	358	1,079	17,729
Tennessee	'90	865	3,550	5,062	3,916	13,393	19,257	3,993	5,862	29,112	9,918	5,574	22,600	8,393	12,256	58,881	13,164	11,509	13,114	14,558	153,731
	'89	1,151	3,620	7,695	4,811	17,277	25,261	3,474	7,224	35,959	10,002	6,334	26,815	11,615	15,357	70,123	12,921	12,701	14,938	15,958	179,877
Texas	'90	3,240	13,625	19,396	12,481	48,742	85,449	17,800	23,926	127,175	25,999	22,482	71,531	32,128	39,474	191,687	52,859	32,071	34,904	75,337	562,775
	'89	3,576	13,983	21,837	13,751	53,147	95,201	14,506	27,275	136,982	26,592	22,219	71,037	40,016	39,181	199,045	44,748	30,062	32,377	70,327	566,688
Utah	'90	324	1,077	1,630	1,432	4,463	5,790	948	1,679	8,417	1,732	715	5,677	1,480	2,532	12,136	4,228	1,915	2,750	7,448	41,357
	'89	340	1,079	1,950	1,516	4,885	6,662	637	2,072	9,371	1,578	799	5,256	1,786	2,770	12,189	3,772	2,103	2,823	6,556	41,699
Vermont	'90	209	311	1,062	1,062	2,644	2,671	250	875	3,796	1,056	213	2,634	928	984	5,815	1,757	457	2,234	3,837	20,540
	'89	302	325	1,515	1,518	3,660	3,240	164	1,268	4,672	1,321	247	3,591	1,195	1,265	7,619	1,792	498	2,173	4,427	24,841
Virginia	'90	1,509	4,356	8,595	6,824	21,284	35,422	4,814	8,068	48,304	10,313	6,104	33,997	12,832	14,505	77,792	26,511	12,246	18,339	36,725	241,201
	'89	2,576	5,366	13,119	8,590	29,651	42,294	4,193	9,809	56,286	9,763	5,664	32,949	15,360	16,811	80,547	25,562	15,472	17,791	36,931	262,240
Washington	'90	905	3,065	4,696	3,466	12,132	21,471	1,651	4,129	27,251	4,965	2,470	17,618	4,842	5,155	35,074	20,118	6,124	12,754	21,831	135,284
	'89	856	2,235	5,003	4,085	12,179	22,612	1,727	5,095	29,434	4,805	2,370	15,366	4,258	4,985	31,784	17,913	6,909	12,030	20,357	130,606
West Virginia	'90	376	801	2,405	1,825	5,407	8,293	573	2,057	10,923	3,271	871	10,294	3,370	4,204	22,010	2,680	1,694	2,908	5,407	51,029
	'89	464	926	3,630	2,265	7,285	9,265	629	2,605	12,499	3,416	1,081	[illegible]555	4,005	4,661	23,718	2,490	2,056	2,136	4,687	54,871
Wisconsin	'90	1,346	2,796	7,867	6,042	18,051	22,896	2,924	8,039	33,859	14,545	3,839	[illegible]73	12,468	16,931	77,585	9,455	4,015	10,657	11,436	165,058
	'89	1,384	2,662	10,264	6,889	21,199	26,226	2,318	10,048	38,592	15,296	3,684	[illegible]9,295	14,849	19,889	83,013	8,635	4,516	9,982	11,268	177,205
Wyoming	'90	138	228	479	313	1,158	1,472	150	564	2,186	803	193	1,587	647	1,075	4,305	890	285	485	1,007	10,316
	'89	125	241	690	364	1,420	1,684	120	797	2,601	888	239	1,574	897	1,128	4,726	859	379	672	1,043	11,700
Federal Government	'90	30	56	140	459	685	2,749	16	52	2,817	61	7	16,412	53	462	16,995	7	2	4	30	20,540
	'89	108	33	228	446	815	1,672	7	18	1,697	45	6	8,093	83	100	8,327	12	9	8	16	10,884
U.S. Total	**'90**	**58,136**	**179,892**	**352,846**	**247,562**	**838,456**	**1,313,488**	**229,636**	**390,471**	**1,933,595**	**531,662**	**258,885**	**1,322,772**	**505,283**	**626,489**	**3,245,909**	**857,529**	**421,648**	**709,246**	**1,153,196**	**9,159,629**
	'89	**70,867**	**203,302**	**454,983**	**304,911**	**1,034,153**	**1,529,647**	**197,971**	**478,980**	**2,205,598**	**550,080**	**271,584**	**1,354,854**	**689,706**	**695,437**	**3,481,611**	**800,845**	**482,060**	**672,161**	**1,175,588**	**9,852,617**

Notes: Compiled from official state records. In 1989, the states of Arkansas, Kansas and Montana are estimated. All data is property of R.L. Polk & Co., may not be copied sold or reprinted without permission from Polk.

SALES/REGISTRATIONS

U.S. new-truck registrations by state

State	Year	Chrysler Corp.	Ford	Daimler-Benz Corp.	Chevrolet	GMC	Navistar	Jeep	Mack Truck Corp.	Paccar Corp.	Volvo GM Corp.*	Toyota	Nissan	Other domestic & imports	TOTAL	Year	State
Alabama	'90	7,001	22,299	573	24,357	6,489	1,032	2,383	595	866	465	3,141	3,781	7,252	80,234	'90	Alabama
	'89	7,959	20,880	621	24,080	6,006	1,238	2,667	584	913	446	2,682	2,698	5,659	76,433	'89	
Alaska	'90	2,152	5,803	22	5,240	1,196	69	588	20	101	10	1,561	598	1,658	19,018	'90	Alaska
	'89	2,408	4,575	13	4,549	1,215	55	659	25	79	62	1,006	392	1,039	16,077	'89	
Arizona	'90	7,636	19,922	150	16,730	4,587	282	2,556	50	280	98	7,471	5,875	6,042	71,679	'90	Arizona
	'89	8,414	21,684	122	19,696	5,459	2,180	3,609	143	364	118	7,942	4,901	5,513	80,145	'89	
Arkansas	'90	5,528	18,733	336	20,317	4,933	2,749	1,248	219	228	149	1,725	2,387	3,967	62,519	'90	Arkansas
	'89	6,818	19,241	376	20,229	5,159	1,080	1,546	281	251	137	2,017	2,414	3,564	63,113	'89	
California	'90	57,152	149,814	1,714	97,133	28,945	4,195	27,173	401	3,130	861	83,270	29,876	55,695	539,359	'90	California
	'89	71,363	158,636	3,563	116,334	29,780	5,068	38,383	1,922	4,937	1,501	81,937	30,919	54,886	599,229	'89	
Colorado	'90	8,688	20,594	93	16,708	4,797	785	5,578	45	484	178	6,876	2,898	6,949	74,673	'90	Colorado
	'89	9,470	18,190	153	17,452	4,636	900	7,594	88	450	171	7,103	2,381	4,953	73,541	'89	
Connecticut	'90	7,910	11,214	200	10,485	2,311	798	3,836	170	190	86	2,658	1,561	5,037	46,456	'90	Connecticut
	'89	10,194	13,650	165	14,051	3,315	1,034	5,577	332	360	159	2,840	1,448	5,467	58,592	'89	
Delaware	'90	2,948	6,105	484	4,596	1,008	649	948	65	183	223	809	446	1,465	19,929	'90	Delaware
	'89	3,463	7,370	426	5,662	1,306	685	1,176	87	369	230	726	560	1,221	23,281	'89	
District of Columbia	'90	565	683	3	634	117	13	393	2	1	2	238	136	516	3,303	'90	District of Columbia
	'89	610	700	3	583	128	16	480	10	1	3	199	157	393	3,283	'89	
Florida	'90	38,030	78,400	798	54,834	14,502	4,080	12,763	938	1,013	456	12,064	9,844	30,252	257,974	'90	Florida
	'89	45,264	84,411	875	57,999	15,626	3,934	15,413	1,393	1,468	839	11,860	8,233	24,154	271,469	'89	
Georgia	'90	14,499	43,235	952	33,469	9,065	1,819	5,229	539	1,055	878	5,922	4,734	11,070	132,466	'90	Georgia
	'89	17,184	46,064	835	40,219	9,591	2,003	7,386	757	977	877	6,129	3,860	10,142	146,024	'89	
Hawaii	'90	2,821	6,945	1	3,982	1,222	224	1,506	14	163	40	2,423	1,908	4,555	25,804	'90	Hawaii
	'89	3,493	6,360	0	3,516	1,452	179	2,220	11	109	45	2,035	1,597	3,575	24,592	'89	
Idaho	'90	2,638	6,804	59	5,556	2,853	182	650	21	350	79	2,094	1,137	1,774	24,197	'90	Idaho
	'89	2,899	6,247	74	6,009	2,718	182	912	20	367	64	1,576	877	1,446	23,391	'89	
Illinois	'90	33,886	63,430	2,648	64,623	15,351	4,721	6,991	1,181	1,973	1,733	6,818	3,567	11,631	218,553	'90	Illinois
	'89	39,179	66,607	2,733	66,689	16,484	6,952	8,635	1,962	2,143	2,286	5,798	2,935	8,560	230,963	'89	
Indiana	'90	12,350	26,799	1,268	31,630	11,334	1,911	1,981	514	656	390	2,890	1,390	5,128	98,241	'90	Indiana
	'89	14,467	30,174	909	33,565	12,657	1,836	2,629	517	929	558	3,051	1,350	3,563	106,205	'89	
Iowa	'90	7,972	18,643	623	18,422	3,313	1,123	1,073	269	517	653	1,135	1,099	2,695	57,537	'90	Iowa
	'89	9,634	19,141	699	18,386	3,593	1,467	1,301	275	732	415	1,041	642	1,951	59,277	'89	
Kansas	'90	6,271	16,005	142	13,562	4,233	729	1,430	123	479	131	2,116	1,097	2,828	49,146	'90	Kansas
	'89	6,980	16,304	198	13,464	4,475	555	1,748	98	558	139	2,038	895	2,133	49,585	'89	
Kentucky	'90	7,823	18,980	158	20,310	3,985	1,288	1,287	369	187	106	3,572	2,239	3,322	63,626	'90	Kentucky
	'89	8,942	20,219	157	21,338	4,428	1,193	1,667	423	225	103	3,267	2,218	2,921	67,101	'89	
Louisiana	'90	8,945	27,225	252	24,376	7,896	1,186	1,752	304	261	222	4,402	3,569	11,152	91,542	'90	Louisiana
	'89	10,109	27,635	421	24,348	7,563	763	2,299	339	295	183	4,141	3,129	9,201	90,426	'89	
Maine	'90	3,246	6,859	29	5,293	2,991	298	1,061	53	73	97	872	809	1,351	23,032	'90	Maine
	'89	4,804	9,507	79	7,541	4,375	554	1,743	122	124	217	1,200	667	1,629	32,562	'89	
Maryland	'90	17,966	31,098	263	24,877	5,739	1,992	5,602	518	298	196	6,346	2,988	8,529	106,412	'90	Maryland
	'89	22,109	34,492	340	27,025	5,931	2,154	7,223	871	395	359	6,124	2,950	6,846	116,819	'89	
Massachusetts	'90	12,589	18,285	247	14,849	5,108	1,063	5,887	298	151	219	4,535	2,384	7,327	72,942	'90	Massachusetts
	'89	16,614	23,646	459	21,443	8,090	1,686	8,895	662	264	317	5,597	2,150	7,662	97,485	'89	
Michigan	'90	34,601	71,864	291	68,073	25,693	2,388	7,816	299	505	450	3,205	1,271	9,745	226,201	'90	Michigan
	'89	40,472	73,524	511	68,476	27,329	2,325	8,329	430	526	959	2,816	1,147	5,383	232,227	'89	
Minnesota	'90	14,274	29,516	437	24,689	5,494	1,812	2,101	342	769	225	2,126	1,009	5,033	87,827	'90	Minnesota
	'89	16,998	33,341	614	27,811	6,761	2,026	3,306	394	678	441	1,994	854	4,629	99,847	'89	
Mississippi	'90	4,084	13,612	365	13,466	3,779	713	836	264	141	96	2,429	2,694	3,846	46,325	'90	Mississippi
	'89	5,064	15,516	336	13,808	3,739	632	1,213	280	269	83	2,799	2,477	3,339	49,555	'89	
Missouri	'90	16,124	34,044	921	29,433	10,234	1,365	3,323	180	1,115	491	3,579	1,792	5,910	108,511	'90	Missouri
	'89	17,514	36,758	775	31,056	10,358	1,888	3,649	191	1,781	548	3,471	1,803	5,465	115,257	'89	
Montana	'90	2,097	6,647	92	5,751	1,521	104	388	5	341	47	984	697	1,013	19,687	'90	Montana
	'89	2,340	6,866	199	6,313	1,762	168	598	12	407	51	966	1,026	966	21,674	'89	
Nebraska	'90	4,285	11,235	1,206	8,930	2,669	531	648	125	575	132	846	802	1,425	33,409	'90	Nebraska
	'89	4,526	11,356	796	9,683	2,773	612	998	168	1,557	267	770	895	1,288	35,689	'89	
Nevada	'90	3,792	9,098	49	5,481	3,403	267	1,417	4	150	36	2,737	1,450	3,441	31,325	'90	Nevada
	'89	4,260	8,355	90	5,799	3,616	273	1,999	9	144	27	2,749	1,196	2,779	31,296	'89	
New Hampshire	'90	4,235	6,005	26	5,975	2,102	465	1,534	117	71	27	1,893	758	2,179	25,387	'90	New Hampshire
	'89	5,390	7,539	66	7,371	2,868	585	1,975	174	170	71	2,325	722	2,203	31,459	'89	
New Jersey	'90	18,371	33,169	546	19,944	7,404	1,794	8,062	854	477	460	7,013	3,765	10,375	112,234	'90	New Jersey
	'89	22,122	37,475	690	24,572	8,169	2,383	11,563	1,620	868	592	7,153	2,823	9,548	129,578	'89	
New Mexico	'90	4,174	10,866	57	8,692	3,582	320	1,447	63	187	59	2,299	1,507	2,942	36,195	'90	New Mexico
	'89	4,513	11,235	62	10,050	3,654	403	1,716	61	180	8	2,408	1,639	2,089	38,018	'89	
New York	'90	32,639	51,731	702	48,512	13,790	4,917	12,869	1,740	519	758	9,557	7,127	17,019	201,880	'90	New York
	'89	40,766	55,003	566	52,668	16,406	4,294	18,000	1,812	536	640	8,148	5,228	15,798	219,865	'89	
North Carolina	'90	12,874	37,504	573	34,810	6,182	1,613	4,782	324	1,177	648	5,084	5,471	11,874	122,916	'90	North Carolina
	'89	16,852	43,031	706	40,250	7,554	1,863	6,598	600	1,843	919	6,952	6,502	11,729	145,399	'89	
North Dakota	'90	1,727	3,827	54	4,516	1,086	123	218	26	148	72	318	237	684	13,036	'90	North Dakota
	'89	1,807	4,405	85	4,956	1,133	127	330	73	144	77	387	196	554	14,274	'89	
Ohio	'90	28,930	56,537	746	60,675	12,877	4,039	5,595	781	953	524	6,089	3,562	9,057	190,365	'90	Ohio
	'89	34,466	59,073	874	64,254	14,050	3,561	5,684	1,103	1,084	976	5,446	3,202	7,063	200,836	'89	
Oklahoma	'90	7,799	21,940	535	23,105	6,648	881	1,952	136	447	56	1,590	2,732	6,840	74,661	'90	Oklahoma
	'89	7,860	20,092	670	24,074	7,531	2,135	2,429	154	525	62	1,697	2,501	3,176	72,906	'89	
Oregon	'90	9,001	23,058	775	14,362	4,812	573	2,979	106	556	237	8,534	3,072	5,545	73,610	'90	Oregon
	'89	9,182	20,349	430	16,012	3,988	635	3,434	130	738	345	8,163	3,171	4,624	71,201	'89	
Pennsylvania	'90	32,111	59,272	872	51,233	14,247	3,288	7,972	1,517	1,064	600	6,644	4,074	11,938	194,832	'90	Pennsylvania
	'89	38,535	62,568	1,180	54,145	15,625	3,538	9,999	509	1,585	946	6,357	3,426	9,349	209,762	'89	
Rhode Island	'90	1,839	2,760	12	1,909	843	146	788	86	24	15	679	358	1,352	10,811	'90	Rhode Island
	'89	2,400	3,807	12	2,667	1,279	302	1,105	160	17	29	1,007	229	1,466	14,480	'89	
South Carolina	'90	6,854	22,869	314	17,920	5,676	1,151	2,445	318	287	173	2,892	3,056	6,861	70,816	'90	South Carolina
	'89	7,742	20,321	418	18,274	5,355	866	2,619	378	410	204	3,012	2,507	5,955	68,061	'89	
South Dakota	'90	1,894	5,065	288	4,847	1,123	228	460	26	236	42	395	366	636	15,606	'90	South Dakota
	'89	2,033	5,297	100	5,129	1,101	233	520	56	358	34	268	319	486	15,934	'89	
Tennessee	'90	9,856	27,715	1,286	23,545	9,289	1,466	2,742	394	1,252	744	5,840	5,163	6,098	95,390	'90	Tennessee
	'89	12,928	29,634	1,338	28,008	10,403	2,073	3,395	748	1,846	931	7,295	5,015	6,072	109,686	'89	
Texas	'90	45,283	119,349	1,518	125,639	36,092	3,902	11,295	1,188	2,191	687	13,565	14,736	34,688	410,133	'90	Texas
	'89	45,866	112,517	1,553	125,216	34,292	3,905	13,476	1,170	2,186	858	11,915	13,016	26,825	392,795	'89	
Utah	'90	3,966	10,507	882	7,477	2,922	307	1,460	44	725	335	2,158	1,290	2,858	34,931	'90	Utah
	'89	4,016	9,769	492	8,282	2,349	496	2,481	99	693	313	1,929	1,163	2,386	34,468	'89	
Vermont	'90	1,684	3,784	46	2,768	1,023	195	713	36	25	70	952	319	956	12,571	'90	Vermont
	'89	2,114	4,273	15	3,809	1,277	252	956	125	34	77	1,089	210	935	15,166	'89	
Virginia	'90	16,180	36,740	199	23,960	6,503	1,358	6,371	411	417	491	7,337	5,014	12,127	117,108	'90	Virginia
	'89	21,196	40,856	288	27,771	7,377	1,292	8,632	768	455	459	7,392	4,133	10,682	131,301	'89	
Washington	'90	12,355	28,464	376	22,369	4,595	870	4,336	251	1,264	358	9,606	4,388	9,906	99,138	'90	Washington
	'89	12,562	25,572	401	22,745	4,669	823	5,006	260	1,484	357	7,864	3,312	8,030	93,065	'89	
West Virginia	'90	4,158	12,262	42	12,592	2,362	446	841	222	95	121	1,925	1,012	1,806	37,884	'90	West Virginia
	'89	4,821	11,997	53	12,239	2,298	458	1,138	225	74	96	1,400	833	1,263	36,895	'89	
Wisconsin	'90	17,463	30,489	674	28,409	9,538	2,063	2,486	613	911	474	3,593	1,624	5,056	103,393	'90	Wisconsin
	'89	19,808	30,907	538	29,232	9,545	2,176	3,282	586	1,037	684	3,798	1,414	3,726	106,733	'89	
Wyoming	'90	1,771	4,694	39	3,808	1,899	145	431	2	110	37	649	340	408	14,243	'90	Wyoming
	'89	1,625	4,342	75	4,029	1,740	161	527	9	137	21	645	330	298	13,939	'89	
Federal Government	'90	11,894	5,803	11	25,189	87	1,395	1,583	4	4	8	13	5	21	46,017	'90	Federal Government
	'89	3,641	5,418	24	27,789	266	1,760	262	2	4	1	4	22	23	39,216	'89	
U.S. TOTAL	**'90**	**634,931**	**1,488,381**	**24,949**	**1,240,862**	**349,360**	**78,053**	**191,805**	**17,186**	**29,375**	**15,745**	**277,489**	**164,814**	**381,834**	**4,805,884**	**'90**	**U.S. TOTAL**
	'89	**735,798**	**1,486,929**	**27,178**	**1,340,866**	**373,254**	**77,959**	**248,981**	**25,228**	**38,080**	**20,305**	**272,528**	**148,684**	**324,687**	**5,100,195**	**'89**	

Notes: Compiled from official state records. Data is property of R.L. Polk & Co. May not be copied, sold or reprinted without Polk permission.
*—Includes Volvo, Autocar, Western Star, White and White GMC.

SALES/REGISTRATIONS

U.S. light-, medium-, heavy-truck registrations

	6,000 & less GVW Group 1	6,001-10,000 GVW Group 2	10,001-14,000 GVW Group 3	14,001-16,000 GVW Group 4	16,001-19,500 GVW Group 5	19,501-26,000 GVW Group 6	26,001-33,000 GVW Group 7	33,001- & over GVW Group 8	Total 1990	Total 1989
Chrysler	2,818								2,818	1,464
Dodge	345,053	116,445							461,498	550,754
Plymouth	170,615								170,615	183,578
Jeep	191,757	48							191,805	248,981
TOTAL CHRYSLER CORP.	**710,243**	**116,493**							**826,736**	**984,777**
Freightliner								23,319	23,319	25,123
Mercedes-Benz						550	1,080		1,630	2,055
TOTAL DAIMLER-BENZ CORP.						**550**	**1,080**	**23,319**	**24,949**	**27,178**
FORD	**774,028**	**566,314**		**24,412**		**6,213**	**24,985**	**12,349**	**1,408,301**	**1,466,929**
Chevrolet	773,906	474,805	15,746	1,743	111	7,528	5,914	309	1,240,062	1,340,666
GMC	168,133	157,571	2,332	973	1,631	5,084	13,106	530	349,360	373,254
Oldsmobile	24,287								24,287	1,542
Pontiac	28,100								28,100	2,218
TOTAL GM CORP.	**954,426**	**632,376**	**18,078**	**2,716**	**1,742**	**12,612**	**19,020**	**839**	**1,641,809**	**1,717,680**
MACK						**903**	**1,589**	**14,694**	**17,186**	**25,228**
NAVISTAR				**68**	**107**	**11,595**	**30,471**	**27,812**	**70,053**	**77,959**
OSHKOSH		**236**	**262**	**2,566**	**827**	**323**	**4**	**322**	**4,540**	**651**
Kenworth							365	15,338	15,703	19,477
Peterbilt							310	13,362	13,672	18,603
TOTAL PACCAR CORP.							**675**	**28,700**	**29,375**	**38,080**
VOLVO							**779**	**80**	**859**	**1,252**
WHITE/GMC								**13,861**	**13,861**	**17,414**
WESTERN STAR								**1,010**	**1,010**	**1,470**
MISCELLANEOUS DOMESTIC	**638**	**368**	**42**	**184**	**139**	**617**	**404**	**2,683**	**5,075**	**9,759**
OTHER IMPORTS	**734,988**	**5,276**	**11,498**	**1,184**	**2,565**	**3,194**	**2,540**	**85**	**761,330**	**731,818**
GRAND TOTAL	**3,174,323**	**1,321,063**	**29,880**	**31,130**	**5,380**	**36,007**	**81,547**	**125,754**	**4,805,084**	**5,100,195**

SOURCE: R.L. Polk

U.S. new-truck registrations

Year	Chrysler-Plymouth*	Dodge	Jeep	Freightliner*	Ford	Chevrolet	GMC	Oldsmobile	Pontiac	Mack	Navistar	Oshkosh	Kenworth	Peterbilt	Volvo White GMC	Western Star	Miscellaneous domestic	Other imports	Total
1990	173,433	461,498	191,805	24,949	1,408,301	1,240,062	349,360	24,287	28,100	17,186	70,053	4,540	15,703	13,672	14,720	1,010	5,075	761,330	4,805,084
1989	185,042	550,754	248,981	27,178	1,466,929	1,340,666	373,254	1,542	2,218	25,228	77,959	651	19,477	18,603	18,666	1,470	9,759	731,818	5,100,195
1988	190,932	566,854	245,603	27,089	1,517,356	1,331,291	386,864	—	—	24,928	84,915	—	17,284	17,019	16,598	1,446	9,964	772,957	5,211,100
1987	138,069	562,930	205,106	27,469	1,433,910	1,166,155	337,034	—	—	22,666	70,481	—	14,572	12,551	12,228	1,423	6,872	952,422	4,963,888
1986	106,950	468,621	195,973	21,073	1,348,988	1,245,768	340,877	—	—	21,829	68,522	—	10,934	10,176	11,919	1,133	5,309	942,949	4,801,021
1985	104,627	496,324	182,210	23,310	1,245,805	1,256,964	347,577	—	—	29,514	73,463	—	11,981	12,305	13,580	1,216	5,934	870,382	4,675,192
1984	80,008	424,073	148,292	18,889	1,162,834	1,090,178	305,206	—	—	25,617	66,713	—	13,625	13,107	10,084	713	4,661	684,998	4,048,998
1983	10,187	253,500	76,453	13,999	942,568	904,672	247,970	—	—	15,038	50,526	—	7,972	8,026	5,875	322	1,042	438,406	2,976,556
1982	10,174	218,078	62,097	10,252	733,120	758,107	212,908	—	—	15,590	45,902	—	7,344	5,781	4,666	—	1,326	345,126	2,430,471
1981	14,976	166,363	58,257	12,637	697,213	650,460	160,703	—	—	19,698	61,792	—	10,379	6,654	6,406	—	1,737	318,214	2,185,489

†Plymouth only prior to 1989
*Includes Mercedes-Benz

Source: R.L. Polk

SPECIFICATIONS

1991 model passenger-car specifications

New-car and light-duty truck specifications are compiled by Automotive News from information supplied by automakers, car divisions, vehicle importers, the Motor Vehicle Manufacturers Association and other sources. Base models are listed. Upgraded-trim versions without changes in engines or dimensions are not listed.

Engine classifications are: I — inline; V — V-shaped block; H — horizontally opposed; R — rotary.

Transmission classifications are: M — manual; A — automatic.

Drive system classifications are: F — front-wheel drive; R — rear-wheel drive; 4 — four-wheel drive.

New-car dimensions and capacities are explained at the top of the chart. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

	Dimensions									Engines							Capacities			Miscellaneous				
Make and Model	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
ACURA Integra 2-dr. hatchback	100.4	172.9	67.5	50.0	2,560	38.5	41.8	58.1	58.1	I-4	16	3.19 x 3.50	1.8	9.2	130@6,000	121@5,000	13.2	6.4	4.0	5M	4.40	F	14	5
Integra 4-dr.	102.4	176.5	67.5	50.6	2,606	38.7	41.6	58.1	58.1	I-4	16	3.19 x 3.50	1.8	9.2	130@6,000	121@5,000	13.2	6.4	4.0	5M	4.40	F	14	5
Legend 2-dr.	111.4	192.5	71.3	53.5	3,441	37.3	42.9	61.0	60.6	V-6	24	3.54 x 3.31	3.2	9.6	200@5,500	210@4,500	18.0	9.3	4.8	5M	4.51	F	15	5
Legend 4-dr.	114.6	194.9	71.3	55.1	3,455	39.3	42.7	61.0	60.6	V-6	24	3.54 x 3.31	3.2	9.6	200@5,500	210@4,500	18.0	9.3	4.8	5M	4.51	F	15	5
NSX 2-dr.	99.6	173.4	71.3	46.1	3,010	36.3	44.3	59.4	60.2	V-6	24	3.54 x 3.07	3.0	10.2	270@7,100	210@5,300	18.5	17.0	6.7	5M	4.06	R	15*	2
Vigor 4-dr.**	110.4	190.4	70.1	53.9	3,212	38.0	43.7	59.8	59.4	I-5	20	3.35 x 3.40	2.5	9.0	176@6,300	170@3,900	17.2	8.0	5.5	5M	4.49	F	15	5
*Rear wheel diameter on Acura NSX is 16 inches. **Acura Vigor is a 1992 model.																								
ALFA ROMEO Spider convertible	88.6	167.7	63.9	49.7	2,548	37.0	38.8	52.1	50.1	I-4	8	3.31 x 3.48	2.0	9.0	120@5,800	117@2,700	12.2	8.0	7.8	5M	4.10	R	14	2
164 4-dr.	104.7	179.4	69.3	54.8	3,325	38.2	39.3	59.6	58.6	V-6	12	3.66 x 2.86	3.0	9.5	183@5,800	185@4,400	17.2	14.0	7.8	5M	3.11	F	15	5
OPTIONAL ENGINES: 164										V-6	12	3.66 x 2.86	3.0	10.0	200@6,000	189@4,400								
ASTON MARTIN Virage 2-dr.	102.8	188.0	73.0	52.0	4,224	36.0	50.0	N.A.	N.A.	V-8	32	3.94 x 3.35	5.3	9.5	330@6,000	340@3,700	30.2	18.0	12.0	5M	3.06	R	16	4
AUDI 80 4-dr.	100.2	176.3	66.7	54.8	2,844	37.8	42.2	55.6	56.3	I-5	10	3.25 x 3.40	2.3	10.0	130@5,500	140@4,500	15.9	8.6	3.7	5M	3.70	F	14	5
80 Quattro 4-dr.	99.9	176.3	66.7	54.8	3,087	37.8	42.2	55.6	56.3	I-5	10	3.25 x 3.40	2.3	10.0	130@5,500	140@4,500	18.5	8.6	3.7	5M	4.11	4	14	5
90 4-dr.	100.2	176.3	66.7	54.8	2,999	37.8	42.2	55.6	56.3	I-5	10	3.25 x 3.40	2.3	10.0	130@5,500	140@4,500	15.9	8.6	3.7	4A	4.37	F	14	5
90 Quattro 4-dr.	99.9	176.3	66.7	54.8	3,197	37.8	42.2	55.6	56.3	I-5	20	3.25 x 3.40	2.3	10.3	164@6,000	157@4,500	18.5	8.6	5.0	5M	4.11	4	15	5
Coupe Quattro 2-dr.	100.4	176.0	67.6	54.3	3,308	35.1	52.2	57.1	56.4	I-5	20	3.25 x 3.40	2.3	10.3	164@6,000	157@4,500	18.5	8.6	5.0	5M	4.11	4	15	5
100 4-dr.	105.6	192.7	71.4	55.9	3,153	37.9	41.1	58.1	58.5	I-5	10	3.25 x 3.40	2.3	10.0	130@5,500	140@4,500	21.1	8.5	5.0	4A	5.00	F	15	5
100 Quattro 4-dr.	105.9	192.7	71.4	55.9	3,374	37.9	41.1	58.1	58.8	I-5	10	3.25 x 3.40	2.3	10.0	130@5,500	140@4,500	20.6	8.5	5.0	5M	4.11	4	15	5
200 4-dr.	105.6	192.7	71.4	55.9	3,252	37.9	41.1	58.1	58.0	I-5	10	3.19 x 3.40	2.2	8.4	162@5,500	177@3,000	21.1	8.5	5.0	3A	3.08	F	15	5
200 Quattro 4-dr.	106.1	193.4	71.4	56.1	3,627	37.9	41.1	59.6	59.5	I-5	20	3.19 x 3.40	2.2	9.3	217@5,700	228@1,950	21.1	8.5	5.0	5M	4.11	4	15	5
200 Quattro wagon	106.1	193.4	71.4	56.1	3,726	37.9	41.1	59.6	59.5	I-5	20	3.19 x 3.40	2.2	9.3	217@5,700	228@1,950	21.1	8.5	5.0	5M	4.11	4	15	5
V-8 Quattro 4-dr.	106.4	191.9	71.4	55.9	4,013	37.8	41.7	59.6	60.3	V-8	32	3.19 x 3.40	3.6	10.6	240@5,800	245@4,000	21.1	11.1	10.0	4A	3.78	4	15	5
BENTLEY Eight 4-dr.	120.5	207.4	79.0	58.5	5,120	37.5	39.0	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
Continental convertible	120.5	207.5	77.1	59.8	5,360	37.7	41.2	61.0	61.0	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
Mulsanne S 4-dr.	120.5	207.4	79.0	58.5	5,120	37.5	39.0	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
Turbo R 4-dr.	120.5	207.4	79.0	58.5	5,314	37.5	40.0	61.0	61.0	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
BMW 318i 4-dr.	101.2	170.3	64.8	54.3	2,657	37.7	39.6	55.4	55.7	I-4	16	3.31 x 3.19	1.8	10.0	134@6,000	127@4,600	14.5	6.8	4.2	5M	3.73	R	14	5
318i convertible	101.2	170.3	64.8	53.9	2,867	37.7	39.6	55.4	55.7	I-4	16	3.31 x 3.19	1.8	10.0	134@6,000	127@4,600	14.5	6.8	4.2	5M	4.27	R	14	4
318is 2-dr.	101.2	170.3	64.8	54.3	2,602	37.7	39.6	55.4	55.7	I-4	16	3.31 x 3.19	1.8	10.0	134@6,000	127@4,600	14.5	6.8	4.2	5M	3.73	R	14	5
325i 2-dr.	101.2	170.3	64.8	54.3	2,811	37.7	39.6	55.4	55.7	I-6	12	3.31 x 2.95	2.5	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	5
325i 4-dr.	101.2	170.3	64.8	54.3	2,844	37.7	39.6	55.4	55.7	I-6	12	3.31 x 2.95	2.5	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	5
325i convertible	101.2	170.3	64.8	53.9	2,988	37.7	39.6	55.4	55.7	I-6	12	3.31 x 2.95	2.5	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	4
325ix 2-dr.	101.2	170.3	65.4	55.1	2,955	38.5	39.6	55.9	55.7	I-6	12	3.31 x 2.95	2.5	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.91	4	15	5
325ix 4-dr.	101.2	170.3	65.4	55.1	2,999	38.5	39.6	55.9	55.7	I-6	12	3.31 x 2.95	2.5	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.91	4	15	5
M3 2-dr.	101.0	171.1	66.1	53.9	2,867	37.7	39.6	55.6	56.1	I-4	16	3.68 x 3.31	2.3	10.5	192@6,750	170@4,750	14.5	10.0	5.2	5M	4.10	R	15	4
525i 4-dr.	108.7	185.8	68.9	55.6	3,484	38.5	42.0	57.9	58.9	I-6	24	3.31 x 2.95	2.5	10.0	189@5,900	181@4,700	21.1	11.0	5.0	5M	3.23	R	15	5
535i 4-dr.	108.7	185.8	68.9	55.6	3,570	38.5	42.0	57.9	58.9	I-6	12	3.62 x 3.39	3.5	9.0	208@5,700	225@4,000	21.1	12.7	6.1	5M	3.45	R	15	5
M5 4-dr.	108.7	185.8	68.9	54.8	3,804	38.5	41.6	58.0	58.9	I-6	24	3.68 x 3.39	3.6	10.0	310@6,900	266@4,750	21.1	14.0	6.0	5M	3.91	R	17	5
735i 4-dr.	111.5	193.3	72.6	55.6	3,793	38.3	42.0	60.1	61.0	I-6	12	3.62 x 3.39	3.5	9.0	208@5,700	225@4,000	21.5	12.7	6.1	4A	4.27	R	15	5
735iL 4-dr.	116.0	197.8	72.6	55.6	3,947	38.3	42.0	60.1	61.0	I-6	12	3.62 x 3.39	3.5	9.0	208@5,700	225@4,000	24.0	12.7	6.1	4A	4.27	R	15	5
750iL 4-dr.	116.0	197.8	72.6	55.1	4,167	38.3	42.0	60.2	61.3	V-12	24	3.31 x 2.95	5.0	8.8	296@5,200	332@4,100	24.0	15.8	7.9	4A	3.64	R	15	5
850i 2-dr.	105.7	188.2	73.0	52.8	4,123	37.4	N.A.	61.1	61.5	V-12	24	3.31 x 2.95	5.0	8.8	296@5,200	332@4,100	23.8	13.7	7.9	6M	2.65	R	16	4
BUICK Century 2-dr.	104.8	189.1	69.4	53.7	2,832	38.6	42.1	58.7	56.7	I-4	8	4.10 x 3.00	2.5	8.3	110@5,200	135@3,200	15.7	8.5	5.0	3A	2.84	F	14	6
Century 4-dr.	104.8	189.1	69.4	54.2	2,869	38.6	42.1	58.7	56.7	I-4	8	4.10 x 3.00	2.5	8.3	110@5,200	135@3,200	15.7	8.5	5.0	3A	2.84	F	14	6
Century wagon	104.8	190.9	69.4	54.2	3,071	38.6	42.1	58.7	56.7	I-4	8	4.10 x 3.00	2.5	8.3	110@5,200	135@3,200	15.7	8.5	5.0	3A	2.84	F	14	6*
*8-passenger with optional third seat																								
LeSabre 2-dr.	110.8	196.5	72.4	54.7	3,231	38.1	41.9	60.3	59.8	V-6	12	3.80 x 3.40	3.8	8.5	165@4,800	210@2,000	18.0	16.9	5.0	4A	2.84	F	14	6
LeSabre 4-dr.	110.8	196.5	72.4	55.4	3,269	38.9	41.9	60.3	59.8	V-6	12	3.80 x 3.40	3.8	8.5	165@4,800	210@2,000	18.0	16.9	5.0	4A	2.84	F	14	6
Park Avenue 4-dr.	110.8	205.2	74.9	55.7	3,580	38.8	42.0	60.3	60.2	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	16.9	5.0	4A	2.84	F	15	6

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Reatta 2-dr.	98.5	183.7	73.0	51.2	3,392	36.9	43.1	60.3	60.3	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	16.0	5.0	4A	2.97	F	16	2
Reatta convertible	98.5	183.7	73.0	51.2	3,593	36.9	43.1	60.3	60.3	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	16.0	5.0	4A	2.97	F	16	2
Regal 2-dr.	107.5	192.2	72.5	53.0	3,247	37.8	42.3	59.3	58.0	V-6	12	4.00 x 3.00	3.1	8.9	140@4,400	185@3,200	16.5	16.9	5.0	4A	3.33	F	14	6
Regal 4-dr.	107.5	194.6	70.9	54.5	3,321	38.8	42.4	59.3	58.0	V-6	12	4.00 x 3.00	3.1	8.9	140@4,400	185@3,200	16.5	16.9	5.0	4A	3.33	F	14	6
Riviera 2-dr.	108.0	198.3	71.7	53.6	3,496	37.8	42.7	59.9	59.9	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	16.0	5.0	4A	2.97	F	15	5
Roadmaster 4-dr.*	115.9	215.8	78.1	54.2	4,061	39.2	42.2	61.8	60.7	V-8	16	4.00 x 3.48	5.7	9.8	180@4,200	290@2,400	23.0	16.8	5.0	4A	2.56	R	15	6
Roadmaster Estate wagon*	115.9	217.7	79.9	60.1	4,415	39.7	42.2	62.1	64.1	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	22.0	10.0	5.0	4A	2.73	R	15	8
*Roadmaster Estate wagon is a 1991 model. Roadmaster 4-dr. is a 1992 model slated for introduction in spring, 1991																								
Skylark 2-dr.	103.4	180.0	66.6	52.1	2,593	37.7	42.9	55.6	55.2	I-4	8	4.10 x 3.00	2.5	8.3	110@5,200	135@3,200	13.6	12.7	5.0	3A	2.84	F	14	5
Skylark 4-dr.	103.4	180.0	66.6	52.1	2,654	37.7	42.9	55.6	55.2	I-4	8	4.10 x 3.00	2.5	8.3	110@5,200	135@3,200	13.6	12.7	5.0	3A	2.84	F	14	5
OPTIONAL ENGINES: Century, Skylark										V-6	12	3.70 x 3.16	3.3	9.0	160@5,200	185@2,000								
Regal										V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200								
Skylark Quad 4										I-4	16	3.62 x 3.92	2.3	9.5	160@6,200	150@5,200								
CADILLAC Allante convertible	99.4	178.7	73.5	51.2	3,537	37.2	43.2	60.4	60.4	V-8	16	3.62 x 3.31	4.5	9.0	200@4,400	270@3,200	22.0	12.1	6.0	4A	3.21	F	16	2
Brougham 4-dr.	121.5	221.0	76.5	57.4	4,282	39.0	42.0	61.7	60.7	V-8	16	3.74 x 3.48	5.0	8.0	170@4,200	255@2,400	25.0	17.6	4.0	4A	3.08	R	15	6
DeVille 2-dr.	110.8	202.6	73.4	54.9	3,519	38.1	42.0	60.3	59.8	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	5.0	4A	2.73	F	15	6
DeVille 4-dr.	113.8	205.6	73.4	55.2	3,591	39.3	42.0	60.3	59.8	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	5.0	4A	2.73	F	15	6
Eldorado 2-dr.	108.0	191.4	72.4	53.2	3,470	37.8	42.4	59.9	59.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.8	12.1	5.0	4A	2.97	F	15	5
Fleetwood 2-dr.	110.8	202.6	73.4	54.9	3,594	38.1	42.0	60.3	59.8	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	5.0	4A	2.73	F	15	6
Fleetwood 4-dr.	113.8	205.6	73.4	55.2	3,675	39.3	42.0	60.3	59.8	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	5.0	4A	2.73	F	15	6
Fleetwood Sixty Special 4-dr.	113.8	205.6	73.4	55.2	3,706	39.3	42.0	60.3	59.8	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.0	12.1	5.0	4A	2.73	F	15	6
Seville 4-dr.	108.0	190.8	72.0	53.2	3,512	37.8	42.5	59.9	59.9	V-8	16	3.62 x 3.62	4.9	9.5	200@4,100	275@3,000	18.8	12.1	5.0	4A	2.97	F	15	5
OPTIONAL ENGINES: Brougham										V-8	16	4.00 x 3.48	5.7	9.3	185@3,800	300@2,400								
CHEVROLET Beretta 2-dr.	103.4	183.4	68.2	56.2	2,649	38.1	43.4	55.6	55.1	I-4	8	3.50 x 3.46	2.2	8.9	95@5,200	120@3,200	15.6	8.7	4.0	5M	3.83	F	14	5
Camaro 2-dr.	101.0	192.6	72.4	50.4	3,103	37.0	43.0	60.0	60.9	V-6	12	3.50 x 3.31	3.1	8.5	140@4,400	180@3,600	15.5	14.7	4.0	5M	3.42	R	15	4
Camaro convertible	101.0	192.6	72.4	51.1	3,343	37.1	42.9	60.0	60.9	V-6	12	3.50 x 3.31	3.1	8.5	140@4,400	180@3,600	15.5	14.7	4.0	5M	3.42	R	15	4
Caprice 4-dr.	115.9	214.1	77.0	56.7	3,907	39.3	42.2	61.8	60.7	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	23.0	16.7	4.0	4A	2.56	R	15	5
Caprice wagon	115.9	217.3	79.6	60.9	4,354	39.7	42.2	62.1	64.1	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	22.0	16.7	4.0	4A	2.73	R	15	8
Cavalier 2-dr.	101.3	182.3	66.3	51.3	2,480	37.8	42.9	55.9	55.4	I-4	8	3.50 x 3.46	2.2	9.0	95@5,200	120@3,200	13.6	7.9	4.0	5M	3.45	F	14	5
Cavalier Z24 2-dr.	101.3	182.3	66.3	51.3	2,663	37.8	42.9	55.8	55.2	V-6	12	3.60 x 3.40	3.1	9.0	140@4,200	185@3,200	13.6	11.1	4.0	5M	3.61	F	15	5
Cavalier Convertible	101.3	182.3	66.3	52.0	2,757	37.8	42.9	55.8	55.2	V-6	12	3.60 x 3.40	3.1	9.0	140@4,200	185@3,200	13.6	11.1	4.0	5M	3.61	F	14	5
Cavalier 4-dr.	101.3	182.3	66.3	52.9	2,491	38.6	42.2	55.9	55.4	I-4	8	3.50 x 3.46	2.2	9.0	95@5,200	120@3,200	13.6	7.9	4.0	5M	3.45	F	14	5
Cavalier wagon	101.3	181.1	66.3	52.8	2,587	38.3	42.2	55.9	55.4	I-4	8	3.50 x 3.46	2.2	9.0	95@5,200	120@3,200	13.6	7.9	4.0	5M	3.45	F	14	5
Corsica 4-dr.	103.4	183.4	68.2	56.2	2,638	38.1	43.4	55.6	55.1	I-4	8	3.50 x 3.46	2.2	8.8	95@5,200	120@3,200	15.6	8.7	4.0	5M	3.83	F	14	5
Corvette 2-dr. hatchback	96.2	178.6	71.0	46.7	3,223	36.4	42.6	59.6	60.4	V-8	16	4.00 x 3.48	5.7	10.0	245@4,000	340@3,200	20.0	14.5	5.0	4A	2.59	R	17	2
Corvette ZR-1 2-dr. hatchback	96.2	178.5	73.2	46.7	3,465	36.4	42.6	59.6	61.9	V-8	32	3.90 x 3.66	5.7	11.0	375@5,800	370@4,800	20.0	16.7	12.0	6M	3.45	R	17	2
Corvette convertible	96.2	178.6	71.0	46.4	3,263	36.4	42.6	59.6	60.4	V-8	16	4.00 x 3.48	5.7	10.0	245@4,000	340@3,200	20.0	14.5	5.0	4A	2.73	R	17	2
Lumina 2-dr.	107.5	198.3	71.7	53.3	3,111	37.6	42.4	59.5	58.0	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	17.1	9.8	4.0	3A	3.18	F	14	6
Lumina 4-dr.	107.5	198.3	71.0	53.6	3,192	38.8	42.4	59.5	58.0	I-4	8	4.00 x 3.00	2.5	8.3	105@4,800	135@3,200	17.1	9.8	4.0	3A	3.18	F	14	6
OPTIONAL ENGINES: Beretta										I-4	16	3.63 x 3.35	2.3	10.0	180@6,200	160@5,200								
Beretta, Corsica, Lumina										V-6	12	3.60 x 3.40	3.1	8.8	140@4,200	185@3,200								
Camaro										V-8	16	3.74 x 3.48	5.0	9.3	170@4,000	255@2,400								
Camaro Z28										V-8	16	3.74 x 3.48	5.0	9.3	230@4,400	300@3,200								
Camaro Z28										V-8	16	4.00 x 3.48	5.7	9.3	245@4,400	345@3,200								
Cavalier wagon										V-6	12	3.60 x 3.40	3.1	9.0	140@4,200	185@3,200								
Lumina Z34										V-6	24	3.62 x 3.31	3.4	9.3	210@5,200	215@4,400								
CHRYSLER Imperial 4-dr.	109.3	203.0	68.9	55.3	3,570	38.4	43.0	57.6	57.6	V-6	12	3.78 x 3.42	3.8	9.0	150@4,400	203@3,200	16.0	9.5	5.0	4A	N.A.	F	14	6
LeBaron 2-dr.	100.3	184.9	68.5	51.0	2,853	37.6	42.4	57.5	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	14.0	9.0	4.5	3A	3.02	F	14	5
LeBaron 4-dr.	103.3	181.2	67.3	53.7	3,040	38.4	41.9	57.6	57.2	V-6	12	3.59 x 2.99	3.0	8.9	141@5,000	171@2,800	16.0	9.5	4.5	4A	2.36	F	14	6
LeBaron convertible	100.3	184.9	68.5	52.3	2,991	38.3	42.4	57.6	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	14.0	9.0	4.5	3A	N.A.	F	14	4
New Yorker Salon 4-dr.	104.5	193.6	68.9	53.5	3,348	38.0	41.9	57.6	57.6	V-6	12	3.66 x 3.19	3.3	8.9	147@4,800	183@3,600	16.0	10.0	5.0	4A	2.36	F	14	6
New Yorker Fifth Avenue 4-dr.	109.3	198.6	68.9	55.1	3,452	38.4	43.0	57.6	57.6	V-6	12	3.66 x 3.19	3.3	8.9	147@4,800	183@3,600	16.0	9.5	5.0	4A	2.36	F	14	6
TC by Maserati convertible	93.0	175.8	68.5	51.9	3,276	37.4	42.4	57.6	57.6	V-6	12	3.59 x 2.99	3.0	8.9	141@5,000	171@2,800	14.0	9.5	5.0	4A	2.36	F	15	2
OPTIONAL ENGINES: LeBaron										V-6	12	3.59 x 2.99	3.0	8.9	141@5,000	171@2,800								
LeBaron Turbo										I-4	8	3.44 x 4.09	2.5	7.8	152@4,800	210@2,400								
New Yorker Fifth Avenue										V-6	12	3.78 x 3.42	3.8	9.0	150@4,400	203@3,200								
DAIHATSU Charade 2-dr. hatchback	92.1	144.9	63.6	54.5	1,820	37.5	41.1	54.5	53.7	I-3	16	2.99 x 2.87	1.0	9.5	53@5,200	58@3,600	10.6	4.1	3.3	5M	4.64	F	13	4

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Charade 4-dr.	92.1	159.6	63.6	54.5	2,045	38.6	37.7	54.5	53.7	I-4	16	2.99 x 2.81	1.3	9.5	80@6,000	74@4,400	10.6	5.8	3.7	5M	4.64	F	13	4
OPTIONAL ENGINES: Charade 2-dr. hatchback										I-4	16	2.99 x 2.87	1.3	9.5	80@6,000	74@4,400								
DODGE Colt 2-dr. hatchback	93.9	158.7	65.7	51.9	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	4M	3.45	F	13	5
Colt Vista wagon	103.3	176.6	64.8	59.8	2,667	38.3	38.8	55.5	54.1	I-4	8	3.35 x 3.46	2.0	8.5	96@5,000	113@3,500	13.2	7.4	3.6	5M	4.02	F	13	7
Colt Vista 4wd wagon	103.5	176.6	64.8	62.4	2,965	38.3	38.8	55.3	54.3	I-4	8	3.35 x 3.46	2.0	8.5	96@5,000	113@3,500	14.5	7.4	3.6	5M	3.71	4	14	7
Daytona 2-dr. hatchback	97.0	179.2	69.3	50.1	2,777	37.1	42.4	57.5	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	14.0	9.0	4.5	5M	2.76	F	14	4
Dynasty 4-dr.	104.3	192.0	68.9	55.5	2,996	38.3	41.9	57.6	57.6	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	16.0	9.0	4.5	3A	3.02	F	14	6
Monaco 4-dr.	106.0	192.8	70.0	54.7	2,983	38.5	43.8	58.1	57.1	V-6	12	3.66 x 2.87	3.0	9.3	150@5,000	171@3,600	16.0	8.7	5.5	4A	2.66	F	14	5
Shadow 2-dr. hatchback	97.0	171.7	67.3	52.7	2,615	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.76	F	14	5
Shadow 4-dr. hatchback	97.0	171.7	67.3	52.7	2,652	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.76	F	14	5
Shadow convertible	97.0	171.7	67.3	52.6	2,910	38.3	41.5	57.6	57.2	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	14.0	9.0	4.5	5M	2.51	F	14	4
Spirit 4-dr.	103.3	181.2	68.1	53.5	2,801	38.4	41.9	57.6	57.2	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	16.0	9.0	4.0	5M	2.51	F	14	6
Spirit R/T 4-dr.	103.3	181.2	68.1	53.5	3,060	38.4	41.9	57.6	57.2	I-4	16	3.44 x 3.62	2.2	8.5	224@2,800	217@6,000	16.0	9.0	4.0	5M	2.74	F	15	6
Stealth 2-dr.	97.2	179.1	72.4	49.1	3,076	37.1	44.2	61.4	62.2	V-6	12	3.58 x 2.99	3.0	8.9	164@5,500	185@4,000	19.8	8.5	3.5	5M	4.15	4	15	4
Stealth R/T Turbo 4wd 2-dr.	97.2	179.1	72.4	49.1	3,793	37.1	44.2	61.4	62.2	V-6	24	3.58 x 2.99	3.0	8.0	300@6,000	307@2,500	19.8	9.0	3.5	5M	3.97	4	17	4
OPTIONAL ENGINES: Daytona Turbo										I-4	8	3.44 x 4.09	2.5	7.8	152@4,800	210@2,000								
Daytona, Dynasty, Spirit										V-6	12	3.59 x 2.99	3.0	8.9	141@5,000	171@2,800								
Dynasty										V-6	12	3.66 x 3.19	3.3	8.9	147@4,800	183@3,600								
Shadow										I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800								
Shadow Turbo, Spirit Turbo										I-4	8	3.44 x 4.09	2.5	7.8	152@4,800	210@2,400								
Stealth										V-6	12	3.58 x 2.99	3.0	10.0	222@6,000	201@4,500								
EAGLE Premier 4-dr.	106.0	192.8	70.0	54.7	3,023	38.5	43.8	58.1	57.1	V-6	12	3.66 x 2.87	3.0	9.3	150@5,000	171@3,600	16.0	8.7	5.5	4A	2.66	F	14	5
Summit 2-dr. hatchback	93.9	158.7	65.7	51.9	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	4M	4.02	F	13	5
Summit 4-dr.	96.7	170.1	65.7	52.8	2,271	39.1	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	5M	4.02	F	13	5
Talon 2-dr.	97.2	170.5	66.9	51.4	2,711	37.9	43.9	57.7	57.1	I-4	16	3.35 x 3.46	2.0	9.0	135@6,000	125@5,000	15.8	7.0	4.0	5M	4.32	F	16	4
Talon 4wd 2-dr.	97.2	172.4	66.9	52.0	3,101	37.9	43.9	57.7	57.3	I-4	16	3.35 x 3.46	2.0	7.8	195@6,000	203@5,000	15.8	7.0	4.0	5M	4.93	4	16	4
OPTIONAL ENGINES: Talon										I-4	16	3.35 x 3.46	2.0	7.8	190@6,000	203@3,000								
FERRARI F40 2-dr.	96.5	171.3	77.6	44.3	2,980	N.A.	N.A.	62.8	63.2	V-8	48	3.23 x 2.74	2.9	7.7	478@7,000	424@4,500	26.4	N.A.	N.A.	5M	2.90	R	17	2
348 TB/TS 2-dr.	96.5	166.7	74.6	46.1	3,223	N.A.	N.A.	59.2	62.2	V-8	32	3.35 x 2.95	3.4	10.4	300@7,000	228@4,000	23.2	N.A.	N.A.	5M	N.A.	R	17	2
Testarossa 2-dr.	100.4	176.6	77.8	44.5	3,660	N.A.	N.A.	59.8	65.4	H-12	48	3.22 x 3.07	4.9	8.8	380@5,750	354@4,500	26.5	21.0	16.4	5M	3.21	R	16	2
Mondial t Cabriolet	104.3	178.5	70.6	49.8	3,462	N.A.	N.A.	59.9	61.4	V-8	32	3.35 x 2.95	3.2	10.4	300@7,000	228@4,000	18.5	25.3	10.6	5M	4.06	R	16	4
FORD Escort 2-dr. hatchback	98.4	170.0	66.7	52.5	2,287	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.41	F	13	5
Escort 4-dr. hatchback	98.4	170.0	66.7	52.5	2,355	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	13	5
Escort wagon	98.4	171.3	66.7	53.6	2,411	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	13	5
Festiva 2-dr. hatchback	90.2	140.5	63.2	55.3	1,797	38.6	40.6	55.1	54.5	I-4	8	2.79 x 3.29	1.3	9.7	63@5,000	73@3,000	10.0	5.0	3.9	5M	3.78	F	12	4
LTD Crown Victoria 4-dr.	114.3	211.0	77.5	55.6	3,822	38.3	42.5	62.2	63.3	V-8	16	4.00 x 3.00	5.0	8.9	150@3,200	270@2,000	18.0	14.4	5.0	4A	2.73	R	15	6
LTD Crown Victoria wagon	114.3	215.7	79.3	56.5	4,028	39.2	42.5	62.2	63.3	V-8	16	4.00 x 3.00	5.0	8.9	150@3,200	270@2,000	18.0	14.4	5.0	4A	3.08	R	15	6*
LTD Country Squire wagon	114.3	215.7	79.3	56.5	4,047	39.2	42.5	62.2	63.3	V-8	16	4.00 x 3.00	5.0	8.9	150@3,200	270@2,000	18.0	14.4	5.0	4A	3.08	R	15	6*
*8-passenger with optional dual facing rear seats																								
Crown Victoria 4-dr.*	114.4	212.5	77.8	56.7	3,748	39.4	42.5	62.8	63.3	V-8	16	3.60 x 3.60	4.6	9.0	190@4,200	260@3,200	20.0	13.6	5.5	4A	3.08	R	15	6
*This Crown Victoria is a 1992 model																								
Mustang 2-dr.	100.5	179.6	68.3	52.1	2,759	37.0	41.7	56.6	57.0	I-4	8	3.78 x 3.12	2.3	9.5	105@4,600	135@2,600	15.4	8.6	5.0	5M	3.45	R	14	4
Mustang GT 2-dr.	100.5	179.6	68.3	52.1	3,191	37.0	41.7	57.9	57.0	V-8	16	4.00 x 3.00	5.0	9.0	225@4,200	300@3,200	15.4	14.1	5.0	5M	2.73	R	16	4
Mustang 2-dr. hatchback	100.5	179.6	68.3	52.1	2,824	37.0	41.7	56.6	57.0	I-4	8	3.78 x 3.12	2.3	9.5	105@4,600	135@2,600	15.4	8.6	5.0	5M	3.45	R	14	4
Mustang convertible	100.5	179.6	68.3	52.1	2,960	37.6	41.7	56.6	57.0	I-4	8	3.78 x 3.12	2.3	9.5	105@4,600	135@2,600	15.4	8.6	5.0	5M	3.45	R	14	4
Mustang GT convertible	100.5	179.6	68.3	52.1	2,960	37.6	41.7	56.6	57.0	V-8	16	4.00 x 3.00	5.0	9.0	225@4,200	300@3,200	15.4	14.1	5.0	5M	2.73	R	16	4
Probe GL 2-dr. hatchback	99.0	177.0	67.9	51.8	2,730	37.3	42.5	57.3	57.7	I-4	12	3.39 x 3.70	2.2	8.6	110@4,700	130@3,000	15.1	7.9	4.4	5M	4.10	F	14	4
Probe LX 2-dr. hatchback	99.0	177.0	67.9	51.9	2,730	37.3	42.5	57.3	57.7	V-6	12	3.50 x 3.10	3.0	9.3	145@4,800	165@3,400	15.1	9.9	4.5	5M	3.85	F	14	4
Probe GT 2-dr. hatchback	99.0	177.0	68.3	52.0	3,000	37.3	42.5	57.3	57.7	I-4	12	3.39 x 3.70	2.2	7.8	145@4,300	190@3,500	15.1	7.9	4.4	5M	4.10	F	15	4
Taurus 4-dr.	106.0	188.4	70.8	54.1	3,049	38.3	41.7	61.6	60.5	I-4	8	3.70 x 3.60	2.5	9.0	105@4,400	140@2,400	16.0	8.5	4.5	4A	3.98	F	14	6
Taurus wagon	106.0	191.9	70.8	55.4	3,276	38.6	41.7	61.6	59.9	V-6	12	3.50 x 3.10	3.0	9.3	140@4,800	160@3,000	16.0	10.0	4.5	4A	3.37	F	14	6*
*8-passenger with optional third seat																								
Tempo 2-dr.	99.9	176.7	68.3	52.8	2,529	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	3.33*	F	14	5
Tempo 4-dr.	99.9	177.0	68.3	52.9	2,587	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	3.33*	F	14	5
*This rear axle utilizes dual transfer ratios: with 3.33 for the first through fourth gears and a lower 2.56 for fifth																								
Tempo 4wd 4-dr.	99.9	177.0	68.3	52.9	2,808	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	100@4,400	130@2,600	14.2	8.1	5.0	3A	3.07	4	14	5
Thunderbird 2-dr.	113.0	198.7	72.7	52.7	3,550	38.1	42.5	61.6	60.2	V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,400	19.0	10.8	5.0	4A	3.27	R	15	5

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Thunderbird Super Coupe 2-dr.	113.0	198.7	72.7	52.7	3,767	38.1	42.5	61.6	60.2	V-6	12	3.80 x 3.40	3.8	8.2	210@4,000	315@2,600	19.0	10.8	5.0	5M	2.73	R	16	5
OPTIONAL ENGINES: Crown Victoria*										V-8	16	3.60 x 3.60	4.6	9.0	210@4,600	270@3,400								
*This Crown Victoria is a 1992 model.																								
Escort GT										I-4	16	3.27 x 3.35	1.8	9.0	127@6,500	114@4,500								
LTD										V-8	16	4.00 x 3.00	5.0	8.9	160@3,400	280@2,200								
Mustang LX										V-8	16	4.00 x 3.00	5.0	9.0	225@4,200	300@3,200								
Taurus										V-6	12	3.50 x 3.10	3.0	9.3	140@4,800	160@3,000								
Taurus SHO										V-6	24	3.50 x 3.15	3.0	9.8	220@6,200	200@4,800								
Taurus										V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,200								
Tempo										I-4	8	3.70 x 3.30	2.3	9.0	100@4,400	130@2,600								
Thunderbird										V-8	16	4.00 x 3.00	5.0	9.0	200@4,000	275@3,000								
GEO Metro 2-dr. hatchback	89.2	146.1	62.0	52.4	1,620	37.8	42.5	53.7	52.8	I-3	6	2.91 x 3.03	1.0	9.5	55@5,700	58@3,300	10.6	4.1	3.3	5M	4.10	F	12	4
Metro 4-dr. hatchback	93.1	150.0	62.0	53.5	1,693	38.8	42.5	53.7	52.8	I-3	6	2.91 x 3.03	1.0	9.5	55@5,700	58@3,300	10.6	4.1	3.3	5M	4.10	F	12	4
Metro convertible	89.2	146.1	62.7	52.0	1,753	39.6	42.4	53.7	52.8	I-3	6	2.91 x 3.03	1.0	9.5	55@5,700	58@3,300	10.6	4.1	3.3	5M	4.39	F	13	2
Prizm 4-dr.	95.7	170.7	65.2	52.4	2,435	38.3	40.9	56.3	55.5	I-4	16	3.20 x 3.00	1.6	9.5	102@5,800	101@4,800	13.2	5.9	3.2	5M	3.72	F	13	5
Prizm 4-dr. hatchback	95.7	170.7	65.2	52.3	2,450	38.3	40.9	56.3	55.5	I-4	16	3.20 x 3.00	1.6	9.5	102@5,800	101@4,800	13.2	5.9	3.2	5M	3.72	F	13	5
Storm 2-dr. hatchback	96.5	163.4	66.7	51.7	2,371	37.5	43.8	56.3	55.2	I-4	12	3.15 x 3.11	1.6	9.1	95@5,800	97@4,800	12.4	7.2	3.2	5M	3.83	F	14	4
OPTIONAL ENGINES: Prizm										I-4	16	3.20 x 3.00	1.6	10.3	130@6,800	105@6,000								
Storm										I-4	16	3.15 x 3.11	1.6	9.8	130@7,000	102@5,800								
HONDA Accord 2-dr.	107.1	184.8	67.9	52.2	2,738	38.8	42.9	58.1	58.3	I-4	16	3.35 x 3.74	2.2	8.8	125@5,200	137@4,000	17.0	7.4	5.2	5M	4.06	F	14	5
Accord 4-dr.	107.1	184.8	67.9	52.8	2,773	38.9	42.6	58.1	58.3	I-4	16	3.35 x 3.74	2.2	8.8	125@5,200	137@4,000	17.0	7.4	5.2	5M	4.06	F	14	5
Accord wagon	107.1	196.0	67.9	55.1	3,122	39.0	42.7	58.1	58.1	I-4	16	3.35 x 3.74	2.2	8.8	125@5,200	137@4,000	17.0	7.0	5.2	5M	4.27	F	15	5
Civic 2-dr. hatchback	98.4	157.1	66.3	52.5	2,127	38.2	43.3	57.1	57.3	I-4	16	2.95 x 3.33	1.5	9.2	70@5,500	83@3,000	11.9	5.3	4.2	4M	3.89	F	13	5
Civic 4-dr.	98.4	168.8	66.7	53.5	2,255	38.5	43.1	57.1	57.3	I-4	16	2.95 x 3.33	1.5	9.2	92@6,000	89@4,500	11.9	5.8	4.2	5M	4.06	F	13	5
Civic wagon	98.4	161.7	66.1	56.1	2,328	39.4	41.2	56.9	57.2	I-4	16	2.95 x 3.33	1.5	9.2	92@6,000	89@4,500	11.9	5.8	4.2	5M	4.06	F	13	5
Civic 4wd wagon	98.4	161.7	66.1	56.9	2,621	39.4	41.2	56.7	57.1	I-4	16	2.95 x 3.54	1.6	9.1	108@6,000	100@5,000	11.9	5.7	4.2	6M	4.43	4	14	5
CRX 2-dr.	90.6	148.5	65.9	50.1	1,967	37.0	40.8	57.1	57.3	I-4	8	2.95 x 3.33	1.5	9.6	62@4,500	90@2,000	10.6	5.5	4.2	5M	2.95	F	13	2
Prelude 2-dr.	101.0	177.6	67.3	49.2	2,639	36.9	43.1	58.3	57.9	I-4	16	3.19 x 3.74	2.0	9.0	135@6,200	127@4,000	15.9	6.7	5.1	5M	4.27	F	14	4
OPTIONAL ENGINES: Accord EX										I-4	16	3.35 x 3.74	2.2	8.8	130@5,200	142@4,000								
Accord SE, Accord Wagon										I-4	16	3.35 x 3.74	2.2	8.8	140@5,600	142@4,500								
Civic DX, CRX										I-4	16	2.95 x 3.33	1.5	9.2	92@6,000	89@4,500								
Civic Si, Civic EX, CRX Si										I-4	16	2.95 x 3.54	1.6	9.1	108@6,000	100@5,000								
Prelude										I-4	16	3.27 x 3.74	2.1	9.4	140@5,800	135@5,000								
HYUNDAI Excel 2-dr. hatchback	93.8	161.4	63.3	54.5	2,202	37.8	41.7	54.7	52.8	I-4	8	2.97 x 3.23	1.5	9.4	81@5,500	91@3,000	11.9	4.9	3.6	4M	4.02	F	13	5
Excel 4-dr.	93.8	168.3	63.3	54.5	2,202	37.8	41.7	54.7	52.8	I-4	8	2.97 x 3.23	1.5	9.4	81@5,500	91@3,600	11.9	4.9	3.6	4M	4.02	F	13	5
Scoupe 2-dr.	93.8	165.9	64.0	50.0	2,119	N.A.	N.A.	54.7	52.8	I-4	8	2.97 x 3.23	1.5	9.4	81@5,500	91@3,000	11.9	5.6	3.0	5M	4.32	F	13	4
Sonata 4-dr.	104.3	184.3	68.9	55.4	2,723	38.5	42.4	57.3	56.7	I-4	8	3.35 x 3.46	2.0	9.0	126@4,500	N.A.	15.9	7.4	N.A.	5M	N.A.	F	14	5
OPTIONAL ENGINES: Sonata										V-6	12	3.59 x 2.99	3.0	8.9	142@5,000	168@2,500								
INFINITI G20 4-dr.	100.4	175.0	66.7	54.9	2,535	38.8	42.0	57.8	57.4	I-4	16	3.39 x 3.39	2.0	10.0	140@6,400	132@4,800	15.9	6.8	3.6	5M	4.18	F	14	5
M30 2-dr.	103.0	188.8	66.5	54.3	3,333	36.8	42.2	56.5	56.5	V-6	12	3.43 x 3.27	3.0	9.0	162@5,200	180@3,600	17.2	8.5	4.5	4A	3.92	R	15	5
M30 convertible	103.0	188.8	66.5	55.5	3,576	35.0	42.2	56.5	56.5	V-6	12	3.43 x 3.27	3.0	9.0	162@5,200	180@3,600	17.2	8.5	4.5	4A	3.92	R	15	4
Q45 4-dr.	113.2	199.8	71.9	56.3	3,950	38.2	43.9	61.8	61.8	V-8	32	3.66 x 3.26	4.5	10.2	278@6,000	292@4,000	22.5	10.1	7.0	4A	3.54	R	15	5
ISUZU Impulse XS 2-dr.	96.5	166.1	66.7	51.8	2,411	37.4	43.8	56.3	55.3	I-4	16	3.15 x 3.11	1.6	9.8	130@6,800	102@4,600	12.4	7.3	4.7	5M	4.12	F	14	4
Impulse RS 2-dr.	96.5	166.1	66.7	51.8	2,732	37.4	43.8	56.3	55.3	I-4	16	3.15 x 3.11	1.6	8.5	160@6,600	150@4,800	12.4	7.9	4.7	5M	4.12	4	15	4
Stylus S 4-dr.	96.5	165.1	66.1	54.0	2,261	39.0	43.3	56.3	55.2	I-4	12	3.15 x 3.11	1.6	9.1	95@5,800	97@3,400	12.4	7.1	3.8	5M	3.58	F	13	5
Stylus XS 4-dr.	96.5	165.1	66.1	54.0	2,367	39.0	43.3	56.3	55.3	I-4	16	3.15 x 3.11	1.6	9.8	130@6,800	102@4,600	12.4	7.3	4.8	5M	4.12	F	14	5
JAGUAR XJ-S 2-dr.	102.0	191.7	70.6	47.8	4,050	36.1	41.3	58.6	59.2	V-12	24	3.54 x 2.76	5.3	11.5	263@5,350	290@3,200	24.0	21.0	10.5	3A	2.88	R	15	2
XJ-S convertible	102.0	191.7	70.6	47.8	4,250	36.1	41.3	58.6	59.2	V-12	24	3.54 x 2.76	5.3	11.5	263@5,350	290@3,200	21.6	21.0	10.5	3A	2.88	R	15	2
XJ-6 4-dr.	113.0	196.4	78.9	54.3	3,935	36.6	41.7	59.1	59.0	I-6	24	3.58 x 4.02	4.0	9.6	223@4,750	278@3,650	23.2	13.0	7.9	4A	3.58	R	15	5
LAMBORGHINI Diablo 2-dr.	104.3	175.6	80.3	43.5	3,640	N.A.	N.A.	59.4	64.6	V-12	32	3.43 x 3.15	5.7	10.1	485@7,000	428@5,200	26.4	N.A.	N.A.	5M	2.41	R	17	2
LEXUS ES 250 4-dr.	102.4	183.1	66.9	53.1	3,164	37.8	42.9	58.1	56.9	V-6	24	3.44 x 2.74	2.5	9.0	156@5,600	160@4,400	15.9	10.0	4.1	5M	3.93	F	15	5
LS 400 4-dr.	110.8	198.7	71.7	55.3	3,759	38.6	43.8	61.6	61.6	V-8	32	3.44 x 3.25	4.0	10.0	250@5,600	260@4,400	22.5	11.2	5.3	4A	3.62	R	15	5
LINCOLN Continental 4-dr.	109.0	205.1	72.7	55.6	3,633	38.7	41.7	62.3	61.1	V-6	12	3.80 x 3.40	3.8	9.0	155@4,000	220@2,200	18.4	12.1	4.5	4A	3.37	F	15	6
Mark VII 2-dr.	108.5	202.8	70.9	54.2	3,782	37.8	42.0	58.4	59.0	V-8	16	4.00 x 3.00	5.0	9.0	225@4,200	300@3,200	21.0	14.1	5.0	4A	3.27	R	16	5
Town Car 4-dr.	117.4	218.9	78.1	56.7	4,035	39.0	42.5	62.8	63.3	V-8	16	3.60 x 3.60	4.6	9.0	190@4,200	260@3,600	20.0	N.A.	5.5	4A	3.27	R	15	6
OPTIONAL ENGINES: Town Car										V-8	16	3.60 x 3.60	4.6	9.0	210@4,600	270@3,400								
LOTUS Elan convertible	88.6	152.2	68.2	48.4	2,340	37.0	41.0	58.5	58.5	I-4	16	3.15 x 3.11	1.6	8.2	162@6,600	148@4,200	10.2	12.2	5.0	5M	3.83	R	16	2

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Esprit Turbo SE 2-dr.	96.0	170.5	73.2	45.3	2,820	37.0	31.0	60.0	61.2	I-4	16	3.75 x 3.00	2.2	8.0	264@6,500	261@3,900	18.5	12.5	7.0	5M	3.89	R	15*	2
*Lotus Esprit Turbo SE has front 15-inch wheels and rear 16-inch wheels.																								
MASERATI Spyder convertible	94.5	159.2	67.5	51.6	2,925	N.A.	N.A.	56.8	57.1	V-6	18	3.70 x 2.64	2.8	7.4	225@5,600	246@3,500	18.0	9.0	6.0	5M	3.31	R	15	2
Shamal 2-dr.*	94.5	161.5	76.4	50.0	2,844	N.A.	N.A.	60.2	61.0	V-8	32	3.15 x 3.15	3.2	7.5	325@6,000	320@3,000	18.0	N.A.	N.A.	6M	3.31	R	16	2
*Maserati Shamal is a 1992 model.																								
MAZDA 323 2-dr. hatchback	96.5	163.6	65.7	54.3	2,238	38.6	42.2	56.3	56.5	I-4	8	3.07 x 3.29	1.6	9.3	82@5,000	92@2,500	13.2	5.3	3.6	5M	4.11	F	13	5
626 4-dr.	101.4	179.3	66.5	55.5	2,610	39.0	43.7	57.3	57.7	I-4	12	3.39 x 3.70	2.2	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	5
626 4-dr. hatchback	101.4	179.3	66.5	54.1	2,710	38.7	43.6	57.3	57.7	I-4	12	3.39 x 3.70	2.2	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	5
929 4-dr.	106.7	194.1	67.9	54.5	3,477	37.8	43.3	56.9	57.5	V-6	18	3.50 x 3.00	3.0	8.5	158@5,500	170@4,000	18.5	10.0	5.6	4A	3.91	R	15	5
MX-5 Miata convertible	89.2	155.4	65.9	48.2	2,182	37.1	42.7	55.5	56.2	I-4	16	3.10 x 3.30	1.6	9.4	116@6,500	100@5,500	11.9	5.0	4.0	5M	4.30	R	14	2
MX-6 2-dr.	99.0	177.0	66.5	53.5	2,560	38.4	43.6	57.3	57.7	I-4	12	3.39 x 3.70	2.2	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	5
Protege 4-dr.	98.4	171.5	65.9	54.1	2,359	38.4	42.2	56.3	56.5	I-4	16	3.27 x 3.35	1.8	8.9	103@5,500	111@4,000	14.5	5.3	3.8	5M	3.62	F	13	5
RX-7 2-dr.	95.7	169.9	66.5	49.8	2,787	37.2	43.8	57.1	56.7	R	—	—	1.3	9.7	160@7,000	140@4,000	18.5	9.2	6.1	5M	4.10	R	15	2
RX-7 convertible	95.7	169.9	66.5	49.8	3,071	36.3	43.8	57.1	56.7	R	—	—	1.3	9.7	160@7,000	140@4,000	18.5	9.2	6.1	5M	4.10	R	15	2
OPTIONAL ENGINES: 626 GT, MX-6 GT										I-4	12	3.39 x 3.70	2.2	7.8	145@4,300	190@3,500								
929 S										V-6	24	3.50 x 3.00	3.0	8.9	190@5,600	191@4,500								
MX-5 Miata										I-4	16	3.10 x 3.30	1.6	9.0	105@6,000	100@4,000								
Protege LX										I-4	16	3.27 x 3.35	1.8	9.0	125@6,500	114@4,500								
RX-7 Turbo										R	—	—	1.3	9.0	200@6,500	196@3,500								
MERCEDES-BENZ 190E 2.3 4-dr.	104.9	175.1	66.5	54.1	2,900	36.9	41.9	56.7	55.9	I-4	8	3.76 x 3.16	2.3	9.0	130@5,100	146@3,500	14.5	10.6	6.3	5M	3.27	R	15	5
190E 2.6 4-dr.	104.9	175.1	66.5	54.1	3,000	36.9	41.9	56.7	55.9	I-6	12	3.26 x 3.16	2.6	9.2	158@5,800	162@4,600	14.5	10.6	6.3	5M	3.27	R	15	5
300D 2.5 Turbo 4-dr.	110.2	187.2	68.5	56.3	3,390	36.9	41.7	59.1	58.7	I-5	10	3.43 x 3.31	2.5	22.0	121@4,600	165@2,400	18.5	10.5	7.9	4A	2.65	R	15	5
300E 2.6 4-dr.	110.2	187.2	68.5	56.3	3,330	36.9	41.7	59.1	58.7	I-6	12	3.26 x 3.16	2.6	9.2	158@5,800	162@4,600	18.5	10.6	6.9	4A	3.07	R	15	5
300E 4-dr.	110.2	187.2	68.5	56.3	3,365	36.9	41.7	59.1	58.7	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	18.5	10.6	6.9	4A	2.87	R	15	5
300E 4wd 4-dr.	110.2	187.2	68.5	57.1	3,640	36.9	41.7	58.9	58.5	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	18.5	10.6	6.9	4A	3.07	4	15	5
300CE 2-dr.	106.9	183.9	68.5	54.9	3,505	36.0	41.9	59.1	58.7	I-6	24	3.48 x 3.16	3.0	10.0	217@6,400	195@4,600	18.5	10.6	7.9	4A	3.06	R	15	4
300TE wagon	110.2	188.2	68.5	59.8	3,590	37.4	41.7	58.9	58.6	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	19.0	10.6	6.9	4A	2.87	R	15	5
300TE 4wd wagon	110.2	188.2	68.5	60.2	3,845	37.4	41.7	58.9	58.5	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	19.0	10.6	6.9	4A	3.29	4	15	5
300SE 4-dr.	115.6	202.6	71.7	56.6	3,745	37.2	41.9	61.5	60.4	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	23.8	10.6	6.9	4A	3.46	R	15	5
350SD Turbo 4-dr.	115.6	202.6	71.7	56.6	3,805	37.2	41.9	61.5	60.4	I-6	12	3.50 x 3.60	3.5	22.0	134@4,000	229@2,000	23.8	10.6	8.5	4A	2.82	R	15	5
300SEL 4-dr.	121.1	208.1	71.7	56.7	3,785	37.3	41.9	61.5	60.4	I-6	12	3.48 x 3.16	3.0	9.2	177@5,700	188@4,400	23.8	10.6	6.9	4A	3.46	R	15	5
350SDL Turbo 4-dr.	121.1	208.1	71.7	56.7	3,850	37.3	41.9	61.5	60.4	I-6	12	3.50 x 3.60	3.5	22.0	134@4,000	229@2,000	23.8	10.6	8.5	4A	2.82	R	15	5
420SEL 4-dr.	121.1	208.1	71.7	56.7	3,915	37.3	41.9	61.5	60.4	V-8	16	3.62 x 3.10	4.2	9.0	201@5,200	228@3,600	23.8	13.7	8.5	4A	2.47	R	15	5
560SEL 4-dr.	121.1	208.1	71.7	56.3	4,100	37.3	41.9	61.5	60.4	V-8	16	3.80 x 3.73	5.6	9.0	238@4,800	287@3,500	23.8	13.7	8.5	4A	2.47	R	15	5
560SEC 2-dr.	112.2	199.2	72.0	55.0	3,915	36.8	41.9	61.5	60.4	V-8	16	3.80 x 3.73	5.6	9.0	238@4,800	287@3,500	23.8	13.7	8.5	4A	2.47	R	15	4
300SL 2-dr.	99.0	176.0	71.3	50.7	4,010	37.1	42.4	60.4	60.0	I-6	24	3.48 x 3.16	3.0	10.0	228@6,300	201@4,600	21.1	12.2	7.9	5M	3.46	R	16	2
500SL 2-dr.	99.0	176.0	71.3	50.7	4,145	37.1	42.4	60.4	60.0	V-8	32	3.80 x 3.35	5.0	10.0	322@5,500	332@4,000	21.1	13.7	8.5	4A	2.65	R	16	2
MERCURY Capri convertible	94.7	166.1	64.6	50.2	2,385	37.8	41.2	54.9	56.0	I-4	16	3.07 x 3.29	1.6	9.4	100@5,750	95@5,500	11.1	6.3	3.7	5M	3.84	F	14	4
Cougar 2-dr.	113.0	199.9	72.7	52.7	3,587	38.1	42.5	61.6	60.2	V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,400	19.0	10.8	5.0	4A	3.27	R	15	5
Cougar XR-7 2-dr.	113.0	199.9	72.7	52.7	3,800	38.1	42.5	61.6	60.2	V-8	16	4.00 x 3.00	5.0	9.0	200@4,000	275@3,000	19.0	14.1	5.0	4A	3.08	R	16	5
Grand Marquis 4-dr.	114.3	213.6	77.5	55.5	3,836	38.3	42.5	62.2	63.3	V-8	16	4.00 x 3.00	5.0	8.9	150@3,200	270@2,000	18.0	14.4	5.0	4A	2.73	R	15	6
Grand Marquis Colony Park wagon	114.3	218.0	79.3	56.5	4,032	39.2	42.5	62.2	63.3	V-8	16	4.00 x 3.00	5.0	8.9	150@3,200	270@2,000	18.0	14.4	5.0	4A	3.08	R	15	6*
*8-passenger with optional dual-facing rear seats.																								
Grand Marquis 4-dr.*	114.4	212.5	77.8	56.7	3,768	39.4	42.5	62.8	63.3	V-8	16	3.60 x 3.60	4.6	9.0	190@4,200	260@3,200	20.0	13.6	5.5	4A	3.08	R	15	6
*This Grand Marquis is a 1992 model.																								
Sable 4-dr.	106.0	192.2	70.8	54.4	3,174	38.3	41.7	61.6	60.5	V-6	12	3.50 x 3.10	3.0	9.3	140@4,800	160@3,000	16.0	10.0	4.5	4A	3.37	F	14	6
Sable wagon	106.0	193.2	70.8	55.1	3,311	38.6	41.7	61.6	59.9	V-6	12	3.50 x 3.10	3.0	9.3	140@4,800	160@3,000	16.0	10.0	4.5	4A	3.37	F	14	6*
*8-passenger with optional third seat.																								
Topaz 2-dr.	99.9	176.7	68.3	52.8	2,546	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	3.33*	F	14	5
Topaz 4-dr.	99.9	177.0	68.3	52.9	2,602	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	3.33*	F	14	5
*This rear axle utilizes dual transfer ratios, with 3.33 for the first through fourth gears and a lower 2.56 axle ratio for fifth.																								
Topaz 4wd 4-dr.	99.9	177.0	68.3	52.9	2,763	37.5	41.5	54.9	57.6	I-4	8	3.70 x 3.30	2.3	9.0	100@4,400	130@2,600	14.2	8.1	5.0	3A	3.07	4	14	5
Tracer 4-dr.	98.4	170.9	66.7	52.7	2,356	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	13	5
Tracer wagon	98.4	171.3	66.7	53.6	2,468	38.4	41.7	56.5	56.5	I-4	8	3.23 x 3.46	1.9	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	14	5
OPTIONAL ENGINES: Capri XR2										I-4	16	3.07 x 3.29	1.6	7.9	132@6,000	136@3,000								
Cougar										V-8	16	4.00 x 3.00	5.0	9.0	200@4,000	275@3,000								
Grand Marquis, Grand Marquis Colony Park										V-8	16	4.00 x 3.00	5.0	8.9	160@3,400	280@2,200								
Grand Marquis*										V-8	16	3.60 x 3.60	4.6	9.0	210@4,600	270@3,400								
*This Grand Marquis is a 1992 model.																								
Sable										V-6	12	3.80 x 3.40	3.8	9.0	140@3,800	215@2,200								

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Topaz										I-4	8	3.70 x 3.30	2.3	9.0	100@4,400	130@2,600								
Tracer										I-4	16	3.27 x 3.35	1.8	9.0	127@6,500	114@4,500								
MITSUBISHI 3000GT 2-dr.	97.2	179.1	72.4	50.6	3,207	37.1	44.2	61.4	62.2	V-6	24	3.59 x 2.99	3.0	10.0	222@6,000	201@4,500	20.0	8.4	4.8	5M	3.55	F	16	4
3000GT 4wd 2-dr.	97.2	180.5	72.4	50.6	3,791	37.1	44.2	61.4	62.2	V-6	24	3.59 x 2.99	3.0	8.0	300@6,000	307@2,500	20.0	8.4	4.5	5M	3.55	4	17	4
Diamante 4-dr.*	107.1	190.2	69.9	55.5	3,428	38.6	43.9	60.4	60.2	V-6	12	3.59 x 2.99	3.0	10.0	175@5,500	185@3,000	19.0	N.A.	5.5	4A	3.96	F	15	5
*Mitsubishi Diamante is a 1992 model																								
Eclipse 2-dr. hatchback	97.2	170.5	66.5	51.4	2,524	37.9	43.9	57.7	57.1	I-4	16	3.20 x 3.40	1.8	9.0	92@5,000	105@3,500	15.9	7.4	4.4	5M	4.32	F	14	4
Eclipse GSX 4wd 2-dr. hatchback	97.2	172.4	66.5	52.0	3,095	37.9	43.8	57.7	57.3	I-4	16	3.30 x 3.50	2.0	7.8	195@6,000	203@3,000	15.9	7.4	4.0	5M	4.93	4	16	4
Galant 4-dr.	102.4	183.9	66.7	53.5	2,667	38.6	41.9	57.5	57.1	I-4	8	3.34 x 3.46	2.0	8.5	102@5,000	116@4,500	15.9	7.4	3.1	5M	3.17	F	14	5
Galant 4wd 4-dr.	102.4	183	66.7	55.5	3,087	39.0	41.9	57.5	57.1	I-4	16	3.34 x 3.46	2.0	7.8	195@6,000	203@3,000	15.9	7.4	3.5	5M	4.93	4	15	5
Mirage 2-dr. hatchback	93.9	158.7	65.7	52.0	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.4	92@6,000	93@3,000	13.2	4.4	2.6	4M	3.15	F	13	5
Mirage 4-dr.	96.7	170.1	65.7	52.8	2,271	39.1	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.4	92@6,000	93@3,000	13.2	4.4	2.6	5M	3.67	F	13	5
Precis 2-dr. hatchback	93.8	161.4	63.3	54.5	2,336	37.8	41.9	54.7	52.8	I-4	12	2.97 x 3.23	1.5	9.4	81@5,500	91@3,000	11.9	5.6	3.2	4M	4.02	F	13	5
OPTIONAL ENGINES: Diamante										V-6	16	3.59 x 2.99	3.0	10.0	202@6,000	199@3,000								
Eclipse										I-4	16	3.30 x 3.50	2.0	9.0	135@6,000	125@3,000								
Eclipse Turbo										I-4	16	3.30 x 3.50	2.0	7.8	190@6,000	203@3,000								
Galant										I-4	16	3.34 x 3.46	2.0	9.0	135@6,000	125@5,000								
Mirage										I-4	16	3.24 x 2.95	1.6	9.2	123@6,500	101@5,000								
NISSAN 240SX 2-dr.	97.4	178.0	66.5	50.8	2,657	37.8	42.0	57.7	57.5	I-4	16	3.50 x 3.78	2.4	8.6	155@5,600	160@4,400	15.9	7.1	4.2	5M	4.08	R	15	5
300ZX 2-dr. hatchback	96.5	169.5	70.5	49.2	3,219	36.8	43.0	58.9	60.4	V-6	24	3.43 x 3.27	3.0	10.5	222@6,400	198@4,800	18.7	10.6	5.5	5M	4.08	R	16	2
300ZX 2+2 2-dr. hatchback	101.2	178.0	70.9	49.4	3,313	37.1	43.0	58.9	60.4	V-6	24	3.43 x 3.27	3.0	10.5	222@6,400	198@4,800	18.7	10.6	5.5	5M	4.08	R	16	4
300ZX Turbo 2-dr. hatchback	96.5	169.5	70.5	49.4	3,474	36.8	43.0	58.9	61.2	V-6	24	3.43 x 3.27	3.0	8.5	300@6,400	283@3,600	18.7	10.6	5.5	5M	3.69	R	16	2
Maxima 4-dr.	104.3	187.6	69.3	55.1	3,029	39.5	43.7	59.4	58.7	V-6	12	3.43 x 3.27	3.0	8.0	160@5,200	182@2,800	18.5	9.5	5.1	5M	3.65	F	15	5
NX 1600 2-dr.	95.7	162.4	66.1	51.4	2,350	33.3	41.9	56.4	55.9	I-4	16	N.A.	1.6	9.5	110@6,000	108@4,000	13.2	N.A.	N.A.	5M	4.17	F	13	4
NX 2000 2-dr.	95.7	162.4	66.1	51.4	2,461	33.3	41.9	56.4	55.9	I-4	16	N.A.	2.0	9.5	140@6,400	130@4,800	13.2	N.A.	N.A.	5M	4.17	F	14	4
Sentra 2-dr.	95.7	170.3	65.6	53.9	2,266	38.5	41.9	56.9	56.3	I-4	16	2.99 x 3.46	1.6	9.5	110@6,000	108@4,000	13.2	N.A.	5.5	4M	3.55	F	13	5
Sentra 4-dr.	95.7	170.3	65.6	53.9	2,288	38.5	41.9	56.9	56.3	I-4	16	2.99 x 3.46	1.6	9.5	110@6,000	108@4,000	13.2	N.A.	5.5	5M	3.90	F	13	5
Stanza 4-dr.	100.4	179.9	66.9	54.1	2,788	38.6	42.6	57.5	56.7	I-4	12	3.50 x 3.78	2.4	8.6	138@5,600	148@4,400	16.4	7.4	4.2	5M	3.65	F	14	5
OPTIONAL ENGINES: Sentra										I-4	16	3.39 x 3.39	2.0	9.5	140@6,400	132@4,800								
OLDSMOBILE Custom Cruiser wagon	115.9	217.5	79.7	60.3	4,435	39.7	42.2	62.1	64.1	V-8	16	3.74 x 3.48	5.0	9.3	170@4,200	255@2,400	22.0	16.7	5.0	4A	2.73	R	15	8
Cutlass Calais 2-dr.	103.4	179.3	66.6	52.4	2,518	37.9	42.9	55.8	55.4	I-4	8	4.00 x 3.00	2.5	8.3	110@5,200	135@3,200	13.6	7.8	4.0	5M	3.35	F	14	5
Cutlass Calais 4-dr.	103.4	179.3	66.6	52.4	2,585	37.9	42.9	55.8	55.4	I-4	8	4.00 x 3.00	2.5	8.3	110@5,200	135@3,200	13.6	7.8	4.0	5M	3.35	F	14	5
Cutlass Ciera 2-dr.	104.9	190.3	69.5	54.1	2,771	38.6	42.1	58.7	57.0	I-4	8	4.00 x 3.00	2.5	8.3	110@5,200	135@3,200	15.7	8.8	4.0	3A	2.84	F	14	6
Cutlass Ciera 4-dr.	104.9	190.3	69.5	54.1	2,813	38.6	42.1	58.7	57.0	I-4	8	4.00 x 3.00	2.5	8.3	110@5,200	135@3,200	15.7	8.8	4.0	3A	2.84	F	14	6
Cutlass Cruiser wagon	104.9	194.4	69.5	54.5	2,975	38.6	42.1	58.7	57.0	I-4	8	4.00 x 3.00	2.5	8.3	110@5,200	135@3,200	15.7	8.8	4.0	3A	2.84	F	14	6
Cutlass Supreme 2-dr.	107.5	192.3	71.0	53.3	3,187	37.8	42.3	59.5	58.0	I-4	16	3.62 x 3.35	2.3	9.5	160@6,200	155@5,200	16.5	12.3	4.0	3A	3.18	F	14	5
Cutlass Supreme 4-dr.	107.5	192.2	71.0	54.8	3,286	38.8	42.4	59.5	58.0	I-4	16	3.62 x 3.35	2.3	9.5	160@6,200	155@5,200	16.5	12.3	4.0	3A	3.18	F	14	5
Cutlass Supreme convertible	107.5	192.3	71.0	54.3	3,602	37.8	42.3	59.5	58.0	V-6	12	3.50 x 3.31	3.1	8.8	140@4,400	185@3,200	16.5	12.3	4.0	4A	3.33	F	15	5
88 Royale 2-dr.	110.8	197.6	73.0	53.7	3,248	38.1	42.4	60.3	59.8	V-6	12	3.80 x 3.40	3.8	8.5	165@4,800	210@2,000	18.0	12.4	4.0	4A	2.84	F	14	6
88 Royale 4-dr.	110.8	197.6	73.0	54.5	3,292	38.9	42.4	60.3	59.8	V-6	12	3.80 x 3.40	3.8	8.5	165@4,800	210@2,000	18.0	12.4	4.0	4A	2.84	F	14	6
98 Regency Elite 4-dr.	110.8	205.8	74.6	55.1	3,606	38.7	42.0	60.5	60.2	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.0	11.7	4.0	4A	2.84	F	15	6
98 Touring Sedan 4-dr.	110.8	205.8	74.6	55.1	3,689	38.7	42.0	60.5	60.2	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	20.0	11.7	4.0	4A	2.84	F	16	6
Toronado 2-dr.	108.0	200.3	72.8	53.0	3,455	37.8	43.0	59.9	59.9	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	11.7	4.0	4A	3.06	F	15	5
Toronado Trofeo 2-dr.	108.0	200.3	72.8	53.0	3,525	37.8	43.0	59.9	59.9	V-6	12	3.80 x 3.40	3.8	8.5	170@4,800	220@3,200	18.8	11.7	4.0	4A	3.06	F	16	5
OPTIONAL ENGINES: Cutlass Calais Quad 4										I-4	16	3.62 x 3.35	2.3	9.5	160@6,200	155@5,200								
Cutlass Calais Quad 4										I-4	16	3.62 x 3.35	2.3	10.0	180@6,200	160@5,200								
Cutlass Calais, Cutlass Ciera, Cutlass Cruiser										V-6	12	3.70 x 3.16	3.3	9.0	160@5,200	185@2,000								
Cutlass Supreme										V-6	12	3.50 x 3.31	3.1	8.8	140@4,400	185@3,200								
Cutlass Supreme										V-6	24	3.62 x 3.31	3.4	9.3	200@5,000	215@4,000								
Cutlass Supreme										V-6	24	3.62 x 3.31	3.4	9.3	210@5,200	215@4,000								
PEUGEOT 405 4-dr.	105.1	177.7	67.5	55.2	2,497	37.0	41.4	57.1	56.8	I-4	8	3.27 x 3.46	1.9	8.3	110@5,200	120@4,250	17.2	7.0	5.3	5M	4.06	F	14	5
405 Mi 16 4-dr.	105.1	177.7	67.5	55.2	2,715	37.0	41.4	56.7	56.4	I-4	16	3.27 x 3.46	1.9	9.5	150@6,400	128@5,000	17.2	7.6	5.6	5M	4.43	F	15	5
405 wagon	105.1	175.1	67.5	56.0	2,635	37.0	41.5	57.1	56.7	I-4	8	3.27 x 3.46	1.9	8.3	110@5,200	120@4,250	17.2	7.0	5.3	5M	4.06	F	14	5
505 wagon	114.2	194.5	68.4	60.9	3,230	38.1	40.0	58.7	57.2	I-4	8	3.46 x 3.50	2.2	8.8	120@5,000	131@3,500	18.0	7.9	5.8	5M	4.11	R	15	5
505 SW8 wagon	114.2	194.5	68.4	60.9	3,296	38.1	40.0	58.7	57.2	I-4	8	3.46 x 3.50	2.2	8.8	120@5,000	131@3,500	18.0	7.9	5.8	5M	4.11	R	15	8
505 Turbo SW8 wagon	114.2	194.5	68.4	60.9	3,506	38.1	40.0	59.1	57.5	I-4	8	3.61 x 3.21	2.2	7.5	160@5,000	205@2,500	18.0	10.0	5.3	4A	3.89	R	15	8
PLYMOUTH Acclaim 4-dr.	103.3	181.2	67.3	53.5	2,789	38.4	41.9	57.6	57.2	I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800	16.0	9.0	4.5	5M	2.51	F	14	6
Colt 2-dr. hatchback	93.9	158.7	65.7	51.9	2,205	38.3	41.9	56.3	56.3	I-4	12	2.97 x 3.23	1.5	9.2	92@6,000	93@3,000	13.2	4.4	3.1	4M	3.45	F	13	5
Colt Vista wagon	103.3	176.6	64.8	59.8	2,667	38.3	38.8	55.5	54.1	I-4	8	3.35 x 3.46	2.0	8.5	96@5,000	113@3,500	13.2	7.4	3.6	5M	4.02	F	13	7
Colt Vista 4wd wagon	103.5	176.6	64.8	62.4	2,965	38.3	38.8	55.3	54.3	I-4	8	3.35 x 3.46	2.0	8.5	96@5,000	113@3,500	14.5	7.4	3.6	5M	3.71	4	14	7
Laser 2-dr. hatchback	97.2	170.5	66.5	51.4	2,524	37.9	42.5	57.7	57.1	I-4	8	3.17 x 3.39	1.8	9.0	92@5,000	105@3,500	15.9	5.0	4.0	5M	4.32	F	14	4
Sundance 2-dr. hatchback	97.0	171.7	67.3	52.7	2,617	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.51	F	14	5

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Sundance 4-dr. hatchback	97.0	171.7	67.3	52.7	2,654	38.3	41.5	57.6	57.2	I-4	8	3.44 x 3.62	2.2	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.51	F	14	5
OPTIONAL ENGINES: Acclaim										V-6	12	3.66 x 3.19	3.0	8.9	141@5,000	171@2,800								
Laser										I-4	16	3.35 x 3.45	2.0	9.0	135@6,000	125@5,000								
Laser Turbo										I-4	16	3.35 x 3.45	2.0	7.8	190@6,000	203@3,000								
Sundance										I-4	8	3.44 x 4.09	2.5	8.9	100@4,800	135@2,800								
Sundance Turbo										I-4	8	3.44 x 4.09	2.5	8.0	152@4,800	210@2,400								
PONTIAC Bonneville 4-dr.	110.8	198.7	72.1	54.1	3,323	38.9	42.4	60.3	59.8	V-6	12	3.80 x 3.40	3.8	8.5	165@4,800	210@2,000	18.0	11.8	5.0	4A	2.84	F	15	6
Firebird 2-dr.	101.0	195.1	72.4	49.7	3,121	37.0	43.0	60.7	61.6	V-6	12	3.50 x 3.31	3.1	8.5	140@4,400	180@3,600	15.5	14.7	5.0	4A	3.23	R	15	5
Grand Am 2-dr.	103.4	180.1	66.5	52.5	2,508	37.7	42.9	55.6	55.2	I-4	8	4.00 x 3.00	2.5	9.0	110@5,200	135@3,200	13.6	10.7	5.0	5M	3.35	F	14	5
Grand Am 4-dr.	103.4	180.1	66.5	52.5	2,592	37.7	42.9	55.6	55.2	I-4	8	4.00 x 3.00	2.5	9.0	110@5,200	135@3,200	13.6	10.7	5.0	5M	3.35	F	14	5
Grand Prix 2-dr.	107.5	193.9	70.9	52.8	3,188	37.8	42.3	59.5	58.0	I-4	16	3.63 x 3.35	2.3	9.5	160@6,200	155@5,200	16.5	8.2	5.0	3A	3.18	F	15	6
Grand Prix 4-dr.	107.5	194.8	70.9	54.3	3,248	38.8	42.4	59.5	58.0	I-4	16	3.63 x 3.35	2.3	9.5	160@6,200	155@5,200	16.5	8.2	5.0	3A	3.18	F	15	6
LeMans 2-dr. hatchback	99.2	163.7	65.5	53.5	2,169	38.8	42.0	55.1	55.4	I-4	8	3.11 x 3.21	1.6	8.6	74@5,600	90@2,800	13.2	8.1	4.4	4M	3.72	F	13	5
LeMans 4-dr.	99.2	172.4	65.7	53.7	2,246	38.8	42.0	55.1	55.4	I-4	8	3.11 x 3.21	1.6	8.6	74@5,600	90@2,800	13.2	8.1	4.4	5M	3.72	F	13	5
6000 4-dr.	104.9	185.8	72.0	53.7	2,843	38.5	42.1	58.7	57.0	I-4	8	4.00 x 3.00	2.5	9.0	110@5,200	135@3,200	15.7	8.8	5.0	3A	2.84	F	14	6
6000 wagon	104.9	193.2	72.0	54.1	3,162	38.6	42.1	56.7	57.0	V-6	12	3.50 x 3.31	3.1	8.8	140@4,400	185@3,200	15.7	12.3	5.0	4A	3.33	F	14	6*
*8-passenger with optional third seat																								
Sunbird 2-dr.	101.2	181.3	66.3	52.0	2,570	39.7	42.9	55.6	55.2	I-4	8	3.39 x 3.39	2.0	8.8	96@4,800	118@3,600	13.6	10.0	4.2	5M	3.45	F	14	5
Sunbird 4-dr.	101.2	181.3	66.3	53.6	2,592	38.6	42.2	55.6	55.2	I-4	8	3.39 x 3.39	2.0	8.8	96@4,800	118@3,600	13.6	10.0	4.2	5M	3.45	F	14	5
Sunbird convertible	101.2	181.3	66.3	52.1	2,775	39.1	42.9	55.6	55.2	I-4	8	3.39 x 3.39	2.0	8.8	96@4,800	118@3,600	13.6	10.0	4.2	5M	3.45	F	14	4
OPTIONAL ENGINES: Firebird Formula										V-8	16	3.74 x 3.48	5.0	9.3	170@4,000	255@2,400								
Firebird Trans Am										V-8	16	3.74 x 3.48	5.0	9.3	205@4,200	285@3,200								
Firebird Trans Am GTA										V-8	16	4.00 x 3.48	5.7	9.3	240@4,400	340@3,200								
Grand Am										I-4	16	3.62 x 3.35	2.3	9.5	160@6,200	155@5,200								
Grand Am										I-4	16	3.62 x 3.35	2.3	10.0	180@6,200	160@5,200								
Grand Prix										V-6	24	3.62 x 3.31	3.4	9.3	210@5,200	215@4,000								
Grand Prix, 6000, Sunbird GT										V-6	12	3.50 x 3.31	3.1	8.8	140@4,400	185@3,200								
PORSCHE 911 Carrera 2-dr.	89.4	168.3	65.0	52.0	3,031	N.A.	N.A.	54.3	54.1	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	R	16	4
911 Carrera 4wd 2-dr.	89.4	168.3	65.0	52.0	3,252	N.A.	N.A.	54.3	54.1	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	4	16	4
911 Carrera convertible	89.4	168.3	65.0	52.0	3,031	N.A.	N.A.	54.3	54.1	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	R	16	4
911 Carrera 4wd convertible	89.4	168.3	65.0	52.0	3,252	N.A.	N.A.	54.3	54.1	H-6	12	3.94 x 3.01	3.6	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	4	16	4
911 Turbo 2-dr.	89.4	168.3	70.0	51.6	3,274	N.A.	N.A.	56.5	58.8	H-6	12	3.82 x 2.93	3.3	7.0	315@5,750	332@4,500	20.3	N.A.	13.7	5M	3.44	R	17	4
928 GT 2-dr. hatchback	98.4	178.1	72.3	50.5	3,505	N.A.	N.A.	61.1	60.9	V-8	32	3.94 x 3.11	5.0	10.0	326@6,200	317@4,100	22.7	16.9	8.0	5M	2.73	R	16	4
928 S4 2-dr. hatchback	98.4	178.1	72.3	50.5	3,549	N.A.	N.A.	61.1	60.9	V-8	32	3.94 x 3.11	5.0	10.0	316@6,000	317@3,000	22.7	16.9	8.0	4A	2.54	R	16	4
944 S2 2-dr. hatchback	94.5	168.9	68.3	50.2	2,998	N.A.	N.A.	58.2	57.1	I-4	16	4.09 x 3.46	3.0	10.9	208@5,800	207@4,100	21.1	8.2	6.9	5M	3.88	R	16	4
944 S2 2-dr. convertible	94.5	168.9	68.3	50.2	3,109	N.A.	N.A.	58.2	57.1	I-4	16	4.09 x 3.46	3.0	10.9	208@5,800	207@4,100	21.1	8.2	6.9	5M	3.88	R	16	4
ROLLS-ROYCE Corniche III convertible	120.5	207.5	77.1	59.8	5,360	37.7	41.2	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
Silver Spirit II 4-dr.	120.5	207.4	79.0	58.5	5,120	37.5	39.0	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
Silver Spur II 4-dr.	124.5	211.4	79.0	58.5	5,180	37.5	39.0	60.5	60.5	V-8	16	4.10 x 3.90	6.8	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	5
SAAB 900 2-dr. hatchback	99.1	184.5	66.5	56.1	2,758	37.8	41.7	56.4	56.8	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900 4-dr.	99.1	184.3	66.5	56.1	2,818	37.8	41.7	56.4	56.8	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900S 2-dr. hatchback	99.1	184.5	66.5	56.1	2,809	37.8	41.7	56.3	56.7	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900S convertible	99.1	184.3	66.5	55.1	2,883	37.6	41.7	56.3	56.7	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	4
900S 4-dr.	99.1	184.3	66.5	56.1	2,868	37.8	41.7	56.3	56.7	I-4	16	3.66 x 3.07	2.1	10.1	140@6,000	133@2,900	18.0	10.5	4.5	5M	3.89	F	15	5
900 Turbo 2-dr. hatchback	99.1	184.5	66.5	56.1	2,942	37.8	41.7	56.3	56.7	I-4	16	3.54 x 3.07	2.0	9.0	160@5,500	188@3,000	18.0	10.5	4.5	5M	3.89	F	15	5
900 Turbo convertible	99.1	184.3	66.5	55.1	3,039	37.6	41.7	56.3	56.7	I-4	16	3.54 x 3.07	2.0	9.0	160@5,500	188@3,000	18.0	10.5	4.5	5M	3.89	F	15	4
900 Turbo SPG 2-dr. hatchback	99.1	184.5	66.7	55.3	2,967	37.8	41.7	57.3	57.7	I-4	16	3.54 x 3.07	2.0	9.0	175@5,500	195@3,000	18.0	10.5	4.5	5M	3.89	F	15	5
9000 4-dr. hatchback	105.2	183.7	69.4	55.9	3,035	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	10.1	150@5,500	157@3,800	16.4	9.5	4.4	5M	4.45	F	15	5
9000S 4-dr. hatchback	105.2	183.7	69.4	55.9	3,094	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	10.1	150@5,500	157@3,800	16.4	9.5	4.4	5M	4.45	F	15	5
9000 Turbo 4-dr. hatchback	105.2	183.7	69.4	55.9	3,173	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	8.5	200@5,000	244@2,000	16.4	9.5	4.4	5M	4.05	F	16	5
9000 CD 4-dr.	105.2	188.2	69.4	55.9	3,209	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	10.1	150@5,500	157@3,800	16.4	9.5	4.4	4A	4.28	F	15	5
9000 CD Turbo 4-dr.	105.2	188.2	69.4	55.9	3,259	38.6	41.5	59.9	58.7	I-4	16	3.54 x 3.54	2.3	8.5	200@5,000	222@2,000	16.4	9.5	4.4	4A	4.28	F	15	5
SATURN Sports Coupe 2-dr.	99.2	175.8	67.6	50.6	2,378	37.5	42.6	56.8	56.0	I-4	16	3.23 x 3.54	1.9	9.5	122@6,000	121@4,800	13.2	7.1	4.0	5M	4.06	F	15	4
Sports Sedan 4-dr.	102.4	176.3	67.6	52.5	2,322	38.5	42.5	56.8	56.0	I-4	8	3.23 x 3.54	1.9	9.3	85@5,000	107@2,400	13.2	7.1	4.0	5M	4.06	F	14	5
Sports Touring Sedan 4-dr.	102.4	176.3	67.6	52.5	2,416	38.5	42.5	56.8	56.0	I-4	16	3.23 x 3.54	1.9	9.5	124@6,000	122@4,800	13.2	7.1	4.0	5M	4.06	F	15	5
STERLING 827Si/SL 4-dr.	108.6	188.8	68.1	54.8	3,153	37.8	41.2	58.7	57.1	V-6	24	3.43 x 2.53	2.7	9.0	160@5,900	162@4,500	17.0	9.1	4.8	5M	4.20	F	15	5
827SLi 4-dr. hatchback	108.6	188.8	68.1	54.8	3,330	37.8	41.2	58.7	57.1	V-6	24	3.43 x 2.53	2.7	9.0	160@5,900	162@4,500	17.0	9.1	4.8	4A	4.30	F	16	5
SUBARU Justy 2-dr. hatchback	90.0	145.5	60.4	53.7	1,820	38.0	41.5	52.4	50.8	I-3	9	3.07 x 3.27	1.2	9.1	66@5,600	70@3,600	9.2	4.9	3.0	5M	4.80	F	12	4
Justy 4wd 2-dr. hatchback	90.0	145.5	60.4	53.7	2,000	38.0	41.5	52.4	50.8	I-3	9	3.07 x 3.27	1.2	9.1	73@5,600	71@2,800	9.2	5.2	3.0	5M	5.29	4	13	4
Justy 4wd 4-dr. hatchback	90.0	145.5	60.4	53.7	2,045	38.0	41.5	52.4	50.8	I-3	9	3.07 x 3.27	1.2	9.1	73@5,600	71@2,800	9.2	5.2	3.0	5M	5.29	4	13	4
Loyale 4-dr.	97.2	174.6	65.4	52.5	2,355	37.6	41.7	56.1	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	F	13	5
Loyale 4wd 4-dr.	97.0	174.6	65.4	54.3	2,490	37.6	41.7	55.5	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	4	13	5

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Number of Valves	Bore and Stroke (in.)	Displacement (liters)	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Number of Passengers
Loyale wagon	97.0	176.8	65.4	53.0	2,490	37.6	41.7	55.9	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	F	13	5
Loyale 4wd wagon	96.9	176.8	65.4	54.9	2,635	37.6	41.7	55.5	56.1	H-4	8	3.62 x 2.64	1.8	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	4	13	5
XT 2-dr.	97.0	177.6	66.5	49.4	2,455	37.4	43.3	56.5	56.1	H-4	8	3.62 x 2.64	1.8	9.5	97@5,200	103@3,200	15.9	5.8	4.2	5M	3.70	F	13	4
XT6 2-dr.	97.0	177.6	66.5	49.4	2,815	37.4	43.3	56.9	56.1	H-6	8	3.62 x 2.64	2.7	9.5	145@5,200	156@4,000	15.9	7.4	5.3	5M	3.90	F	14	4
XT6 4wd 2-dr.	97.0	177.6	66.5	49.4	2,815	37.4	43.3	56.5	56.7	H-6	8	3.62 x 2.64	2.7	9.5	145@5,200	156@4,000	15.9	7.4	5.3	4A	3.90	4	14	4
Legacy 4-dr.	101.6	177.6	66.5	52.6	2,730	38.0	42.3	57.7	57.1	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	3.70	F	14	5
Legacy 4wd 4-dr.	101.6	177.6	66.5	53.5	3,065	38.0	42.3	57.5	57.1	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	4.11	4	14	5
Legacy Sport 4wd 4-dr.	101.6	177.6	66.5	53.5	3,140	38.0	42.3	57.7	57.7	H-4	16	3.81 x 2.95	2.2	8.0	160@5,600	181@2,800	15.9	7.4	4.8	5M	3.90	4	15	5
Legacy wagon	101.6	181.1	66.5	53.7	2,850	38.2	42.3	57.7	57.1	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	3.70	F	14	5
Legacy 4wd wagon	101.6	181.1	66.5	54.7	3,040	38.2	42.3	57.5	57.1	H-4	16	3.81 x 2.95	2.2	9.5	130@5,600	137@4,400	15.9	6.2	4.8	5M	4.11	4	14	5
SUZUKI Swift 2-dr. hatchback	89.2	146.1	62.0	53.1	1,720	37.8	42.5	53.7	52.8	I-4	8	2.91 x 2.97	1.3	9.5	70@6,000	74@3,300	10.6	4.9	3.5	5M	3.52	F	13	4
Swift GT 2-dr. hatchback	89.2	146.1	62.4	52.4	1,870	37.8	42.5	53.7	52.8	I-4	16	2.91 x 2.97	1.3	10.1	100@6,500	83@5,000	10.6	4.9	3.5	5M	4.11	F	14	4
Swift 4-dr.	93.1	160.4	63.0	53.5	1,855	39.1	42.5	53.7	52.8	I-4	8	2.91 x 2.97	1.3	9.5	70@6,000	74@3,300	10.6	4.9	3.5	5M	3.52	F	13	4
TOYOTA Camry 4-dr.	102.4	182.1	67.4	54.1	2,690	37.9	42.9	58.3	57.1	I-4	16	3.39 x 3.39	2.0	9.3	115@5,200	124@4,400	15.9	N.A.	4.4	5M	3.74	F	14	5
Camry 4wd 4-dr.	102.4	182.1	67.4	54.1	3,152	37.9	42.9	58.3	57.1	I-4	16	3.39 x 3.39	2.0	9.3	115@5,200	124@4,400	15.9	N.A.	4.4	4A	4.29*	4	14	5
*Axle ratio for the rear axle on Camery 4wd 4-dr. is 2.93.																								
Camry wagon	102.4	183.1	67.4	54.5	2,910	38.2	42.9	58.3	57.1	I-4	16	3.39 x 3.39	2.0	9.3	115@5,200	124@4,400	15.9	N.A.	4.4	4A	3.74	F	14	5
Celica 2-dr.	99.4	176.0	67.1	50.6	2,500	37.7	42.9	57.9	56.5	I-4	16	3.19 x 3.10	1.6	9.5	103@6,000	102@3,200	15.9	N.A.	3.7	5M	4.31	F	13	4
Celica convertible	99.4	176.0	67.1	50.6	2,844	37.7	42.9	57.9	56.5	I-4	16	3.43 x 3.58	2.2	9.5	130@5,400	140@4,400	15.9	N.A.	4.4	5M	3.74	F	14	4
Celica 2-dr. hatchback	99.4	173.6	67.1	50.6	2,696	37.7	42.9	57.9	56.5	I-4	16	3.43 x 3.58	2.2	9.5	130@5,400	140@4,400	15.9	N.A.	4.4	5M	3.74	F	14	4
Celica 4wd 2-dr. hatchback	99.4	174.0	68.7	50.4	3,272	37.7	42.9	58.3	56.9	I-4	16	3.39 x 3.39	2.0	8.8	200@6,000	200@3,200	15.9	N.A.	4.3	5M	4.29*	4	15	4
*Axle ratio for the rear axle on Celica 4wd 2-dr. hatchback is 2.93.																								
Corolla SR5 2-dr.	95.7	172.2	65.6	49.6	2,282	37.9	42.9	56.3	55.5	I-4	16	3.19 x 3.03	1.6	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	4
Corolla GT-S 2-dr.	95.7	172.2	65.6	49.6	2,399	37.9	42.9	56.9	56.1	I-4	16	3.19 x 3.03	1.6	10.3	130@6,800	105@6,000	13.2	N.A.	4.1	5M	4.31	F	14	4
Corolla 4-dr.	95.7	170.3	65.2	52.4	2,253	38.4	40.9	56.3	55.3	I-4	16	3.19 x 3.03	1.6	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	5
Corolla wagon	95.7	171.5	65.2	54.5	2,299	39.6	40.9	56.3	55.5	I-4	16	3.19 x 3.03	1.6	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	5
Corolla 4wd wagon	95.7	172.1	65.2	55.7	2,639	40.6	40.9	56.7	54.3	I-4	16	3.19 x 3.03	1.6	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	4.24*	4	13	5
*Axle ratio for the rear axle on Corolla 4wd wagon is 2.93.																								
Cressida 4-dr.	105.5	189.6	67.3	54.5	3,439	38.4	42.8	57.3	57.3	I-6	24	3.27 x 3.58	3.0	9.2	190@5,600	185@4,400	18.5	N.A.	5.3	4A	3.91	R	15	5
MR2 2-dr.	94.5	164.2	66.9	48.8	2,599	37.5	43.4	57.9	57.1	I-4	16	3.43 x 3.58	2.2	9.5	130@5,400	140@4,400	14.3	13.8	4.2	5M	4.18	R	14	2
Supra 2-dr hatchback	102.2	181.9	68.7	51.2	3,463	37.5	43.6	58.5	58.5	I-6	24	3.27 x 3.58	3.0	9.2	200@6,000	188@3,600	18.5	N.A.	5.3	5M	4.30	R	16	4
Tercel 2-dr.	93.7	161.8	64.8	53.2	1,950	38.7	41.2	55.1	56.3	I-4	12	2.88 x 3.43	1.5	9.3	82@5,200	90@4,400	11.9	5.5	3.5	4M	3.53	F	13	5
Tercel 4-dr.	93.7	161.8	64.8	53.2	2,005	38.2	41.2	55.1	56.3	I-4	12	2.88 x 3.43	1.5	9.3	82@5,200	90@4,400	11.9	5.5	3.5	5M	3.72	F	13	5
OPTIONAL ENGINES: Camry V-6										V-6	24	3.44 x 2.74	2.5	9.0	156@5,600	160@4,400								
Corolla GT, GT-S										I-4	16	3.43 x 3.58	2.2	9.5	130@5,400	140@4,400								
MR2 Turbo										I-4	16	3.39 x 3.39	2.0	8.8	200@6,000	200@3,200								
Supra Turbo										I-6	24	3.27 x 3.58	3.0	8.4	232@5,600	254@3,200								
VOLKSWAGEN Corrado 2-dr.	97.3	159.4	65.9	51.9	2,558	37.0	41.7	56.5	56.2	I-4	8	3.19 x 3.40	1.8	8.0	158@5,600	166@4,000	14.5	7.3	4.3	5M	3.68	F	15	4
Cabriolet convertible	94.5	153.1	64.6	55.6	2,307	37.4	39.4	55.3	54.0	I-4	8	3.19 x 3.40	1.8	10.0	94@5,400	100@3,000	13.8	5.1	4.3	5M	3.67	F	14	4
Fox 2-dr.	92.8	163.4	63.0	53.7	2,172	36.6	41.1	53.1	53.9	I-4	8	3.19 x 3.40	1.8	9.0	81@5,500	93@3,250	12.4	6.4	3.7	4M	3.89	F	13	4
Fox GL 4-dr.	92.8	163.4	63.0	53.7	2,238	36.6	41.1	53.1	53.9	I-4	8	3.19 x 3.40	1.8	9.0	81@5,500	93@3,250	12.4	6.4	3.7	5M	4.11	F	13	4
Golf GL 2-dr. hatchback	97.3	159.1	65.5	55.7	2,320	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	13	5
Golf GL 4-dr. hatchback	97.3	159.1	65.5	56.7	2,375	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	13	5
GTI 2-dr. hatchback	97.3	159.1	66.1	55.7	2,346	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	105@5,400	110@3,400	14.5	7.3	4.3	5M	3.67	F	14	5
GTI 16V 2-dr. hatchback	97.3	159.1	66.1	55.7	2,445	38.1	39.5	56.3	56.0	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	14.5	7.3	4.3	5M	3.67	F	15	5
Jetta GL 2-dr.	97.3	172.6	66.1	55.7	2,275	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	14	5
Jetta GL 4-dr.	97.3	172.6	66.1	55.7	2,330	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	14	5
Jetta Carat 4-dr.	97.3	172.6	66.1	55.7	2,428	38.1	39.5	56.3	56.0	I-4	8	3.19 x 3.40	1.8	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	14	5
Jetta GL Diesel 4-dr.	97.3	172.6	66.1	55.7	2,375	38.1	39.5	56.3	56.0	I-4	8	3.01 x 3.40	1.6	23.0	52@4,800	71@2,000	14.5	7.3	4.7	5M	3.94	F	14	5
Jetta GLI 16-V 4-dr.	97.3	172.6	66.1	55.7	2,438	38.1	39.5	56.3	56.0	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	14.5	7.3	4.3	5M	3.67	F	15	5
Passat GL 4-dr.	103.3	180.0	67.1	56.2	2,985	38.2	42.5	58.2	55.9	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	18.5	7.3	4.3	5M	3.68	F	14	5
Passat GL wagon	103.3	179.9	67.1	56.2	3,029	38.7	42.5	58.2	55.9	I-4	16	3.25 x 3.65	2.0	10.8	134@5,800	133@4,400	18.5	7.3	4.3	5M	3.68	F	14	5
VOLVO 240 4-dr.	104.3	189.9	67.3	56.3	2,919	37.9	40.1	56.3	53.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	14	5
240 wagon	104.3	190.7	67.7	57.5	3,051	37.9	40.1	56.3	53.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	14	5
740 4-dr.	109.1	189.3	69.3	55.5	2,954	38.6	41.0	57.9	57.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	15	5
740 wagon	109.1	189.3	69.3	56.5	3,082	38.6	41.0	57.9	57.5	I-4	8	3.78 x 3.15	2.3	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	15	5
940 4-dr.	109.1	191.7	69.3	55.5	3,009	38.6	41.0	57.9	57.5	I-4	16	3.78 x 3.15	2.3	10.0	153@5,700	150@4,450	15.8	8.0	4.7	4A	4.10	R	15	5
940 wagon	109.1	189.3	69.3	56.5	3,135	38.6	41.0	57.9	57.5	I-4	16	3.78 x 3.15	2.3	10.0	153@5,700	150@4,450	15.8	8.0	4.7	4A	4.10	R	15	5
Coupe 2-dr.	109.1	188.8	69.3	55.5	3,415	37.2	41.0	57.9	59.8	I-4	8	3.78 x 3.15	2.3	8.7	188@5,100	206@3,900	21.0	N.A.	4.7	4A	3.73	R	15	5
OPTIONAL ENGINES: 740 Turbo, 940 Turbo, 940 SE										I-4	8	3.78 x 3.15	2.3	8.7	162@4,800	195@3,450								
YUGO Cabrio convertible	84.6	139.0	60.7	55.2	1,947	37.0	39.0	51.8	52.0	I-4	8	3.40 x 2.18	1.3	9.1	67@5,500	74@3,750	12.0	7.0	4.5	5M	3.76	F	13	4
GV Plus 2-dr. hatchback	84.6	139.0	60.7	54.1	1,870	37.0	39.0	51.8	52.0	I-4	8	3.40 x 2.18	1.3	9.1	67@5,500	74@3,750	12.0	7.0	4.5	5M	3.76	F	13	4

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

1991-model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine				
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Horsepower	4 WD Availability	Optional Engines
CHEVROLET/GMC Astro/Safari van	111.0	—	176.8	186.8	77.0	74.5	5,000- 6,100	1,644-2,090	15	27.0	V-6	4.3	150	X	4.3, H.O. V-8, 170 HP
C/K Sierra 1500-3500 pickup	117.5	155.5	194.1	242.4	N.A.	70.4	5,600-10,000	1,023-5,111	15	25.0	V-6	4.3	160	X	5.0, V-8, 175 HP; 5.7, V-8, 185 HP, 190 HP, 210 HP; 6.2, Diesel V-8, 130 HP, 140 HP, 150 HP; 7.4, V-8, 230 HP, 255 HP
Lumina APV van*	109.8	—	194.2	—	73.9	65.2	—	—	14	20.0	V-6	3.1	120		
*Lumina APV is sold exclusively by Chevrolet															
R/V pickup	164.5	—	246.4	—	79.6	73.7	9,000-10,000	3,843-4,794	16	40.0	V-8	5.7	190		6.2, Diesel V-8, 155 HP; 7.4, V-8, 230 HP
S-10 Blazer/S-15 Jimmy sport utility	100.5	107.0	170.3	176.8	64.8	61.3	4,350- 5,100	1,154-1,490	15	20.0	V-6	4.3	160	X	
S-10/S-15 Sonoma, Syclone pickup	108.3	122.9	178.2	194.2	64.8	61.3	4,200- 5,150	1,190-1,924	14	20.0	I-4	2.5	105	X	2.8, V-6, 125 HP; 4.3, V-6, 160 HP, 280 HP
Sportvan, Chevy Van G10-G30/Rally, Vandura G1500-G3500 van	110.0	146.0	178.2	223.2	79.5	79.2	4,900- 8,600	1,130-4,090	15	22.0	V-6	4.3	150		5.0, V-8, 170 HP; 5.7, V-8, 190 HP, 195 HP; 6.2, Diesel V-8, 145 HP, 155 HP; 7.4, V-8, 230 HP
Suburban 1500-2500 sport utility	129.5	—	219.1	—	79.6	72.0	6,100- 8,600	1,355-3,626	15	37.0	V-8	5.7	210	X	5.7, V-8, 190 HP; 6.2, Diesel V-8, 145 HP, 155 HP; 7.4, V-8, 230 HP
V Blazer/ V Jimmy sport utility	106.5	—	184.8	—	79.6	73.8	6,100- 6,250	1,390-1,595	15	31.0	V-8	5.7	210	X	6.2, Diesel V-8, 145 HP
CHRYSLER Town & Country van	119.3	—	192.4	—	69.6	66.4	—	—	15	20.0	V-6	3.3	150		
DAIHATSU Rocky sport utility	85.6	—	148.2	—	68.5	67.7	3,428- 3,483	—	15	15.9	I-4	1.6	94	X	
DODGE Caravan/Grand Caravan van	112.3	119.3	175.9	190.5	72.0	64.6	—	—	14	20.0	I-4	2.5	100	X	3.0, V-6, 141 HP; 3.3, V-6, 150 HP
Dakota pickup	112.0	131.0	184.2	203.2	69.4	64.2	4,250- 6,000	1,250-2,550	15	15.0	I-4	2.5	117	X	3.9, V-6, 125 HP; 5.2, V-8, 165 HP
Ram Van/Ram wagon van	109.6	127.6	180.7	224.7	72.2	53.2	5,000- 9,000	1,035-4,450	15	22.0	V-6	3.9	125		5.2, V-8, 170 HP; 5.9, V-8, 190 HP; 5.9, V-8, 205 HP
Ram 50 pickup	105.1	116.5	176.9	193.5	65.1	60.8	4,165- 5,000	1,500-1,815	14	13.7	I-4	2.4	116	X	3.0, V-6, 143 HP
Ram D/W 150/150S pickup	115.0	131.0	190.8	210.8	79.5	69.1	5,200- 6,400	1,340-2,125	15	22.0	V-6	3.9	125	X	5.2, V-8, 170 HP; 5.9, V-8, 190 HP
Ram D/W 250 pickup	131.0	149.0	206.7	210.8	79.5	73.0	7,400- 8,510	2,775-4,675	16	22.0	V-6	3.9	125	X	5.2, V-8, 170 HP; 5.9, V-8, 190 HP; 5.9, Diesel, I-6, 160 HP
Ram D/W 350 pickup	131.0	159.0	206.7	240.7	79.5	72.0	8,700-11,000	3,855-6,270	16	22.0	V-8	5.9	190	X	5.9, Diesel, I-6, 160 HP
Ramcharger sport utility	106.0	—	188.8	—	79.5	69.7	5,600- 6,400	1,335-1,740	15	34.0	V-8	5.2	170	X	5.9, V-8, 190 HP
FORD Aerostar Van/Wagon van	118.9	—	174.9	190.3	71.7	72.3	4,820- 4,920	1,600-1,950	14	21.0	V-6	3.0	145	X	4.0, V-6, 155 HP
Bronco sport utility	104.7	—	180.5	—	79.1	74.2	6,050	1,050-1,200	15	32.0	I-6	4.9	145	X	4.9, I-6, 150 HP; 5.0, V-8, 185 HP; 5.8, V-8, 210 HP
E-150/E-250 Econoline/Club Wagon van	138.0	—	206.8	226.8	79.9	80.1	5,500	1,365-4,635	15	22.0	I-6	4.9	145		5.0, V-8, 185 HP; 5.8, V-8, 200 HP; 7.3, Diesel V-8, 180 HP; 7.5, V-8, 230 HP
Explorer sport utility	102.1	111.9	174.4	184.3	70.2	68.3	4,460- 4,680	750- 900	15	19.0	V-6	4.0	155	X	
F-150 pickup	116.8	155.0	194.1	232.2	79.0	70.2	5,250- 6,250	1,610-2,240	15	18.2	I-6	4.9	145	X	4.9, I-6, 150 HP; 5.0, V-8, 185 HP; 5.8, V-8, 200 HP
F-250 pickup	133.0	155.0	210.2	232.2	79.0	N.A.	6,600- 8,600	2,465-4,410	16	18.2	I-6	4.9	145	X	4.9 I-6, 150 HP; 5.0, V-8, 185 HP; 5.8, V-8, 200 HP; 7.3, Diesel V-8, 185 HP; 7.5, V-8, 230 HP
F-350 pickup	133.0	168.4	204.0	245.7	79.0	N.A.	8,800-11,000	4,215-6,675	16	18.2	I-6	4.9	145	X	4.9, I-6, 150 HP; 5.8, V-8, 200 HP; 7.3, Diesel V-8, 185 HP; 7.5, V-8, 230 HP
Ranger pickup	107.9	125.0	176.5	193.6	66.8	63.8	4,080- 4,820	1,200-1,700	14	16.3	I-4	2.3	100	X	2.9, V-6, 140 HP; 3.0, V-6, 145 HP; 4.0, V-6, 160 HP
GEO Tracker sport utility	86.6	—	142.5	—	64.2	65.6	—	—	15	11.1	I-4	1.6	80	X	
ISUZU Amigo sport utility	91.7	—	164.2	168.1	70.1	65.2	3,850- 4,200	865- 960	15	21.9	I-4	2.3	96	X	2.6, I-4, 120 HP
Pickup	105.6	119.2	177.3	193.8	66.6	62.3	4,300- 5,400	1,245-2,545	14	14.0	I-4	2.3	96	X	2.6, I-4, 120 HP; 3.1, V-6, 120 HP
Rodeo sport utility	108.7	—	176.4	—	66.5	65.4	4,550- 4,800	975-1,075	15	21.9	I-4	2.6	120	X	3.1, V-6, 120 HP
Trooper/Trooper II sport utility	90.6	104.3	162.3	176.0	65.0	72.6	4,740	975-1,240	15	21.9	I-4	2.6	120	X	2.8, V-6, 120 HP
JEEP Cherokee sport utility	101.4	—	165.3	—	70.5	63.3	—	1,150	15	20.2	I-4	2.5	130	X	4.0, I-6, 190 HP
Comanche pickup	113.1	119.6	179.3	194.0	71.7	64.7	4,650- 5,350	1,475-2,205	15	18.0	I-4	2.5	130	X	4.0, I-6, 190 HP
Grand Wagoneer sport utility	108.7	—	186.4	—	74.8	66.4	—	1,300	15	20.3	V-8	5.9	144	X	
Wrangler sport utility	93.4	—	153.0	—	66.0	72.0	—	—	15	15.0	I-4	2.5	123	X	4.0, I-6, 180 HP
LAMBORGHINI LM002 sport utility	118.1	—	193.0	—	78.7	72.8	5,990	—	17	73.0	V-12	5.2	455	X	
MAZDA B2200/B2600i pickup	108.7	118.1	177.6	198.8	65.7	61.8	4,460- 5,000	1,400	14	14.8	I-4	2.2	85	X	2.6, I-4, 121 HP
MPV van	110.4	—	175.8	—	71.9	68.1	—	—	14	15.9	I-4	2.6	121	X	3.0, V-6, 150 HP
Navajo sport utility	102.1	—	175.3	—	70.2	68.1	—	—	15	19.3	V-6	4.0	155	X	
MITSUBISHI Mighty Max pickup	105.1	116.1	177.2	193.7	65.2	58.3	—	1,484-2,855	14	13.7	I-4	2.4	116	X	3.0, V-6, 151 HP
Montero sport utility	106.1	—	181.7	183.7	66.1	74.4	—	1,367	15	24.3	V-6	3.0	143	X	
NISSAN Pickup	104.3	116.1	174.6	195.5	65.0	62.0	4,400- 5,200	1,400-2,000	14	15.9	I-4	2.4	134	X	3.0, V6, 153 HP
Pathfinder sport utility	104.3	—	171.9	—	66.5	65.7	4,670- 5,040	1,150	15	21.1	V-6	3.0	153	X	
OLDSMOBILE Bravada sport utility	107.0	—	178.9	—	65.2	65.5	5,100	1,161	15	20.0	V-6	4.3	160	X	
Silhouette van	109.8	—	194.2	—	73.9	65.2	—	—	14	20.0	V-6	3.1	120		
PLYMOUTH Voyager/Grand Voyager van	112.3	119.3	175.9	190.5	69.6	66.0	—	—	14	20.0	I-4	2.5	100	X	3.0, V-6, 141 HP; 3.3, V-6, 150 HP
PONTIAC Trans Sport van	109.8	—	194.5	—	74.6	65.2	—	—	14	20.0	V-6	3.1	120		
RANGE ROVER sport utility	100.0	—	175.0	—	71.4	70.8	6,019	1,650-7,700	16	21.6	V-8	3.9	178	X	
SUZUKI Sidekick sport utility	86.6	97.6	142.5	158.7	64.2	65.6	3,087- 3,530	—	15	11.1	I-4	1.6	80	X	
Samurai sport utility	79.9	—	135.0	—	60.2	64.2	2,870- 2,935	—	15	10.6	I-4	1.3	66	X	
TOYOTA 4Runner sport utility	103.3	—	176.0	186.4	66.5	66.1	5,350	300	15	17.2	I-4	2.4	116	X	3.0, V-6, 150 HP
Land Cruiser sport utility	112.2	—	188.2	—	72.0	70.3	6,526	1,870-1,929	15	25.1	I-6	4.0	155	X	
Pickup	103.0	137.0	174.4	200.8	66.5	60.8	4,400- 5,350	1,400-1,640	14	13.7	I-4	2.4	116	X	3.0, V-6, 150 HP
Previa van	112.8	—	187.0	—	70.8	68.7	5,215	1,435-1,760	14	19.8	I-4	2.4	138	X	
VOLKSWAGEN Vanagon van	96.7	96.9	179.9	—	72.6	75.9	5,160- 5,512	1,448-1,809	14	15.9	I-4	2.1	90	X	

This table has been compiled from information supplied by factories, distributors and other sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specs are subject to change without notice.

SPECIFICATIONS

1991 EPA mileage specifications

(Source: EPA)

Car Line	Est MPG City	Est MPG Hwy	Displ (liters)	Trans
Two Seaters				
Acura NSX	18	24	3.0	L4
Acura NSX	18	24	3.0	M5
Alfa Romeo Spider	22	25	2.0	A3
Alfa Romeo Spider	22	30	2.0	M5
Buick Reatta	18	27	3.8	L4
Cadillac Allante	15	22	4.5	L4
Chevrolet Corvette	16	25	5.7	M6
Chevrolet Corvette	16	24	5.7	L4
Chevrolet Corvette	16	26	5.7	M6
Chrysler TC by Maserati Convertible	18	24	3.0	I4
Ferrari F40	12	17	2.9	M5
Ferrari Testarossa	10	15	4.9	M5
Geo Metro LSI Convertible	32	37	1.0	A3
Geo Metro LSI Convertible	41	46	1.0	M5
Honda Civic CRX	29	34	1.5	L4
Honda Civic CRX	32	36	1.5	M5
Honda Civic Crx	28	33	1.6	M5
Honda Civic CRX HF	43	49	1.5	M5
Honda Civic CRX HF	49	52	1.5	M5
Jaguar XJ-S Convertible	13	17	5.3	A3
Lamborghini DB13 Diablo	9	14	5.7	M5
Lotus Esprit Turbo	17	27	2.2	M5
Mazda RX-7	17	23	1.3	L4
Mazda RX-7	17	25	1.3	M5
Mazda RX-7	16	24	1.3	M5
Mazda MX-5 Miata	24	28	1.6	L4
Mazda MX-5 Miata	25	30	1.6	M5
Mercedes-Benz 300SL	16	23	3.0	A5
Mercedes-Benz 300SL	16	22	3.0	M5
Mercedes-Benz 500SL	14	18	5.0	A4
Nissan 300ZX	19	24	3.0	L4
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Nissan 300ZX	18	24	3.0	M5
Toyota MR2	20	27	2.0	M5
Toyota MR2	22	29	2.2	L4
Toyota MR2	22	28	2.2	M5
Minicompact Cars				
Mercury Capri	23	27	1.6	L4
Mercury Capri	25	31	1.6	M5
Mercury Capri	23	28	1.6	M5
Nissan NX Coupe	27	36	1.6	L4
Nissan NX Coupe	28	38	1.6	M5
Nissan NX Coupe	23	29	2.0	L4
Nissan NX Coupe	23	31	2.0	M5
Nissan 240SX	21	27	2.4	L4
Nissan 240SX	22	28	2.4	M5
Porsche 911 Carrera 4 2	16	24	3.6	M5
Porsche 911 Carrera 4 2	15	22	3.6	M5
Porsche 911 Carrera 4 2	16	22	3.6	S4
Porsche 928 S4	15	19	5.0	A4
Porsche 928 S4	13	19	5.0	M5
Porsche 944 S2	17	26	3.0	M5
Toyota Celica Convertible	23	30	2.2	L4
Toyota Celica Convertible	22	30	2.2	M5
Volkswagen Cabriolet	23	28	1.8	A3
Volkswagen Cabriolet	25	32	1.8	M5
Subcompact Cars				
Acura Integra	23	28	1.8	L4
Acura Integra	24	28	1.8	M5
Audi Coupe Quattro	17	24	2.3	M5
Audi 80 Quattro	18	24	2.3	M5
Audi 80/90	18	25	2.3	L4
Audi 80/90	20	26	2.3	M5
Audi 90 Quattro 20V	17	24	2.3	M5
BMW M3	17	29	2.3	M5
BMW 318iS	22	27	1.8	M5
BMW 325i Convertible	18	23	2.5	L4
BMW 325i Convertible	17	24	2.5	M5
BMW 325i/325iS	18	22	2.5	L4
BMW 325i/325iS	18	23	2.5	M5
BMW 325iX	19	22	2.5	L4
BMW 325iX	17	23	2.5	M5
BMW 850i	12	18	5.0	L4
BMW 850i	12	19	5.0	M6
Chevrolet Camaro	18	27	3.1	L4
Chevrolet Camaro	17	27	3.1	M5
Chevrolet Camaro	17	24	5.0	L4
Chevrolet Camaro	17	26	5.0	L4
Chevrolet Camaro	16	26	5.0	M5
Chevrolet Camaro	17	26	5.0	M5
Chevrolet Camaro	16	24	5.7	L4
Chevrolet Cavalier	23	32	2.2	L3
Chevrolet Cavalier	24	35	2.2	M5
Chevrolet Cavalier	20	27	3.1	L3
Chevrolet Cavalier	19	28	3.1	M5
Chrysler LeBaron Convertible	21	26	2.5	L3
Chrysler LeBaron Convertible	19	24	2.5	L3
Chrysler LeBaron Convertible	20	27	2.5	M5
Chrysler LeBaron Convertible	20	26	3.0	L4
Chrysler LeBaron Convertible	18	27	3.0	M5
Daihatsu Charade	38	42	1.0	M5
Daihatsu Charade	30	32	1.3	A3
Daihatsu Charade	35	38	1.3	M5
Dodge Colt	28	31	1.5	L3
Dodge Colt	31	36	1.5	M4
Dodge Colt	29	35	1.5	M5
Dodge Daytona	23	28	2.5	L3
Dodge Daytona	19	24	2.5	L3
Dodge Daytona	24	34	2.5	M5
Dodge Daytona	20	27	2.5	M5
Dodge Daytona	20	26	3.0	L4
Dodge Daytona	19	27	3.0	M5
Dodge Shadow Convertible	20	28	2.2	M5
Dodge Shadow Convertible	23	28	2.5	L3
Dodge Shadow Convertible	19	23	2.5	L3
Dodge Shadow Convertible	24	34	2.5	M5
Dodge Shadow Convertible	20	26	2.5	M5
Dodge Stealth	18	24	3.0	L4
Dodge Stealth	18	23	3.0	L4
Dodge Stealth	19	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Eagle Talon	19	23	2.0	A4
Eagle Talon	18	21	2.0	A4
Eagle Talon	22	27	2.0	L4
Eagle Talon	22	29	2.0	M5
Eagle Talon	21	28	2.0	M5
Eagle Talon	20	25	2.0	M5
Ford Festiva	31	33	1.3	A3
Ford Festiva	35	42	1.3	M5
Ford Mustang	21	28	2.3	L4
Ford Mustang	22	30	2.3	M5
Ford Mustang	18	25	5.0	L4
Ford Mustang	17	24	5.0	M5
Geo Metro	36	39	1.0	A3
Geo Metro	45	50	1.0	M5
Geo Metro LSI	36	39	1.0	A3
Geo Metro LSI	45	50	1.0	M5
Geo Metro XFI	53	58	1.0	M5
Geo Prizm	26	29	1.6	L3
Geo Prizm	23	30	1.6	L4
Geo Prizm	28	34	1.6	M5
Geo Prizm	25	30	1.6	M5
Geo Storm	24	31	1.6	A3
Geo Storm	23	31	1.6	L4
Geo Storm	25	33	1.6	M5
Geo Storm	30	36	1.6	M5
Honda Civic	28	33	1.5	L4
Honda Civic	33	37	1.5	M4
Honda Civic	31	35	1.5	M5
Honda Civic	24	29	1.6	L4
Honda Civic	28	32	1.6	M5
Honda Prelude	20	26	2.0	L4
Honda Prelude	22	27	2.0	M5
Honda Prelude	22	27	2.0	L4
Honda Prelude	23	27	2.0	M5
Honda Prelude	21	25	2.1	L4
Honda Prelude	22	26	2.1	M5
Hyundai Excel	28	32	1.5	L4
Hyundai Excel	29	33	1.5	M4
Hyundai Excel	29	36	1.5	M5
Hyundai Scoupe	25	32	1.5	L4
Hyundai Scoupe	26	34	1.5	M5
Infiniti M30	19	25	3.0	L4
Isuzu Impulse	24	32	1.6	L4
Isuzu Impulse	26	33	1.6	M5
Isuzu Impulse	22	28	1.6	M5
Jaguar XJ-S Coupe	13	18	5.3	A3
Mercedes-Benz 190E2.3	21	27	2.3	A4
Mercedes-Benz 190E2.3	20	28	2.3	M5
Mercedes-Benz 190E2.6	19	24	2.6	A4
Mercedes-Benz 190E2.6	19	27	2.6	M5
Mercedes-Benz 300CE	17	23	3.0	A4
Mitsubishi Eclipse	23	30	1.8	L4
Mitsubishi Eclipse	23	32	1.8	M5
Mitsubishi Eclipse	19	23	2.0	A4
Mitsubishi Eclipse	18	21	2.0	A4
Mitsubishi Eclipse	22	27	2.0	L4
Mitsubishi Eclipse	22	29	2.0	M5
Mitsubishi Eclipse	21	28	2.0	M5
Mitsubishi Eclipse	20	25	2.0	M5
Mitsubishi Mirage	28	31	1.5	L3
Mitsubishi Mirage	26	32	1.5	L4
Mitsubishi Mirage	31	36	1.5	M4
Mitsubishi Mirage	29	35	1.5	M5
Mitsubishi Mirage	22	28	1.6	L4
Mitsubishi Mirage	23	28	1.6	M5
Mitsubishi 3000 GT	18	24	3.0	L4
Mitsubishi 3000 GT	19	24	3.0	M5
Mitsubishi 3000 GT	18	24	3.0	M5
Nissan Sentra	28	33	1.6	L3
Nissan Sentra	27	36	1.6	L4
Nissan Sentra	29	37	1.6	M4
Nissan Sentra	29	39	1.6	M5
Nissan Sentra	23	30	2.0	L4
Nissan Sentra	24	32	2.0	M5
Nissan 300ZX 2+2	19	24	3.0	L4
Nissan 300ZX 2+2	18	24	3.0	M5
Plymouth Colt	28	31	1.5	L3
Plymouth Colt	31	36	1.5	M4
Plymouth Colt	29	35	1.5	M5
Plymouth Laser	23	30	1.8	L4
Plymouth Laser	23	32	1.8	M5
Plymouth Laser	19	23	2.0	A4
Plymouth Laser	22	27	2.0	L4
Plymouth Laser	22	29	2.0	M5
Plymouth Laser	21	28	2.0	M5
Pontiac Firebird/Trans Am	18	27	3.1	L4
Pontiac Firebird/Trans Am	17	27	3.1	M5
Pontiac Firebird/Trans Am	17	24	5.0	L4
Pontiac Firebird/Trans Am	17	26	5.0	L4
Pontiac Firebird/Trans Am	16	26	5.0	M5
Pontiac Firebird/Trans Am	17	26	5.0	M5
Pontiac Firebird/Trans Am	16	24	5.7	L4
Pontiac Sunbird	24	32	2.0	L3
Pontiac Sunbird	26	36	2.0	M5
Pontiac Sunbird	20	27	3.1	L3
Pontiac Sunbird	19	28	3.1	M5
Pontiac Sunbird Convertible	22	31	2.0	L3
Pontiac Sunbird Convertible	24	33	2.0	M5
Pontiac Sunbird Convertible	20	27	3.1	L3
Pontiac Sunbird Convertible	19	28	3.1	M5
Rolls-Royce Bentley Continental	10	13	6.8	A3
Rolls-Royce Corniche III	10	13	6.8	A3
Saab 900 Convertible	18	21	2.0	A3
Saab 900 Convertible	21	27	2.0	M5
Saturn SC	23	32	1.9	L4
Saturn SC	24	34	1.9	M5
Subaru Justy	33	37	1.2	M5
Subaru Justy	33	35	1.2	AV
Subaru Justy	33	37	1.2	M5
Subaru Justy 4wd	31	31	1.2	AV
Subaru Justy 4Wd	29	32	1.2	M5
Subaru XT	23	29	1.8	L4
Subaru XT	25	31	1.8	M5
Subaru XT	20	28	2.7	L4
Subaru XT 4wd	22	28	1.8	L4
Subaru Xt 4wd	24	29	1.8	M5
Subaru XT 4wd	19	25	2.7	L4
Subaru XT 4wd	18	25	2.7	M5
Suzuki Swift	36	39	1.0	A3
Suzuki Swift	45	50	1.0	M5
Suzuki Swift	29	33	1.3	A3
Suzuki Swift	39	43	1.3	M5
Suzuki Swift GT	28	35	1.3	M5
Toyota Celica	25	33	1.6	L4
Toyota Celica	28	33	1.6	M5
Toyota Celica	19	24	2.0	M5
Toyota Celica	22	28	2.2	L4
Toyota Celica	23	30	2.2	L4
Toyota Celica	22	30	2.2	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	25	33	1.6	L4
Toyota Corolla	28	33	1.6	M5
Toyota Corolla	25	31	1.6	M5
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	M5
Toyota Supra	17	23	3.0	M5
Toyota Tercel	26	29	1.5	L3
Toyota Tercel	33	37	1.5	M4
Toyota Tercel	29	35	1.5	M5
Volkswagen Fox	25	32	1.8	M4
Volkswagen Fox	25	33	1.8	M5
Compact Cars				
Alfa Romeo 164	18	25	3.0	L4
Alfa Romeo 164	18	27	3.0	M5
Alfa Romeo 164	17	25	3.0	M5
BMW M5	11	20	3.5	M5
Buick Skylark	23	33	2.3	L3
Buick Skylark	22	31	2.5	L3
Buick Skylark	19	26	3.3	L3
Chevrolet Beretta	24	31	2.2	L3
Chevrolet Beretta	24	33	2.2	M5
Chevrolet Beretta	23	33	2.3	M5
Chevrolet Beretta	20	27	3.1	L3
Chevrolet Beretta	19	28	3.1	M5
Chrysler LeBaron	23	28	2.5	I3
Chrysler LeBaron	19	24	2.5	L3
Chrysler LeBaron	20	27	2.5	M5
Chrysler LeBaron	20	26	3.0	L4
Chrysler LeBaron	19	29	3.0	M5
Dodge Shadow	23	27	2.2	L3
Dodge Shadow	23	30	2.2	M5
Dodge Shadow	23	28	2.5	L3
Dodge Shadow	19	23	2.5	L3
Dodge Shadow	24	34	2.5	M5
Dodge Shadow	20	26	2.5	M5
Eagle Summit	28	31	1.5	L3
Eagle Summit	26	32	1.5	L4
Eagle Summit	31	36	1.5	M4
Eagle Summit	29	35	1.5	M5
Ford Escort	23	30	1.8	L4
Ford Escort	26	31	1.8	M5
Ford Escort	25	33	1.9	L4
Ford Escort	29	36	1.9	M5
Ford Escort FS	31	41	1.9	M5
Ford Probe	21	28	2.2	L4
Ford Probe	19	25	2.2	L4
Ford Probe	24	31	2.2	M5
Ford Probe	21	27	2.2	M5
Ford Probe	19	25	3.0	L4
Ford Probe	19	26	3.0	M5
Ford Tempo	22	26	2.3	A3
Ford Tempo	21	29	2.3	M5
Ford Tempo	22	32	2.3	M5
Ford Tempo AWD	20	24	2.3	A3
Honda Accord	22	28	2.2	L4
Honda Accord	24	29	2.2	M5
Hyundai Precis	28	32	1.5	L4
Hyundai Precis	29	33	1.5	M4
Hyundai Precis	29	36	1.5	M5
Infiniti G20	22	29	2.0	L4
Infiniti G20	24	32	2.0	M5
Isuzu Stylus	28	33	1.6	A3
Isuzu Stylus	25	33	1.6	M5
Isuzu Stylus	31	37	1.6	M5
Jaguar XJ6	17	22	4.0	L4
Lexus ES250	18	24	2.5	L4
Lexus ES250	19	25	2.5	M5
Mercury Topaz	22	26	2.3	A3
Mercury Topaz	21	29	2.3	M5
Mercury Topaz	22	32	2.3	M5
Mercury Topaz AWD	20	24	2.3	A3
Mercury Tracer	23	30	1.8	L4
Mercury Tracer	26	31	1.8	M5
Mercury Tracer	25	33	1.9	L4
Mercury Tracer	29	36	1.9	M5
Mazda 323 Protege 4X4	21	26	1.8	L4
Mazda 323 Protege 4X4	24	29	1.8	M5
Mazda 323/323 Protege	26	33	1.6	L4
Mazda 323/323 Protege	29	37	1.6	M5
Mazda 323/323 Protege	24	29	1.8	L4
Mazda 323/323 Protege	24	31	1.8	L4
Mazda 323/323 Protege	25	30	1.8	M5
Mazda 323/323 Protege	28	36	1.8	M5
Mercedes-Benz 300D 2.5 Turbo	27	33	2.5	A4
Mercedes-Benz 300E	18	23	3.0	A4
Mercedes-Benz 300E 2.6	19	24	2.6	A4
Mercedes-Benz 300E-4Matic	17	21	3.0	A4
Mercedes-Benz 300SE	16	20	3.0	A4
Mercedes-Benz 350SD Turbo	22	25	3.5	A4
Mercedes-Benz 560SEC	14	17	5.6	A4
Mitsubishi Galant	21	26	2.0	L4
Mitsubishi Galant	19	23	2.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	21	27	2.0	M5
Mitsubishi Galant	20	23	2.0	M5
Mitsubishi Galant	19	25	2.0	M5
Mitsubishi Galant	22	29	2.0	M5
Nissan Stanza	21	27	2.4	L4
Nissan Stanza	22	29	2.4	M5
Oldsmobile Cutlass Calais	23	33	2.3	L3
Oldsmobile Cutlass Calais	23	33	2.3	M5
Oldsmobile Cutlass Calais	22	31	2.5	L3
Oldsmobile Cutlass Calais	22	34	2.5	M5
Oldsmobile Cutlass Calais	19	26	3.3	L3
Peugeot 405 Sedan	21	25	1.9	L4
Peugeot 405 Sedan	21	28	1.9	M5
Peugeot 405 Sedan	20	28	1.9	M5
Plymouth Sundance	23	27	2.2	L3
Plymouth Sundance	23	30	2.2	M5
Plymouth Sundance	23	28	2.5	L3
Plymouth Sundance	19	23	2.5	L3
Plymouth Sundance	24	34	2.5	M5
Plymouth Sundance	20	26	2.5	M5
Pontiac Grand Am	23	33	2.3	L3
Pontiac Grand Am	23	33	2.3	M5
Pontiac Grand Am	22	31	2.5	L3
Pontiac Grand Am	22	33	2.5	M5
Pontiac LeMans	27	33	1.6	L3
Pontiac LeMans	29	38	1.6	M4
Pontiac LeMans	31	40	1.6	M5
Pontiac LeMans	23	30	2.0	L3
Pontiac LeMans	25	31	2.0	M5
Rover Group Sterling 827	18	22	2.7	L4
Rover Group Sterling 827	19	23	2.7	M5
Saab 900	19	24	2.0	A3
Saab 900	22	29	2.0	M5
Saab 900	20	28	2.0	M5
Saab 900	19	22	2.1	A3
Saab 900	20	26	2.1	M5
Saturn SL	23	32	1.9	L4
Saturn SL	26	35	1.9	L4
Saturn SL	24	34	1.9	M5
Saturn SL	27	37	1.9	M5
Subaru Legacy	21	28	2.2	L4
Subaru Legacy	22	29	2.2	M5
Subaru Legacy Turbo	19	25	2.2	L4
Subaru Legacy 4wd	20	26	2.2	L4
Subaru Legacy 4wd	20	27	2.2	M5
Subaru Legacy 4wd Turbo	18	24	2.2	L4
Subaru Legacy 4wd Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	32	1.8	M5
Toyota Camry	24	30	2.0	L4
Toyota Camry	21	24	2.0	L4
Toyota Camry	24	31	2.0	L4
Toyota Camry	26	34	2.0	M5
Toyota Camry	18	24	2.5	L4
Toyota Camry	19	25	2.5	M5
Toyota Cressida	19	24	3.0	L4
Volkswagen Golf/GTI	23	28	1.8	A3
Volkswagen Golf/GTI	25	32	1.8	M5
Volkswagen GTI 16V	22	28	2.0	M5
Volkswagen Jetta	37	43	1.6	M5
Volkswagen Jetta	23	28	1.8	A3
Volkswagen Jetta	25	32	1.8	M5
Volkswagen Jetta GLI 16V	22	28	2.0	M5
Volvo Coupe	19	22	2.3	A4
Volvo 240	20	25	2.3	A4
Volvo 240	21	28	2.3	M5
Mid-Size Cars				
Audi V8	15	20	3.6	L4
Audi V8	14	20	3.6	M5
Audi 100	18	23	2.3	L4
Audi 100 QUattro	18	24	2.3	M5
Audi 200	18	22	2.2	A3
Audi 200 Quattro 20V	18	24	2.2	M5
BMW 750IL	12	18	5.0	L4
Buick Century	22	31	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Buick Regal	19	30	3.1	L4
Buick Regal	19	28	3.8	L4
Buick Riviera	18	27	3.8	L4
Cadillac Eldorado	16	26	4.9	L4
Cadillac Seville	16	26	4.9	L4
Chevrolet Corsica	24	31	2.2	L3
Chevrolet Corsica	24	33	2.2	M5
Chevrolet Corsica	20	27	3.1	L3
Chevrolet Corsica	19	28	3.1	M5
Chevrolet Lumina	21	28	2.5	L3
Chevrolet Lumina	19	27	3.1	L3
Chevrolet Lumina	19	30	3.1	L4
Chrysler New Yorker	19	26	3.3	L4
CX Automotive Inc XM-V6	16	22	3.0	M5
Dodge Dynasty	21	26	2.5	L3
Dodge Dynasty	20	26	3.0	L4
Dodge Dynasty	19	26	3.3	L4
Dodge Spirit	19	27	2.2	M5
Dodge Spirit	23	27	2.5	L3
Dodge Spirit	19	24	2.5	L3
Dodge Spirit	24	34	2.5	M5
Dodge Spirit	20	27	2.5	M5
Dodge Spirit	20	26	3.0	L4
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	26	3.0	M5
Ford Thunderbird	19	27	3.8	L4
Ford Thunderbird	17	23	3.8	L4
Ford Thunderbird	17	24	3.8	M5
Ford Thunderbird	18	24	5.0	L4
Hyundai Sonata	21	26	2.4	L4
Hyundai Sonata	21	28	2.4	M5
Hyundai Sonata	18	24	3.0	A4
Infiniti Q45	16	22	4.5	L4
Infiniti Q45 Full-Active Suspensio	14	19	4.5	L4
Lexus LS400	18	23	4.0	L4
Mercury Cougar	19	27	3.8	L4
Mercury Cougar	18	24	5.0	L4
Mercury Mark VII	17	24	5.0	L4
Mercury Sable	20	29	3.0	L4
Mazda 626/MX-6	22	28	2.2	L4
Mazda 626/MX-6	19	25	2.2	L4
Mazda 626/MX-6	24	31	2.2	M5
Mazda 626/MX-6	21	28	2.2	M5
Mazda 929	18	22	3.0	L4
Mazda 929	19	23	3.0	L4
Mercedes-Benz 300SEL	16	20	3.0	A4
Mercedes-Benz 350SDL Turbo	22	25	3.5	A4
Mercedes-Benz 420SEL	15	19	4.2	A4
Mercedes-Benz 560SEL	14	17	5.6	A4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	20	26	3.0	M5
Oldsmobile Cutlass Ciera	22	31	2.5	L3
Oldsmobile Cutlass Ciera	19	26	3.3	L3
Oldsmobile Cutlass Ciera	19	29	3.3	L4
Oldsmobile Cutlass Supreme	21	29	2.3	L3
Oldsmobile Cutlass Supreme	19	30	3.1	L4
Oldsmobile Trofeo/Toronado	18	27	3.8	L4
Plymouth Acclaim	23	28	2.5	L3
Plymouth Acclaim	24	34	2.5	M5
Plymouth Acclaim	20	26	3.0	L4
Pontiac Grand Prix	21	29	2.3	L3
Pontiac Grand Prix	19	30	3.1	L4
Pontiac 6000	22	31	2.5	L3
Pontiac 6000	20	27	3.1	L3
Pontiac 6000	19	30	3.1	L4
Rolls-Royce Bentley Eight/Mulsanne S	10	13	6.8	A3
Rolls-Royce Bentley Turbo R	10	13	6.8	A3
Rolls-Royce Silver Spirit II/Silver S	10	13	6.8	A3
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	26	2.3	L4
Volvo 740	22	28	2.3	M5
Volvo 740	20	26	2.3	M5
Volvo 940 GLE 16V	18	23	2.3	L4
Volvo 940 SE	19	22	2.3	A4
Volvo 940 Turbo	19	22	2.3	A4
Large Cars				
Buick LeSabre	19	28	3.8	L4
Buick Park Avenue	18	27	3.8	L4
Cadillac Brougham	16	25	5.0	L4
Cadillac Brougham	15	22	5.7	L4
Cadillac Fleetwood/DeVille	16	26	4.9	L4
Chevrolet Caprice	17	26	5.0	L4
Chrysler New Yorker Fifth Avenue/I	18	26	3.3	L4

SPECIFICATIONS

Car Line	Est MPG City	Est MPG Hwy	Displ (liters)	Trans
Chrysler New Yorker Fifth Avenue I	17	25	3.8	L4
Dodge Monaco	18	27	3.0	L4
Eagle Premier	18	27	3.0	L4
Ford LTD Crown Victoria	17	24	5.0	L4
Mercury Grand Marquis	17	24	5.0	L4
Mercury Town Car	17	23	4.6	L4
Oldsmobile Eighty-Eight	19	28	3.8	L4
Oldsmobile Ninety-Eight Touring	18	27	3.8	L4
Pontiac Bonneville	19	28	3.8	L4
Saab 9000	17	25	2.3	L4
Saab 9000	17	24	2.3	L4
Saab 9000	20	26	2.3	m5
Saab 9000	19	25	2.3	M5
Small Station Wagons				
Chevrolet Cavalier Wagon	24	31	2.2	L3
Chevrolet Cavalier Wagon	24	33	2.2	M5
Chevrolet Cavalier Wagon	20	27	3.1	L3
Dodge Colt Vista	22	23	2.0	L3
Dodge Colt Vista	22	29	2.0	M5
Ford Escort Wagon	25	33	1.9	L4
Ford Escort Wagon	29	36	1.9	M5
Honda Civic Wagon	28	32	1.5	L4
Honda Civic Wagon	31	35	1.5	M5
Honda Civic Wagon 4wd	25	27	1.6	L4
Honda Civic Wagon 4wd	24	26	1.6	M5
Lincoln-Mercury Tracer Wagon	25	33	1.9	L4
Lincoln-Mercury Tracer Wagon	29	36	1.9	M5
Mitsubishi Space Wagon	22	23	2.0	L3
Plymouth Colt Vista	22	23	2.0	L3
Plymouth Colt Vista	22	29	2.0	M5
Subaru Legacy Wagon	21	27	2.2	L4
Subaru Legacy Wagon	22	29	2.2	M5
Subaru Legacy Wagon 4wd	20	26	2.2	I4
Subaru Legacy Wagon 4wd	20	26	2.2	M5
Subaru Loyale Wagon	24	26	1.8	L3
Subaru Loyale Wagon	25	30	1.8	M5
Toyota Camry Wagon	24	30	2.0	L4
Toyota Camry Wagon	18	24	2.5	L4
Toyota Corolla All-Trac Wagon	23	29	1.6	L4
Toyota Corolla All-Trac Wagon	22	27	1.6	M5
Toyota Corolla Wagon	26	29	1.6	L3
Toyota Corolla Wagon	28	33	1.6	M5
Mid-Size Station Wagons				
Audi 200 Quattro 20V Wagon	18	24	2.2	M5
Buick Century Wagon	21	28	2.5	L3
Buick Century Wagon	19	25	3.3	L3
Buick Century Wagon	19	29	3.3	L4
Ford Taurus Wagon	20	29	3.0	L4
Lincoln-Mercury Sable Wagon	20	29	3.0	L4
Mercedes-Benz 300TE	17	22	3.0	A4
Mercedes-Benz 300TE-4Matic	16	20	3.0	A4
Oldsmobile Cutlass Cruiser	21	28	2.5	L3
Oldsmobile Cutlass Cruiser	19	25	3.3	L3
Oldsmobile Cutlass Cruiser	19	29	3.3	L4
Peugeot 405 Sports Wagon	20	25	1.9	L4
Peugeot 405 Sports Wagon	20	27	1.9	M5
Peugeot 505 Station Wagon	18	21	2.2	L4
Peugeot 505 Station Wagon	19	21	2.2	L4
Peugeot 505 Station Wagon	18	22	2.2	M5
Pontiac 6000 Wagon	21	28	2.5	L3
Pontiac 6000 Wagon	19	30	3.1	L4
Volkswagen Passat Wagon	20	29	2.0	L4
Volkswagen Passat Wagon	21	30	2.0	M5
Volvo 240 Wagon	20	25	2.3	A4
Volvo 240 Wagon	22	28	2.3	M5
Volvo 740 Wagon	19	22	2.3	A4
Volvo 740 Wagon	20	26	2.3	L4
Volvo 740 Wagon	22	28	2.3	M5
Volvo 740 Wagon	20	26	2.3	M5
Volvo 940 GLE 16V Wagon	18	23	2.3	L4
Volvo 940 SE Wagon	19	22	2.3	A4
Volvo 940 Turbo Wagon	19	22	2.3	A4
Large Station Wagons				
Buick Roadmaster Wagon	16	25	5.0	L4
Chevrolet Caprice Wagon	16	25	5.0	L4
Ford LTD Crown Victoria Wagon	17	24	5.0	L4
Mercury Grand Marquis Wagon	17	24	5.0	L4
Oldsmobile Custom Cruiser	16	25	5.0	L4
Small Pickup Trucks/2wd				
Chevrolet S10 Pickup 2wd	21	28	2.5	L4
Chevrolet S10 Pickup 2wd	23	27	2.5	M5
Chevrolet S10 Pickup 2wd	19	25	2.8	M5
Chevrolet S10 Pickup 2wd	18	24	4.3	L4
Chevrolet S10 Pickup 2wd	17	23	4.3	M5
Dodge Ram 50 2wd	19	23	2.4	L4
Dodge Ram 50 2wd	19	24	2.4	M5
Ford Ranger Pickup 2wd	21	24	2.3	L4
Ford Ranger Pickup 2wd	24	29	2.3	M5
Ford Ranger Pickup 2wd	18	23	3.0	L4
Ford Ranger Pickup 2wd	19	25	3.0	M5
Ford Ranger Pickup 2wd	17	23	4.0	L4
Ford Ranger Pickup 2wd	18	23	4.0	M5
GMC Sonoma Pickup 2wd	21	28	2.5	L4
GMC Sonoma Pickup 2wd	23	27	2.5	M5
GMC Sonoma Pickup 2wd	19	25	2.8	M5
GMC Sonoma Pickup 2wd	18	24	4.3	L4
GMC Sonoma Pickup 2wd	17	23	4.3	M5
Isuzu Pickup 2wd	22	24	2.3	M5
Isuzu Pickup 2wd	19	23	2.6	L4
Isuzu Pickup 2wd	19	24	2.6	M5
Mitsubishi Truck 2wd	19	23	2.4	L4
Mitsubishi Truck 2wd	19	24	2.4	M5
Nissan Truck 2wd	21	26	2.4	L4
Nissan Truck 2wd	23	27	2.4	M5
Nissan Truck 2wd	18	24	3.0	I4
Nissan Truck 2wd	19	23	3.0	M5
Small Pickup Trucks/4wd				
Ford Ranger Pickup 4wd	22	25	2.3	M5
Ford Ranger Pickup 4wd	17	21	2.9	L4
Ford Ranger Pickup 4wd	18	22	2.9	M5
Ford Ranger Pickup 4wd	16	20	4.0	L4
Ford Ranger Pickup 4wd	17	21	4.0	M5
Standard Pickup Trucks/2wd				
Chevrolet C1500 Pickup 2wd	17	22	4.3	L4
Chevrolet C1500 Pickup 2wd	18	20	4.3	M4C
Chevrolet C1500 Pickup 2wd	17	23	4.3	M5
Chevrolet C1500 Pickup 2wd	15	19	5.0	L4
Chevrolet C1500 Pickup 2wd	15	20	5.0	M5
Chevrolet C1500 Pickup 2wd	15	19	5.7	L4
Chevrolet C1500 Pickup 2wd	13	16	5.7	M4C
Chevrolet C1500 Pickup 2wd	14	19	5.7	M5
Chevrolet C1500 Pickup 2wd	13	18	5.7	M5C
Chevrolet C1500 Pickup 2wd	18	24	6.2	L4
Chevrolet C1500 Pickup 2wd	19	21	6.2	M4C
Chevrolet C1500 Pickup 2wd	10	12	7.4	L4
Chevrolet C2500 Pickup 2wd	16	21	4.3	L4
Chevrolet C2500 Pickup 2wd	17	20	4.3	M4C
Chevrolet C2500 Pickup 2wd	17	23	4.3	M5
Chevrolet C2500 Pickup 2wd	14	18	5.0	L4
Chevrolet C2500 Pickup 2wd	15	20	5.0	M5
Chevrolet C2500 Pickup 2wd	14	19	5.7	L4
Chevrolet C2500 Pickup 2wd	13	15	5.7	M4C
Chevrolet C2500 Pickup 2wd	12	17	5.7	M5
Chevrolet C2500 Pickup 2wd	13	18	5.7	M5C
Chevrolet C2500 Pickup 2wd	17	22	6.2	L4
Chevrolet C2500 Pickup 2wd	19	20	6.2	M4C
Dodge Dakota Pickup 2wd	21	27	2.5	M5
Dodge Dakota Pickup 2wd	16	21	3.9	L4
Dodge Dakota Pickup 2wd	16	22	3.9	M5
Dodge Dakota Pickup 2wd	14	19	5.2	L4
Dodge D100/D150 Pickup 2wd	15	17	3.9	L3
Dodge D100/D150 Pickup 2wd	16	21	3.9	L4
Dodge D100/D150 Pickup 2wd	14	17	3.9	M4C
Dodge D100/D150 Pickup 2wd	13	18	3.9	M5
Dodge D100/D150 Pickup 2wd	13	16	5.2	A4
Dodge D100/D150 Pickup 2wd	13	15	5.2	L3
Dodge D100/D150 Pickup 2wd	14	18	5.2	L4
Dodge D100/D150 Pickup 2wd	13	15	5.2	M4C
Dodge D100/D150 Pickup 2wd	11	13	5.9	A4
Dodge D100/D150 Pickup 2wd	10	13	5.9	M4C
Dodge D250 Pickup 2wd	15	16	3.9	L3
Dodge D250 Pickup 2wd	14	17	3.9	M4C
Dodge D250 Pickup 2wd	13	15	5.2	A4
Dodge D250 Pickup 2wd	13	17	5.2	L4
Dodge D250 Pickup 2wd	12	14	5.2	M4C
Dodge D250 Pickup 2wd	11	13	5.9	A4
Dodge D250 Pickup 2wd	10	13	5.9	M4C
Ford F150 Pickup 2wd	15	20	4.9	L4
Ford F150 Pickup 2wd	16	18	4.9	M4C
Ford F150 Pickup 2wd	16	20	4.9	M5
Ford F150 Pickup 2wd	14	18	5.0	L4
Ford F150 Pickup 2wd	14	18	5.0	L4
Ford F150 Pickup 2wd	14	15	5.0	M4C
Ford F150 Pickup 2wd	14	18	5.0	M5
Ford F150 Pickup 2wd	12	17	5.8	L4
Ford F250 Pickup 2wd	15	20	4.9	L4
Ford F250 Pickup 2wd	16	18	4.9	M4C
Ford F250 Pickup 2wd	16	20	4.9	M5
Ford F250 Pickup 2wd	14	18	5.0	L4
Ford F250 Pickup 2wd	14	15	5.0	M4C
Ford F250 Pickup 2wd	14	17	5.0	M5
Ford F250 Pickup 2wd	12	16	5.8	L4
GMC C1500 Sierra 2wd	17	22	4.3	L4
GMC C1500 Sierra 2wd	18	20	4.3	M4C
GMC C1500 Sierra 2wd	17	23	4.3	M5
GMC C1500 Sierra 2wd	15	19	5.0	L4
GMC C1500 Sierra 2wd	15	20	5.0	M5
GMC C1500 Sierra 2wd	15	19	5.7	L4
GMC C1500 Sierra 2wd	13	16	5.7	M4C
GMC C1500 Sierra 2wd	14	19	5.7	M5
GMC C1500 Sierra 2wd	13	18	5.7	M5C
GMC C1500 Sierra 2wd	18	24	6.2	L4
GMC C1500 Sierra 2wd	19	21	6.2	M4C
GMC C2500 Sierra 2wd	16	21	4.3	L4
GMC C2500 Sierra 2wd	17	20	4.3	M4C
GMC C2500 Sierra 2wd	17	23	4.3	M5
GMC C2500 Sierra 2wd	14	18	5.0	L4
GMC C2500 Sierra 2wd	15	20	5.0	M5
GMC C2500 Sierra 2wd	14	19	5.7	L4
GMC C2500 Sierra 2wd	13	15	5.7	M4C
GMC C2500 Sierra 2wd	12	17	5.7	M5
GMC C2500 Sierra 2wd	13	18	5.7	M5C
GMC C2500 Sierra 2wd	17	22	6.2	L4
GMC C2500 Sierra 2wd	19	20	6.2	M4C
Isuzu Pickup 2wd 1-Ton	17	21	2.6	M5
Jeep Comanche Pickup 2wd	20	23	2.5	M4
Jeep Comanche Pickup 2wd	19	23	2.5	M5
Jeep Comanche Pickup 2wd	15	21	4.0	L4
Jeep Comanche Pickup 2wd	17	22	4.0	M5
Mazda B2200/B2600I	20	25	2.2	L4
Mazda B2200/B2600I	21	25	2.2	M4
Mazda B2200/B2600I	21	26	2.2	M5
Mazda B2200/B2600I	21	26	2.2	L4
Mazda B2200/B2600I	24	26	2.2	M5
Mazda B2200/B2600I	19	24	2.6	L4
Mazda B2200/B2600I	19	23	2.6	M5
Toyota Truck 2wd	22	23	2.4	A4
Toyota Truck 2wd	22	26	2.4	M5
Toyota Truck 2wd	18	23	3.0	L4
Toyota Truck 2wd	18	23	3.0	M5
Toyota 1-Ton Truck 2wd	18	23	3.0	L4
Toyota 1-Ton Truck 2wd	18	23	3.0	M5
Standard Pickup Trucks/4wd				
Chevrolet K1500 Pickup 4wd	16	19	4.3	L4
Chevrolet K1500 Pickup 4wd	15	17	4.3	M4C
Chevrolet K1500 Pickup 4wd	16	20	4.3	M5
Chevrolet K1500 Pickup 4wd	14	17	5.0	L4
Chevrolet K1500 Pickup 4wd	14	18	5.0	M5
Chevrolet K1500 Pickup 4wd	13	16	5.7	L4
Chevrolet K1500 Pickup 4wd	12	14	5.7	M4C
Chevrolet K1500 Pickup 4wd	13	17	5.7	M5
Chevrolet K1500 Pickup 4wd	16	20	6.2	L4
Chevrolet K1500 Pickup 4wd	17	18	6.2	M4C
Chevrolet K2500 Pickup 4wd	15	19	4.3	L4
Chevrolet K2500 Pickup 4wd	15	17	4.3	M4C
Chevrolet K2500 Pickup 4wd	16	20	4.3	M5
Chevrolet K2500 Pickup 4wd	14	17	5.0	L4
Chevrolet K2500 Pickup 4wd	14	18	5.0	M5
Chevrolet K2500 Pickup 4wd	13	16	5.7	L4
Chevrolet K2500 Pickup 4wd	12	14	5.7	M4C
Chevrolet K2500 Pickup 4wd	12	16	5.7	M5
Chevrolet K2500 Pickup 4wd	16	21	6.2	L4
Chevrolet K2500 Pickup 4wd	17	18	6.2	M4C
Chevrolet S10 Pickup 4wd	17	22	4.3	L4
Chevrolet S10 Pickup 4wd	16	20	4.3	M5
Dodge Dakota Pickup 4wd	15	19	3.9	L4
Dodge Dakota Pickup 4wd	15	20	3.9	M5
Dodge Dakota Pickup 4wd	13	17	5.2	L4
Dodge Power Ram 50 4wd	18	20	2.4	L4
Dodge Power Ram 50 4wd	19	22	2.4	M5
Dodge Power Ram 50 4wd	17	20	3.0	L4
Dodge Power Ram 50 4wd	17	22	3.0	M5
Dodge W100/W150 Pickup 4wd	14	15	3.9	A4
Dodge W100/W150 Pickup 4wd	13	16	3.9	M4C
Dodge W100/W150 Pickup 4wd	12	14	5.2	A4
Dodge W100/W150 Pickup 4wd	11	14	5.2	M4C
Dodge W100/W150 Pickup 4wd	11	13	5.9	A4
Dodge W100/W150 Pickup 4wd	9	12	5.9	M4C
Dodge W250 Pickup 4wd	12	14	5.2	A4
Dodge W250 Pickup 4wd	11	14	5.2	M4C
Dodge W250 Pickup 4wd	10	13	5.9	A4
Dodge W250 Pickup 4wd	9	13	5.9	M4C
Ford F150 Pickup 4wd	15	19	4.9	L4
Ford F150 Pickup 4wd	16	18	4.9	M4C
Ford F150 Pickup 4wd	15	19	4.9	M5
Ford F150 Pickup 4wd	13	17	5.0	L4
Ford F150 Pickup 4wd	13	15	5.0	M4C
Ford F150 Pickup 4wd	13	16	5.0	M5
Ford F150 Pickup 4wd	11	16	5.8	L4
Ford F150 Pickup 4wd	14	18	4.9	M5C
Ford F150 Pickup 4wd	13	16	5.0	M4C
Ford F150 Pickup 4wd	13	16	5.0	M5
Ford F150 Pickup 4wd	13	16	5.8	L4
Ford F150 Pickup 4wd	11	16	5.8	M5
Ford F250 Pickup 4wd	14	18	4.9	M5C
Ford F250 Pickup 4wd	12	13	5.0	M4C
Ford F250 Pickup 4wd	13	16	5.0	M5
Ford F250 Pickup 4wd	12	16	5.8	L4
Ford F250 Pickup 4wd	11	16	5.8	M5
GMC C1500 Sierra 4wd	16	19	4.3	L4
GMC C1500 Sierra 4wd	15	17	4.3	M4C
GMC C1500 Sierra 4wd	14	17	5.0	L4
GMC C1500 Sierra 4wd	14	18	5.0	M5
GMC C1500 Sierra 4wd	13	16	5.7	L4
GMC C1500 Sierra 4wd	12	14	5.7	M4C
GMC C1500 Sierra 4wd	13	17	5.7	M5
GMC C1500 Sierra 4wd	16	20	6.2	L4
GMC C1500 Sierra 4wd	17	18	6.2	M4C
GMC C2500 Sierra 4wd	15	19	4.3	L4
GMC C2500 Sierra 4wd	15	17	4.3	M4C
GMC C2500 Sierra 4wd	16	20	4.3	M5
GMC C2500 Sierra 4wd	14	17	5.0	L4
GMC C2500 Sierra 4wd	14	18	5.0	M5
GMC C2500 Sierra 4wd	13	16	5.7	L4
GMC C2500 Sierra 4wd	12	14	5.7	M4C
GMC C2500 Sierra 4wd	12	16	5.7	M5
GMC C2500 Sierra 4wd	16	21	6.2	L4
GMC C2500 Sierra 4wd	17	22	6.2	M4C
GMC G30 Vandura 2wd	16	21	4.3	L4
GMC G35 Vandura 2wd	16	21	4.3	L4
GMC Safari AWD (Cargo)	17	22	4.3	L4
GMC Safari 2wd (Cargo)	17	22	4.3	L4
Vans Passenger				
Chevrolet Astro AWD (Passenger)	16	19	4.3	L4
Chevrolet Astro 2wd (Passenger)	16	21	4.3	L4
Chevrolet G10/20 Sportvan 2wd	15	19	4.3	L4
Chevrolet G10/20 Sportvan 2wd	14	18	5.0	L4
Chevrolet G10/20 Sportvan 2wd	14	19	5.7	L4
Chevrolet G10/20 Sportvan 2wd	16	22	6.2	L4
Chevrolet G30 Sportvan 2wd	13	17	5.7	L4
Dodge B150/B250 Wagon 2wd	15	17	3.9	A4
Dodge B150/B250 Wagon 2wd	15	16	3.9	L3
Dodge B150/B250 Wagon 2wd	12	16	3.9	M5
Dodge B150/B250 Wagon 2wd	12	15	5.2	A4
Dodge B150/B250 Wagon 2wd	13	16	5.2	L3
Dodge B150/B250 Wagon 2wd	13	17	5.2	L4
Dodge B150/B250 Wagon 2wd	11	16	5.2	M5
Dodge B150/B250 Wagon 2wd	11	13	5.9	A4
Dodge B350 Wagon 2wd	12	15	5.2	A4
Dodge B350 Wagon 2wd	13	17	5.2	L4
Dodge B350 Wagon 2wd	10	12	5.9	A4
Ford Aerostar Wagon	17	23	3.0	L4
Ford Aerostar Wagon	18	23	3.0	M5
Ford Aerostar Wagon	16	21	4.0	L4
Ford Aerostar Wagon AWD	16	20	4.0	L4
Ford E150 Club Wagon	14	17	4.9	L4
Ford E150 Club Wagon	13	17	5.0	L4
Ford E150 Club Wagon	11	14	5.8	L4
GMC G15/25 Rally 2wd	15	19	4.3	L4
GMC G15/25 Rally 2wd	14	18	5.0	L4
GMC G15/25 Rally 2wd	14	19	5.7	L4
GMC G15/25 Rally 2wd	16	22	6.2	L4
GMC G35 Rally 2wd	13	17	5.7	L4
GMC Safari AWD (Passenger)	16	19	4.3	L4
GMC Safari 2wd (Passenger)	16	21	4.3	L4
Toyota Previa	18	22	2.4	L4
Toyota Previa	19	22	2.4	M5
Toyota Previa All-Trac	17	21	2.4	L4
Toyota Previa All-Trac	18	21	2.4	M5
Volkswagen Vanagon Syncro 4wd	16	16	2.1	M5C
Volkswagen Vanagon 2wd	17	17	2.1	A3
Volkswagen Vanagon 2wd	18	19	2.1	M4
Special Purpose Vehicles/2wd				
Chevrolet APV 2wd	18	23	3.1	L3
Chevrolet R1500 Suburban 2wd	13	17	5.7	L4
Chevrolet R1500 Suburban 2wd	16	22	6.2	L4
Chevrolet S10 Blazer 2wd	18	23	4.3	L4
Chevrolet S10 Blazer 2wd	17	23	4.3	M5
Chrysler Town & Country 2wd	18	23	3.3	L4
Dodge AD150 Ramcharger 2wd	13	16	5.2	A4
Dodge AD150 Ramcharger 2wd	11	13	5.9	A4
Dodge Caravan 2wd	21	25	2.5	L3
Dodge Caravan 2wd	19	23	3.0	L3
Dodge Caravan 2wd	19	24	3.0	L4
Dodge Caravan 2wd	18	23	3.3	L4
Ford Explorer 2wd	16	21	4.0	L4
Ford Explorer 2wd	18	23	4.0	M5
Geo Tracker Convertible 2wd	25	27	1.6	M5
GMC Jimmy Sonoma 2wd	18	23	4.3	L4
GMC Jimmy Sonoma 2wd	17	23	4.3	M5
GMC R1500 Suburban 2wd	13	17	5.7	L4
GMC R1500 Suburban 2wd	16	22	[illegible]	L4
Isuzu Amigo 2wd	19	22	2.3	M5
Isuzu Amigo 2wd	17	21	2.6	M5
Isuzu Rodeo 2wd	18	22	2.6	M5
Isuzu Rodeo 2wd	15	18	3.1	L4
Isuzu Rodeo 2wd	16	20	3.1	M5
Jeep Cherokee 2wd	19	23	2.5	M5
Jeep Cherokee 2wd	15	21	4.0	L4
Jeep Cherokee 2wd	17	22	4.0	M5
Mazda MPV	18	24	2.6	L4
Mazda MPV	20	25	2.6	M5
Mazda MPV	17	22	3.0	L4
Nissan Axxess	20	24	2.4	L4
Nissan Axxess	21	26	2.4	M5
Nissan Pathfinder 2wd	17	21	3.0	L4
Nissan Pathfinder 2wd	15	19	3.0	M5
Oldsmobile Silhouette 2wd	18	23	3.1	L3
Plymouth Voyager 2wd	21	25	2.5	L3
Plymouth Voyager 2wd	19	23	3.0	L3
Plymouth Voyager 2wd	19	24	3.0	L4
Plymouth Voyager 2wd	18	23	3.3	L4
Pontiac Trans Sport 2wd	18	23	3.1	L3
Suzuki Samurai 2wd	28	29	1.3	M5
Suzuki Sidekick 2wd	25	27	1.6	M5
Toyota 4-Runner 2wd	19	20	2.4	A4
Toyota 4-Runner 2wd	17	21	3.0	L4
Special Purpose Vehicles/4wd				
Chevrolet S10 Blazer 4wd	17	22	4.3	L4
Chevrolet S10 Blazer 4wd	16	20	4.3	M5
Chevrolet V1500 Blazer 4wd	13	16	5.7	L4
Chevrolet V1500 Blazer 4wd	12	14	5.7	M4C
Chevrolet V1500 Blazer 4wd	16	22	6.2	L4
Chevrolet V1500 Suburban 4wd	12	16	5.7	L4
Chevrolet V1500 Suburban 4wd	15	21	6.2	L4
Daihatsu Rocky 4wd	23	23	1.6	M5
Dodge AW150 Ramcharger 4wd	12	13	5.2	A4
Dodge AW150 Ramcharger 4wd	11	14	5.2	M4C
Dodge AW150 Ramcharger 4wd	11	13	5.9	A4
Dodge AW150 Ramcharger 4wd	9	12	5.9	M4C
Dodge Caravan 4wd	17	21	3.3	L4
Dodge Colt Vista 4wd	19	25	2.0	M5
Ford Bronco 4wd	14	17	4.9	L4
Ford Bronco 4wd	14	18	4.9	M5
Ford Bronco 4wd	13	17	5.0	L4
Ford Bronco 4wd	13	16	5.0	M5
Ford Bronco 4wd	11	16	5.8	L4
Ford Explorer 4wd	15	20	4.0	L4
Ford Explorer 4wd	16	20	4.0	M5
Geo Tracker Convertible 4wd	23	24	1.6	L3
Geo Tracker Convertible 4wd	25	27	1.6	M5
Geo Tracker 4wd	23	24	1.6	L3
Geo Tracker 4wd	25	27	1.6	M5
GMC Jimmy Sonoma 4wd	17	22	4.3	L4
GMC Jimmy Sonoma 4wd	16	20	4.3	M5
GMC V1500 Jimmy 4wd	13	16	5.7	L4
GMC V1500 Jimmy 4wd	12	14	5.7	M4C
GMC V1500 Jimmy 4wd	16	22	6.2	L4
GMC V1500 Suburban 4wd	12	16	5.7	L4
GMC V1500 Suburban 4wd	15	21	6.2	L4
Isuzu Amigo 4wd	16	19	2.6	M5
Isuzu Rodeo 4wd	15	18	3.1	L4
Isuzu Rodeo 4wd	15	19	3.1	M5
Isuzu Trooper	15	18	2.6	L4
Isuzu Trooper	16	18	2.6	M5
Isuzu Trooper	15	18	2.8	L4
Isuzu Trooper	15	18	2.8	M5
Jeep Cherokee 4wd	18	22	2.5	M5
Jeep Cherokee 4wd	15	20	4.0	L4
Jeep Cherokee 4wd	17	22	4.0	M5
Jeep Grand Wagoneer 4wd	11	13	5.9	A3
Jeep Wrangler 4wd	18	20	2.5	M5
Jeep Wrangler 4wd	15	17	4.0	A3
Jeep Wrangler 4wd	17	22	4.0	M5
Land Rover Range Rover	13	16	3.9	L4
Mazda MPV 4X4	15	19	3.0	L4
Mazda MPV 4X4	16	20	3.0	M5
Mazda Navajo	15	20	4.0	L4
Mazda Navajo	16	20	4.0	M5
Mitsubishi Montero	16	18	3.0	L4
Mitsubishi Montero	15	18	3.0	M5
Nissan Axxess AWD	18	22	2.4	L4
Nissan Axxess AWD	19	23	2.4	M5
Nissan Pathfinder 4wd	15	18	3.0	L4
Nissan Pathfinder 4wd	15	18	3.0	M5
Oldsmobile Bravada AWD	17	22	4.3	L4
Plymouth Colt Vista 4wd	19	25	2.0	M5
Plymouth Voyager 4wd	17	21	3.3	L4
Subaru Loyale Wagon 4wd	22	22	1.8	A3
Subaru Loyale Wagon 4wd	24	29	1.8	M5
Subaru Loyale 4wd	22	23	1.8	A3
Subaru Loyale 4wd	24	29	1.8	M5
Suzuki Samurai Hardtop 4wd	28	29	1.3	M5
Suzuki Samurai Soft-Top 4wd	28	29	1.3	M5
Suzuki Sidekick Hardtop 4wd	23	24	1.6	L3
Suzuki Sidekick Hardtop 4wd	22	23	1.6	L3
Suzuki Sidekick Hardtop 4wd	25	27	1.6	M5
Suzuki Sidekick Soft-Top 4wd	23	25	1.6	M5
Suzuki Sidekick Soft-Top 4wd	23	24	1.6	L3
Suzuki Sidekick Soft-Top 4wd	25

SPECIFICATIONS

Warranty coverage on 1991 models

	Basic coverage	Extra drivetrain/ major component	Corrosion coverage	Towing for warranty-covered breakdown	Deductible
Domestic Ford*	1/12,000	4/50,000	6/100,000	Yes	$50§
Mercury*	1/12,000	4/50,000	6/100,000	Yes	$50§
Lincoln	4/50,000	4/50,000	6/100,000	Yes	No
Buick	3/50,000	3/50,000	6/100,000	Yes	$100*
Chevrolet*	3/50,000	3/50,000	6/100,000	Yes	$100*
Oldsmobile	3/50,000	3/50,000	6/100,000	Yes	$100*
Pontiac*	3/50,000	3/50,000	6/100,000	Yes	$100*
Cadillac	4/50,000	4/50,000	6/100,000	Yes	No
Cadillac Allante	1/12,000	7/100,000	7/100,000	Yes	No
Saturn	3/36,000	3/36,000	6/100,000	Yes	No
Chrysler	1/12,000	7/70,000	7/100,000	Yes	$100‡
Chrysler New Yorker Fifth Avenue/ Imperial/Maserati	5/50,000	7/70,000	7/100,000	Yes	$100‡
Chrysler captive imports	3/36,000	5/60,000	5/unlimited	Yes	No
Summit	3/36,000	7/70,000	7/100,000	Yes	$100‡
Japan Acura	3/36,000	3/36,000	3/unlimited	Yes	No
Daihatsu	3/36,000	3/36,000	3/unlimited	Yes	No
Honda	3/36,000	3/36,000	5/unlimited	Yes	No
Infiniti	4/60,000	6/70,000	7/unlimited	Yes	No
Isuzu	3/50,000	5/60,000	6/100,000	Yes	No
Lexus	4/50,000	6/70,000	6/unlimited	Yes	No
Mazda	3/50,000	3/50,000	5/unlimited	Yes	No
Mitsubishi	3/36,000	5/60,000	7/100,000	Yes	No
Mitsubishi Precis	3/36,000	3/36,000	3/36,000	Yes	No
Mitsubishi Montero/ Mighty Max	3/36,000	5/60,000	5/unlimited	Yes	No
Nissan	3/36,000	5/60,000	5/unlimited	Yes	No
Subaru	3/36,000	5/60,000	5/unlimited	Yes	No
Suzuki	3/36,000	3/36,000	3/unlimited	Yes	No
Toyota	3/36,000	5/60,000	5/unlimited	Yes	No
Korea Hyundai	3/36,000	3/36,000	5/100,000	Yes	No
France Peugeot	3/36,000	5/50,000	3/36,000	Yes	No
Germany Audi†	3/50,000	3/50,000	10/unlimited	Yes	No
BMW	4/50,000	4/50,000	6/unlimited	Yes	No
Mercedes-Benz	4/50,000	4/50,000	4/50,000	Yes	No
Porsche	2/unlimited	2/unlimited	10/unlimited	Yes	No
Volkswagen	2/24,000	5/50,000	6/unlimited	Yes	No
Great Britain					
Aston Martin	2/24,000	No	No	No	No
Jaguar	3/36,000	3/36,000	6/unlimited	Yes	No
Lotus	2/unlimited	2/unlimited	8/unlimited	No	No
Range Rover	3/42,000	3/36,000	6/unlimited	Yes	No
Rolls-Royce	3/unlimited	3/unlimited	3/unlimited	Yes	No
Sterling	3/36,000	3/36,000	6/unlimited	Yes	No
Italy Alfa Romeo†	3/36,000	3/36,000	6/60,000	Yes	No
Ferrari	2/unlimited	No	No	No	No
Maserati	2/24,000	2/24,000	2/24,000	Yes	No
Sweden, Saab	3/40,000	6/80,000	6/unlimited	Yes	$150**
Volvo	3/50,000	3/50,000	8/unlimited	Yes	No
Yugoslavia Yugo†	1/12,000	4/40,000	3/unlimited	Yes	$25

*Includes captive imports
†Basic coverage includes scheduled maintenance
§For warranty repairs on drivetrain after 1/12,000 coverage expires
*For any warranty repairs after 1/12,000 coverage expires
‡For repairs under extended powertrain warranty
**For warranty repairs after 3/40,000 coverage expires

CAFE performance by manufacturer

Passenger cars	1990	1989
Alfa Romeo	30.1	26.9
BMW	22.2	22.2
Chrysler (domestic)	27.1	28.0
Chrysler (import)	30.5	30.3
Daihatsu	41.5	44.1
Ford (domestic)	26.4	26.6
Ford (import)*	32.3	31.5
GM (domestic)	27.1	27.2
GM (import)**	32.1	37.1
Honda	30.8	31.6
Hyundai	33.3	33.4
Isuzu	33.2	35.8
Jaguar	—	20.4
Mazda	30.5	29.8
Mercedes-Benz	21.4	21.4
Mitsubishi	30.0	31.4
Nissan	28.4	30.4
Peugeot	25.1	25.5
Porsche	21.7	23.0
Saab	—	26.6
Sterling	24.9	23.6
Subaru	27.8	32.5
Suzuki	47.4	36.9
Toyota	30.6	32.1
Volvo	25.2	25.0
VW	29.0	30.4
Yugo	[illegible]	33.6
U.S. standards	**27.5**	**26.5**
Domestic average	**26.9**	**27.1**
Import average	**29.9**	**30.7**
Combined average	**28.1**	**28.3**

*Includes Jaguar production for model year 1990
**Includes Saab production for model year 1990

Light trucks (combined 2- and 4-wd, except where noted)		
Chrysler (domestic)	21.7	21.1
Chrysler (import)	21.3	20.5
Ford	20.0	20.0
Daihatsu (4-wd only)	27.3	—
GM (domestic) (2-wd)	20.2	20.9
GM (domestic) (4-wd)	18.6	19.0
GM (import) (4-wd)	—	31.2
Isuzu (2-wd)	25.3	25.5
Isuzu (4-wd)	19.7	19.7
Mazda	24.1	25.2
Mitsubishi (2-wd)	23.9	27.9
Mitsubishi (4-wd)	20.1	19.5
Nissan	25.2	23.7
Range Rover (4-wd)	16.3	15.4
Subaru (4-wd)	29.2	29.3
Suzuki	32.6	—
Toyota (2-wd)	24.2	24.6
Toyota (4-wd)	20.6	21.8
VW	20.8	20.8
EPA standard	**20.0**	**20.5**
Domestic average	**20.3**	**20.4**
Import average	**23.0**	**23.5**
Combined average	**20.0**	**20.5**

Source: NHTSA

General Motors Corp. platforms

	Chevrolet	Pontiac	Oldsmobile	Buick	Cadillac
A		6000	Cutlass Ciera	Century	—
B	Caprice, Caprice Wagon	—	Custom Cruiser Wagon	Roadmaster Estate Wagon	—
C	—	—	98	Park Avenue	DeVille, Fleetwood
D	—	—	—	—	Brougham
E	—	—	Toronado, Trofeo	Riviera	Eldorado
EC	—	—	—	Reatta	—
F	Camaro	Firebird	—	—	—
H	—	Bonneville	88	LeSabre	—
J	Cavalier, Cavalier Wagon	Sunbird	—	—	—
K	—	—	—	—	Seville
L	Corsica, Beretta	Tempest (Canadian)	—	—	—
M	Geo Metro	—	—	—	—
N	—	Grand Am	Cutlass Calais	Skylark	—
R	Geo Storm	—	—	—	—
S	Geo Prizm	—	—	—	—
T	—	LeMans	—	—	—
V	—	—	—	—	Allante
W	Lumina	Grand Prix	Cutlass Supreme	Regal	—
Y	Corvette	—	—	—	—

SATURN CORP.

Z	Sports Coupe, Sports Touring Sedan, Sports Sedan

Ford Motor Co. platforms

	Ford	Mercury	Lincoln
BT17	Festiva	—	—
CT20	Escort	Tracer	—
DN5	Taurus	Sable	—
FN9	—	—	Continental
Fox	Mustang	—	—
LS	—	—	Mark VII
MN12	Thunderbird	Cougar	—
Panther	LTD Crown Victoria, Country Squire Wagon	Grand Marquis, Colony Park Wagon	Town Car
SA30	—	Capri	—
ST16	Probe	—	—
Topaz	Tempo	Topaz	—

Chrysler Corp. platforms

	Plymouth	Dodge	Chrysler	Eagle
A	Acclaim	Spirit	LeBaron Sedan	—
B	—	Monaco	—	Premier
C	—	Dynasty	New Yorker Salon	—
G	—	Daytona	—	—
H24S	Laser	—	—	Talon
J	—	—	LeBaron Coupe & Convertible	—
LC	—	—	—	Summit Sedan
P	Sundance	Shadow	—	—
Y	—	—	Imperial, New Yorker Fifth Avenue	—

PRICES

Retail prices, 1991 cars, domestic and imported

This table shows the prices of 1991 domestic and imported cars as of May 1, 1991. All prices are manufacturers' suggested retail prices. Imported-car prices include ocean freight and U.S. import duty. None of the prices include destination charges, state and local taxes, optional equipment or the 10 percent U.S. luxury tax on transactions over $30,000.

In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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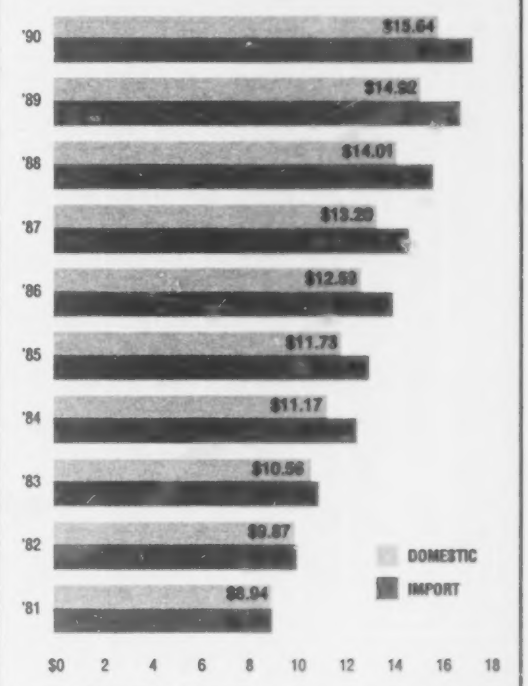
	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air-Bag (driver-side)
ACURA Integra RS 4-dr. 4	13,025	725	746	N.A.	N.A.
RS 3-dr. hatchback 4	12,100	725	746	N.A.	N.A.
LS 4-dr. 4	14,725	725	746	N.A.	N.A.
LS 3-dr. hatchback 4	13,975	725	746	N.A.	N.A.
GS 4-dr. 4	16,645	725	746	std.	N.A.
GS 3-dr. hatchback 4	16,105	725	746	std.	N.A.
Vigor LS 4-dr. 5 (1992)	23,265	750	std.	std.	std.
GS 4-dr. 5 (1992)	25,250	750	std.	std.	std.
Legend 4-dr. V-6	26,800	800	std.	std.	std.
L 4-dr. V-6	28,800	800	std.	std.	std.
L 2-dr. V-6	30,900	800	std.	std.	std.
LS 4-dr. V-6	33,400	800	std.	std.	std.
LS 2-dr. V-6	35,500	800	std.	std.	std.
NSX 2-dr. V-6	61,000	4,000	std.	std.	std.
Integra air conditioning does not include dealer installation					
ALFA ROMEO Spider convertible 4	20,950	600	995	N.A.	std.
Spider Veloce convertible 4	23,950	600	std.	N.A.	std.
164 4-dr. V-6	24,990	650	std.	N.A.	std.
164L 4-dr. V-6	28,460	650	std.	std.	std.
164S 4-dr. V-6	30,970	N.A.	std.	std.	std.
Prices do not include dealer preparation charge of $160					
ASTON MARTIN Virage 2-dr. V-8	227,250	std.	std.	N.A.	N.A.
West Coast price is $229,250					
5-speed manual transmission is $800 less					
Prices include gas-guzzler tax of $7,700 with automatic transmission and $3,700 with 5-speed manual					
AUDI 80 4-dr. 5	20,750	845	std.	1,145	std.
80 Quattro 4-dr. 5	25,200	N.A.	std.	std.	std.
90 4-dr. 5	26,250	std.	std.	std.	std.
90 Quattro 4-dr. 5	29,200	N.A.	std.	std.	std.
Coupe Quattro 5	31,650	N.A.	std.	std.	std.
100 4-dr. 5	28,750	std.	std.	std.	std.
100 Quattro 4-dr. 5	31,150	N.A.	std.	std.	std.
200 4-dr. 5	35,500	std.	std.	std.	std.
200 Quattro 4-dr. 5	43,500	N.A.	std.	std.	std.
200 Quattro 4-dr. wagon 5	43,500	N.A.	std.	std.	std.
V8 Quattro 4-dr	51,500	std.	std.	std.	std.
Automatic transmission or 5-speed manual are no-charge choices on V8 Quattro					
Add the following for gas-guzzler tax on V8 Quattro: $1,700 with automatic transmission; $2,100 with 5-speed					
BENTLEY 4-dr. V-8	123,500	std.	std.	std.	std.
Mulsanne S 4-dr. V-8	144,100	std.	std.	std.	std.
Turbo R 4-dr. V-8	181,900	std.	std.	std.	std.
Continental convertible V-8	225,900	std.	std.	std.	std.
Prices include gas-guzzler tax of $6,400					
BMW 318i 4-dr. 4	20,300	N.A.	std.	std.	std.
318is 2-dr. 4	21,750	N.A.	std.	std.	std.
318iC convertible 4	28,500	N.A.	std.	std.	std.
325i 4-dr. 6	26,400	725	std.	std.	std.
325i 2-dr. 6	25,600	725	std.	std.	std.
325iX 4-dr. 6	31,900	725	std.	std.	std.
325iX 2-dr. 6	31,100	725	std.	std.	std.
325iC convertible 6	35,950	725	std.	std.	std.
M3 2-dr. 6	35,900	N.A.	std.	std.	std.
525i 4-dr. 6	34,900	725	std.	std.	std.
535i 4-dr. 6	42,900	std.	std.	std.	std.
M5 4-dr. 6	57,600	N.A.	std.	std.	std.
735i 4-dr. 6	51,500	std.	std.	std.	std.
735iL 4-dr. 6	55,500	std.	std.	std.	std.
750iL 4-dr. V-12	74,600	std.	std.	std.	std.
850i 2-dr. V-12	77,700	std.	std.	std.	std.
Dealer preparation charge is $200 on M3, $185 on 318iC and 325iC convertibles; $160 on other 3-series models; $175 on 525i, 535i, 735i and 735iL, and $230 on 750iL. No charge on M5 and 850i.					
Add the following for gas-guzzler tax: $1,300 on 535i, 735i and 735iL; $3,000 on 750iL and 850i with automatic transmission; $3,700 on M5 and 850i with manual transmission					
BUICK Skylark 4-dr. 4	10,725	std.	745	N.A.	N.A.
2-dr. 4	10,825	std.	745	N.A.	N.A.
Custom 4-dr. 4	12,020	std.	745	N.A.	N.A.
Custom 2-dr. 4	12,020	std.	745	N.A.	N.A.
Luxury Edition 4-dr. 4	13,865	std.	std.	N.A.	N.A.
Gran Sport 2-dr. 4	13,665	std.	std.	925	N.A.
Century Custom 4-dr. 4	13,685	std.	std.	N.A.	N.A.
Custom 2-dr. 4	13,785	std.	std.	N.A.	N.A.
Custom 4-dr. wagon 4	15,310	std.	std.	N.A.	N.A.
Limited 4-dr. sedan 4	14,795	std.	std.	N.A.	N.A.
Limited 4-dr. wagon 4	16,230	std.	std.	N.A.	N.A.
Regal Custom 4-dr. V-6	15,910	std.	std.	925	N.A.
Custom 2-dr. V-6	15,690	std.	std.	925	N.A.
Limited 4-dr. V-6	16,735	std.	std.	925	N.A.
Limited 2-dr. V-6	16,455	std.	std.	925	N.A.
LeSabre 2-dr. V-6	17,180	std.	std.	925	N.A.
Custom 4-dr. V-6	17,080	std.	std.	925	N.A.
Limited 4-dr. V-6	18,430	std.	std.	925	N.A.
Limited 2-dr. V-6	18,330	std.	std.	925	N.A.
Roadmaster 4-dr. V-8 (1992)	20,890	std.	std.	std.	std.
Limited 4-dr. V-8 (1992)	23,245	std.	std.	std.	std.
Estate Wagon 4-dr. V-8	21,445	std.	std.	std.	std.
Park Avenue 4-dr. V-6	24,385	std.	std.	std.	std.
Ultra 4-dr. V-6	27,420	std.	std.	std.	std.
Riviera 2-dr. V-6	24,560	std.	std.	std.	std.
Reatta 2-dr. V-6	29,300	std.	std.	std.	std.
Convertible V-6	35,965	std.	std.	std.	std.
CADILLAC DeVille 4-dr. V-8	30,455	std.	std.	std.	std.
2-dr. V-8	30,455	std.	std.	std.	std.
Fleetwood 4-dr. V-8	35,195	std.	std.	std.	std.
2-dr. V-8	35,195	std.	std.	std.	std.
Sixty Special 4-dr. V-8	38,695	std.	std.	std.	std.
Brougham 4-dr. V-8	30,455	std.	std.	std.	N.A.
Eldorado 2-dr. V-8	31,495	std.	std.	std.	std.
Seville 4-dr. V-8	34,195	std.	std.	std.	std.
Touring Sedan 4-dr. V-8	37,395	std.	std.	std.	std.
Allante convertible V-8	55,960	std.	std.	std.	std.
Convertible hardtop V-8	61,510	std.	std.	std.	std.
Brougham and Allante prices do not include $1,300 gas-guzzler tax					
CHEVROLET Geo Metro 5-dr. hatch. 3	6,995	495	720	N.A.	N.A.
Metro 3-dr. hatchback 3	6,795	495	720	N.A.	N.A.
Metro XFi 3-dr. hatchback 3	6,795	N.A.	N.A.	N.A.	N.A.
Metro LSi 5-dr. hatchback 3	7,995	495	720	N.A.	N.A.
Metro LSi 3-dr. hatchback 3	7,795	495	720	N.A.	N.A.
Metro LSi convertible 3	9,740	495	720	N.A.	std.
Geo Storm 3-dr. 4	10,670	545	745	N.A.	std.
Storm 3-dr. hatchback 4	11,453	545	745	N.A.	std.
Storm GSi 3-dr. hatchback 4	12,395	745	745	N.A.	std.
Geo Prizm 4-dr. 4	9,680	Pkg.	745	N.A.	N.A.
Prizm 5-dr. hatchback 4	10,295	Pkg.	745	N.A.	N.A.
Prizm GSi 4-dr. 4	12,195	Pkg.	745	N.A.	N.A.
Prizm GSi 5-dr. hatchback 4	12,695	Pkg.	745	N.A.	N.A.
Cavalier VL 4-dr. 4	8,270	495	745	N.A.	N.A.
VL 2-dr. 4	7,995	495	745	N.A.	N.A.
VL 4-dr. wagon 4	9,225	std.	745	N.A.	N.A.
RS 4-dr. 4	9,265	495	745	N.A.	N.A.
RS 2-dr. 4	9,065	495	745	N.A.	N.A.
RS 4-dr. wagon 4	10,270	std.	745	N.A.	N.A.
RS convertible V-6	15,214	495	745	N.A.	N.A.
Z24 2-dr. V-6	12,050	495	745	N.A.	N.A.
Corsica LT 4-dr. 4	10,070	555	805	N.A.	std.
LT 4-dr hatchback 4	10,745	555	805	N.A.	std.
Beretta 2-dr. 4	10,365	555	805	N.A.	std.
GTZ 2-dr. 4	14,550	555	805	N.A.	std.
GT 2-dr. V-6	13,150	555	805	N.A.	std.
Camaro RS 2-dr. V-6	12,180	std.	830	N.A.	std.
RS convertible V-6	17,960	std.	830	N.A.	std.
Z28 2-dr. V-8	15,445	530	830	N.A.	std.
Z28 convertible V-8	20,815	530	830	N.A.	std.
Lumina 4-dr. 4	12,870	std.	830	N.A.	N.A.
2-dr. 4	12,670	std.	830	N.A.	N.A.
Euro 4-dr. V-6	14,995	std.	std.	N.A.	N.A.
Euro 2-dr. V-6	14,795	std.	std.	N.A.	N.A.
Z34 2-dr. V-6	17,275	200	std.	N.A.	N.A.
Caprice 4-dr. V-8	16,515	std.	std.	std.	std.
4-dr. wagon V-8	17,875	std.	std.	std.	std.
Classic 4-dr. V-8	18,470	std.	std.	std.	std.
Corvette 3-dr. hatchback V-8	32,455	std.	std.	std.	std.
Convertible V-8	38,770	std.	std.	std.	std.
ZR-1 3-dr. hatchback V-8	64,138	std.	std.	std.	std.
6-Speed manual transmission is a no-charge option on Corvette					

New-car average transaction

1990 new-car average transaction prices increase 3.7%. Figures in thousands.



Source: U.S. Department of Commerce

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air-Bag (driver-side)
Geo Metro sedans and hatchbacks are built by CAMI Automotive in Ingersoll, Ontario					
Geo Metro convertibles are imported from Japan					
Geo Storm models are imported from Japan					
Geo Prizm models are built by New United Motor Manufacturing Inc. in Fremont, Calif.					
CHRYSLER LeBaron 4-dr. V-6	16,501	std.	std.	899	std.
Highline 2-dr. 4	12,995	std.	821	N.A.	std.
Premium 2-dr. V-6	15,520	std.	std.	N.A.	std.
GTC 2-dr. V-6	15,595	382	std.	N.A.	std.
Highline convertible 4	15,976	std.	821	N.A.	std.
Premium convertible V-6	19,226	std.	std.	N.A.	std.
GTC convertible V-6	18,151	382	std.	N.A.	std.
New Yorker Salon 4-dr. V-6	17,971	std.	std.	899	std.
Fifth Avenue 4-dr. V-6	20,875	std.	std.	899	std.
Imperial 4-dr. V-6	26,978	std.	std.	std.	std.
TC by Maserati convertible	37,000	std.	std.	std.	std.
TC by Maserati was imported from Italy. Importation ended in the spring of 1990					
DAIHATSU Charade SE 3-dr. hatch. 3	6,397	N.A.	755	N.A.	N.A.
SE 3-dr. hatchback 4	7,697	std.	755	N.A.	N.A.
SE 4-dr. 4	8,497	500	755	N.A.	N.A.
SX 4-dr. 4	9,697	std.	755	N.A.	N.A.
DODGE Colt 3-dr. hatchback 4	7,067	601	753	N.A.	N.A.
GL 3-dr. hatchback 4	7,964	499	753	N.A.	N.A.
Colt Vista 5-dr. wagon 4 (fwd)	11,941	499	739	N.A.	N.A.
5-dr. wagon 4 (4wd)	13,167	N.A.	739	N.A.	N.A.
Shadow America 5-dr. hatchback 4	7,999	Pkg.	791	N.A.	std.
America 3-dr. hatchback 4	7,699	Pkg.	791	N.A.	std.
Highline 5-dr. hatchback 4	9,248	Pkg.	791	N.A.	std.
Highline 3-dr. hatchback 4	8,948	Pkg.	791	N.A.	std.
Highline convertible 4	12,995	Pkg.	791	N.A.	std.
ES 5-dr. hatchback 4	10,724	Pkg.	791	N.A.	std.
ES 3-dr. hatchback 4	10,424	Pkg.	791	N.A.	std.
ES convertible 4	14,068	Pkg.	791	N.A.	std.
Spirit 4-dr. 4	10,976	547	Pkg.	899	std.
LE 4-dr. 4	12,976	std.	821	899	std.
ES 4-dr. 4	13,760	547	821	899	std.
R/T 4-dr. 4	17,871	N.A.	std.	899	std.
Daytona 2-dr. hatchback 4	10,500	547	Pkg.	N.A.	std.
ES 2-dr. hatchback 4	11,745	547	Pkg.	N.A.	std.
IROC 2-dr. hatchback V-6	12,940	Pkg.	Pkg.	N.A.	std.
Monaco LE 4-dr. V-6	13,747	std.	877	799	N.A.
ES 4-dr. V-6	16,492	std.	std.	799	N.A.
Dynasty 4-dr. 4	13,697	std.	821	899	std.
LE 4-dr. V-6	15,137	std.	821	899	std.
Stealth 2-dr. hatchback V-6	16,619	813	846	Pkg.	std.
ES 2-dr. hatchback V-6	18,438	813	846	Pkg.	std.
R/T 2-dr. hatchback V-6	24,632	813	std.	std.	std.

PRICES

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air-Bag (driver-side)
R/T Turbo 2-dr. hatch. V-6 (awd)	29,860	N.A.	std.	std.	std.

Colt and Colt Vista models are imported from Japan.
Stealth models are imported from Japan.

EAGLE Summit 4-dr. 4	8,618	Pkg.	753	N.A.	N.A.
3-dr. hatchback 4	7,067	601	753	N.A.	N.A.
ES 4-dr. 4	9,623	Pkg.	753	N.A.	N.A.
ES 3-dr. hatchback 4	7,964	499	753	N.A.	N.A.
Talon 2-dr. 4	12,990	Pkg.	Pkg.	925	N.A.
TSi Turbo 2-dr. 4	14,609	Pkg.	Pkg.	925	N.A.
TSi Turbo 2-dr. 4 (awd)	16,513	Pkg.	Pkg.	681	N.A.
Premier LX 4-dr. V-6	15,051	std.	std.	799	N.A.
ES 4-dr. V-6	17,238	std.	std.	799	N.A.
ES Limited 4-dr. V-6	19,478	std.	std.	std.	N.A.

Summit 4-door sedans are built by Diamond-Star Motors in Normal, Ill.
Summit 3-door hatchbacks are imported from Japan.
Talon models are built by Diamond-Star Motors in Normal, Ill.

FERRARI 348tb 2-dr. V-8	103,500	N.A.	std.	std.	N.A.
348ts convertible V-8	109,750	N.A.	std.	std.	N.A.
Cabriolet t convertible V-8	105,500	N.A.	std.	std.	N.A.
Testarossa 2-dr. V-12	169,000	N.A.	std.	N.A.	N.A.
F40 2-dr. V-8	415,000	N.A.	std.	N.A.	N.A.

Prices do not include dealer preparation fee of $350 on 348 and Cabriolet; $450 on Testarossa and F40.
Prices do not include gas-guzzler tax of $2,600 on 348, $3,000 on Cabriolet, $5,400 on Testarossa, and $3,700 on F40.

FORD Festiva L 2-dr hatchback 4	6,648	N.A.	N.A.	N.A.	N.A.
GL 2-dr. hatchback 4	7,488	515	849	N.A.	N.A.
Escort Pony 2-dr. hatchback 4	8,016	732	N.A.	N.A.	N.A.
LX 4-dr. hatchback 4	9,136	732	744	N.A.	N.A.
LX 2-dr. hatchback 4	8,708	732	744	N.A.	N.A.
GT 2-dr. hatchback 4	11,524	732	744	N.A.	N.A.
LX 4-dr. wagon 4	9,721	732	744	N.A.	N.A.
Probe GL 2-dr. hatchback 4	11,743	732	937	N.A.	N.A.
LX 2-dr. hatchback V-6	13,281	732	817	924	N.A.
GT 2-dr. hatchback 4	15,016	732	817	924	N.A.
Tempo L 4-dr. 4	8,493	563	817	N.A.	N.A.
L 2-dr. 4	8,350	563	817	N.A.	N.A.
GL 4-dr. 4	9,737	563	817	N.A.	815
GL 2-dr. 4	9,587	563	817	N.A.	N.A.
GLS 4-dr. 4	10,552	563	817	N.A.	N.A.
GLS 2-dr. 4	10,405	563	817	N.A.	N.A.
LX 4-dr. 4	10,709	563	817	N.A.	690
AWD 4-dr. 4	11,436	std.	817	N.A.	N.A.
Mustang LX 2-dr. 4	10,215	595	917	N.A.	std.
LX 2-dr. hatchback 4	10,721	595	917	N.A.	std.
LX convertible 4	16,280	595	817	N.A.	std.
LX 5.0L 2-dr. V-8	13,328	595	817	N.A.	std.
LX 5.0L 2-dr. hatchback V-8	14,113	595	817	N.A.	std.
LX 5.0L convertible V-8	19,300	595	817	N.A.	std.
GT 2-dr. hatchback V-8	15,092	595	817	N.A.	std.
GT convertible V-8	19,922	595	817	N.A.	std.
Taurus L 4-dr. V-6	13,934	std.	817	985	std.
4-dr. wagon V-6	14,845	std.	817	985	std.
GL 4-dr. V-6	14,163	std.	817	985	std.
GL 4-dr. wagon V-6	15,051	std.	817	985	std.
LX 4-dr. V-6	17,434	std.	std.	std.	std.
LX 4-dr. wagon V-6	19,024	std.	std.	std.	std.
SHO 4-dr. V-6	22,132	N.A.	std.	std.	std.
Thunderbird 2-dr. V-6	15,385	std.	std.	1,085	N.A.
LX 2-dr. V-6	17,801	std.	std.	1,085	N.A.
Super Coupe 2-dr. V-6	21,066	595	std.	std.	N.A.
Crown Victoria 4-dr. V-8 (1992)	18,728	std.	std.	1,035	std.
LX 4-dr. V-8 (1992)	19,543	std.	std.	1,035	std.

Festiva models are imported from South Korea.
Escort models are built in the United States and in Mexico.
Probe models are built by Mazda Motor Manufacturing (USA) Corp. in Flat Rock, Mich.

HONDA Civic 3-dr. hatchback 4	6,995	N.A.	675	N.A.	N.A.
DX 4-dr. 4	9,670	930	675	N.A.	N.A.
DX 3-dr. hatchback 4	8,845	880	675	N.A.	N.A.
Si 3-dr. hatchback 4	10,395	N.A.	675	N.A.	N.A.
LX 4-dr. 4	10,680	700	675	N.A.	N.A.
EX 4-dr. 4	11,375	700	675	N.A.	N.A.
4-dr. wagon 4 (2wd)	10,505	1,045	675	N.A.	N.A.
4-dr. wagon 4 (4wd)	12,590	730	675	N.A.	N.A.
CRX HF 2-dr. 4	9,325	N.A.	675	N.A.	N.A.
CRX 2-dr. 4	9,590	600	675	N.A.	N.A.
CRX Si 2-dr. 4	11,330	N.A.	675	N.A.	N.A.
Accord DX 4-dr. 4	12,725	750	740	N.A.	N.A.
DX 2-dr. 4	12,525	750	740	N.A.	N.A.
LX 4-dr. 4	15,275	750	std.	N.A.	N.A.
LX 2-dr. 4	15,075	750	std.	N.A.	N.A.
LX 4-dr. wagon 4	17,300	750	std.	N.A.	std.
EX 4-dr. 4	16,995	750	std.	N.A.	N.A.
EX 2-dr. 4	16,795	750	std.	N.A.	N.A.
EX 4-dr. wagon 4	19,050	750	std.	N.A.	std.
SE 4-dr. 4	19,795	750	std.	std.	N.A.
Prelude 2.0 Si 2-dr. 4	15,095	750	747	N.A.	N.A.
Si 2-dr. 4	17,345	750	std.	N.A.	N.A.
Si 2-dr. 4 (4ws)	18,650	750	std.	N.A.	N.A.
Si 2-dr. 4 (ABS)	18,900	750	std.	std.	N.A.

Automatic transmission price on Civic DX and 2wd wagon includes power steering.
Air conditioning prices do not include dealer installation charge.
Civic and Accord 4-door sedans, Accord 2-door sedans and Accord wagons are U.S.-built. Civic 3-door hatchbacks are built in Canada.
The Civic 4-door sedans and the Accord 4-door sedans are also imported from Japan.

HYUNDAI Scoupe 2-dr. 4	8,495	525	Pkg.	N.A.	N.A.
LS 2-dr. 4	9,845	525	Pkg.	N.A.	N.A.
Excel 4-dr. 4	7,510	575	Pkg.	N.A.	N.A.
3-dr. hatchback 4	6,375	575	Pkg.	N.A.	N.A.
GS 3-dr. hatchback 4	7,345	785	Pkg.	N.A.	N.A.
GL 4-dr. 4	8,215	785	Pkg.	N.A.	N.A.
GLS 4-dr. 4	8,895	525	Pkg.	N.A.	N.A.
Sonata 4-dr. 4	10,900	720	Pkg.	N.A.	N.A.
4-dr. V-6	12,370	std.	Pkg.	N.A.	N.A.
GLS 4-dr. 4	13,450	720	std.	N.A.	N.A.
GLS 4-dr. V-6	14,920	std.	std.	N.A.	N.A.

Sonata models are built in Canada.

INFINITI G20 4-dr. 4	17,750	800	std.	std.	N.A.
M30 2-dr. V-6	24,500	std.	std.	std.	std.
Convertible V-6	31,000	std.	std.	std.	std.
Q45 4-dr. V-8	40,000	std.	std.	std.	std.

Q45 price includes gas-guzzler tax of $1,000.

ISUZU Impulse XS 2-dr. 4	12,049	745	750	N.A.	std.
RS Turbo 2-dr. 4 (awd)	14,849	N.A.	750	Pkg.	std.
Stylus S 4-dr. 4	9,199	480	750	N.A.	std.
XS 4-dr. 4	11,299	N.A.	750	N.A.	std.
JAGUAR XJ6 4-dr. 6	43,000	std.	std.	std.	N.A.
Sovereign 4-dr. 6	47,800	std.	std.	std.	N.A.
Vanden Plas 4-dr. 6	52,800	std.	std.	std.	N.A.
XJ-S 2-dr. V-12	53,000	std.	std.	std.	std.
Convertible V-12	63,600	std.	std.	std.	std.

Prices include gas-guzzler tax of $2,600 on XJ-S coupe and $3,000 on XJ-S convertible.
Prices do not include suggested dealer preparation charge of $525.

LAMBORGHINI Diablo 2-dr. V-12	239,000	N.A.	std.	N.A.	N.A.

Price includes gas-guzzler tax of $6,400.

LEXUS ES250 4-dr. V-6	21,500	750	std.	std.	std.
LS400 4-dr. V-8	39,000	std.	std.	std.	std.
LINCOLN Town Car Exec. 4-dr. V-8	29,581	std.	std.	std.	std.
Signature 4-dr. V-8	32,540	std.	std.	std.	std.
Cartier 4-dr. V-8	34,627	std.	std.	std.	std.
Mark VII LSC 2-dr. V-8	30,362	std.	std.	std.	std.
Bill Blass 2-dr. V-8	30,485	std.	std.	std.	std.
Continental Executive 4-dr. V-6	30,335	std.	std.	std.	std.
Signature 4-dr. V-6	32,243	std.	std.	std.	std.
LOTUS Elan convertible 4	39,040	N.A.	std.	N.A.	std.
Esprit Turbo SE 2-dr. 4	86,750	N.A.	std.	std.	std.
MASERATI Spyder convertible V-6	50,375	std.	std.	N.A.	N.A.

Automatic or 5-speed manual transmission are no-charge choices on Spyder.
Spyder price includes gas-guzzler tax of $2,100.

MAZDA 323 2-dr. hatchback 4	6,949	700	795	N.A.	N.A.
SE 2-dr. hatchback 4	7,999	700	795	N.A.	N.A.
Protege DX 4-dr. 4	9,799	700	795	N.A.	N.A.
LX 4-dr. 4	11,399	700	795	N.A.	N.A.
626 DX 4-dr. 4	12,825	750	820	N.A.	N.A.
LX 4-dr. 4	14,395	750	820	Pkg.	N.A.
LE 4-dr. 4	16,545	750	std.	N.A.	N.A.
LX 5-dr. hatchback 4	14,795	750	820	Pkg.	N.A.
GT 5-dr. hatchback 4	16,395	750	820	Pkg.	N.A.
MX-6 DX 2-dr. 4	12,625	750	820	N.A.	N.A.
LX 2-dr. 4	14,395	750	820	1,150	N.A.
LE 2-dr. 4	16,545	750	std.	N.A.	N.A.
GT 2-dr. 4	16,715	750	820	1,000	N.A.
MX-5 Miata convertible 4	14,300	750	805	900	std.
Special Edition convertible	19,249	440	std.	900	std.
929 4-dr. V-6	23,850	std.	std.	N.A.	N.A.
S 4-dr. V-6	25,350	std.	std.	std.	N.A.
RX-7 2-dr.	20,000	750	std.	N.A.	N.A.
Turbo 2-dr.	27,100	N.A.	std.	std.	N.A.
Convertible	28,150	750	std.	N.A.	std.

Mazda 626 4-door notchback sedans and MX-6 models are U.S.-built.

MERCEDES-BENZ 190E 2.3 4-dr. 4	28,350	900	std.	std.	std.
2.6 4-dr. 6	33,100	900	std.	std.	std.
300D 2.5 Turbo 4-dr. 5	41,400	std.	std.	std.	std.
300E 2.6 4-dr. 6	41,400	std.	std.	std.	std.
300E 4-dr. 6	47,700	std.	std.	std.	std.
300E 4matic 4-dr. 6 (4wd)	54,700	std.	std.	std.	std.
300CE 2-dr. 6	57,900	std.	std.	std.	std.
300TE 4-dr. wagon 6	51,650	std.	std.	std.	std.
300TE 4matic 4-dr. wagon 6 (4wd)	58,500	std.	std.	std.	std.
300SE 4-dr. 6	53,900	std.	std.	std.	std.
350SD Turbo 4-dr. 6	53,900	std.	std.	std.	std.
300SEL 4-dr. 6	57,800	std.	std.	std.	std.
350SDL Turbo 4-dr. 6	57,800	std.	std.	std.	std.
420SEL 4-dr. V-8	63,600	std.	std.	std.	std.
560SEL 4-dr. V-8	75,100	std.	std.	std.	std.
560SEC 2-dr. V-8	82,900	std.	std.	std.	std.
300SL 2-dr. 6	78,300	1,000	std.	std.	std.
500SL 2-dr. V-8	92,700	std.	std.	std.	std.

Prices do not include gas-guzzler tax, which is $1,000 on 300E 4matic, 300TE and 300SL automatic; $1,300 on 300TE 4matic, 300SE, 300SEL and 300SL manual; $1,700 on 420SEL, $2,100 on 500SL; and $2,600 on the 560SEL and 560SEC.

MERCURY Tracer 4-dr. 4	9,427	732	744	N.A.	N.A.
4-dr. wagon 4	10,448	732	744	N.A.	N.A.
LTS 4-dr. 4	11,677	732	744	N.A.	N.A.
Capri convertible 4	13,690	732	817	N.A.	std.
XR2 convertible 4	16,620	N.A.	std.	N.A.	std.
Topaz GS 4-dr. 4	10,269	563	817	N.A.	815
GS 2-dr. 4	10,112	563	817	N.A.	N.A.
LS 4-dr. 4	11,648	563	817	N.A.	622
XR5 2-dr. 4	11,110	563	817	N.A.	N.A.
LTS 4-dr. 4	12,672	563	std.	N.A.	622
Sable GS 4-dr. V-6	15,372	std.	std.	985	std.
GS 4-dr. wagon V-6	16,317	std.	std.	985	std.
LS 4-dr. V-6	16,215	std.	std.	985	std.
LS 4-dr. wagon V-6	17,185	std.	std.	985	std.
Cougar LS 2-dr. V-6	15,696	std.	std.	985	N.A.
XR7 2-dr. V-8	20,972	std.	std.	std.	N.A.
Grand Marquis GS 4-dr. V-8 (1992)	19,316	std.	std.	1,035	std.
LS 4-dr. V-8 (1992)	19,789	std.	std.	1,035	std.

Tracer models are imported from Mexico.
Capri models are imported from Australia.

MITSUBISHI Precis 3-dr. hatchback 4	6,469	650	N.A.	N.A.	N.A.
RS 3-dr. hatchback 4	6,929	550	758	N.A.	N.A.
Mirage VL 3-dr. hatchback 4	7,149	560	756	N.A.	N.A.
4-dr. 4	8,829	620	756	N.A.	N.A.
3-dr. hatchback 4	7,729	460	756	N.A.	N.A.
Special Edition 3-dr. hatchback 4	8,309	460	756	N.A.	N.A.
LS 4-dr. 4	9,419	630	756	N.A.	N.A.
GS DOHC 4-dr. 4	10,859	640	756	N.A.	N.A.
Eclipse 2-dr. 4	11,139	640	811	N.A.	N.A.
GS 2-dr. 4	12,199	640	811	N.A.	N.A.
GS DOHC 2-dr. 4	13,109	650	811	N.A.	N.A.
GS DOHC Turbo 2-dr. 4	15,479	780	811	924	N.A.
GSX DOHC Turbo 4 (awd)	17,179	780	911	680	N.A.
Galant 4-dr. 4	11,439	1,430	802	N.A.	N.A.
LS 4-dr. 4	14,509	std.	802	N.A.	N.A.
GS 4-dr. 4	14,829	740	802	924	N.A.
GSR 4-dr. 4	17,199	N.A.	802	std.	N.A.
GSX 4-dr. 4 (awd)	17,609	std.	802	924	N.A.
VR-4 4-dr. 4 (awd)	21,800	N.A.	std.	std.	N.A.
Diamante 4-dr. V-6	20,495	std.	std.	1,100	std.
LS 4-dr. V-6	25,135	std.	std.	std.	std.
3000GT 2-dr. V-6	19,439	800	840	1,130	std.
SL 2-dr. V-6	25,239	830	std.	std.	std.
VR-4 Twin Turbo 2-dr. V-6	31,400	N.A.	std.	std.	std.

Mirage 4-doors and all Eclipse models are built by Diamond-Star Motors Corp. in Normal, Ill.

NISSAN Sentra E 4-dr. 4	9,225	975	850	N.A.	N.A.
E 2-dr. 4	8,290	975	850	N.A.	N.A.
XE 4-dr. 4	10,215	725	850	N.A.	N.A.
XE 2-dr. 4	9,530	725	850	N.A.	N.A.
SE 2-dr. 4	10,110	725	850	N.A.	N.A.
SE-R 2-dr. 4	11,370	N.A.	N.A.	700	N.A.
GXE 4-dr. 4	12,485	725	std.	700	N.A.
NX-1600 2-dr. 4	11,090	825	850	N.A.	std.
NX-2000 2-dr. 4	12,970	825	850	700	std.
Stanza XE 4-dr. 4	12,380	950	850	N.A.	N.A.
GXE 4-dr. 4	15,825	825	std.	995	N.A.
Maxima GXE 4-dr. V-6	19,375	std.	std.	N.A.	N.A.
SE 4-dr. V-6	20,495	935	std.	Pkg.	N.A.
240SX 2-dr. 4	14,095	825	850	N.A.	N.A.
SE 2-dr. 4	16,200	825	850	N.A.	N.A.
2-dr. hatchback 4	14,350	825	850	N.A.	N.A.
SE 2-dr. hatchback 4	16,390	825	850	995	N.A.

PRICES

	Price	Auto. Trans.	Air Cond.	Anti-Lock Brakes	Air-Bag (driver-side)
LE 2-dr. hatchback 4	18,170	825	std.	995	N.A.
300ZX 2-dr. hatchback V-6	28,175	N.A.	std.	std.	500
2-dr. hatchback V-6 (T-bar)	30,030	935	std.	std.	500
Turbo 2-dr. hatchback V-6 (T-bar)	34,570	935	std.	std.	500
2 + 2 2-dr. hatchback V-6 (T-bar)	31,270	935	std.	std.	500

Air conditioning on Sentra SE-R is dealer installed. Nissan does not quote a price.
Sentra 4-door and 2-door sedans are U.S.-built. Sentra 4-doors also are imported from Japan.

OLDSMOBILE Cutlass Calais 4-dr. 4	10,295	555	745	N.A.	N.A.
2-dr. 4	10,295	555	745	N.A.	N.A.
S 4-dr. 4	11,595	555	745	N.A.	N.A.
S 2-dr. 4	11,495	555	745	N.A.	N.A.
SL 4-dr. 4	15,195	std.	std.	N.A.	N.A.
SL 2-dr. 4	15,095	std.	std.	N.A.	N.A.
International 4-dr. 4*	16,395		std.	std.	N.A.
International 2-dr. 4*	16,295		std.	std.	N.A.
Cutlass Ciera 4-dr. 4	12,495	std.	830	N.A.	N.A.
S 4-dr. 4	12,995	std.	830	N.A.	N.A.
S 2-dr. 4	13,395	std.	830	N.A.	N.A.
SL 4-dr. V-6	15,895	std.	std.	N.A.	N.A.
Cruiser S 2-seat wagon 4	13,895	std.	830	N.A.	N.A.
Cruiser SL 3-seat wagon V-6	16,595	std.	std.	N.A.	N.A.
Cutlass Supreme 4-dr. 4	15,095	std.	std.	925	N.A.
2-dr. 4	14,995	std.	std.	925	N.A.
SL 4-dr. V-6	16,995	std.	std.	925	N.A.
SL 2-dr. V-6	16,895	std.	std.	925	N.A.
International 4-dr. V-6	19,795	std.	std.	925	N.A.
International 2-dr. V-6	19,695	std.	std.	925	N.A.
Convertible V-6	20,995	std.	std.	925	N.A.
88 Royale 4-dr. V-6	17,195	std.	std.	925	850
2-dr. V-6	17,095	std.	std.	925	N.A.
88 Royale Brougham 4-dr. V-6	18,795	std.	std.	925	850
2-dr. V-6	18,695	std.	std.	925	N.A.
Custom Cruiser 4-dr. wagon V-8	20,495	std.	std.	std.	std.
98 Regency Elite 4-dr. V-6	23,695	std.	std.	std.	std.
Touring Sedan V-6	28,595	std.	std.	std.	std.
Toronado 2-dr. V-6	23,795	std.	std.	std.	std.
Trofeo 2-dr. V-6	26,495	std.	std.	std.	std.

*Automatic transmission is included when Quad 4 engine ($415) is ordered on Cutlass Calais International.

PEUGEOT 405-DL 4-dr. 4	15,490	660	std.	N.A.	N.A.
DL 4-dr. wagon 4	16,180	660	std.	N.A.	N.A.
S 4-dr. 4	17,990	660	std.	std.	N.A.
S 4-dr. wagon 4	18,785	660	std.	std.	N.A.
Mi16 4-dr. 4	21,990	N.A.	std.	std.	N.A.
505-DL 4-dr. wagon 4	18,950	660	std.	N.A.	N.A.
SW8 4-dr. wagon 4	20,800	660	std.	N.A.	N.A.
SW8 Turbo 4-dr. wagon 4	26,300	std.	std.	N.A.	N.A.
PLYMOUTH Colt 3-dr. hatchback 4	7,067	601	753	N.A.	N.A.
GL 3-dr. hatchback 4	7,964	499	753	N.A.	N.A.
Colt Vista 5-dr. wagon 4 (fwd)	11,941	499	739	N.A.	N.A.
5-dr. wagon 4 (awd)	13,167	N.A.	739	N.A.	N.A.
Sundance America 5-dr. hatchback 4	7,999	Pkg.	791	N.A.	std.
America 3-dr. hatchback 4	7,699	Pkg.	791	N.A.	std.
Highline 5-dr. hatchback 4	9,248	Pkg.	791	N.A.	std.
Highline 3-dr. hatchback 4	8,948	Pkg.	791	N.A.	std.
RS 5-dr. hatchback 4	10,474	Pkg.	791	N.A.	std.
RS 3-dr. hatchback 4	10,148	Pkg.	791	N.A.	std.
Acclaim 4-dr. 4	10,876	547	Pkg.	899	std.
LE 4-dr. 4	12,931	std.	821	899	std.
LX 4-dr. V-6	14,431	547	821	899	std.
Laser 2-dr. hatchback 4	10,864	Pkg.	Pkg.	N.A.	N.A.
RS 2-dr. hatchback 4	12,770	Pkg.	Pkg.	925	N.A.
RS Turbo 2-dr. hatchback 4	13,954	Pkg.	Pkg.	925	N.A.

Colt and Colt Vista models are imported from Japan.
Laser models are built by Diamond-Star Motors in Normal, Ill.

PONTIAC LeMans 2-dr. hatchback 4	7,574	N.A.	N.A.	N.A.	N.A.
LE 4-dr. 4	8,754	475	705	N.A.	N.A.
LE 2-dr. hatchback 4	8,304	475	705	N.A.	N.A.
Sunbird 4-dr. 4	8,784	495	745	N.A.	N.A.
2-dr. 4	8,684	495	745	N.A.	N.A.
LE 4-dr. 4	9,544	495	745	N.A.	N.A.
LE 2-dr. 4	9,444	495	745	N.A.	N.A.
LE convertible 4	14,414	495	745	N.A.	N.A.
SE 2-dr. 4	10,694	495	745	N.A.	N.A.
GT 2-dr. V-6	12,444	495	745	N.A.	N.A.
Grand Am 4-dr. 4	10,374	555	745	N.A.	N.A.
2-dr. 4	10,174	555	745	N.A.	N.A.
LE 4-dr. 4	11,324	555	745	N.A.	N.A.
LE 2-dr. 4	11,124	555	745	N.A.	N.A.
SE 4-dr. 4	16,544	555	std.	std.	N.A.
SE 2-dr. 4	16,344	555	std.	std.	N.A.
Firebird 2-dr. V-6	12,690	std.	830	N.A.	std.
Formula 2-dr. V-6	15,530	530	std.	N.A.	std.
Trans Am 2-dr. V-8	17,530	530	std.	N.A.	std.
Trans Am GTA 2-dr. V-8	24,530	std.	std.	N.A.	std.
Pontiac 6000-LE 4-dr. 4	12,999	std.	830	N.A.	N.A.
LE 4-dr. wagon V-6	16,699	std.	std.	N.A.	N.A.
SE 4-dr. V-6	18,399	std.	std.	N.A.	N.A.
Grand Prix LE 4-dr. 4	14,294	std.	std.	N.A.	N.A.
SE 4-dr. 4	15,284	std.	std.	925	N.A.
SE 2-dr. 4	14,894	std.	std.	925	N.A.
GT 2-dr. V-6	19,154	std.	std.	925	N.A.
STE 4-dr. V-6	19,994	std.	std.	925	N.A.
Bonneville LE 4-dr. V-6	16,834	std.	std.	925	N.A.
SE 4-dr. V-6	20,464	std.	std.	925	N.A.
SSE 4-dr. V-6	25,264	std.	std.	925	N.A.

LeMans models are imported from South Korea.

PORSCHE 944SE 2-dr. hatchback 4	43,350	N.A.	std.	std.	std.
Convertible 4	50,350	N.A.	std.	std.	std.
911 Carrera 2-dr. 6	61,915	3,010	std.	std.	std.
Targo 2-dr. 6	63,445	3,010	std.	std.	std.
Convertible 6	70,690	3,005	std.	std.	std.
2-dr. 6 (4wd)	73,440	N.A.	std.	std.	std.
Targa 2-dr. 6 (4wd)	74,970	N.A.	std.	std.	std.
Convertible 6 (4wd)	82,215	N.A.	std.	std.	std.
911 Turbo Coupe 6	95,000	N.A.	std.	std.	std.
928 2-dr. hatchback V-8*	77,500	std.	std.	std.	std.

*Automatic transmission or 5-speed manual are no-charge choices on 928.
Prices do not include gas-guzzler tax, which is $1,000 on Carrera 2wd manual; $1,300 on Carrera 2wd automatic and Carrera 4wd; $2,100 on 911 Turbo Coupe; $1,700 on 928 automatic; and $2,600 on 928 manual.

ROLLS-ROYCE Silver Spirit II 4-dr. V-8	151,700	std.	std.	std.	std.
Silver Spur II 4-dr. V-8	166,300	std.	std.	std.	std.
Corniche III convertible V-8	226,700	std.	std.	std.	std.

Prices include gas-guzzler tax of $6,400.

SAAB 900 4-dr. 4	18,815	580	std.	std.	std.
900 3-dr. hatchback 4	18,295	580	std.	std.	std.
900S 4-dr. 4	22,995	580	std.	std.	std.
900S 3-dr. hatchback 4	22,445	580	std.	std.	std.
900S convertible 4	27,995	580	std.	std.	std.
900 Turbo 3-dr. hatchback 4	26,295	580	std.	std.	std.
Convertible 4	33,295	580	std.	std.	std.
Special Edition convertible 4	34,795	580	std.	std.	std.
SPG 3-dr. hatchback 4	29,295	N.A.	std.	std.	std.
9000 5-dr. hatchback 4	22,895	765	std.	std.	std.
9000S 5-dr. hatchback 4	26,995	765	std.	std.	std.
9000CD 4-dr. 4	28,995	std.	std.	std.	std.
9000 Turbo 5-dr. hatchback 4	32,995	765	std.	std.	std.
9000CD Turbo 4-dr. 4	33,995	std.	std.	std.	std.
SATURN SL 4-dr. 4	7,995	N.A.	775	895	N.A.
SL1 4-dr. 4	8,595	695	775	895	N.A.
SL2 4-dr. 4	10,295	695	775	895	N.A.
Sport Coupe 4	11,775	695	775	895	N.A.
STERLING 827 Si 4-dr. V-6	26,500	800	std.	std.	N.A.
827SL 4-dr. V-6	28,500	std.	std.	std.	N.A.
827SLi 4-dr. hatchback V-6	28,500	std.	std.	std.	N.A.
SUBARU Justy 3-dr. hatchback 3	6,295	N.A.	753	N.A.	N.A.
GL 3-dr. hatchback 3	7,699	535	753	N.A.	N.A.
GL 3-dr. hatchback 3 (4wd)	8,499	535	753	N.A.	N.A.
GL 5-dr. hatchback 3 (4wd)	8,599	535	753	N.A.	N.A.
Loyale 4-dr. 4	9,499	550	std.	N.A.	N.A.
4-dr. wagon 4	10,499	550	std.	N.A.	N.A.
4-dr. 4 (4wd)	10,999	550	std.	N.A.	N.A.
4-dr. wagon (4wd)	11,999	550	std.	N.A.	N.A.
Legacy L 4-dr. 4	12,924	770	887	895	N.A.
L 4-dr. wagon 4	13,524	770	887	895	N.A.
L 4-dr. 4 (4wd)	15,699	770	std.	895	N.A.
L 4-dr. wagon 4 (4wd)	14,824	770	887	895	N.A.
LS 4-dr. 4	17,324	770	std.	std.	N.A.
LS 4-dr. wagon 4	17,924	770	std.	std.	N.A.
LS 4-dr. 4 (4wd)	18,824	770	std.	std.	N.A.
LS 4-dr. wagon (4wd)	19,324	770	std.	std.	N.A.
LSi 4-dr. 4	19,024	std.	std.	std.	N.A.
LSi 4-dr. 4 (4wd)	20,324	std.	std.	std.	N.A.
Sport Sedan 4-dr. 4 (4wd)	19,224	770	std.	std.	N.A.
XT GL 2-dr. 4	12,438	770	995	N.A.	N.A.
XT6 2-dr. 6	17,748	std.	std.	N.A.	N.A.
XT6 2-dr. 6 (4wd)	18,318	770	std.	N.A.	N.A.

Prices do not include dealer preparation charge of $129.
Justy GL automatic price is for a continuously variable transmission.
Legacy L and LS sedans and wagons and Legacy LSi sedans are U.S.-built. Legacy L and LS wagons also are imported from Japan.

SUZUKI Swift GA 4-dr. 4	7,499	600	695	N.A.	N.A.
GA 3-dr. hatchback 4	6,699	600	695	N.A.	N.A.
GS 4-dr. 4	8,599	600	695	N.A.	N.A.
GT 3-dr. hatchback 4	9,399	N.A.	695	N.A.	N.A.

Suzuki models are built by CAMI Automotive in Ingersoll, Ontario and also are imported from Japan.

TOYOTA Tercel 2-dr. 4	6,588	N.A.	755	N.A.	N.A.
DX 4-dr. 4	8,098	470	755	N.A.	N.A.
DX 2-dr. 4	7,998	470	755	N.A.	N.A.
LE 4-dr. 4	9,478	470	755	N.A.	N.A.
Corolla 4-dr. 4	9,148	470	775	N.A.	N.A.
Deluxe 4-dr. 4	10,148	470	775	N.A.	N.A.
LE 4-dr. 4	11,628	670	775	N.A.	N.A.
Deluxe 5-dr. wagon 4	10,818	470	775	N.A.	N.A.
Deluxe 5-dr. wagon 4 (awd)	12,518	770	775	N.A.	N.A.
Corolla Sport SR5 2-dr. 4	11,568	670	775	N.A.	N.A.
GT-S 2-dr. 4	13,738	N.A.	775	N.A.	N.A.
Camry 4-dr. 4	12,198	670	825	N.A.	N.A.
Deluxe 4-dr. 4	12,888	690	825	N.A.	N.A.
LE 4-dr. 4	15,278	std.	825	N.A.	N.A.
Deluxe 4-dr. 4 (awd)	15,558	std.	825	N.A.	N.A.
LE 4-dr. 4 (awd)	17,268	std.	825	1,280	N.A.
Deluxe 4-dr. V-6	14,168	690	825	N.A.	N.A.
Deluxe 5-dr. wagon V-6	14,358	std.	825	N.A.	N.A.
LE 4-dr. V-6	17,668	std.	std.	1,130	N.A.
LE 5-dr. wagon V-6	18,458	std.	std.	1,130	N.A.
Cressida 4-dr. 6	22,698	std.	std.	1,130	N.A.
MR2 2-dr. 4	15,448	750	825	1,130	std.
2-dr. 4 (T-bar)	16,398	N.A.	825	1,130	std.
Turbo 2-dr. 4	18,778	N.A.	825	1,130	std.
Turbo 2-dr. 4 (T-bar)	19,678	N.A.	825	1,130	std.
Celica ST 2-dr. 4	12,798	670	825	N.A.	std.
GT 2-dr. 4	14,468	670	825	N.A.	std.
GT 3-dr. hatchback 4	14,718	670	825	N.A.	std.
GT convertible 4	19,328	670	825	N.A.	std.
GT-S 3-dr. hatchback 4	16,768	750	990	1,340	std.
Turbo 3-dr. hatchback 4 (awd)	21,508	N.A.	990	1,130	std.
Supra 3-dr. hatchback V-6	24,320	750	std.	1,130	std.
Turbo 3-dr. hatchback V-6	27,790	750	std.	std.	std.
Turbo 3-dr. hatch. V-6 (sport roof)	28,810	750	std.	std.	std.

The following Toyota models are U.S.-built: Corolla base, Deluxe and LE 2-wheel-drive 4-door sedans; Camry base, Deluxe and LE 2wd 4-door sedans with 4-cylinder engines; and Camry Deluxe and LE 2wd 4-door sedan with V-6 engine. Corolla base, Deluxe and LE 4-door sedans are also built in Canada. All those models are also imported from Japan.

VOLKSWAGEN Fox 4-dr. 4	8,560	N.A.	715	N.A.	N.A.
2-dr. 4	7,370	N.A.	715	N.A.	N.A.
Golf GL 4-dr. 4	9,570	525	840	N.A.	N.A.
2-dr. hatchback 4	9,270	525	840	N.A.	N.A.
GTI 2-dr. hatchback 4	10,680	525	840	N.A.	N.A.
16V 2-dr. hatchback 4	13,370	N.A.	840	N.A.	N.A.
Jetta GL 2-dr. 4	10,630	525	840	N.A.	N.A.
GL 4-dr. 4	10,930	525	840	N.A.	N.A.
GL 4-dr. 4 (diesel)	10,930	N.A.	840	N.A.	N.A.
GL 4-dr. 4 (ECOdiesel)	11,230	N.A.	840	N.A.	N.A.
Carat 4-dr. 4	11,910	525	840	N.A.	N.A.
GLI 16V 4-dr. 4	14,880	N.A.	840	835	N.A.
Cabriolet convertible 4	16,540	525	860	N.A.	std.
Carat convertible 4	18,100	525	860	N.A.	std.
Etienne Aigner convertible 4	18,400	525	860	N.A.	std.
Passat GL 4-dr. 4	15,590	795	std.	835	N.A.
GL 4-dr. wagon 4	16,010	795	std.	835	N.A.
Corrado 2-dr. 4	19,100	795	std.	835	N.A.
VOLVO 240 4-dr. 4	19,620	675	std.	995	std.
4-dr. wagon 4	20,115	675	std.	995	std.
740 4-dr. 4	23,175	std.	std.	995	std.
4-dr. wagon 4	23,855	std.	std.	995	std.
Turbo 4-dr. 4	25,310	675	std.	std.	std.
Turbo 4-dr. wagon 4	25,990	675	std.	std.	std.
940 GLE 4-dr. 4	27,885	std.	std.	std.	std.
GLE 4-dr. wagon 4	28,565	std.	std.	std.	std.
Turbo 4-dr. 4	29,985	std.	std.	std.	std.
Turbo 4-dr. wagon 4	30,665	std.	std.	std.	std.
SE 4-dr. 4	33,775	std.	std.	std.	std.
SE 4-dr. wagon 4	34,455	std.	std.	std.	std.
Coupe 4	41,945	std.	std.	std.	std.

Volvo 740 wagon and 740 Turbo wagon are built in Canada and also are imported from Sweden.

YUGO GV Plus 2-dr. hatchback 4	4,825	N.A.	799	N.A.	N.A.
Cabrio convertible 4	8,990	N.A.	799	N.A.	N.A.

PRICES

Retail prices, 1991 pickup trucks, domestic and imported

This table shows the prices of domestic and imported light trucks as of May 1, 1991. Prices are manufacturers' suggested retail prices. Imported-light truck prices include ocean freight and U.S. import duty. None of the vehicle prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the retail buyer. Prices are for the base vehicle with the base engine. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
CHEVROLET S10 Pickup (2wd) Fleetside EL (108.3-inch w.b.)	$ 8,369	$890	$131	std.	$780
Fleetside (108.3-inch w.b.)	9,389	890	131	std.	780
Fleetside (117.9-inch w.b.)	9,689	890	131	std.	780
Extended Cab Fleet (122.9-inch w.b.)	10,970	890	131	std.	780
S10 Pickup (4wd) Fleetside (108.3-inch w.b.)	13,020	890	131	std.	780
Fleetside EL (108.3-inch w.b.)	12,190	890	131	std.	780
Fleetside (117.9-inch w.b.)	13,210	890	131	std.	780
Extended Cab Fleet (122.9-inch w.b.)	13,830	890	131	std.	780
C-K Pickup (2wd) C-1500 Sportside (117.5-inch w.b.)	12,455	890	210	std.	805
C-1500 Fleetside (117.5-inch w.b.)	12,115	890	210	std.	805
C-1500 Fleetside (131.5-inch w.b.)	12,415	890	210	std.	805
C-1500 Fleetside W/T (131.5-inch w.b.)	10,625	890	210	std.	805
C-1500 Fleet 454 SS (117.5-inch w.b.)	19,610	890	210	std.	805
C-1500 Extended Cab Fleet (141.5-inch w.b.)	13,065	890	210	std.	805
C-1500 Extended Cab Fleet (155.5-inch w.b.)	13,355	890	210	std.	805
C-2500 Fleetside (131.5-inch w.b.)	13,055	890	210	std.	805
C-2500 Extended Cab Fleet (141.5-inch w.b.)	14,175	890	210	std.	805
C-2500 Extended Cab Fleetside (155.5-inch w.b.)	14,455	890	210	std.	805
C-3500 Fleetside (131.5-inch w.b.)	15,785	890	210	std.	805
C-3500 Extended Cab Fleetside (155.5-inch w.b.)	16,855	890	210	std.	805
C-K Pickup (4wd) K-1500 Sportside (117.5-inch w.b.)	14,665	890	210	std.	805
K-1500 Fleetside (117.5-inch w.b.)	14,335	890	210	std.	805
K-1500 Fleetside (131.5-inch w.b.)	14,615	890	210	std.	805
K-1500 Fleetside W/T (131.5-inch w.b.)	12,645	890	210	std.	805
K-1500 Extended Cab Fleet (141.5-inch w.b.)	15,319	890	210	std.	805
K-1500 Extended Cab Fleetside (155.5-inch w.b.)	15,609	890	210	std.	805
K-2500 Fleetside (131.5-inch w.b.)	14,825	890	210	std.	805
K-2500 Extended Cab Fleet (141.5-inch w.b.)	15,888	890	210	std.	805
K-2500 Extended Cab Fleetside (155.5-inch w.b.)	16,188	890	210	std.	805
K-3500 Fleetside (131.5-inch w.b.)	18,120	890	210	std.	805
K-3500 Extended Cab Fleetside (155.5-inch w.b.)	19,180	890	210	std.	805
R/V pickup (2wd; 164.5-inch w.b.) R-3500 Bonus Cab	16,258	890	131	N.A.	783
R-3500 Crew Cab	16,798	890	131	N.A.	783
R/V pickup (4wd) (164.5-inch w.b.) V-3500 Bonus Cab	19,068	890	131	N.A.	783
V-3500 Crew Cab	19,618	890	131	N.A.	783
DODGE Ram 50 pickup (2wd) Base model (105-inch w.b.)	7,787	684	241	N.A.	713
Base model (116-inch w.b.)	8,320	684	241	N.A.	713
Sports Cab (116-inch w.b.)	8,826	684	241	N.A.	713
SE (105-inch w.b.)	8,498	684	241	N.A.	713
LE Sports Cab (116-inch w.b.)	10,727	684	241	std.	713
Power Ram 50 pickup (4wd) Base model (105-inch w.b.)	10,577	690	241	N.A.	713
Base model (116-inch w.b.)	12,123	690	241	N.A.	713
SE (105-inch w.b.)	12,049	690	241	N.A.	713
SE Sports Cab (116-inch w.b.)	12,885	690	241	N.A.	713
LE Sports Cab (116-inch w.b.)	13,786	690	241	std.	713
Dakota pickup (Regular Cab) Base model (2wd; 111.9-inch w.b.)	10,172	887	std.	std.	797
Base model (2wd; 123.9-inch w.b.)	10,323	887	std.	std.	797
Sport model (2wd; 111.9-inch w.b.)	12,874	887	std.	std.	797
S model (2wd; 111.9-inch w.b.)	8,483	N.A.	244	std.	797
Base model (4wd; 111.9-inch w.b.)	13,449	887	std.	std.	797
Base model (4wd; 123.9-inch w.b.)	13,656	887	std.	std.	797
Sport model (4wd; 111.9-inch w.b.)	15,522	887	std.	std.	797
Dakota pickup (Club Cab) Base model (2wd; 130.9-inch w.b.)	11,271	887	std.	std.	797
Sport model (2wd; 130.9-inch w.b.)	13,993	887	std.	std.	797
Base model (4wd; 130.9-inch w.b.)	14,344	887	std.	std.	797
Sport model (4wd; 130.9-inch w.b.)	16,460	887	std.	std.	797
Ram pickup (2wd) D150S (115-inch w.b.)	10,466	648	244	std.	797
D150S (131-inch w.b.)	10,675	648	244	std.	797
D150 (115-inch w.b.)	12,163	648	std.	std.	797
D150 (131-inch w.b.)	12,371	648	std.	std.	797
D250 (131-inch w.b.)	13,235	648	std.	std.	797
D350 (131-inch w.b.)	14,754	648	std.	std.	797
Ram pickup (4wd) W150S (115-inch w.b.)	12,583	887	244	std.	797
W150S (131-inch w.b.)	12,792	887	244	std.	797
W150 (115-inch w.b.)	14,523	887	std.	std.	797
W150 (131-inch w.b.)	14,733	887	std.	std.	797
W250 (131-inch w.b.)	15,618	887	std.	std.	797
W350 (131-inch w.b.)	16,895	887	std.	std.	797
Ram Club Cab pickup (2wd) D150 (133-inch w.b.)	14,204	887	std.	std.	797
D150 (149-inch w.b.)	14,413	887	std.	std.	797
D250 (149-inch w.b.)	15,852	887	std.	std.	797
Ram Club Cab pickup (4wd) W150 (149-inch w.b.)	16,984	887	std.	std.	797
W250 (149-inch w.b.)	17,655	887	std.	std.	797
FORD Ranger (2wd) S (108-inch w.b.)	8,374	N.A.	N.A.	std.	699
Sport (108-inch w.b.)	8,374	933	105	std.	699
Sport (114-inch w.b.)	8,530	933	105	std.	699
Custom (108-inch w.b.)	9,535	933	105	std.	699
Custom (114-inch w.b.)	9,860	933	105	std.	699
Supercab Custom (125-inch w.b.)	11,321	933	105	std.	699
Ranger (4wd) S (108-inch w.b.)	11,935	N.A.	N.A.	std.	699
Sport (108-inch w.b.)	11,935	933	105	std.	699
Sport (114-inch w.b.)	12,091	933	105	std.	699
Custom (108-inch w.b.)	12,379	933	105	std.	699
Custom (114-inch w.b.)	12,902	933	105	std.	699
Supercab Custom (125-inch w.b.)	14,206	933	105	std.	699
F-150 (2wd) S (117-inch w.b.)	10,220	N.A.	N.A.	std.	806
S (133-inch w.b.)	10,455	N.A.	N.A.	std.	806
Custom (117-inch w.b.)	11,939	870	102	std.	806
Custom (133-inch w.b.)	12,183	870	102	std.	806
Supercab S (139-inch w.b.)	11,512	N.A.	N.A.	std.	806
Supercab S (155-inch w.b.)	11,738	N.A.	N.A.	std.	806
Supercab Custom (139-inch w.b.)	13,323	870	102	std.	806
Supercab Custom (155-inch w.b.)	13,557	870	102	std.	806
F-150 (4wd) Custom (117-inch w.b.)	14,024	870	102	std.	806
Custom (133-inch w.b.)	14,365	870	102	std.	806
Supercab Custom (139-inch w.b.)	15,439	870	102	std.	806
Supercab Custom (155-inch w.b.)	15,673	870	102	std.	806
F-250 Regular Cab (2wd; 133-inch w.b.)	13,048	924	102	std.	806
Regular Cab (4wd; 133-inch w.b.)	14,867	924	102	std.	806
F-250 HD Regular Cab (2wd; 133-inch w.b.)	13,465	696	102	std.	806
Regular Cab (4wd; 133-inch w.b.)	17,194	696	102	std.	806
Supercab (2wd; 155-inch w.b.)	15,874	696	102	std.	806
Supercab (4wd; 155-inch w.b.)	18,362	696	102	std.	806
F-350 Regular Cab (2wd; 133-inch w.b.; dual rear wheels)	15,537	696	102	std.	806
Regular Cab (4wd; 133-inch w.b.; single rear wheels)	18,196	696	102	std.	806
Crew Cab (2wd; 168-inch w.b.; single rear wheels)	17,488	696	102	std.	806
Crew Cab (2wd; 168-inch w.b.; dual rear wheels)	18,074	696	102	std.	806
Crew Cab (4wd; 168-inch w.b.; single rear wheels)	20,419	696	102	std.	806
Chassis Cab (2wd; 133-inch w.b.; single rear wheels)	13,243	696	102	std.	806
Chassis Cab (2wd; 137-inch w.b.; dual rear wheels)	13,912	696	102	std.	806
Chassis Cab (2wd; 161-inch w.b.; dual rear wheels)	14,063	696	102	std.	806
Chassis Cab (4wd; 133-inch w.b.; single rear wheels)	16,849	696	102	std.	806
Chassis Cab (4wd; 137-inch w.b.; dual rear wheels)	18,293	696	102	std.	806
Chassis Cab (4wd; 161-inch w.b.; dual rear wheels)	18,422	696	102	std.	806
Supercab (2wd; 155-inch w.b.; dual rear wheels)	17,428	924	102	std.	806
GMC Sonoma pickup (2wd) Wideside Special (108.3-inch w.b.)	8,466	890	N.A.	std.	780
Wideside (108.3-inch w.b.)	9,915	890	std.	std.	780
Wideside (117.9-inch w.b.)	10,085	890	std.	std.	780
Wideside Club Coupe (122.9-inch w.b.)	11,185	890	std.	std.	780
Sonoma pickup (4wd) Wideside (108.3-inch w.b.)	13,256	890	std.	std.	780
Wideside (117.9-inch w.b.)	13,446	890	std.	std.	780
Wideside Club Coupe (122.9-inch w.b.)	14,066	890	std.	std.	780
Syclone (108.3-inch w.b.)	25,500	std.	std.	std.	std.
Sierra pickup (2wd) C-1500 Sportside (117.5-inch w.b.)	12,749	890	std.	std.	805
C-1500 Wideside (117.5-inch w.b.)	12,409	890	std.	std.	805
C-1500 Wideside (131.5-inch w.b.)	12,709	890	std.	std.	805
C-1500 Wideside Special (131.5-inch w.b.)	10,645	890	std.	std.	805
C-1500 Sportside Club Coupe (141.5-inch w.b.)	13,699	890	std.	std.	805
C-1500 Wideside Club Coupe (141.5-inch w.b.)	13,359	890	std.	std.	805
C-1500 Wideside Club Coupe (155.5-inch w.b.)	13,649	890	std.	std.	805
C-2500 Wideside (131.5-inch w.b.)	13,349	890	std.	std.	805
C-2500 Wideside Club Coupe (141.5-inch w.b.)	14,469	890	std.	std.	805
C-2500 Wideside Club Coupe (155.5-inch w.b.)	14,749	890	std.	std.	805
C-2500 HD Wideside (131.5-inch w.b.)	14,002	890	std.	std.	805
C-2500 HD Wideside Club Coupe (155.5-inch w.b.)	15,052	890	std.	std.	805
C-3500 Wideside (131.5-inch w.b.)	16,015	890	std.	std.	805
C-3500 Wideside Club Coupe (155.5-inch w.b.)	17,085	890	std.	std.	805
Sierra pickup (4wd) K-1500 Sportside (117.5-inch w.b.)	14,959	890	std.	std.	805
K-1500 Wideside (117.5-inch w.b.)	14,629	890	std.	std.	805
K-1500 Wideside (131.5-inch w.b.)	14,909	890	std.	std.	805
K-1500 Wideside Special (131.5-inch w.b.)	12,665	890	std.	std.	805
K-1500 Sportside Club Coupe (141.5-inch w.b.)	15,949	890	std.	std.	805
K-1500 Wideside Club Coupe (141.5-inch w.b.)	15,613	890	std.	std.	805
K-1500 Wideside Club Coupe (155.5-inch w.b.)	15,903	890	std.	std.	805
K-2500 Wideside (131.5-inch w.b.)	15,119	890	std.	std.	805
K-2500 Wideside Club Coupe (141.5-inch w.b.)	16,182	890	std.	std.	805
K-2500 Wideside Club Coupe (155.5-inch w.b.)	16,482	890	std.	std.	805
K-2500 HD Wideside (131.5-inch w.b.)	16,282	890	std.	std.	805
K-2500 HD Wideside Club Coupe (155.5-inch w.b.)	17,352	890	std.	std.	805
K-3500 Wideside (131.5-inch w.b.)	18,350	890	std.	std.	805
K-3500 Wideside Club Coupe (155.5-inch w.b.)	19,410	890	std.	std.	805
RV pickup (2wd; 164.5-inch w.b.) Bonus Cab	16,409	890	std.	N.A.	783
Crew Cab	16,949	890	std.	N.A.	783
RV pickup (4wd; 164.5-inch w.b.) Bonus Cab	19,219	890	std.	N.A.	783
Crew Cab	19,769	890	std.	N.A.	783
ISUZU Pickup (2wd) S standard bed, 2.3 liter	7,999	N.A.	210	std.	750
S long bed, 2.3-liter	9,029	N.A.	210	std.	750
S standard bed, 2.6-liter	8,729	840	210	std.	750
S long bed, 2.6-liter	10,209	std.	210	std.	750
S One-ton long bed	10,169	N.A.	210	std.	750
S Spacecab	9,989	N.A.	210	std.	750
LS Spacecab	12,549	840	std.	std.	750

PRICES

	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
Pickup (4wd) S standard bed, 2.6-liter	11,379	N.A.	210	std.	750
LS Spacecab, 2.6-liter	15,229	N.A.	std.	std.	750
S standard bed, 3.1-liter	11,729	N.A.	210	std.	750
LS standard bed, 3.1-liter	14,349	N.A.	std.	std.	750
JEEP Comanche (2wd) Pickup, short bed	8,767	1,002	312	N.A.	836
Pickup, long bed	9,442	801	312	N.A.	836
Comanche (4wd) pickup, short bed	11,826	1,002	312	N.A.	836
Pickup, long bed	12,534	801	312	N.A.	836
Automatic transmission on Comanche is available only with 4.0-liter V-6 engine.					
MAZDA B-2200 (2wd) Short bed	8,449	795	295	std.	775
Cab Plus	9,969	795	315	std.	775
B-2600i (2wd) Short bed	8,959	795	295	std.	775
Cab Plus	10,209	795	315	std.	775
B-2600i (4wd) Short bed	11,459	795	295	std.	775
Cab Plus	13,009	795	315	std.	775
MITSUBISHI Pickup (2wd) Mighty Max short bed	7,879	850	297	250	693
Mighty Max Macrocab	9,149	640	297	250	693
One-ton (2wd) Mighty Max long bed	9,199	N.A.	297	250	693
Pickup (4wd) Mighty Max short bed	11,979	N.A.	297	std.	693
NISSAN Pickup (2wd) Regular Cab, standard model	8,545	975	Pkg.	N.A.	850
Regular Cab, long bed V-6	9,930	1,000	Pkg.	N.A.	850
King Cab	10,165	660	Pkg.	N.A.	850
SE V-6 King Cab	13,105	1,000	std.	N.A.	850
Pickup (4wd) Regular Cab, standard model	11,480	N.A.	Pkg.	std.	850
King Cab	13,365	N.A.	Pkg.	std.	850
SE V-6 King Cab	15,220	1,000	std.	std.	850
Nissan pickup trucks are built in the United States.					
TOYOTA Pickups (2wd) Standard bed	8,448	N.A.	210	250	
Deluxe standard bed	9,268	680	210	250	
Deluxe long bed	9,798	680	210	250	
Deluxe Xtracab	10,508	680	210	250	
Xtracab Deluxe V-6	11,568	850	210	250	
Xtracab SR5 V-6	13,508	850	std.	std.	
V-6 One-ton (2wd)	11,568	850	210	250	
Pickups (4wd) Deluxe standard bed	11,988	850	210	250	
Deluxe standard bed (4wd on Demand)	12,188	N.A.	210	250	
Deluxe long bed	12,598	N.A.	210	250	
Deluxe long bed (4wd on Demand)	12,798	N.A.	210	250	
Xtracab Deluxe	13,238	860	210	250	
Xtracab Deluxe (4wd on Demand)	13,430	N.A.	210	250	
Deluxe V-6 standard bed	13,128	N.A.	210	250	
Deluxe V-6 long bed	13,688	N.A.	210	250	
Xtracab Deluxe V-6	14,328	1,240	210	250	
Xtracab SR5 V-6 (4wd on Demand)	16,278	1,230	std.	std.	
Air conditioning is port installed. Toyota does not quote a price.					

Retail prices, 1991 sport-utilities, domestic and imported

This table shows the prices of domestic and imported sport-utilities as of May 1, 1991. Prices are manufacturers' suggested retail prices. Imported-sport-utility prices include ocean freight and U.S. import duty. None of the vehicle prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the retail buyer. Prices are for the base vehicle with the base engine. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond.
CHEVROLET S10 Blazer (2wd) Tailgate (2-dr., 100.5-inch w.b.)	13,845	890	131	std.	780
Tailgate (4-dr., 107-inch w.b.)	15,085	890	131	std.	780
S10 Blazer (4wd) Tailgate (2-dr., 100.5-inch w.b.)	15,575	890	131	std.	780
Tailgate (4-dr., 107-inch w.b.)	17,215	890	131	std.	780
V Blazer (4wd) Utility (106.5-inch w.b.)	17,590	890	131	std.	845
RV Suburban (2wd; 129.5-inch w.b.) R-1500 Panel doors	16,560	std.	131	std.	845
R-1500 Tailgate	16,720	std.	131	std.	845
R-2500 Panel doors	18,118	std.	131	std.	845
R-2500 Tailgate	18,268	std.	131	std.	845
RV Suburban (4wd; 129.5-inch w.b.) V-1500 Panel doors	18,540	std.	131	std.	845
V-1500 Tailgate	18,690	std.	131	std.	845
V-2500 Panel doors	20,033	std.	131	std.	845
V-2500 Tailgate	20,188	std.	131	std.	845
Geo Tracker 2-dr.	11,285	595	139	std.	745
LSi 2-dr.	12,585	595	std.	std.	745
2-dr. convertible	10,885	595	139	std.	745
LSi 2-dr. convertible	11,995	595	std.	std.	745
2-dr. convertible (2wd)	8,999	595	139	std.	745
Geo Tracker models are built in Canada.					
DAIHATSU Rocky SE soft top	11,297	N.A.	210	N.A.	785
SE hard top	12,097	N.A.	210	N.A.	785
SE hard top (Full-time 4wd)	12,797	N.A.	210	std.	785
SX hard top	12,997	N.A.	210	N.A.	785
DODGE Ramcharger (106-inch w.b.) AD-150 S (2wd)	15,172	std.	244	std.	836
AD-150 (2wd)	17,318	std.	std.	std.	836
AW-150 S (4wd)	16,529	887	244	std.	836
AW-150 (4wd)	18,127	887	std.	std.	836
FORD Explorer (2-dr.) XL (2wd)	14,586	870	std.	std.	755
XL (4wd)	16,375	870	std.	std.	755
Sport (2wd)	15,926	870	std.	std.	Pkg.
Sport (4wd)	17,656	870	std.	std.	Pkg.
Eddie Bauer (2wd)	18,804	870	std.	std.	Pkg.
Eddie Bauer (4wd)	20,534	870	std.	std.	Pkg.
Explorer (4-dr.) XL (2wd)	15,541	870	std.	std.	755
XL (4wd)	17,354	870	std.	std.	755
XLT (2wd)	17,521	870	std.	std.	Pkg.
XLT (4wd)	19,275	870	std.	std.	Pkg.
Eddie Bauer (2wd)	19,946	870	std.	std.	Pkg.
Eddie Bauer (4wd)	21,701	870	std.	std.	Pkg.
Bronco (105-inch w.b.) Base model	17,639	924	std.	std.	824
Silver Anniversary model	24,866	std.	std.	std.	std.
GMC S15 Jimmy (100.5-inch w.b.) Tailgate (2-dr., 2wd)	14,060	890	std.	std.	780
Tailgate (2-dr., 4wd)	15,811	890	std.	std.	780
S15 Jimmy (107-inch w.b.) Tailgate (4-dr., 2wd)	15,300	890	std.	std.	780
Tailgate (4-dr., 4wd)	17,451	890	std.	std.	780
V Jimmy (4wd; 106.5-inch w.b.)	17,674	890	131	std.	845
Suburban (2wd; 129.5-inch w.b.) R-1500 Panel doors	16,775	std.	std.	std.	845
R-1500 Tailgate	16,935	std.	std.	std.	845
R-2500 Panel doors	18,333	std.	std.	std.	845
R-2500 Tailgate	18,483	std.	std.	std.	845
Suburban (4wd; 129.5-inch w.b.) V-1500 Panel doors	18,755	std.	std.	std.	845
V-1500 Tailgate	18,905	std.	std.	std.	845
V-2500 Panel doors	20,248	std.	std.	std.	845
V-2500 Tailgate	20,403	std.	std.	std.	845
ISUZU Rodeo (2wd) S, 2.6-liter	12,499	N.A.	210	std.	800
S, 3.1-liter	13,399	N.A.	210	std.	800
XS, 3.1-liter	14,249	850	std.	std.	800
LS, 3.1-liter	15,819	850	std.	std.	800
Rodeo (4wd) S, 3.1-liter	14,989	N.A.	210	std.	800
XS, 3.1-liter	16,659	1,100	std.	std.	800
LS, 3.1-liter	17,479	1,100	std.	std.	800
Trooper S, 2.6-liter	13,999	N.A.	210	N.A.	850
S, 2.8-liter	14,499	1,950	210	N.A.	850
SE, 2.8-liter	15,749	1,920	210	N.A.	850
XS, 2.8-liter	15,569	1,950	std.	N.A.	850
LS, 2.8-liter	17,719	1,950	std.	N.A.	850
Automatic transmission price on Isuzu Trooper includes air conditioning.					
Amigo S, 2.3-liter (2wd)	9,799	N.A.	210	N.A.	750
S, 2.6-liter (2wd)	10,449	N.A.	210	N.A.	750
XS, 2.6-liter (2wd)	11,149	N.A.	210	N.A.	750
S, 2.6-liter (4wd)	12,609	N.A.	210	N.A.	750
XS, 2.6-liter (4wd)	13,949	N.A.	210	N.A.	750
JEEP Wrangler S 2-dr. (4wd)	9,910	N.A.	270	N.A.	N.A.
2-dr. (4wd)	12,259	573	std.	N.A.	878
Cherokee 2-dr. (2wd)	13,060	Pkg.	std.	N.A.	836
Cherokee 4-dr. (2wd)	14,043	Pkg.	std.	N.A.	836
Cherokee 2-dr. (4wd)	14,505	Pkg.	std.	N.A.	836
Cherokee 4-dr. (4wd)	15,488	Pkg.	std.	N.A.	836
Cherokee Limited 4-dr. (4wd)	24,279	std.	std.	N.A.	std.
Cherokee Briarwood 4-dr. (4wd)	24,229	std.	std.	N.A.	std.
Grand Wagoneer 4-dr. (4wd)	29,241	std.	std.	N.A.	std.
LAMBORGHINI LM002	158,000	N.A.	std.	N.A.	std.
MAZDA Navaho	17,835	870	Pkg.	std.	Pkg.
MITSUBISHI Montero V-6	15,789	N.A.	506	N.A.	810
RS V-6	16,969	std.	506	N.A.	810
LS V-6	19,099	700	std.	N.A.	810
Radio price on Montero V-6 and RS V-6 includes cassette player and four speakers. Navajo is built by Ford in Louisville, Ky.					
NISSAN Pathfinder XE V-6 (4-dr., 2wd)	16,635	1,200	std.	std.	850
XE V-6(4-dr., 4wd)	18,260	1,200	std.	std.	850
SE V-6 (4-dr., 4wd)	21,205	935	std.	std.	std.
Automatic transmission price on Nissan Pathfinder XE V-6 includes cruise control and variable intermittent wipers.					
OLDSMOBILE Bravada	23,795	std.	std.	std.	std.
RANGE ROVER Hunter 4-dr. wagon	36,500	std.	std.	N.A.	std.
4-dr. wagon	43,000	std.	std.	std.	std.
County SE 4-dr. wagon	47,300	std.	std.	std.	std.
SUZUKI Samurai JA soft top (2wd)	5,999	N.A.	240	N.A.	689
JS soft top (2wd)	6,999	N.A.	240	N.A.	689
JL soft top (4wd)	8,299	N.A.	240	N.A.	689
Sidekick 2-dr. JS soft top (2wd)	10,299	N.A.	376	std.	722
JS soft top (4wd)	10,999	N.A.	376	std.	722
JX soft top (4wd)	11,799	600	376	std.	722
Sidekick 4-dr. JX hard top (4wd)	11,999	600	376	std.	722
JLX hard top (4wd)	12,999	600	376	std.	722
Suzuki Sidekick models are built in Canada and imported from Japan.					
TOYOTA Land Cruiser	23,488	std.	std.	N.A.	890
4Runner SR5 (2-dr.; 4wd)	16,818	850	330	250	N.A.
SR5 (2-dr.; 4wd on Demand)	17,018	N.A.	330	250	N.A.
SR5 V-6 (2-dr., 4wd)	19,498	1,000	std.	std.	N.A.
SR5 (4-dr., 2wd)	15,998	std.	210	250	795
SR5 V-6 (4-dr.; 2wd)	18,218	std.	std.	std.	795
SR5 (4-dr.; 4wd)	16,808	850	210	250	795
SR5 (4-dr.; 4wd on Demand)	17,008	N.A.	210	250	795
SR5 V-6 (4-dr., 4wd on Demand)	18,998	1,000	std.	std.	795

PRICES

Retail prices, 1991 vans, domestic and imported

This table shows the prices of domestic and imported vans as of May 1, 1991. Prices are manufacturers' suggested retail prices. Imported-van prices include ocean freight and U.S. import duty. None of the vehicle prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the retail buyer. Prices are for the base vehicle with the base engine. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned and "Pkg." means the item is part of an option package and is not priced separately.

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	Base Price	Automatic Trans.	AM/FM Stereo	Anti-lock Brakes	Air Cond. (Front)	Air Cond. (Front and Rear)
CHEVROLET Lumina APV passenger van	14,730	std.	std.	N.A.	830	N.A.
CL passenger van	16,450	std.	std.	N.A.	std.	N.A.
APV Cargo Van	13,592	std.	std.	N.A.	830	N.A.
Astro Cargo Van Astro (rwd)	13,640	std.	96	std.	845	N.A.
Extended Astro (rwd)	14,130	std.	96	std.	845	N.A.
Astro (awd)	15,740	std.	96	std.	845	N.A.
Extended Astro (awd)	16,430	std.	96	std.	845	N.A.
Astro Passenger Van (rwd) Astro CS	14,580	std.	151	std.	845	1,368
Astro CL	15,660	std.	151	std.	845	1,368
Astro LT	17,210	std.	151	std.	845	1,368
Extended Astro CS	15,270	std.	151	std.	845	1,368
Extended Astro CL	16,350	std.	151	std.	845	1,368
Extended Astro LT	17,900	std.	151	std.	845	1,368
Astro Passenger Van (awd) Astro CS	16,590	std.	151	std.	845	1,368
Astro CL	17,670	std.	151	std.	845	1,368
Astro LT	19,220	std.	151	std.	845	1,368
Extended Astro CS	17,280	std.	151	std.	845	1,368
Extended Astro CL	18,360	std.	151	std.	845	1,368
Extended Astro LT	19,910	std.	151	std.	845	1,368
Chevy van G-10 (110-inch w.b.)	12,610	std.	96	std.	975	1,574
G-10 (125-inch w.b.)	13,890	std.	96	std.	975	1,574
G-20 (110-inch w.b.)	13,790	std.	96	std.	975	1,574
G-20 (125-inch w.b.)	14,080	std.	96	std.	975	1,574
G-30 (125-inch w.b.)	13,850	std.	96	std.	975	1,574
G-30 Heavy-duty (125-inch w.b.)	15,590	std.	96	std.	975	1,574
G-30 Heavy-duty (146-inch w.b.)	16,640	std.	96	std.	975	1,574
Sportvan G-10 Sportvan (110-inch w.b.)	15,340	std.	141	std.	975	1,574
G-10 Sportvan (125-inch w.b.)	16,290	std.	141	std.	975	1,574
G-10 Beauville (125-inch w.b.)	17,180	std.	141	std.	975	1,574
G-20 Sportvan (125-inch w.b.)	16,440	std.	141	std.	975	1,574
G-20 Beauville (125-inch w.b.)	17,320	std.	141	std.	975	1,574
G-30 Sportvan (125-inch w.b.)	18,230	std.	141	std.	975	1,574
G-30 Beauville (125-inch w.b.)	19,110	std.	141	std.	975	1,574
G-30 Heavy-duty Sportvan (125-inch w.b.)	18,110	std.	141	std.	975	1,574
G-30 Heavy-duty Beauville (125-inch w.b.)	18,980	std.	141	std.	975	1,574
G-30 Heavy-duty Sportvan (146-inch w.b.)	19,760	std.	141	std.	975	1,574
G-30 Heavy duty Beauville (146-inch w.b.)	20,570	std.	141	std.	975	1,574
CHRYSLER Town & Country	23,956	std.	std.	std.	std.	466
DODGE Caravan C/V (fwd; 112-inch w.b.)	12,337	std.	std.	N.A.	857	N.A.
Caravan C/V (fwd; 119-inch w.b.)	14,077	std.	std.	799	857	N.A.
Caravan C/V (awd; 112-inch w.b.)	15,232	std.	std.	N.A.	857	N.A.
Caravan C/V (awd; 119-inch w.b.)	15,831	std.	std.	799	857	N.A.
Ram Van B-150 (109.6-inch w.b.)	13,088	std.	std.	std.	970	N.A.
B-150 (127.6-inch w.b.)	13,797	std.	std.	std.	970	N.A.
B-250 (109.6-inch w.b.)	13,329	std.	std.	std.	970	N.A.
B-250 (127.6-inch w.b.)	14,005	std.	std.	std.	970	N.A.
B-250 Maxivan (127.6-inch w.b.)	14,966	std.	std.	std.	970	N.A.
B-350 (127.6-inch w.b.)	15,154	std.	std.	std.	970	N.A.
B-350 Maxivan (127.6-inch w.b.)	16,093	std.	std.	std.	970	N.A.
Ram Wagon B-150 (109.6-inch w.b.)	14,279	std.	std.	std.	970	N.A.
B-150 (127.6-inch w.b.)	15,115	std.	std.	std.	970	1,581
B-250 (127.6-inch w.b.)	15,743	std.	std.	std.	970	1,581
B-250 Maxiwagon (127.6-inch w.b.)	16,996	std.	std.	std.	970	1,581
B-350 (127.6-inch w.b.)	16,998	std.	std.	std.	970	1,581
B-350 Maxiwagon (127.6-inch w.b.)	18,253	std.	std.	std.	970	1,581
Dual air conditioning on Ram Wagon is available with V-8 engine only.						
Dodge Caravan	13,266	std.	std.	N.A.	857	N.A.
Caravan SE	14,396	std.	std.	Pkg.	857	N.A.
Caravan LE	17,696	std.	std.	Pkg.	std.	N.A.
Caravan ES	19,191	std.	std.	Pkg.	std.	N.A.
Caravan SE (awd)	17,291	std.	std.	Pkg.	857	N.A.
Caravan LE (awd)	20,586	std.	std.	Pkg.	std.	N.A.
Caravan ES (awd)	21,100	std.	std.	Pkg.	std.	N.A.
Grand Caravan SE	16,146	std.	std.	Pkg.	857	1,428
Grand Caravan LE	19,306	std.	std.	Pkg.	std.	466
Grand Caravan SE (awd)	17,996	std.	std.	Pkg.	857	1,428
Grand Caravan LE (awd)	21,156	std.	std.	Pkg.	std.	466
FORD Aerostar XL	13,201	N.A.	std.	std.	846	1,422
XL (extended length)	14,099	668	std.	std.	846	1,422
XL (4wd)	15,600	std.	std.	std.	846	1,422
XL (4wd; extended)	16,519	std.	std.	std.	846	1,422
XLT	15,733	N.A.	std.	std.	std.	576
XLT (extended)	16,631	668	std.	std.	std.	576
XLT (4wd)	18,132	std.	std.	std.	std.	576
XLT (4wd; extended)	19,051	std.	std.	std.	std.	576
Eddie Bauer	18,848	668	std.	std.	N.A.	std.
Eddie Bauer (extended)	19,746	668	std.	std.	N.A.	std.
Eddie Bauer (4wd)	21,246	std.	std.	std.	N.A.	std.
Eddie Bauer (4wd; extended)	22,166	std.	std.	std.	N.A.	std.
Cargo van	12,634	N.A.	221	std.	885	N.A.
Cargo van (extended)	13,381	668	221	std.	885	N.A.
Cargo van (4wd)	15,033	std.	221	std.	885	N.A.
Cargo van (4wd; extended)	15,801	std.	221	std.	885	N.A.
Window van	13,018	N.A.	221	std.	885	N.A.
Window van (extended)	13,765	668	221	std.	885	N.A.
Window van (4wd)	15,416	std.	221	std.	885	N.A.
Window van (4wd; extended)	16,185	std.	221	std.	885	N.A.
Club Wagon (138-inch w.b.) E-150 wagon	16,557	std.	146	std.	N.A.	1,677
E-250 wagon	17,641	std.	146	std.	N.A.	1,677
E-350 Super wagon	18,624	std.	146	std.	N.A.	1,677
Econoline (138-inch w.b.) E-150 Cargo van	13,793	std.	123	std.	973	1,677
E-150 Super Cargo van	14,739	std.	123	std.	973	1,677
E-250 Cargo van	14,143	std.	123	std.	973	1,677
E-250 Super Cargo van	14,878	std.	123	std.	973	1,677
E-250 HD Cargo van	14,540	std.	123	std.	973	1,677
E-350 Cargo van	15,194	std.	123	std.	973	1,677
E-350 Super Cargo van	16,105	std.	123	std.	973	1,677
GMC Safari (2wd) Cargo van	13,544	std.	96	std.	845	N.A.
SLX (passenger)	14,815	std.	std.	std.	845	1,368
SLE (passenger)	15,895	std.	std.	std.	845	1,368
SLT (passenger)	17,445	std.	std.	std.	845	1,368
Extended Cargo van	14,214	std.	96	std.	845	N.A.
Extended SLX (passenger)	15,505	std.	std.	std.	845	1,368
Extended SLE (passenger)	16,585	std.	std.	std.	845	1,368
Extended SLT (passenger)	18,135	std.	std.	std.	845	1,368
Safari (4wd) Cargo van	15,824	std.	96	std.	845	N.A.
SLX (passenger)	16,825	std.	std.	std.	845	1,368
SLE (passenger)	17,905	std.	std.	std.	845	1,368
SLT (passenger)	19,455	std.	std.	std.	845	1,368
Extended Cargo van	16,514	std.	96	std.	845	N.A.
Extended SLX (passenger)	17,515	std.	std.	std.	845	1,368
Extended SLE (passenger)	18,595	std.	std.	std.	845	1,368
Extended SLT (passenger)	20,145	std.	std.	std.	845	1,368
Vandura G-1500 (110-inch w.b.)	13,694	std.	86	std.	975	1,574
G-1500 (125-inch w.b.)	13,974	std.	86	std.	975	1,574
G-2500 (110-inch w.b.)	13,874	std.	86	std.	975	1,574
G-2500 (125-inch w.b.)	14,164	std.	86	std.	975	1,574
G-3500 (125-inch w.b.)	13,870	std.	86	std.	975	1,574
G-3500 (146-inch w.b.)	14,660	std.	86	std.	975	1,574
G-3500 HD (125-inch w.b.)	15,310	std.	86	std.	975	1,574
Rally G-1500 (110-inch w.b.)	15,510	std.	std.	std.	975	1,574
G-1500 (125-inch w.b.)	16,460	std.	std.	std.	975	1,574
G-1500 STX (125-inch w.b.)	17,370	std.	std.	std.	975	1,574
G-2500 (125-inch w.b.)	16,610	std.	std.	std.	975	1,574
G-2500 STX (125-inch w.b.)	17,510	std.	std.	std.	975	1,574
G-3500 (125-inch w.b.)	18,336	std.	std.	std.	975	1,574
G-3500 STX (125-inch w.b.)	19,236	std.	std.	std.	975	1,574
G-3500 Extended (146-inch w.b.)	19,866	std.	std.	std.	975	1,574
G-3500 Extended HD (146-inch w.b.)	20,696	std.	std.	std.	975	1,574
G-3500 HD (125-inch w.b.)	18,216	std.	std.	std.	975	1,574
G-3500 HD STX (125-inch w.b.)	19,106	std.	std.	std.	975	1,574
MAZDA MPV 2-passenger Cargo van	12,815	std.	std.	std.	859	N.A.
MPV 5-passenger wagon	14,735	720	std.	std.	859	1,507
MPV 7-passenger wagon	15,535	710	std.	std.	859	1,507
MPV 7-passenger wagon, V-6	17,015	std.	std.	std.	859	1,507
MPV 7-passenger wagon V-6 (4wd)	19,685	std.	std.	std.	859	1,507
OLDSMOBILE Silhouette	18,195	std.	std.	N.A.	std.	N.A.
PLYMOUTH Voyager	13,266		std.	N.A.	857	N.A.
Voyager SE	14,396		std.	Pkg.	857	N.A.
Voyager LE	17,696		std.	Pkg.	std.	N.A.
Voyager LX	19,191		std.	Pkg.	std.	N.A.
Voyager SE (awd)	17,291		std.	Pkg.	857	N.A.
Voyager LE (awd)	20,586	std.	std.	Pkg.	std.	N.A.
Voyager LX (awd)	21,100	std.	std.	Pkg.	std.	N.A.
Grand Voyager SE	16,146	std.	std.	Pkg.	857	1,428
Grand Voyager LE	19,306	std.	std.	Pkg.	std.	466
Grand Voyager SE (awd)	17,996	std.	std.	Pkg.	857	1,428
Grand Voyager LE (awd)	21,156	std.	std.	Pkg.	std.	466
PONTIAC Trans Sport	15,619	std.	std.	N.A.	830	N.A.
Trans Sport SE	18,889	std.	std.	N.A.	std.	N.A.
TOYOTA Previa Deluxe	14,698	750	330	N.A.	N.A.	1,420
LE	19,598	std.	std.	1,130	N.A.	std.
Deluxe (4wd)	17,308	840	330	N.A.	N.A.	1,420
LE (4wd)	22,208	std.	std.	1,130	N.A.	std.
VOLKSWAGEN Vanagon (7-seater) Base model	14,930	535	365	N.A.	N.A.	1,070
Syncro	18,670	N.A.	365	N.A.	N.A.	1,070
GL	17,490	535	365	N.A.	N.A.	std.
Carat	19,190	535	365	N.A.	N.A.	std.
Multi-van	21,670	535	365	N.A.	N.A.	std.
Vanagon Camper GL	22,260	535	365	N.A.	N.A.	std.
GL Syncro	27,100	N.A.	365	N.A.	N.A.	std.

EQUIPMENT INSTALLATIONS

U.S. domestic-built car engine installations — 1990 models (based on 1990 model year production)

	V-8	Percent of Instl.	6-Cylinder	Percent of Instl.	4-Cylinder	Percent of Instl.	Multi-Valve Engine	Percent of Instl.	Turbo-Charging	Percent of Instl.	Super-Charging	Percent of Instl.	Single-Point Fuel Injection	Percent of Instl.	Multi-Point Fuel Injection	Percent of Instl.	Diesel	Percent of Instl.
CHRYSLER MOTORS	**0**	**0.00**	**354,090**	**52.46**	**320,783**	**47.53**	**0**	**0.00**	**14,021**	**2.08**	**0**	**0.00**	**406,077**	**60.17**	**110,877**	**16.43**	**0**	**0.00**
Total Eagle	0	0.00	14,243	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	14243	100.00	0	0.00
Premier*	0	0.00	14,243	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	14,243	100.00	0	0.00
Total Plymouth	0	0.00	36,944	21.38	135,830	78.62	0	0.00	574	0.33	0	0.00	134,035	77.58	1,221	0.71	0	0.00
Horizon	0	0.00	0	0.00	16,034	100.00	0	0.00	0	0.00	0	0.00	16,034	100.00	0	0.00	0	0.00
Sundance	0	0.00	0	0.00	61,030	100.00	0	0.00	0	0.00	0	0.00	59,809	98.00	1,221	2.00	0	0.00
Acclaim	0	0.00	36,944	38.60	58,766	61.40	0	0.00	574	0.60	0	0.00	58,192	60.80	0	0.00	0	0.00
Total Chrysler	0	0.00	168,487	93.64	11,394	6.33	0	0.00	3,365	1.87	0	0.00	56,196	31.23	38,503	21.40	0	0.00
LeBaron A	0	0.00	27,312	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LeBaron J	0	0.00	47,581	80.60	11,394	19.30	0	0.00	3,365	5.70	0	0.00	55,610	94.20	0	0.00	0	0.00
N. Yorker C-Class	0	0.00	39,089	100.00	0	0.00	0	0.00	0	0.00	0	0.00	586	1.50	38,503	98.50	0	0.00
Fifth Avenue	0	0.00	40,623	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Imperial	0	0.00	13,882	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Dodge	0	0.00	134,416	43.65	173,559	56.35	0	0.00	10,082	3.27	0	0.00	215,846	70.09	56,910	18.48	0	0.00
Omni	0	0.00	0	0.00	16,531	100.00	0	0.00	0	0.00	0	0.00	16,531	100.00	0	0.00	0	0.00
Daytona	0	0.00	13,265	34.50	25,183	65.50	0	0.00	3,614	9.40	0	0.00	34,834	90.60	0	0.00	0	0.00
Shadow	0	0.00	0	0.00	71,662	100.00	0	0.00	2,651	3.70	0	0.00	69,011	96.30	143	0.20	0	0.00
Monaco*	0	0.00	7,153	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	7,153	100.00	0	0.00
Dynasty	0	0.00	88,718	93.70	5,965	6.30	0	0.00	0	0.00	0	0.00	45,069	47.60	49,614	52.40	0	0.00
Spirit	0	0.00	25,280	31.80	54,218	68.20	0	0.00	3,816	4.80	0	0.00	50,402	63.40	0	0.00	0	0.00
FORD MOTOR CO.	**375,461**	**24.35**	**630,211**	**40.87**	**557,405**	**36.14**	**0**	**0.00**	**4,129**	**0.27**	**30,301**	**1.96**	**539,620**	**34.99**	**980,566**	**63.58**	**0**	**0.00**
Total Ford Div.	140,912	14.06	398,160	39.72	484,385	48.32	0	0.00	0	0.00	30,301	3.02	0	0.00	980,566	97.81	0	0.00
Escort	0	0.00	0	0.00	187,964	100.00	0	0.00	0	0.00	0	0.00	0	0.00	187,964	100.00	0	0.00
Mustang	73,286	63.60	0	0.00	73,056	63.40	0	0.00	0	0.00	0	0.00	0	0.00	115,230	100.00	0	0.00
Tempo	0	0.00	0	0.00	218,426	100.00	0	0.00	0	0.00	0	0.00	0	0.00	218,426	100.00	0	0.00
Taurus	0	0.00	293,558	95.10	4,939	1.60	0	0.00	0	0.00	8,334	2.70	0	0.00	308,684	100.00	0	0.00
Thunderbird	0	0.00	104,602	100.00	0	0.00	0	0.00	0	0.00	21,966	21.00	0	0.00	82,636	79.00	0	0.00
Crown Victoria*	67,626	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	67,626	100.00	0	0.00
Total L-M Div.	234,549	43.47	232,051	43.00	73,020	13.53	0	0.00	4,129	0.77	0	0.00	539,620	100.00	0	0.00	0	0.00
Total Mercury	70,510	22.53	169,436	54.14	73,020	23.33	0	0.00	4,129	1.32	0	0.00	312,966	100.00	0	0.00	0	0.00
Topaz	0	0.00	0	0.00	73,020	100.00	0	0.00	0	0.00	0	0.00	73,020	100.00	0	0.00	0	0.00
Cougar	0	0.00	76,467	100.00	0	0.00	0	0.00	4,129	5.40	0	0.00	76,467	100.00	0	0.00	0	0.00
Sable	0	0.00	92,969	100.00	0	0.00	0	0.00	0	0.00	0	0.00	92,969	100.00	0	0.00	0	0.00
Grand Marquis*	70,510	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	70,510	100.00	0	0.00	0	0.00
Total Lincoln	164,039	72.37	62,615	27.63	0	0.00	0	0.00	0	0.00	0	0.00	226,654	100.00	0	0.00	0	0.00
Continental	0	0.00	62,615	100.00	0	0.00	0	0.00	0	0.00	0	0.00	62,615	100.00	0	0.00	0	0.00
Mark VII	21,645	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	21,645	100.00	0	0.00	0	0.00
Town Car	142,394	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	142,394	100.00	0	0.00	0	0.00
GENERAL MOTORS	**36,052**	**1.18**	**687,560**	**22.46**	**88,285**	**2.88**	**73,668**	**2.41**	**3,725**	**0.12**	**0**	**0.00**	**99,900**	**3.26**	**491,079**	**16.04**	**51,810**	**1.69**
Total Buick	7,525	1.51	406,701	81.79	83,041	16.70	73,668	14.81	0	0.00	0	0.00	77,609	15.61	343,897	69.16	0	0.00
Regal*	0	0.00	53,388	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	53,388	100.00	0	0.00
Skylark/Somerset	0	0.00	15,209	18.20	68,357	81.80	5,432	6.50	0	0.00	0	0.00	62,925	75.30	20,641	24.70	0	0.00
Century	0	0.00	108,712	88.10	14,684	11.90	0	0.00	0	0.00	0	0.00	14,684	11.90	108,712	88.10	0	0.00
Riviera	0	0.00	21,977	100.00	0	0.00	21,977	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Electra	0	0.00	46,259	100.00	0	0.00	46,259	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LeSabre (fwd)	0	0.00	152,721	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	152,721	100.00	0	0.00
LeSabre (rwd)	7,525	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Reatta	0	0.00	8,435	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	8,435	100.00	0	0.00
Total Cadillac	268,698	100.00	0	0.00	0	0.00	0	0.00	3,101	1.15	0	0.00	234,957	87.44	33,741	12.56	0	0.00
Eldorado	22,291	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	22,291	100.00	0	0.00	0	0.00
Seville	33,128	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	33,128	100.00	0	0.00	0	0.00
Brougham (rwd)	33,741	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	33,741	100.00	0	0.00
DeVille (fwd)	176,437	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	176,437	100.00	0	0.00	0	0.00
Allante	3,101	100.00	0	0.00	0	0.00	0	0.00	3,101	100.00	0	0.00	3,101	100.00	0	0.00	0	0.00
Total Chevrolet	135,467	12.34	285,824	26.04	676,370	61.62	0	0.00	0	0.00	0	0.00	97,261	8.86	95	0.01	0	0.00
Cavalier	0	0.00	38,558	12.40	272,393	87.60	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Camaro	6,236	17.82	28,750	82.18	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celebrity*	0	0.00	29,205	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Corsica/Beretta	0	0.00	64,710	21.98	229,628	78.02	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Lumina*	0	0.00	120,658	40.90	174,349	59.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Caprice	105,585	96.40	3,943	3.60	0	0.00	0	0.00	0	0.00	0	0.00	97,261	88.80	0	0.00	0	0.00
Corvette	23,646	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	95	0.40	0	0.00
Total Oldsmobile	3,890	0.70	449,217	81.27	88,084	15.94	0	0.00	0	0.00	0	0.00	88,084	15.94	449,217	81.27	0	0.00
Calais	0	0.00	2,631	2.90	88,084	97.10	0	0.00	0	0.00	0	0.00	88,084	97.10	2,631	2.90	0	0.00
Cutlass Ciera*	0	0.00	147,182	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	147,182	100.00	0	0.00
Cutlass Supreme	0	0.00	105,164	90.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	105,164	90.10	0	0.00
Toronado	0	0.00	15,022	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	15,022	100.00	0	0.00
88 (fwd)	0	0.00	116,823	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	116,823	100.00	0	0.00
88 (rwd)	3,890	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
98	0	0.00	62,395	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	62,395	100.00	0	0.00
Total Pontiac	83,459	15.16	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	51,810	9.41
Sunbird	0	0.00	0	0.00	102,928	100.00	0	0.00	2,676	2.60	0	0.00	100,224	97.37	2,704	2.63	0	0.00
Grand Am	0	0.00	0	0.00	187,380	100.00	55,638	29.69	0	0.00	0	0.00	131,742	70.31	55,638	29.69	0	0.00
Firebird	8,065	42.39	10,960	57.60	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	10,960	57.60	0	0.00
Grand Prix	0	0.00	104,927	92.13	5,244	4.60	0	0.00	3,725	3.27	0	0.00	0	0.00	0	0.00	0	0.00
Pontiac 6000	0	0.00	41,374	79.86	10,436	20.14	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	51,810	100.00
Bonneville	75,394	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	75,394	100.00	0	0.00
DIAMOND-STAR	**0**	**0.00**	**0**	**0.00**	**151,902**	**100.00**	**151,902**	**100.00**	**44,132**	**29.05**	**0**	**0.00**	**0**	**0.00**	**151,902**	**100.00**	**0**	**0.00**
Talon	0	0.00	0	0.00	28,465	100.00	28,465	100.00	15,145	53.21	0	0.00	0	0.00	28,465	100.00	0	0.00
Eclipse	0	0.00	0	0.00	68,052	100.00	68,052	100.00	15,529	22.82	0	0.00	0	0.00	68,052	100.00	0	0.00
Laser	0	0.00	0	0.00	55,385	100.00	55,385	100.00	13,458	24.30	0	0.00	0	0.00	55,385	100.00	0	0.00
HONDA	**0**	**0.00**	**0**	**0.00**	**400,802**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**400,802**	**100.00**	**0**	**0.00**
Civic	0	0.00	0	0.00	127,190	100.00	0	0.00	0	0.00	0	0.00	0	0.00	127,190	100.00	0	0.00
Accord	0	0.00	0	0.00	273,612	100.00	0	0.00	0	0.00	0	0.00	0	0.00	273,612	100.00	0	0.00
HYUNDAI	**0**	**0.00**	**3,360**	**19.82**	**13,590**	**80.18**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**16,950**	**100.00**	**0**	**0.00**
MAZDA	**0**	**0.00**	**72,203**	**40.48**	**106,167**	**59.52**	**68,472**	**38.39**	**19,071**	**10.69**	**0**	**0.00**	**0**	**0.00**	**163,094**	**91.44**	**0**	**0.00**
Probe	0	0.00	72,203	65.70	37,695	34.30	0	0.00	15,415	14.03	0	0.00	0	0.00	94,622	86.10	0	0.00
626	0	0.00	0	0.00	38,192	100.00	38,192	100.00	0	0.00	0	0.00	0	0.00	38,192	100.00	0	0.00
MX-6	0	0.00	0	0.00	30,280	100.00	30,280	100.00	3,656	12.07	0	0.00	0	0.00	30,280	100.00	0	0.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**0**	**0.00**	**0**	**0.00**	**194,270**	**100.00**	**194,270**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**194,270**	**100.00**	**0**	**0.00**
Corolla	0	0.00	0	0.00	94,580	100.00	94,580	100.00	0	0.00	0	0.00	0	0.00	94,580	100.00	0	0.00
Geo Prizm/Nova	0	0.00	0	0.00	99,690	100.00	99,690	100.00	0	0.00	0	0.00	0	0.00	99,690	100.00	0	0.00
SUBARU-ISUZU	**0**	**0.00**	**0**	**0.00**	**11,849**	**100.00**	**11,849**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**11,849**	**100.00**	**0**	**0.00**
TOYOTA	**0**	**0.00**	**30,633**	**14.50**	**180,632**	**85.50**	**211,265**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**211,265**	**100.00**	**0**	**0.00**
TOTAL CAR	**411,513**	**6.29**	**1,778,058**	**27.18**	**2,025,684**	**30.96**	**711,426**	**10.87**	**85,078**	**1.30**	**30,301**	**0.46**	**1,045,598**	**15.98**	**2,732,653**	**41.77**	**51,810**	**0.79**

*Cars built in Canada for sale in the U.S.

Nissan Motor Manufacturing Corp. declined to participate in survey.

EQUIPMENT INSTALLATIONS

U.S. domestic-built car transmission installations — 1990 models (based on 1990 model year production)

	3-Speed Automatic	Percent of Instl.	4-Speed Automatic	Percent of Instl.	4-Speed Manual	Percent of Instl.	5-Speed Manual	Percent of Instl.	6-Speed Manual	Percent of Instl.	Four-Wheel Drive	Percent of Instl.	All-Wheel Drive	Percent of Instl.
CHRYSLER MOTORS	**293,674**	**43.51**	**324,320**	**48.05**	**0**	**0.00**	**39,795**	**5.90**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Total Eagle	0	0.00	14243	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Premier*	0	0.00	14,243	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Plymouth	125,346	72.55	36,944	21.38	0	0.00	10,484	6.07	0	0.00	0	0.00	0	0.00
Horizon	12,218	76.20	0	0.00	0	0.00	3,816	23.80	0	0.00	0	0.00	0	0.00
Sundance	55,415	90.80	0	0.00	0	0.00	5,615	9.20	0	0.00	0	0.00	0	0.00
Acclaim	57,713	60.30	36,944	38.60	0	0.00	1,053	1.10	0	0.00	0	0.00	0	0.00
Total Chrysler	11,157	6.20	167,189	92.91	0	0.00	1,535	0.85	0	0.00	0	0.00	0	0.00
LeBaron A	0	0.00	27,312	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LeBaron J	11,157	18.90	46,283	78.40	0	0.00	1,535	2.60	0	0.00	0	0.00	0	0.00
N. Yorker C-Class	0	0.00	39,089	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Fifth Avenue	0	0.00	40,623	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Imperial	0	0.00	13,882	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Dodge	157,170	51.03	105,944	34.40	0	0.00	27,776	9.02	0	0.00	0	0.00	0	0.00
Omni	12,349	74.70	0	0.00	0	0.00	4,182	25.30	0	0.00	0	0.00	0	0.00
Daytona	16,148	42.00	10,073	26.20	0	0.00	12,226	31.80	0	0.00	0	0.00	0	0.00
Shadow	62,131	86.70	0	0.00	0	0.00	9,459	13.20	0	0.00	0	0.00	0	0.00
Monaco*	0	0.00	7,153	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Dynasty	5,965	6.30	88,718	93.70	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Spirit	60,577	76.20	0	0.00	0	0.00	1,908	2.40	0	0.00	0	0.00	0	0.00
FORD MOTOR CO.	**567,885**	**36.82**	**828,795**	**53.74**	**15,037**	**0.98**	**130,434**	**8.46**	**0**	**0.00**	**4,369**	**0.28**	**0**	**0.00**
Total Ford Div.	496,471	49.52	363,037	36.21	15,037	1.50	127,987	12.77	0	0.00	4,369	0.44	0	0.00
Escort	122,740	65.30	0	0.00	15,037	8.00	50,186	26.70	0	0.00	0	0.00	0	0.00
Mustang	61,879	53.70	0	0.00	0	0.00	53,351	46.30	0	0.00	0	0.00	0	0.00
Tempo	208,378	95.40	0	0.00	0	0.00	10,048	4.60	0	0.00	4,369	2.00	0	0.00
Taurus	4,939	1.60	295,411	95.70	0	0.00	8,334	2.70	0	0.00	0	0.00	0	0.00
Thunderbird	98,535	94.20	0	0.00	0	0.00	6,067	5.80	0	0.00	0	0.00	0	0.00
Crown Victoria*	0	0.00	67,626	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total L-M Div.	71,414	13.23	465,759	86.31	0	0.00	2,448	0.45	0	0.00	0	0.00	0	0.00
Total Mercury	71,414	22.82	239,105	76.40	0	0.00	2,448	0.78	0	0.00	0	0.00	0	0.00
Topaz	71,414	97.80	0	0.00	0	0.00	1,606	2.20	0	0.00	0	0.00	0	0.00
Cougar	0	0.00	75,626	98.90	0	0.00	841	1.10	0	0.00	0	0.00	0	0.00
Sable	0	0.00	92,969	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Grand Marquis*	0	0.00	70,510	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Lincoln	0	0.00	226,654	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Continental	0	0.00	62,615	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Mark VII	0	0.00	21,645	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Town Car	0	0.00	142,394	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
GENERAL MOTORS	**1,300,928**	**43.85**	**1,525,948**	**51.43**	**0**	**0.00**	**123,357**	**4.16**	**14,823**	**0.50**	**0**	**0.00**	**2,694**	**0.09**
Total Buick	154,395	31.05	342,872	68.95	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Regal*	0	0.00	53,388	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Skylark/Somerset	83,566	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Century	70,829	57.40	52,567	42.60	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Riviera	0	0.00	21,977	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Electra	0	0.00	46,259	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LeSabre (fwd)	0	0.00	152,721	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LeSabre (rwd)	0	0.00	7,525	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Reatta	0	0.00	8,435	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Cadillac	0	0.00	268,698	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Eldorado	0	0.00	22,291	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Seville	0	0.00	33,128	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Brougham (rwd)	0	0.00	33,741	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
DeVille (fwd)	0	0.00	176,437	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Allante	0	0.00	3,101	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Chevrolet	843,316	76.83	156,691	14.27	0	0.00	89,543	8.16	8,111	0.74	0	0.00	0	0.00
Cavalier	257,467	82.80	0	0.00	0	0.00	53,484	17.20	0	0.00	0	0.00	0	0.00
Camaro	0	0.00	31,627	90.40	0	0.00	3,359	9.60	0	0.00	0	0.00	0	0.00
Celebrity*	29,205	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Corsica/Beretta	261,637	88.89	0	0.00	0	0.00	32,701	11.11	0	0.00	0	0.00	0	0.00
Lumina*	295,007	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Caprice	0	0.00	109,528	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Corvette	0	0.00	15,535	65.70	0	0.00	0	0.00	8,111	34.30	0	0.00	0	0.00
Total Oldsmobile	9,804	1.77	534,478	96.70	0	0.00	0	0.00	6,713	1.21	0	0.00	0	0.00
Calais	0	0.00	84,002	92.60	0	0.00	0	0.00	6,713	7.40	0	0.00	0	0.00
Cutlass Ciera*	0	0.00	147,182	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Cutlass Supreme	9,804	8.40	105,164	90.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Toronado	0	0.00	15,022	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
88 (fwd)	0	0.00	116,823	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
88 (rwd)	0	0.00	3,890	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
98	0	0.00	62,395	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Pontiac	293,412	53.31	223,209	40.55	0	0.00	33,813	6.14	0	0.00	0	0.00	2,694	0.49
Sunbird	90,268	87.70	0	0.00	0	0.00	12,660	12.30	0	0.00	0	0.00	0	0.00
Grand Am	168,829	90.10	0	0.00	0	0.00	18,551	9.90	0	0.00	0	0.00	0	0.00
Firebird	0	0.00	18,133	95.30	0	0.00	894	4.70	0	0.00	0	0.00	0	0.00
Grand Prix	5,353	4.70	106,834	93.80	0	0.00	1,708	1.50	0	0.00	0	0.00	0	0.00
Pontiac 6000	28,962	55.90	22,848	44.10	0	0.00	0	0.00	0	0.00	0	0.00	2,694	5.20
Bonneville	0	0.00	75,394	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
DIAMOND-STAR	**0**	**0.00**	**56,507**	**37.20**	**0**	**0.00**	**95,395**	**62.80**	**0**	**0.00**	**0**	**0.00**	**17,115**	**11.27**
Talon	0	0.00	6,832	24.00	0	0.00	21,633	76.00	0	0.00	0	0.00	11,671	41.00
Eclipse	0	0.00	25,860	38.00	0	0.00	42,192	62.00	0	0.00	0	0.00	5,444	8.00
Laser	0	0.00	23,816	43.00	0	0.00	31,569	57.00	0	0.00	0	0.00	0	0.00
HONDA	**0**	**0.00**	**267,842**	**66.83**	**0**	**0.00**	**132,960**	**33.17**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic	0	0.00	76,314	60.00	0	0.00	50,876	40.00	0	0.00	0	0.00	0	0.00
Accord	0	0.00	191,528	70.00	0	0.00	82,084	30.00	0	0.00	0	0.00	0	0.00
HYUNDAI	**0**	**0.00**	**2,543**	**15.00**	**0**	**0.00**	**14,408**	**85.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
MAZDA	**69,675**	**39.06**	**36,439**	**20.43**	**0**	**0.00**	**72,256**	**40.51**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Probe	69,675	63.40	0	0.00	0	0.00	40,223	36.60	0	0.00	0	0.00	0	0.00
626	0	0.00	23,297	61.00	0	0.00	14,895	39.00	0	0.00	0	0.00	0	0.00
MX-6	0	0.00	13,142	43.40	0	0.00	17,138	56.60	0	0.00	0	0.00	0	0.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**145,268**	**74.78**	**12,398**	**6.38**	**0**	**0.00**	**45,384**	**23.36**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Corolla	60,531	64.00	10,404	11.00	0	0.00	23,645	25.00	0	0.00	0	0.00	0	0.00
Geo Prizm/Nova	84,737	85.00	1,994	2.00	0	0.00	21,739	13.00	0	0.00	0	0.00	0	0.00
SUBARU-ISUZU	**0**	**0.00**	**9,124**	**77.00**	**0**	**0.00**	**2,725**	**23.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOYOTA	**0**	**0.00**	**192,251**	**91.00**	**0**	**0.00**	**19,014**	**9.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL CAR	**2,377,430**	**36.87**	**3,256,166**	**50.50**	**15,037**	**0.23**	**675,727**	**10.48**	**14,823**	**0.23**	**4,369**	**0.07**	**19,809**	**0.31**

*Cars built in Canada for sale in the U.S.

Nissan Motor Manufacturing Corp. declined to participate in survey.

EQUIPMENT INSTALLATIONS

U.S. domestic-built car brake and wheel installations — 1990 models (based on 1990 model year production)

	Power Brakes	Percent of Instl.	Anti-Lock Braking	Percent of Instl.	4-Wheel Disc Brakes	Percent of Instl.	Styled Steel Wheels	Percent of Instl.	Styled Aluminum Wheels	Percent of Instl.	Full-size Spare	Percent of Instl.
CHRYSLER MOTORS	**621,532**	**92.09**	**22,045**	**3.27**	**92,259**	**13.67**	**8,319**	**1.23**	**135,005**	**20.00**	**122,715**	**18.18**
Total Eagle	14,243	100.00	0	0.00	14,243	100.00	3,518	24.70	3,119	21.90	7,392	51.90
Premier*	14,243	100.00	0	0.00	14,243	100.00	3,518	24.70	3,119	21.90	7,392	51.90
Total Plymouth	172,408	99.79	0	0.00	366	0.21	0	0.00	16,090	9.31	31,467	18.21
Horizon	16,034	100.00	0	0.00	0	0.00	0	0.00	0	0.00	11,657	72.70
Sundance	60,664	99.40	0	0.00	366	0.60	0	0.00	13,793	22.60	3,540	5.80
Acclaim	95,710	100.00	0	0.00	0	0.00	0	0.00	2,297	2.40	16,271	17.00
Total Chrysler	158,418	88.04	20,341	11.30	59,034	32.81	0	0.00	43,012	23.90	37,603	20.90
LeBaron A	27,312	100.00	0	0.00	0	0.00	0	0.00	0	0.00	6,992	25.60
LeBaron J	57,853	98.00	0	0.00	59,034	100.00	0	0.00	17,651	29.90	0	0.00
N. Yorker C-Class	37,017	94.70	2,072	5.30	0	0.00	0	0.00	4,573	11.70	9,577	24.50
Fifth Avenue	36,236	89.20	4,387	10.80	0	0.00	0	0.00	6,906	17.00	14,218	35.00
Imperial	0	0.00	13,882	100.00	0	0.00	0	0.00	13,882	100.00	6,816	49.10
Total Dodge	276,463	89.77	1,704	0.55	18,616	6.04	4,801	1.56	72,784	23.63	46,253	15.02
Omni	16,531	100.00	0	0.00	0	0.00	0	0.00	16,531	100.00	11,902	72.00
Daytona	24,953	64.90	0	0.00	0	0.00	0	0.00	22,377	58.20	423	1.10
Shadow	66,717	93.10	0	0.00	4,945	6.90	4,801	6.70	8,456	11.80	4,300	6.00
Monaco*	7,153	100.00	0	0.00	2,303	32.20	0	0.00	4,542	63.50	2,110	29.50
Dynasty	92,979	98.20	1,704	1.80	0	0.00	0	0.00	8,237	8.70	17,422	18.40
Spirit	68,130	85.70	0	0.00	11,368	14.30	0	0.00	12,640	15.90	10,096	12.70
FORD MOTOR CO.	**1,332,575**	**86.41**	**209,577**	**13.59**	**94,974**	**6.16**	**285,507**	**18.51**	**634,493**	**41.14**	**0**	**0.00**
Total Ford Div.	958,200	95.58	44,332	4.42	10,714	1.07	256,853	25.62	322,552	32.17	0	0.00
Escort	187,964	100.00	0	0.00	10,714	5.70	23,683	12.60	21,428	11.40	0	0.00
Mustang	115,230	100.00	0	0.00	0	0.00	16,247	14.10	73,286	63.60	0	0.00
Tempo	218,426	100.00	0	0.00	0	0.00	167,533	76.70	3,713	1.70	0	0.00
Taurus	288,620	93.50	20,064	6.50	0	0.00	49,389	16.00	94,766	30.70	0	0.00
Thunderbird	80,334	76.80	24,268	23.20	0	0.00	0	0.00	89,121	85.20	0	0.00
Crown Victoria*	67,626	100.00	0	0.00	0	0.00	0	0.00	40,237	59.50	0	0.00
Total L-M Div.	374,375	69.38	165,245	30.62	84,260	15.61	28,654	5.31	311,941	57.81	0	0.00
Total Mercury	307,307	98.19	5,659	1.81	0	0.00	28,654	9.16	184,064	58.81	0	0.00
Topaz	73,020	100.00	0	0.00	0	0.00	17,963	24.60	0	0.00	0	0.00
Cougar	70,808	92.60	5,659	7.40	0	0.00	0	0.00	62,856	82.20	0	0.00
Sable	92,969	100.00	0	0.00	0	0.00	10,691	11.50	66,845	71.90	0	0.00
Grand Marquis*	70,510	100.00	0	0.00	0	0.00	0	0.00	54,363	77.10	0	0.00
Total Lincoln	67,068	29.59	159,586	70.41	84,260	37.18	0	0.00	127,877	56.42	0	0.00
Continental	0	0.00	62,615	100.00	62,615	100.00	0	0.00	36,317	58.00	0	0.00
Mark VII	0	0.00	21,645	100.00	21,645	100.00	0	0.00	21,645	100.00	0	0.00
Town Car	67,068	47.10	75,326	52.90	0	0.00	0	0.00	69,915	49.10	0	0.00
GENERAL MOTORS	**2,326,985**	**78.43**	**248,197**	**8.37**	**629,860**	**21.23**	**541,540**	**18.25**	**1,113,100**	**37.52**	**378,514**	**12.76**
Total Buick	497,267	100.00	20,556	4.13	30,412	6.12	24,157 -	4.86	73,672	14.82	158	0.03
Regal*	53,388	100.00	0	0.00	0	0.00	2,563	4.80	10,891	20.40	0	0.00
Skylark/Somerset	83,566	100.00	0	0.00	0	0.00	0	0.00	5,432	6.50	0	0.00
Century	123,396	100.00	0	0.00	0	0.00	21,594	17.50	12,216	9.90	0	0.00
Riviera	21,977	100.00	3,802	17.30	21,977	100.00	0	0.00	3,648	16.60	0	0.00
Electra	46,259	100.00	4,348	9.40	0	0.00	0	0.00	7,957	17.20	0	0.00
LeSabre (fwd)	152,721	100.00	3,971	2.60	0	0.00	0	0.00	20,006	13.10	0	0.00
LeSabre (rwd)	7,525	100.00	0	0.00	0	0.00	0	0.00	5,087	67.60	158	2.10
Reatta	8,435	100.00	8,435	100.00	8,435	100.00	0	0.00	8,435	100.00	0	0.00
Total Cadillac	165,363	61.54	62,054	23.09	41,312	15.37	160,457	59.72	102,687	38.22	268,698	100.00
Eldorado	0	0.00	6,627	29.73	15,671	70.30	7,546	33.85	11,237	50.41	22,291	100.00
Seville	0	0.00	7,491	22.62	25,641	77.40	7,288	22.00	25,674	77.50	33,128	100.00
Brougham (rwd)	33,741	100.00	0	0.00	0	0.00	31,878	94.48	0	0.00	33,741	100.00
DeVille (fwd)	131,622	74.60	44,833	25.41	0	0.00	110,644	62.71	65,776	37.28	176,437	100.00
Allante	0	0.00	3,101	100.00	0	0.00	3,101	100.00	0	0.00	3,101	100.00
Total Chevrolet	719,751	65.57	79,615	7.25	298,296	27.18	194,932	17.76	174,026	15.85	109,528	9.98
Cavalier	310,951	100.00	0	0.00	0	0.00	25,498	8.20	0	0.00	0	0.00
Camaro	31,697	90.60	0	0.00	3,289	9.40	0	0.00	3,988	11.40	0	0.00
Celebrity*	29,205	100.00	0	0.00	0	0.00	0	0.00	3,359	11.50	0	0.00
Corsica/Beretta	294,338	100.00	0	0.00	0	0.00	103,948	35.32	0	0.00	0	0.00
Lumina*	0	0.00	0	0.00	295,007	100.00	0	0.00	166,679	56.50	0	0.00
Caprice	53,559	48.90	55,969	51.10	0	0.00	41,840	38.20	0	0.00	109,528	100.00
Corvette	0	0.00	23,646	100.00	0	0.00	23,646	100.00	0	0.00	0	0.00
Total Oldsmobile	413,433	74.80	68,706	12.43	151,920	27.48	125,268	22.66	421,323	76.22	0	0.00
Calais	90,715	100.00	0	0.00	0	0.00	66,403	73.20	23,042	25.40	0	0.00
Cutlass Ciera*	147,182	100.00	0	0.00	26,640	18.10	0	0.00	145,121	98.60	0	0.00
Cutlass Supreme	0	0.00	5,019	4.30	111,700	95.70	25,795	22.10	90,924	77.90	0	0.00
Toronado	0	0.00	1,442	9.60	13,580	90.40	0	0.00	15,022	100.00	0	0.00
88 (fwd)	110,748	94.80	60,748	52.00	0	0.00	0	0.00	116,589	99.80	0	0.00
88 (rwd)	3,890	100.00	0	0.00	0	0.00	0	0.00	1,299	33.40	0	0.00
98	60,898	97.60	1,497	2.40	0	0.00	33,069	53.00	29,326	47.00	0	0.00
Total Pontiac	531,172	96.50	17,265	3.14	107,921	19.61	36,727	6.67	341,392	62.02	130	0.02
Sunbird	102,928	100.00	0	0.00	0	0.00	0	0.00	55,478	53.90	0	0.00
Grand Am	187,380	100.00	0	0.00	0	0.00	0	0.00	108,118	57.70	0	0.00
Firebird	17,029	89.50	0	0.00	1,998	10.50	0	0.00	19,027	100.00	0	0.00
Grand Prix	113,896	100.00	0	0.00	105,923	93.00	7,973	7.00	75,171	66.00	0	0.00
Pontiac 6000	51,810	100.00	0	0.00	0	0.00	28,755	55.50	23,055	44.50	130	0.25
Bonneville	58,129	77.10	17,265	22.90	0	0.00	0	0.00	60,541	80.30	0	0.00
DIAMOND-STAR	**151,902**	**100.00**	**0**	**0.00**	**151,902**	**100.00**	**0**	**0.00**	**49,755**	**32.75**	**0**	**0.00**
Talon	28,465	100.00	0	0.00	28,465	100.00	0	0.00	21,064	74.00	0	0.00
Eclipse	68,052	100.00	0	0.00	68,052	100.00	0	0.00	14,291	21.00	0	0.00
Laser	55,385	100.00	0	0.00	55,385	100.00	0	0.00	14,400	26.00	0	0.00
HONDA	**127,190**	**31.73**	**0**	**0.00**	**273,612**	**68.27**	**250,849**	**62.59**	**106,709**	**26.62**	**0**	**0.00**
Civic	127,190	100.00	0	0.00	0	0.00	83,945	66.00	0	0.00	0	0.00
Accord	0	0.00	0	0.00	273,612	100.00	166,903	61.00	106,709	39.00	0	0.00
HYUNDAI	**16,950**	**100.00**	**0**	**0.00**	**0**	**0.00**	**13,221**	**78.00**	**3,729**	**22.00**	**0**	**0.00**
MAZDA	**174,706**	**97.95**	**15,715**	**8.81**	**56,745**	**31.81**	**26,616**	**14.92**	**64,877**	**36.37**	**0**	**0.00**
Probe	109,898	100.00	15,715	14.30	53,081	48.30	0	0.00	61,213	55.70	0	0.00
626	38,192	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
MX-6	26,616	87.90	0	0.00	3,664	12.10	26,616	87.90	3,664	12.10	0	0.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**194,270**	**100.00**	**5,961**	**3.07**	**3,988**	**2.05**	**0**	**0.00**	**4,933**	**2.54**	**0**	**0.00**
Corolla	94,580	100.00	0	0.00	0	0.00	0	0.00	946	1.00	0	0.00
Geo Prizm/Nova	99,690	100.00	5,961	5.98	3,988	4.00	0	0.00	3,988	4.00	0	0.00
SUBARU-ISUZU	**11,849**	**100.00**	**2,370**	**20.00**	**11,849**	**100.00**	**0**	**0.00**	**355**	**3.00**	**0**	**0.00**
TOYOTA	**207,673**	**98.30**	**3,592**	**1.70**	**30,633**	**14.50**	**34,436**	**16.30**	**6,549**	**3.10**	**211,265**	**100.00**
TOTAL CAR	**5,165,632**	**80.11**	**507,457**	**7.87**	**1,345,822**	**20.87**	**1,160,489**	**18.00**	**2,119,506**	**32.87**	**712,494**	**11.05**

*Cars built in Canada for sale in the U.S.

Nissan Motor Manufacturing Corp. declined to participate in survey.

EQUIPMENT INSTALLATIONS

U.S. domestic-built car steering installations — 1990 models (based on 1990 model year production)

	Power Steering	Percent of Instl.	Adjustable Steering	Percent of Instl.	Cruise Control	Percent of Instl.	Airbag (Driver)	Percent of Instl.
CHRYSLER MOTORS	**671,430**	**99.48**	**577,401**	**85.55**	**462,683**	**68.55**	**653,536**	**96.83**
Total Eagle	14,243	100.00	13,801	96.90	7,748	54.40	0	0.00
Premier*	14,243	100.00	13,801	96.90	7,748	54.40	0	0.00
Total Plymouth	171,106	99.03	131,312	76.00	94,450	54.67	172,774	100.00
Horizon	14,366	89.60	0	0.00	0	0.00	16,034	100.00
Sundance	61,030	100.00	50,533	82.80	13,671	22.40	61,030	100.00
Acclaim	95,710	100.00	80,779	84.40	80,779	84.40	95,710	100.00
Total Chrysler	179,940	100.00	175,990	97.80	175,990	97.80	179,940	100.00
LeBaron A	27,312	100.00	27,312	100.00	27,312	100.00	27,312	100.00
LeBaron J	59,034	100.00	55,787	94.50	55,787	94.50	59,034	100.00
N. Yorker C-Class	39,089	100.00	38,385	98.20	38,385	98.20	39,089	100.00
Fifth Avenue	40,623	100.00	40,623	100.00	40,623	100.00	40,623	100.00
Imperial	13,882	100.00	13,882	100.00	13,882	100.00	13,882	100.00
Total Dodge	306,140	99.40	256,298	83.22	184,495	59.91	300,822	97.68
Omni	14,696	88.90	0	0.00	0	0.00	16,531	100.00
Daytona	38,448	100.00	34,488	89.70	13,418	34.90	38,448	100.00
Shadow	71,662	100.00	59,479	83.00	14,762	20.60	71,662	100.00
Monaco*	7,153	100.00	5,951	83.20	14	0.20	0	0.00
Dynasty	94,683	100.00	91,748	96.90	91,748	96.90	94,683	100.00
Spirit	79,498	100.00	64,632	81.30	64,552	81.20	79,498	100.00
FORD MOTOR CO.	**1,515,649**	**98.28**	**1,258,680**	**81.62**	**1,187,500**	**77.00**	**770,305**	**49.95**
Total Ford Div.	976,029	97.36	732,981	73.11	665,388	66.37	378,931	37.80
Escort	161,461	85.90	48,307	25.70	55,637	29.60	0	0.00
Mustang	115,230	100.00	0	0.00	113,271	98.30	0	0.00
Tempo	218,426	100.00	206,413	94.50	64,654	29.60	2,621	1.20
Taurus	308,684	100.00	308,684	100.00	274,420	88.90	308,684	100.00
Thunderbird	104,602	100.00	104,184	99.60	104,184	99.60	0	0.00
Crown Victoria*	67,626	100.00	65,394	96.70	53,222	78.70	67,626	100.00
Total L-M Div.	539,620	100.00	525,699	97.42	522,112	96.76	391,374	72.53
Total Mercury	312,966	100.00	299,045	95.55	295,458	94.41	164,720	52.63
Topaz	73,020	100.00	60,022	82.20	58,051	79.50	1,241	1.70
Cougar	76,467	100.00	76,008	99.40	76,008	99.40	0	0.00
Sable	92,969	100.00	92,504	99.50	91,946	98.90	92,969	100.00
Grand Marquis*	70,510	100.00	70,510	100.00	69,452	98.50	70,510	100.00
Total Lincoln	226,654	100.00	226,654	100.00	226,654	100.00	226,654	100.00
Continental	62,615	100.00	62,615	100.00	62,615	100.00	62,615	100.00
Mark VII	21,645	100.00	21,645	100.00	21,645	100.00	21,645	100.00
Town Car	142,394	100.00	142,394	100.00	142,394	100.00	142,394	100.00
GENERAL MOTORS	**2,959,344**	**99.75**	**2,412,302**	**81.31**	**2,162,287**	**72.88**	**416,647**	**14.04**
Total Buick	497,267	100.00	484,748	97.48	434,750	87.43	30,412	6.12
Regal*	53,388	100.00	53,388	100.00	51,199	95.90	0	0.00
Skylark/Somerset	83,566	100.00	72,034	86.20	34,011	40.70	0	0.00
Century	123,396	100.00	122,409	99.20	113,401	91.90	0	0.00
Riviera	21,977	100.00	21,977	100.00	21,977	100.00	21,977	100.00
Electra	46,259	100.00	46,259	100.00	46,259	100.00	0	0.00
LeSabre (fwd)	152,721	100.00	152,721	100.00	151,957	99.50	0	0.00
LeSabre (rwd)	7,525	100.00	7,525	100.00	7,510	99.80	0	0.00
Reatta	8,435	100.00	8,435	100.00	8,435	100.00	8,435	100.00
Total Cadillac	268,698	100.00	268,698	100.00	268,698	100.00	234,781	87.38
Eldorado	22,291	100.00	22,291	100.00	22,291	100.00	22,291	100.00
Seville	33,128	100.00	33,128	100.00	33,128	100.00	33,128	100.00
Brougham (rwd)	33,741	100.00	33,741	100.00	33,741	100.00	0	0.00
DeVille (fwd)	176,437	100.00	176,437	100.00	176,437	100.00	176,261	99.90
Allante	3,101	100.00	3,101	100.00	3,101	100.00	3,101	100.00
Total Chevrolet	1,090,198	99.32	744,133	67.79	693,323	63.16	114,601	10.44
Cavalier	303,488	97.60	89,865	28.90	71,830	23.10	0	0.00
Camaro	34,986	100.00	32,572	93.10	27,534	78.70	34,986	100.00
Celebrity*	29,205	100.00	20,590	70.50	22,955	78.60	0	0.00
Corsica/Beretta	294,338	100.00	200,913	68.26	184,023	62.52	0	0.00
Lumina*	295,007	100.00	278,192	94.30	274,947	93.20	0	0.00
Caprice	109,528	100.00	98,356	89.80	88,389	80.70	55,969	51.10
Corvette	23,646	100.00	23,646	100.00	23,646	100.00	23,646	100.00
Total Oldsmobile	552,746	100.00	454,033	82.14	417,002	75.44	17,827	3.23
Calais	90,715	100.00	59,418	65.50	53,885	59.40	0	0.00
Cutlass Ciera*	147,182	100.00	132,905	90.30	101,408	68.90	0	0.00
Cutlass Supreme	116,719	100.00	107,031	91.70	107,031	91.70	0	0.00
Toronado	15,022	100.00	15,022	100.00	15,022	100.00	15,022	100.00
88 (fwd)	116,823	100.00	112,851	96.60	112,851	96.60	1,869	1.60
88 (rwd)	3,890	100.00	3,843	98.80	3,843	98.80	0	0.00
98	62,395	100.00	22,961	36.80	22,961	36.80	936	1.50
Total Pontiac	550,435	100.00	460,690	83.70	348,514	63.32	19,027	3.46
Sunbird	102,928	100.00	55,890	54.30	25,012	24.30	0	0.00
Grand Am	187,380	100.00	152,527	81.40	92,940	49.60	0	0.00
Firebird	19,027	100.00	19,027	100.00	12,368	65.00	19,027	100.00
Grand Prix	113,896	100.00	110,479	97.00	103,873	91.20	0	0.00
Pontiac 6000	51,810	100.00	47,976	92.60	41,189	79.50	0	0.00
Bonneville	75,394	100.00	74,791	99.20	73,132	97.00	0	0.00
DIAMOND-STAR	**150,794**	**99.27**	**151,902**	**100.00**	**72,168**	**47.51**	**0**	**0.00**
Talon	28,465	100.00	28,465	100.00	15,940	56.00	0	0.00
Eclipse	68,052	100.00	68,052	100.00	31,304	46.00	0	0.00
Laser	54,277	98.00	55,385	100.00	24,923	45.00	0	0.00
HONDA	**380,452**	**94.92**	**357,557**	**89.21**	**327,460**	**81.70**	**0**	**0.00**
Civic	106,840	84.00	83,945	66.00	83,945	66.00	0	0.00
Accord	273,612	100.00	273,612	100.00	243,515	89.00	0	0.00
HYUNDAI	**16,950**	**100.00**	**16,950**	**100.00**	**9,611**	**56.70**	**0**	**0.00**
MAZDA	**178,370**	**100.00**	**144,463**	**80.99**	**122,544**	**68.70**	**0**	**0.00**
Probe	109,898	100.00	106,271	96.70	73,412	66.80	0	0.00
626	38,192	100.00	38,192	100.00	29,904	78.30	0	0.00
MX-6	30,280	100.00	0	0.00	19,228	63.50	0	0.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**190,487**	**98.05**	**52,401**	**26.97**	**40,235**	**20.71**	**0**	**0.00**
Corolla	90,797	96.00	26,482	28.00	30,266	32.00	0	0.00
Geo Prizm/Nova	99,690	100.00	25,919	26.00	9,969	10.00	0	0.00
SUBARU-ISUZU	**11,849**	**100.00**	**11,849**	**100.00**	**11,849**	**100.00**	**0**	**0.00**
TOYOTA	**211,265**	**100.00**	**34,014**	**16.10**	**162,674**	**77.00**	**0**	**0.00**
TOTAL CAR	**6,286,589**	**97.50**	**5,017,520**	**77.82**	**4,559,010**	**70.70**	**1,840,489**	**28.54**

*Cars built in Canada for sale in the U.S.

Nissan Motor Manufacturing Corp. declined to participate in survey

EQUIPMENT INSTALLATIONS

U.S. domestic-built car elec. convenience installations — 1990 models (based on 1990 model year production)

	Trip Computer	Percent of Instl.	Headlight Timing Device	Percent of Instl.	External Temp. Control	Percent of Instl.	Digital Entry	Percent of Instl.	Digital Clock	Percent of Instl.	Electronic Windshield Defroster	Percent of Instl.	Rear-Window Defroster	Percent of Instl.	Rear-Window Wiper	Percent of Instl.
CHRYSLER MOTORS	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**21,426**	**3.17**	**95,519**	**14.15**	**0**	**0.00**	**327,510**	**48.52**	**35,295**	**5.23**
Total Eagle	0	0.00	0	0.00	0	0.00	14,243	0.10	4,900	34.40	0	0.00	14,243	100.00	0	0.00
Premier*	0	0.00	0	0.00	0	0.00	14	0.10	4,900	34.40	0	0.00	14,243	100.00	0	0.00
Total Plymouth	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	10,791	6.25	16,034	9.28
Horizon	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	10,791	67.30	16,034	100.00
Sundance	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Acclaim	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Chrysler	0	0.00	0	0.00	0	0.00	17,946	9.97	0	0.00	0	0.00	151,861	84.40	0	0.00
LeBaron A	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LeBaron J	0	0.00	0	0.00	0	0.00	17,946	30.40	0	0.00	0	0.00	58,267	98.70	0	0.00
N. Yorker C-Class	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	39,089	100.00	0	0.00
Fifth Avenue	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	40,623	100.00	0	0.00
Imperial	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	13,882	100.00	0	0.00
Total Dodge	0	0.00	0	0.00	0	0.00	3,466	1.13	90,619	29.42	0	0.00	150,616	48.91	19,261	6.25
Omni	0	0.00	0	0.00	0	0.00	0	0.00	13,407	81.10	0	0.00	10,332	62.50	16,531	100.00
Daytona	0	0.00	0	0.00	0	0.00	1,384	3.60	0	0.00	0	0.00	38,448	100.00	2,730	7.10
Shadow	0	0.00	0	0.00	0	0.00	0	0.00	71,662	100.00	0	0.00	0	0.00	0	0.00
Monaco*	0	0.00	0	0.00	0	0.00	2,082	29.10	5,551	77.60	0	0.00	7,153	100.00	0	0.00
Dynasty	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	94,683	100.00	0	0.00
Spirit	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD MOTOR CO.	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**1,375,616**	**89.20**	**175,443**	**11.38**	**1,413,211**	**91.64**	**0**	**0.00**
Total Ford Div.	0	0.00	0	0.00	0	0.00	0	0.00	835,996	83.39	4,875	0.49	878,671	87.65	0	0.00
Escort	0	0.00	0	0.00	0	0.00	0	0.00	21,428	11.40	0	0.00	162,965	86.70	0	0.00
Mustang	0	0.00	0	0.00	0	0.00	0	0.00	115,230	100.00	0	0.00	56,693	49.20	0	0.00
Tempo	0	0.00	0	0.00	0	0.00	0	0.00	218,426	100.00	0	0.00	212,092	97.10	0	0.00
Taurus	0	0.00	0	0.00	0	0.00	0	0.00	308,684	100.00	2,778	0.90	282,446	91.50	0	0.00
Thunderbird	0	0.00	0	0.00	0	0.00	0	0.00	104,602	100.00	0	0.00	104,288	99.70	0	0.00
Crown Victoria*	0	0.00	0	0.00	0	0.00	0	0.00	67,626	100.00	2,096	3.10	60,187	89.00	0	0.00
Total L-M Div.	0	0.00	0	0.00	0	0.00	0	0.00	539,620	100.00	170,569	31.61	534,540	99.06	0	0.00
Total Mercury	0	0.00	0	0.00	0	0.00	0	0.00	312,966	100.00	2,397	0.77	307,886	98.38	0	0.00
Topaz	0	0.00	0	0.00	0	0.00	0	0.00	73,020	100.00	0	0.00	70,245	96.20	0	0.00
Cougar	0	0.00	0	0.00	0	0.00	0	0.00	76,467	100.00	0	0.00	76,008	99.40	0	0.00
Sable	0	0.00	0	0.00	0	0.00	0	0.00	92,969	100.00	0	0.00	92,039	99.00	0	0.00
Grand Marquis*	0	0.00	0	0.00	0	0.00	0	0.00	70,510	100.00	2,397	3.40	69,593	98.70	0	0.00
Total Lincoln	0	0.00	0	0.00	0	0.00	0	0.00	226,654	100.00	168,172	74.20	226,654	100.00	0	0.00
Continental	0	0.00	0	0.00	0	0.00	0	0.00	162,615	100.00	4,133	6.60	62,615	100.00	0	0.00
Mark VII	0	0.00	0	0.00	0	0.00	0	0.00	21,645	100.00	21,645	100.00	21,645	100.00	0	0.00
Town Car	0	0.00	0	0.00	0	0.00	0	0.00	142,394	100.00	142,394	100.00	142,394	100.00	0	0.00
GENERAL MOTORS	**149,783**	**5.05**	**142,606**	**4.81**	**55,038**	**1.86**	**250,032**	**8.43**	**1,124,976**	**37.92**	**244,276**	**8.23**	**1,957,232**	**65.97**	**0**	**0.00**
Total Buick	0	0.00	67,864	13.65	0	0.00	65,546	13.18	497,267	100.00	0	0.00	442,543	88.99	0	0.00
Regal*	0	0.00	0	0.00	0	0.00	3,897	7.30	53,388	100.00	0	0.00	53,174	99.60	0	0.00
Skylark/Somerset	0	0.00	0	0.00	0	0.00	0	0.00	83,566	100.00	0	0.00	65,432	78.30	0	0.00
Century	0	0.00	0	0.00	0	0.00	0	0.00	123,396	100.00	0	0.00	106,491	86.30	0	0.00
Riviera	0	0.00	19,538	88.90	0	0.00	19,538	88.90	21,977	100.00	0	0.00	21,977	100.00	0	0.00
Electra	0	0.00	43,345	93.70	0	0.00	33,677	72.80	46,259	100.00	0	0.00	46,259	100.00	0	0.00
LeSabre (fwd)	0	0.00	0	0.00	0	0.00	0	0.00	152,721	100.00	0	0.00	133,784	87.60	0	0.00
LeSabre (rwd)	0	0.00	4,982	66.20	0	0.00	0	0.00	7,525	100.00	0	0.00	6,991	92.90	0	0.00
Reatta	0	0.00	0	0.00	0	0.00	8,435	100.00	8,435	100.00	0	0.00	8,435	100.00	0	0.00
Total Cadillac	0	0.00	0	0.00	0	0.00	127,211	47.34	55,419	20.63	10,004	3.72	245,585	91.40	0	0.00
Eldorado	0	0.00	0	0.00	0	0.00	0	0.00	22,291	100.00	0	0.00	22,291	100.00	0	0.00
Seville	0	0.00	0	0.00	0	0.00	0	0.00	33,128	100.00	0	0.00	33,128	100.00	0	0.00
Brougham (rwd)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	33,741	100.00	0	0.00
DeVille (fwd)	0	0.00	0	0.00	0	0.00	127,211	72.10	0	0.00	10,004	5.67	153,324	86.90	0	0.00
Allante	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,101	100.00	0	0.00
Total Chevrolet	23,646	2.15	34,392	3.13	0	0.00	0	0.00	0	0.00	0	0.00	627,000	57.12	0	0.00
Cavalier	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	189,680	61.00	0	0.00
Camaro	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	32,957	94.20	0	0.00
Celebrity*	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	22,721	77.80	0	0.00
Corsica/Beretta	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	24,230	8.23	0	0.00
Lumina*	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	231,876	78.60	0	0.00
Caprice	0	0.00	34,392	31.40	0	0.00	0	0.00	0	0.00	0	0.00	109,528	100.00	0	0.00
Corvette	23,646	100.00	0	100.00	0	0.00	0	0.00	0	0.00	0	0.00	16,008	67.70	0	0.00
Total Oldsmobile	115,203	20.84	0	0.00	0	0.00	13,610	2.46	206,588	37.37	234,272	42.38	251,972	45.59	0	0.00
Calais	77,017	84.90	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	71,302	78.60	0	0.00
Cutlass Ciera*	0	0.00	0	0.00	0	0.00	0	0.00	94,785	64.40	0	0.00	109,651	74.50	0	0.00
Cutlass Supreme	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	109,599	93.90	0	0.00
Toronado	0	0.00	0	0.00	0	0.00	13,610	90.60	0	0.00	15,022	100.00	0	0.00	0	0.00
88 (fwd)	0	0.00	0	0.00	0	0.00	0	0.00	87,968	75.30	0	0.00	114,837	98.30	0	0.00
88 (rwd)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,874	99.60	0	0.00
98	38,186	61.20	0	0.00	0	0.00	0	0.00	23,835	38.20	0	0.00	61,958	99.30	0	0.00
Total Pontiac	10,934	1.99	40,351	7.33	55,038	10.00	43,665	7.93	365,702	66.44	0	0.00	390,133	70.88	0	0.00
Sunbird	0	0.00	0	0.00	0	0.00	0	0.00	102,928	100.00	0	0.00	55,787	54.20	0	0.00
Grand Am	0	0.00	0	0.00	0	0.00	0	0.00	187,380	100.00	0	0.00	128,168	68.40	0	0.00
Firebird	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	11,797	62.00	0	0.00
Grand Prix	10,934	9.60	23,463	20.60	0	0.00	23,007	20.20	0	0.00	0	0.00	92,597	81.30	0	0.00
Pontiac 6000	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	37,096	71.60	0	0.00
Bonneville	0	0.00	16,888	22.40	55,038	73.00	20,658	27.40	75,394	100.00	0	0.00	64,688	85.80	0	0.00
DIAMOND-STAR	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**151,902**	**100.00**	**0**	**0.00**	**146,364**	**96.35**	**0**	**0.00**
Talon	0	0.00	0	0.00	0	0.00	0	0.00	28,465	100.00	0	0.00	28,465	100.00	0	0.00
Eclipse	0	0.00	0	0.00	0	0.00	0	0.00	68,052	100.00	0	0.00	68,052	100.00	0	0.00
Laser	0	0.00	0	0.00	0	0.00	0	0.00	55,385	100.00	0	0.00	49,847	90.00	0	0.00
HONDA	**127,190**	**31.73**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**357,557**	**89.21**	**0**	**0.00**	**400,802**	**100.00**	**0**	**0.00**
Civic	127,190	100.00	0	0.00	0	0.00	0	0.00	83,945	66.00	0	0.00	127,190	100.00	0	0.00
Accord	0	0.00	0	0.00	0	0.00	0	0.00	273,612	100.00	0	0.00	273,612	100.00	0	0.00
HYUNDAI	**10,679**	**63.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**16,950**	**100.00**	**0**	**0.00**	**16,950**	**100.00**	**0**	**0.00**
MAZDA	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**178,370**	**100.00**	**0**	**0.00**	**175,842**	**98.58**	**0**	**0.00**
Probe	0	0.00	0	0.00	0	0.00	0	0.00	109,898	100.00	0	0.00	107,370	97.70	0	0.00
626	0	0.00	0	0.00	0	0.00	0	0.00	38,192	100.00	0	0.00	38,192	100.00	0	0.00
MX-6	0	0.00	0	0.00	0	0.00	0	0.00	30,280	100.00	0	0.00	30,280	100.00	0	0.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**170,574**	**87.80**	**0**	**0.00**	**194,270**	**100.00**	**0**	**0.00**
Corolla	0	0.00	0	0.00	0	0.00	0	0.00	71,881	76.00	0	0.00	94,580	100.00	0	0.00
Geo Prizm/Nova	0	0.00	0	0.00	0	0.00	0	0.00	98,693	99.00	0	0.00	99,690	100.00	0	0.00
SUBARU-ISUZU	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**11,849**	**100.00**	**0**	**0.00**	**11,849**	**100.00**	**0**	**0.00**
TOYOTA	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**190,139**	**90.00**	**0**	**0.00**	**211,265**	**100.00**	**0**	**0.00**
TOTAL CAR	**287,651**	**4.46**	**142,606**	**2.21**	**55,038**	**0.85**	**271,459**	**4.21**	**3,673,451**	**56.97**	**419,719**	**6.51**	**4,855,296**	**75.30**	**35,295**	**0.55**

*Cars built in Canada for sale in the U.S

Nissan Motor Manufacturing Corp. declined to participate in survey

EQUIPMENT INSTALLATIONS

U.S. domestic-built car convenience installations — 1990 models (based on 1990 model year production)

	Power Windows	Percent of Instl.	Power Locks	Percent of Instl.	Automatic Climate Control (A/C)	Percent of Instl.	Conventional Climate Control (A/C)	Percent of Instl.	Intermittent Windshield Wipers	Percent of Instl.	Gas Door Release	Percent of Instl.	Trunk Release	Percent of Instl.
CHRYSLER MOTORS	**254,940**	**37.77**	**247,185**	**36.62**	**409,553**	**60.68**	**233,447**	**34.59**	**674,932**	**100.0**	**506,330**	**75.02**	**393,596**	**58.32**
Total Eagle	11,181	78.50	13,631	95.70	14,158	99.40	0	0.00	14,243	100.00	13,631	95.70	0	0.00
Premier*	11,181	78.50	13,631	95.70	14,158	99.40	0	0.00	14,243	100.00	13,631	95.70	0	0.00
Total Plymouth	43,430	25.14	50,539	29.25	149,950	86.79	11,208	6.49	172,774	100.00	95,710	55.40	95,710	55.40
Horizon	0	0.00	0	0.00	0	0.00	11,208	69.90	16,034	100.00	0	0.00	0	0.00
Sundance	1,892	3.10	6,225	10.20	55,293	90.60	0	0.00	61,030	100.00	0	0.00	0	0.00
Acclaim	41,538	43.40	44,314	46.30	94,657	98.90	0	0.00	95,710	100.00	95,710	100.00	95,710	100.00
Total Chrysler	151,377	84.13	124,676	69.29	80,343	44.65	98,299	54.63	179,940	100.00	179,940	100.00	179,940	100.00
LeBaron A	0	0.00	0	0.00	0	0.00	27,312	100.00	27,312	100.00	27,312	100.00	27,312	100.00
LeBaron	59,034	100.00	32,646	55.30	0	0.00	57,853	98.00	59,034	100.00	59,034	100.00	59,034	100.00
N. Yorker C-Class	37,838	96.80	37,525	96.00	25,838	66.10	13,134	33.60	39,089	100.00	39,089	100.00	39,089	100.00
Fifth Avenue	40,623	100.00	40,623	100.00	40,623	100.00	0	0.00	40,623	100.00	40,623	100.00	40,623	100.00
Imperial	13,882	100.00	13,882	100.00	13,882	100.00	0	0.00	13,882	100.00	13,882	100.00	13,882	100.00
Total Dodge	48,952	15.89	58,340	18.94	165,102	53.61	123,940	40.24	307,975	100.00	217,050	70.48	117,946	38.30
Omni	0	0.00	0	0.00	0	0.00	11,654	70.50	16,531	100.00	0	0.00	0	0.00
Daytona	10,996	28.60	13,380	34.80	0	0.00	34,219	89.00	38,448	100.00	38,448	100.00	38,448	100.00
Shadow	2,866	4.00	7,739	10.80	63,564	88.70	0	0.00	71,662	100.00	0	0.00	0	0.00
Monaco*	5,358	74.90	5,501	76.90	7,139	99.80	0	0.00	7,153	100.00	4,421	61.80	0	0.00
Dynasty	0	0.00	0	0.00	94,399	99.70	0	0.00	94,683	100.00	94,583	100.00	0	0.00
Spirit	29,732	37.40	31,720	39.90	0	0.00	78,067	98.20	79,498	100.00	79,498	100.00	79,498	100.00
FORD MOTOR CO.	**1,002,914**	**65.03**	**1,180,931**	**76.58**	**304,168**	**19.72**	**1,173,794**	**76.11**	**1,504,183**	**97.54**	**396,090**	**25.68**	**303,121**	**19.66**
Total Ford Div.	505,291	50.40	704,464	70.27	37,679	3.75	901,175	89.89	964,563	96.21	0	0.00	0	0.00
Escort	0	0.00	0	0.00	0	0.00	133,079	70.80	149,995	79.80	0	0.00	0	0.00
Mustang	98,752	85.70	113,962	98.90	0	0.00	108,892	94.50	115,230	100.00	0	0.00	0	0.00
Tempo	30,580	14.00	203,136	93.00	0	0.00	216,897	99.30	218,426	100.00	0	0.00	0	0.00
Taurus	203,731	66.00	216,079	70.00	24,695	8.00	283,063	91.70	308,684	100.00	0	0.00	0	0.00
Thunderbird	104,602	100.00	103,661	99.10	0	0.00	104,602	100.00	104,602	100.00	0	0.00	0	0.00
Crown Victoria*	67,626	100.00	67,626	100.00	12,984	19.20	54,642	80.80	67,626	100.00	0	0.00	0	0.00
Total L-M Div.	497,623	92.22	476,467	88.30	266,490	49.38	272,619	50.52	539,620	100.00	396,090	73.40	303,121	56.17
Total Mercury	270,969	86.58	249,813	79.82	39,836	12.73	272,619	87.11	312,966	100.00	169,436	54.14	76,467	24.43
Topaz	41,621	57.00	27,602	37.80	0	0.00	72,509	99.30	73,020	100.00	0	0.00	0	0.00
Cougar	76,467	100.00	70,273	91.90	0	0.00	76,467	100.00	76,467	100.00	76,467	100.00	76,467	100.00
Sable	82,371	98.60	82,556	88.80	14,875	16.00	78,094	84.00	92,969	100.00	92,969	100.00	0	0.00
Grand Marquis*	70,510	100.00	69,382	98.40	24,961	35.40	45,549	64.60	70,510	100.00	0	0.00	0	0.00
Total Lincoln	226,654	100.00	226,654	100.00	226,654	100.00	0	0.00	226,654	100.00	226,654	100.00	226,654	100.00
Continental	62,615	100.00	62,615	100.00	62,615	100.00	0	0.00	62,615	100.00	62,615	100.00	62,615	100.00
Mark VII	21,645	100.00	21,645	100.00	21,645	100.00	0	0.00	21,645	100.00	21,645	100.00	21,645	100.00
Town Car	142,394	100.00	142,394	100.00	142,394	100.00	0	0.00	142,394	100.00	142,394	100.00	142,394	100.00
GENERAL MOTORS	**1,855,174**	**62.53**	**1,969,483**	**66.38**	**396,150**	**13.35**	**2,495,782**	**84.12**	**2,396,935**	**80.79**	**1,013,811**	**34.17**	**1,026,754**	**34.61**
Total Buick	386,625	77.75	425,630	85.59	123,499	24.84	373,601	75.13	371,611	74.73	145,195	29.20	237,302	47.72
Regal*	46,448	87.00	53,228	99.70	0	0.00	53,388	100.00	53,174	99.60	0	0.00	41,109	77.00
Skylark/Somerset	46,797	56.00	34,262	41.00	0	0.00	83,399	99.80	32,925	39.40	68,524	82.00	4,847	5.80
Century	76,506	62.00	107,355	87.00	0	0.00	123,396	100.00	49,358	40.00	0	0.00	0	0.00
Riviera	21,977	100.00	21,977	100.00	21,977	100.00	0	0.00	21,977	100.00	21,977	100.00	21,977	100.00
Electra	46,259	100.00	46,259	100.00	44,732	96.70	1,527	3.30	46,259	100.00	46,259	100.00	46,074	99.60
LeSabre (fwd)	132,867	87.00	146,612	96.00	43,373	28.40	109,348	71.60	151,957	99.50	0	0.00	107,516	70.40
LeSabre (rwd)	7,337	97.50	7,502	99.70	4,982	66.20	2,543	33.80	7,525	100.00	0	0.00	7,344	97.60
Reatta	8,435	100.00	8,435	100.00	8,435	100.00	0	0.00	8,435	100.00	8,435	100.00	8,435	100.00
Total Cadillac	268,698	100.00	242,552	90.27	92,261	34.34	176,437	65.66	268,698	100.00	121,516	45.22	121,516	45.22
Eldorado	22,291	100.00	22,291	100.00	22,291	100.00	0	0.00	22,291	100.00	22,291	100.00	22,291	100.00
Seville	33,128	100.00	33,128	100.00	33,128	100.00	0	0.00	33,128	100.00	33,128	100.00	33,128	100.00
Brougham (rwd)	33,741	100.00	7,595	22.51	33,741	100.00	0	0.00	33,741	100.00	7,595	22.51	7,595	22.51
DeVille (fwd)	176,437	100.00	176,437	100.00	0	0.00	176,437	100.00	176,437	100.00	55,401	31.40	55,401	31.40
Allante	3,101	100.00	3,101	100.00	3,101	100.00	0	0.00	3,101	100.00	3,101	100.00	3,101	100.00
Total Chevrolet	565,668	51.53	639,604	58.27	22,487	2.05	1,011,402	92.14	865,938	78.89	362,027	32.98	362,120	32.99
Cavalier	43,533	14.00	54,727	17.60	0	0.00	257,467	82.80	125,002	40.20	0	0.00	0	0.00
Camaro	19,592	56.00	31,522	90.10	0	0.00	34,251	97.90	31,452	89.90	0	0.00	0	0.00
Celebrity*	9,200	31.50	17,231	59.00	0	0.00	29,001	99.30	14,603	50.00	0	0.00	0	0.00
Corsica/Beretta	155,999	53.00	166,890	56.70	0	0.00	285,798	97.10	278,967	94.78	98,015	33.30	98,107	33.30
Lumina*	243,381	82.50	263,441	89.30	0	0.00	294,417	99.80	295,007	100.00	167,859	56.90	167,859	56.90
Caprice	70,317	64.20	82,146	75.00	0	0.00	109,309	99.80	97,261	88.80	72,508	66.20	72,508	66.20
Corvette	23,646	100.00	23,646	100.00	22,487	95.10	1,159	4.90	23,646	100.00	23,646	100.00	23,646	100.00
Total Oldsmobile	375,866	68.00	396,101	71.66	137,546	24.88	411,763	74.49	430,719	77.92	177,035	32.03	144,323	26.11
Calais	26,852	29.60	13,244	14.60	0	0.00	87,903	96.90	36,105	39.80	12,882	14.20	12,882	14.20
Cutlass Ciera*	84,188	57.20	102,733	69.80	0	0.00	146,740	99.70	132,905	90.30	15,601	10.60	15,601	10.60
Cutlass Supreme	85,788	73.50	92,325	79.10	28,713	24.60	88,006	75.40	107,031	91.70	71,315	61.10	71,315	61.10
Toronado	15,022	100.00	15,022	100.00	15,022	100.00	0	0.00	15,022	100.00	15,022	100.00	30	0.20
88 (fwd)	97,898	83.80	106,659	91.30	42,056	36.00	74,650	63.90	112,851	96.60	20,561	17.60	20,561	17.60
88 (rwd)	3,723	95.70	3,723	95.70	2,276	58.50	1,610	41.40	3,843	98.80	973	25.00	973	25.00
98	62,395	100.00	62,395	100.00	49,479	79.30	12,853	20.60	22,961	36.80	40,682	65.20	22,961	36.80
Total Pontiac	258,317	46.93	265,596	48.25	20,356	3.70	522,578	94.94	459,970	83.56	208,038	37.80	161,494	29.34
Sunbird	12,043	11.70	15,130	14.70	0	0.00	98,399	95.60	55,169	53.60	0	0.00	14,719	14.30
Grand Am	45,533	24.30	38,413	20.50	0	0.00	184,569	98.50	152,527	81.40	187,380	100.00	15,553	8.30
Firebird	15,050	79.10	15,050	79.10	0	0.00	18,970	99.70	19,027	100.00	0	0.00	12,101	63.60
Grand Prix	92,256	81.00	93,167	81.80	0	0.00	113,896	100.00	110,479	97.00	0	0.00	51,139	44.90
Pontiac 6000	24,299	46.90	33,417	64.50	0	0.00	51,706	99.80	47,976	92.60	0	0.00	10,155	19.60
Bonneville	69,136	91.70	70,418	93.40	20,356	27.00	55,038	73.00	74,791	99.20	20,658	27.40	57,827	76.70
DIAMOND-STAR	**151,902**	**100.00**	**151,902**	**100.00**	**0**	**0.00**	**130,856**	**86.14**	**151,902**	**100.00**	**151,902**	**100.00**	**151,902**	**100.00**
Talon	28,465	100.00	28,465	100.00	0	0.00	26,188	92.00	28,465	100.00	28,465	100.00	28,465	100.00
Eclipse	68,052	100.00	68,052	100.00	0	0.00	56,483	83.00	68,052	100.00	68,052	100.00	68,052	100.00
Laser	55,385	100.00	55,385	100.00	0	0.00	48,185	87.00	55,385	100.00	55,385	100.00	55,385	100.00
HONDA	**304,492**	**75.97**	**304,492**	**75.97**	**0**	**0.00**	**243,515**	**60.76**	**357,557**	**89.21**	**400,802**	**100.00**	**400,802**	**100.00**
Civic	80,130	63.00	80,130	63.00	0	0.00	0	0.00	83,945	66.00	127,190	100.00	127,190	100.00
Accord	224,362	82.00	224,362	82.00	0	0.00	243,515	89.00	273,612	100.00	273,612	100.00	273,612	100.00
HYUNDAI	**16,950**	**100.00**	**16,950**	**100.00**	**0**	**0.00**	**16,950**	**100.00**	**16,950**	**100.00**	**16,950**	**100.00**	**16,950**	**100.00**
MAZDA	**86,847**	**48.69**	**86,779**	**48.65**	**36,266**	**20.33**	**66,818**	**37.46**	**152,104**	**85.27**	**178,370**	**100.00**	**68,472**	**38.39**
Probe	50,443	45.90	32,530	29.60	36,266	33.00	66,818	60.80	83,632	76.10	109,898	100.00	0	0.00
626	12,603	33.00	29,026	76.00	0	0.00	0	0.00	38,192	100.00	38,192	100.00	38,192	100.00
MX-6	23,800	78.60	25,223	83.30	0	0.00	0	0.00	30,280	100.00	30,280	100.00	30,280	100.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**18,481**	**9.51**	**18,481**	**9.51**	**0**	**0.00**	**168,580**	**86.78**	**74,130**	**38.16**	**112,931**	**58.13**	**43,148**	**22.21**
Corolla	8,512	9.00	8,512	9.00	0	0.00	71,881	76.00	67,152	71.00	13,241	14.00	13,241	14.00
Geo Prizm/Nova	9,969	10.00	9,969	10.00	0	0.00	96,699	97.00	6,978	7.00	99,690	100.00	29,907	30.00
SUBARU-ISUZU	**11,849**	**100.00**	**11,849**	**100.00**	**0**	**0.00**	**9,835**	**83.00**	**11,849**	**100.00**	**11,849**	**100.00**	**11,849**	**100.00**
TOYOTA	**164,787**	**78.00**	**164,787**	**78.00**	**0**	**0.00**	**194,364**	**92.00**	**211,265**	**100.00**	**211,265**	**100.00**	**211,265**	**100.00**
TOTAL CAR	**3,868,335**	**59.99**	**4,152,839**	**64.41**	**1,146,137**	**17.78**	**4,733,940**	**73.42**	**5,551,809**	**86.10**	**3,000,301**	**46.53**	**2,627,859**	**40.75**

*Cars built in Canada for sale in the U.S.

Nissan Motor Manufacturing Corp. declined to participate in survey

EQUIPMENT INSTALLATIONS

U.S. domestic-built car seat installations — 1990 models (based on 1990 model year production)

	Front Bucket	Percent of Instl.	Split Seat	Percent of Instl.	Bench Seat	Percent of Instl.	Cloth Seat	Percent of Instl.	Leather Seat	Percent of Instl.	Reclining Seat	Percent of Instl.	Power Seat	Percent of Instl.
CHRYSLER MOTORS	**356,801**	**52.86**	**276,943**	**41.03**	**41,187**	**6.10**	**613,698**	**90.93**	**53,567**	**7.94**	**626,592**	**92.84**	**173,800**	**25.75**
Total Eagle	14243	100.00	0	0.00	0	0.00	9614.025	67.50	4628.975	32.50	14243	100.00	0	0.00
Premier*	14,243	100.00	0	0.00	0	0.00	9,614	67.50	4,629	32.50	14,243	100.00	0	0.00
Total Plymouth	112,764	65.27	60,010	34.73	0	0.00	172,774	100.00	0	0.00	172,774	100.00	14,838	8.59
Horizon	16,034	100.00	0	0.00	0	0.00	16,034	100.00	0	0.00	16,034	100.00	0	0.00
Sundance	61,030	100.00	0	0.00	0	0.00	61,030	100.00	0	0.00	61,030	100.00	1,343	2.20
Acclaim	35,700	37.30	60,010	62.70	0	0.00	95,710	100.00	0	0.00	95,710	100.00	13,495	14.10
Total Chrysler	59,034	32.81	120,906	67.19	0	0.00	125,823	69.93	46,442	25.81	179,940	100.00	100,285	55.73
LeBaron A	0	0.00	27,312	100.00	0	0.00	21,167	77.50	6,145	22.50	27,312	100.00	12,837	47.00
LeBaron J	59,034	100.00	0	0.00	0	0.00	45,456	77.00	5,903	10.00	59,034	100.00	16,057	27.20
N. Yorker C-Class	0	0.00	39,089	100.00	0	0.00	32,209	82.40	6,880	17.60	39,089	100.00	16,886	43.20
Fifth Avenue	0	0.00	40,623	100.00	0	0.00	24,089	59.30	16,534	40.70	40,623	100.00	40,623	100.00
Imperial	0	0.00	13,882	100.00	0	0.00	2,901	20.90	10,981	79.10	13,882	100.00	13,882	100.00
Total Dodge	170,761	55.45	96,027	31.18	41,187	13.37	305,486	99.19	2,496	0.81	259,635	84.30	58,677	19.05
Omni	16,531	100.00	0	0.00	0	0.00	16,531	100.00	0	0.00	16,531	100.00	0	0.00
Daytona	38,448	100.00	0	0.00	0	0.00	37,602	97.80	846	2.20	38,448	100.00	10,189	26.50
Shadow	71,662	100.00	0	0.00	0	0.00	71,662	100.00	0	0.00	71,662	100.00	0	0.00
Monaco*	7,153	100.00	0	0.00	0	0.00	6,173	86.30	987	13.80	0	0.00	5,987	83.70
Dynasty	0	0.00	53,496	56.50	41,187	43.50	94,020	99.30	663	0.70	53,496	56.50	33,518	35.40
Spirit	36,967	46.50	42,531	53.50	0	0.00	79,498	100.00	0	0.00	79,498	100.00	8,983	11.30
FORD MOTOR CO.	**807,228**	**52.34**	**729,067**	**47.28**	**0**	**0.00**	**1,207,198**	**78.28**	**317,963**	**20.62**	**1,064,865**	**69.05**	**748,321**	**48.52**
Total Ford Div.	657,090	65.54	345,442	34.46	0	0.00	906,744	90.45	83,904	8.37	601,712	60.02	375,768	37.48
Escort	187,964	100.00	0	0.00	0	0.00	184,205	98.00	0	0.00	187,964	100.00	0	0.00
Mustang	115,230	100.00	0	0.00	0	0.00	107,279	93.10	7,951	6.90	115,230	100.00	49,779	43.20
Tempo	218,426	100.00	0	0.00	0	0.00	214,931	98.40	0	0.00	218,426	100.00	8,082	3.70
Taurus	30,868	10.00	277,816	90.00	0	0.00	287,076	93.00	16,978	5.50	23,151	7.50	165,763	53.70
Thunderbird	104,602	100.00	0	0.00	0	0.00	91,004	87.00	13,598	13.00	0	0.00	104,602	100.00
Crown Victoria*	0	0.00	67,626	100.00	0	0.00	22,249	32.90	45,377	67.10	56,941	84.20	47,541	70.30
Total L-M Div.	150,138	27.82	383,625	71.09	0	0.00	300,455	55.68	234,059	43.37	463,153	85.83	372,554	69.04
Total Mercury	150,138	47.97	156,971	50.16	0	0.00	225,767	72.14	82,093	26.23	236,499	75.57	145,900	46.62
Topaz	73,020	100.00	0	0.00	0	0.00	71,633	98.10	0	0.00	73,020	100.00	6,791	9.30
Cougar	76,467	100.00	0	0.00	0	0.00	66,297	86.70	10,170	13.30	0	0.00	70,503	92.20
Sable	651	0.70	86,461	93.00	0	0.00	79,024	85.00	10,227	11.00	92,969	100.00	0	0.00
Grand Marquis*	0	0.00	70,510	100.00	0	0.00	8,814	12.50	61,696	87.50	70,510	100.00	68,606	97.30
Total Lincoln	0	0.00	226,654	100.00	0	0.00	74,688	32.95	151,966	67.05	226,654	100.00	226,654	100.00
Continental	0	0.00	62,615	100.00	0	0.00	20,663	33.00	41,952	67.00	62,615	100.00	62,615	100.00
Mark VII	0	0.00	21,645	100.00	0	0.00	7,035	32.50	14,610	67.50	21,645	100.00	21,645	100.00
Town Car	0	0.00	142,394	100.00	0	0.00	46,990	33.00	95,404	67.00	142,394	100.00	142,394	100.00
GENERAL MOTORS	**1,808,638**	**60.96**	**927,591**	**31.27**	**271,911**	**9.17**	**1,838,007**	**61.95**	**703,819**	**23.72**	**2,415,727**	**81.43**	**1,325,097**	**44.66**
Total Buick	59,379	11.94	349,760	70.34	88,128	17.72	429,104	86.29	68,163	13.71	365,123	73.43	304,071	61.15
Regal*	21,195	39.70	32,193	60.30	0	0.00	47,836	89.60	5,552	10.40	53,388	100.00	31,018	58.10
Skylark/Somerset	7,772	9.30	0	0.00	75,794	90.70	83,566	100.00	0	0.00	70,112	83.90	0	0.00
Century	0	0.00	111,673	90.50	11,723	9.50	120,311	97.50	3,085	2.50	38,253	31.00	53,060	43.00
Riviera	21,977	100.00	0	0.00	0	0.00	3,846	17.50	18,131	82.50	21,977	100.00	21,977	100.00
Electra	0	0.00	46,259	100.00	0	0.00	27,432	59.30	18,827	40.70	43,715	94.50	46,259	100.00
LeSabre (fwd)	0	0.00	152,110	99.60	611	0.40	140,809	92.20	11,912	7.80	121,719	79.70	136,074	89.10
LeSabre (rwd)	0	0.00	7,525	100.00	0	0.00	5,305	70.50	2,220	29.50	7,525	100.00	7,247	96.30
Reatta	8,435	100.00	0	0.00	0	0.00	0	0.00	8,435	100.00	8,435	100.00	8,435	100.00
Total Cadillac	246,407	91.70	22,291	8.30	0	0.00	24,011	8.94	81,876	30.47	267,978	99.73	267,978	99.73
Eldorado	0	0.00	22,291	100.00	0	0.00	14,868	66.70	21,052	94.44	21,571	96.77	21,571	96.77
Seville	33,128	100.00	0	0.00	0	0.00	971	2.93	32,157	97.07	33,128	100.00	33,128	100.00
Brougham (rwd)	33,741	100.00	0	0.00	0	0.00	8,172	24.22	25,566	75.77	33,741	100.00	33,741	100.00
DeVille (fwd)	176,437	100.00	0	0.00	0	0.00	0	0.00	0	0.00	176,437	100.00	176,437	100.00
Allante	3,101	100.00	0	0.00	0	0.00	0	0.00	3,101	100.00	3,101	100.00	3,101	100.00
Total Chevrolet	947,460	86.32	133,768	12.19	97,862	8.92	498,085	45.38	501,419	45.68	1,076,341	98.06	398,584	36.31
Cavalier	310,951	100.00	0	0.00	0	0.00	310,951	100.00	0	0.00	310,951	100.00	0	0.00
Camaro	34,986	100.00	0	0.00	0	0.00	0	0.00	34,986	100.00	34,986	100.00	4,863	13.90
Celebrity*	0	0.00	24,240	83.00	7,885	27.00	21,320	73.00	0	0.00	7,885	27.00	2,979	10.20
Corsica/Beretta	294,338	100.00	0	0.00	0	0.00	0	0.00	294,338	100.00	294,338	100.00	294,338	100.00
Lumina*	295,007	100.00	0	0.00	89,977	30.50	125,378	42.50	79,357	26.90	295,007	100.00	24,781	8.40
Caprice	0	0.00	109,528	100.00	0	0.00	28,258	25.80	81,270	74.20	109,528	100.00	48,521	44.30
Corvette	12,178	51.50	0	0.00	0	0.00	12,178	51.50	11,468	48.50	23,646	100.00	23,102	97.70
Total Oldsmobile	159,789	28.91	279,064	50.49	73,797	13.35	354,720	64.17	35,249	6.38	204,444	36.99	256,195	46.35
Calais	90,715	100.00	0	0.00	0	0.00	90,715	100.00	0	0.00	0	0.00	6,169	6.80
Cutlass Ciera*	1,766	1.20	97,582	66.30	7,801	5.30	147,182	100.00	0	0.00	44,155	30.00	35,471	24.10
Cutlass Supreme	48,205	41.30	68,514	58.70	0	0.00	0	0.00	35,249	30.20	11,672	10.00	57,192	49.00
Toronado	13,550	90.20	0	0.00	1,472	9.80	0	0.00	0	0.00	4,116	27.40	13,625	90.70
88 (fwd)	0	0.00	112,968	96.70	3,855	3.30	116,823	100.00	0	0.00	83,879	71.80	96,963	83.00
88 (rwd)	0	0.00	0	0.00	3,890	100.00	0	0.00	0	0.00	3,843	98.80	3,723	95.70
98	5,553	8.90	0	0.00	56,779	91.00	0	0.00	0	0.00	56,779	91.00	43,053	69.00
Total Pontiac	395,604	71.87	142,708	25.93	12,124	2.20	532,088	96.67	17,112	3.11	501,841	91.17	98,269	17.85
Sunbird	102,928	100.00	0	0.00	0	0.00	101,693	98.80	0	0.00	102,928	100.00	0	0.00
Grand Am	187,380	100.00	0	0.00	0	0.00	187,380	100.00	0	0.00	187,380	100.00	5,953	3.18
Firebird	19,027	100.00	0	0.00	0	0.00	18,399	96.70	628	3.30	19,027	100.00	0	0.00
Grand Prix	60,820	53.40	53,076	46.60	0	0.00	107,062	94.00	6,834	6.00	109,340	96.00	23,918	21.00
Pontiac 6000	4,715	9.10	34,972	67.50	12,124	23.40	51,810	100.00	0	0.00	7,772	15.00	7,253	14.00
Bonneville	20,733	27.50	54,661	72.50	0	0.00	65,744	87.20	9,650	12.80	75,394	100.00	61,145	81.10
DIAMOND-STAR	**151,902**	**100.00**	**0**	**0.00**	**0**	**0.00**	**147,868**	**97.34**	**4,034**	**2.66**	**151,902**	**100.00**	**0**	**0.00**
Talon	28,465	100.00	0	0.00	0	0.00	26,472	93.00	1,993	7.00	28,465	100.00	0	0.00
Eclipse	68,052	100.00	0	0.00	0	0.00	66,010	97.00	2,042	3.00	68,052	100.00	0	0.00
Laser	55,385	100.00	0	0.00	0	0.00	55,385	100.00	0	0.00	55,385	100.00	0	0.00
HONDA	**400,802**	**100.00**	**0**	**0.00**	**0**	**0.00**	**400,802**	**100.00**	**0**	**0.00**	**400,802**	**100.00**	**0**	**0.00**
Civic	127,190	100.00	0	0.00	0	0.00	127,190	100.00	0	0.00	127,190	100.00	0	0.00
Accord	273,612	100.00	0	0.00	0	0.00	273,612	100.00	0	0.00	273,612	100.00	0	0.00
HYUNDAI	**16,950**	**100.00**	**0**	**0.00**	**0**	**0.00**	**15,933**	**94.00**	**1,017**	**6.00**	**16,950**	**100.00**	**0**	**0.00**
MAZDA	**178,370**	**100.00**	**0**	**0.00**	**0**	**0.00**	**178,370**	**100.00**	**0**	**0.00**	**178,370**	**100.00**	**36,266**	**20.33**
Probe	109,898	100.00	0	0.00	0	0.00	109,898	100.00	0	0.00	109,898	100.00	36,266	33.00
626	38,192	100.00	0	0.00	0	0.00	38,192	100.00	0	0.00	38,192	100.00	0	0.00
MX-6	30,280	100.00	0	0.00	0	0.00	30,280	100.00	0	0.00	30,280	100.00	0	0.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**194,270**	**100.00**	**0**	**0.00**	**0**	**0.00**	**194,270**	**100.00**	**2,113**	**1.09**	**194,270**	**100.00**	**20,070**	**10.33**
Corolla	94,580	100.00	0	0.00	0	0.00	94,580	100.00	0	0.00	94,580	100.00	0	0.00
Geo Prizm/Nova	99,690	100.00	0	0.00	0	0.00	99,690	100.00	2,113	2.12	99,690	100.00	20,070	20.13
SUBARU-ISUZU	**11,849**	**100.00**	**0**	**0.00**	**0**	**0.00**	**11,849**	**100.00**	**0**	**0.00**	**11,849**	**100.00**	**0**	**0.00**
TOYOTA	**211,265**	**100.00**	**0**	**0.00**	**0**	**0.00**	**209,152**	**99.00**	**2,113**	**1.00**	**156,547**	**74.10**	**20,070**	**9.50**
TOTAL CAR	**4,138,076**	**64.18**	**1,933,601**	**29.99**	**313,098**	**4.86**	**4,817,147**	**74.71**	**1,084,625**	**16.82**	**5,217,875**	**80.92**	**2,323,624**	**36.04**

*Cars built in Canada for sale in the U.S.

Nissan Motor Manufacturing Corp. declined to participate in survey

EQUIPMENT INSTALLATIONS

U.S. domestic-built car body type/roof installations — 1990 models (based on 1990 model year production)

	2-Door Notchback	Percent of Instl.	2-Door Hatchback	Percent of Instl.	4-Door Notchback	Percent of Instl.	4-Door Hatchback	Percent of Instl.	4-Door Wagon	Percent of Instl.	Convertible	Percent of Instl.	Vinyl Roof	Percent of Instl.	Electric Slide Sunroof	Percent of Instl.	Pop-up Sunroof	Percent of Instl.	T-Roof	Percent of Instl.
CHRYSLER MOTORS	**129,057**	**19.12**	**103,937**	**15.40**	**303,267**	**44.93**	**99,768**	**14.78**	**0**	**0.00**	**38,962**	**5.77**	**0**	**0.00**	**2,745**	**0.41**	**11,181**	**1.66**	**0**	**0.00**
Total Eagle	14,243	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	14,243	0.10	0	0.00	0	0.00
Premier*	14,243	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	14	0.10	0	0.00	0	0.00
Total Plymouth	0	0.00	21,727	12.58	95,710	55.40	55,337	32.03	0	0.00	0	0.00	0	0.00	0	0.00	2,726	1.58	0	0.00
Horizon	0	0.00	0	0.00	0	0.00	16,034	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Sundance	0	0.00	21,727	35.60	0	0.00	39,303	64.40	0	0.00	0	0.00	0	0.00	0	0.00	1,099	1.80	0	0.00
Acclaim	0	0.00	0	0.00	95,710	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,627	1.70	0	0.00
Total Chrysler	20,131	11.19	0	0.00	120,906	67.19	0	0.00	0	0.00	38,962	21.65	0	0.00	1,304	0.72	649	0.36	0	0.00
LeBaron A	0	0.00	0	0.00	27,312	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LeBaron J	20,131	34.10	0	0.00	0	0.00	0	0.00	0	0.00	38,962	66.00	0	0.00	0	0.00	649	1.10	0	0.00
N. Yorker C-Class	0	0.00	0	0.00	39,089	100.00	0	0.00	0	0.00	0	0.00	0	0.00	938	2.40	0	0.00	0	0.00
Fifth Avenue	0	0.00	0	0.00	40,623	100.00	0	0.00	0	0.00	0	0.00	0	0.00	366	0.90	0	0.00	0	0.00
Imperial	0	0.00	0	0.00	13,882	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Dodge	94,683	30.74	82,211	26.69	86,651	28.14	44,430	14.43	0	0.00	0	0.00	0	0.00	1,427	0.46	7,806	2.53	0	0.00
Omni	0	0.00	16,531	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Daytona	0	0.00	38,448	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,845	10.00	0	0.00
Shadow	0	0.00	27,232	38.00	0	0.00	44,430	62.00	0	0.00	0	0.00	0	0.00	0	0.00	1,577	2.20	0	0.00
Monaco*	0	0.00	0	0.00	7,153	100.00	0	0.00	0	0.00	0	0.00	0	0.00	7	0.10	0	0.00	0	0.00
Dynasty	94,683	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,420	1.50	0	0.00	0	0.00
Spirit	0	0.00	0	0.00	79,498	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,385	3.00	0	0.00
FORD MOTOR CO.	**252,854**	**16.40**	**196,788**	**12.76**	**855,594**	**55.48**	**65,787**	**4.27**	**141,750**	**9.19**	**25,581**	**1.66**	**111,659**	**7.24**	**73,060**	**4.74**	**17,976**	**1.17**	**0**	**0.00**
Total Ford Div.	113,121	11.28	196,788	19.63	504,571	50.33	65,787	6.56	96,683	9.64	25,581	2.55	45,309	4.52	33,467	3.34	17,976	1.79	0	0.00
Escort	0	0.00	107,139	57.00	0	0.00	65,787	35.00	15,037	8.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Mustang	0	0.00	89,649	77.80	0	0.00	0	0.00	0	0.00	25,581	22.20	0	0.00	0	0.00	17,976	15.60	0	0.00
Tempo	8,519	3.90	0	0.00	209,907	96.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Taurus	0	0.00	0	0.00	233,056	75.50	0	0.00	75,628	24.50	0	0.00	0	0.00	12,965	4.20	0	0.00	0	0.00
Thunderbird	104,602	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	20,502	19.60	0	0.00	0	0.00
Crown Victoria*	0	0.00	0	0.00	61,607	91.10	0	0.00	6,019	8.90	0	0.00	45,309	67.00	0	0.00	0	0.00	0	0.00
Total L-M Div.	139,733	25.89	0	0.00	351,023	65.05	0	0.00	45,066	8.35	0	0.00	66,350	12.30	39,593	7.34	0	0.00	0	0.00
Total Mercury	118,088	37.73	0	0.00	146,014	46.65	0	0.00	45,066	14.40	0	0.00	66,350	21.20	8,870	2.83	0	0.00	0	0.00
Topaz	41,621	57.00	0	0.00	27,602	37.80	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Cougar	76,467	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	8,870	11.60	0	0.00	0	0.00
Sable	0	0.00	0	0.00	52,063	56.00	0	0.00	40,906	44.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Grand Marquis*	0	0.00	0	0.00	66,350	94.10	0	0.00	4,160	5.90	0	0.00	66,350	94.10	0	0.00	0	0.00	0	0.00
Total Lincoln	21,645	9.55	0	0.00	205,009	90.45	0	0.00	0	0.00	0	0.00	0	0.00	30,723	13.55	0	0.00	0	0.00
Continental	0	0.00	0	0.00	62,615	100.00	0	0.00	0	0.00	0	0.00	0	0.00	10,269	16.40	0	0.00	0	0.00
Mark VII	21,645	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	6,926	32.00	0	0.00	0	0.00
Town Car	0	0.00	0	0.00	142,394	100.00	0	0.00	0	0.00	0	0.00	0	0.00	13,527	9.50	0	0.00	0	0.00
GENERAL MOTORS	**851,600**	**28.70**	**35,035**	**1.18**	**1,902,144**	**64.11**	**13,033**	**0.44**	**96,101**	**3.24**	**27,602**	**0.93**	**103,330**	**3.48**	**63,431**	**2.14**	**24,192**	**0.82**	**17,087**	**0.58**
Total Buick	98,810	19.87	0	0.00	382,258	76.87	0	0.00	11,597	2.33	2,134	0.43	28,046	5.64	11,023	2.22	0	0.00	0	0.00
Regal*	53,335	99.90	0	0.00	53	0.10	0	0.00	0	0.00	0	0.00	0	0.00	3,951	7.40	0	0.00	0	0.00
Skylark/Somerset	10,947	13.10	0	0.00	72,619	86.90	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Century	1,974	1.60	0	0.00	114,882	93.10	0	0.00	4,072	3.30	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Riviera	21,977	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	9,186	41.80	4,088	18.60	0	0.00	0	0.00
Electra	0	0.00	0	0.00	46,259	100.00	0	0.00	0	0.00	0	0.00	7,864	17.00	1,897	4.10	0	0.00	0	0.00
LeSabre (fwd)	4,276	2.80	0	0.00	148,445	97.20	0	0.00	0	0.00	0	0.00	10,996	7.20	0	0.00	0	0.00	0	0.00
LeSabre (rwd)	0	0.00	0	0.00	0	0.00	0	0.00	7,525	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Reatta	6,301	74.70	0	0.00	0	0.00	0	0.00	0	0.00	2,134	25.30	0	0.00	1,088	12.90	0	0.00	0	0.00
Total Cadillac	20,500	7.63	0	0.00	245,660	91.43	0	0.00	0	0.00	2,538	0.94	57,721	21.48	18,959	7.06	0	0.00	0	0.00
Eldorado	0	0.00	0	0.00	22,291	100.00	0	0.00	0	0.00	0	0.00	341	1.53	1,672	7.50	0	0.00	0	0.00
Seville	0	0.00	0	0.00	33,128	100.00	0	0.00	0	0.00	0	0.00	1,491	4.50	12,390	37.40	0	0.00	0	0.00
Brougham (rwd)	0	0.00	0	0.00	33,741	100.00	0	0.00	0	0.00	0	0.00	31,170	92.38	1,174	3.48	0	0.00	0	0.00
DeVille (fwd)	19,937	11.30	0	0.00	156,500	88.70	0	0.00	0	0.00	0	0.00	24,719	14.01	3,723	2.11	0	0.00	0	0.00
Allante	563	18.16	0	0.00	0	0.00	0	0.00	0	0.00	2,538	81.84	0	0.00	0	0.00	0	0.00	0	0.00
Total Chevrolet	361,646	32.95	16,008	1.46	633,657	57.73	13,033	1.19	63,550	5.79	9,767	0.89	3,286	0.30	0	0.00	18,132	1.65	6,432	0.59
Cavalier	185,016	59.50	0	0.00	103,858	33.40	0	0.00	22,078	7.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Camaro	32,957	94.20	0	0.00	0	0.00	0	0.00	0	0.00	2,029	5.80	0	0.00	0	0.00	0	0.00	0	0.00
Celebrity*	0	0.00	0	0.00	0	0.00	0	0.00	29,205	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Corsica/Beretta	99,717	33.88	0	0.00	181,488	61.66	13,033	4.43	0	0.00	100	0.03	0	0.00	0	0.00	18,132	6.16	0	0.00
Lumina*	43,956	14.90	0	0.00	251,051	85.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Caprice	0	0.00	0	0.00	97,261	88.80	0	0.00	12,267	11.20	0	0.00	3,286	3.00	0	0.00	0	0.00	0	0.00
Corvette	0	0.00	16,008	67.70	0	0.00	0	0.00	0	0.00	7,638	32.30	0	0.00	0	0.00	0	0.00	6,432	27.20
Total Oldsmobile	147,990	26.77	0	0.00	348,826	63.11	0	0.00	16,706	3.02	400	0.07	14,278	2.58	14,250	2.58	3,266	0.59	0	0.00
Calais	90,715	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,266	3.60	0	0.00
Cutlass Ciera*	3,440	2.34	0	0.00	120,940	82.17	0	0.00	8,668	5.89	0	0.00	0	0.00	442	0.30	0	0.00	0	0.00
Cutlass Supreme	36,081	30.91	0	0.00	68,038	58.29	0	0.00	0	0.00	400	0.34	0	0.00	5,369	4.60	0	0.00	0	0.00
Toronado	15,022	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,447	29.60	0	0.00	0	0.00
88 (fwd)	2,732	2.34	0	0.00	97,453	83.42	0	0.00	4,148	3.55	0	0.00	7,477	6.40	0	0.00	0	0.00	0	0.00
88 (rwd)	0	0.00	0	0.00	0	0.00	0	0.00	3,890	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
98	0	0.00	0	0.00	62,395	100.00	0	0.00	0	0.00	0	0.00	6,801	10.90	3,993	6.40	0	0.00	0	0.00
Total Pontiac	222,653	40.45	19,027	3.46	291,743	53.00	0	0.00	4,248	0.77	12,763	2.32	0	0.00	19,198	3.49	2,794	0.51	10,655	1.94
Sunbird	55,684	54.10	0	0.00	34,481	33.50	0	0.00	0	0.00	12,763	12.40	0	0.00	0	0.00	1,750	1.70	0	0.00
Grand Am	107,744	57.50	0	0.00	79,637	42.50	0	0.00	0	0.00	0	0.00	0	0.00	117	0.06	1,044	0.56	0	0.00
Firebird	0	0.00	19,027	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	10,655	56.00
Grand Prix	59,226	52.00	0	0.00	54,670	48.00	0	0.00	0	0.00	0	0.00	0	0.00	11,617	10.20	0	0.00	0	0.00
Pontiac 6000	0	0.00	0	0.00	47,562	91.80	0	0.00	4,248	8.20	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Bonneville	0	0.00	0	0.00	75,394	100.00	0	0.00	0	0.00	0	0.00	0	0.00	7,464	9.90	0	0.00	0	0.00
DIAMOND-STAR	**0**	**0.00**	**151,902**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**12,468**	**8.21**	**0**	**0.00**
Talon	0	0.00	28,465	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,700	13.00	0	0.00
Eclipse	0	0.00	68,052	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,444	8.00	0	0.00
Laser	0	0.00	55,385	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,323	6.00	0	0.00
HONDA	**82,084**	**20.48**	**0**	**0.00**	**191,528**	**47.79**	**127,190**	**31.73**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**106,709**	**26.62**	**0**	**0.00**	**0**	**0.00**
Civic	0	0.00	0	0.00	0	0.00	127,190	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Accord	82,084	30.00	0	0.00	191,528	70.00	0	0.00	0	0.00	0	0.00	0	0.00	106,709	39.00	0	0.00	0	0.00
HYUNDAI	**0**	**0.00**	**0**	**0.00**	**16,950**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**6,780**	**40.00**	**0**	**0.00**	**0**	**0.00**
MAZDA	**30,280**	**16.98**	**109,898**	**61.61**	**38,192**	**21.41**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**15,496**	**8.69**	**0**	**0.00**
Probe	0	0.00	109,898	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	15,496	14.10	0	0.00
626	0	0.00	0	0.00	38,192	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
MX-6	30,280	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**0**	**0.00**	**0**	**0.00**	**181,310**	**93.33**	**12,690**	**6.67**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**44,601**	**22.96**	**0**	**0.00**	**0**	**0.00**
Corolla	0	0.00	0	0.00	94,580	100.00	0	0.00	0	0.00	0	0.00	0	0.00	2,837	3.00	0	0.00	0	0.00
Geo Prizm/Nova	0	0.00	0	0.00	86,730	87.00	12,690	13.00	0	0.00	0	0.00	0	0.00	41,763	4.00	0	0.00	0	0.00
SUBARU-ISUZU	**0**	**0.00**	**0**	**0.00**	**7,346**	**62.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**355**	**3.00**	**0**	**0.00**	**0**	**0.00**
TOYOTA	**0**	**0.00**	**0**	**0.00**	**211,265**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**41,408**	**19.60**	**0**	**0.00**	**0**	**0.00**
TOTAL CAR	**1,345,874**	**20.87**	**597,561**	**9.27**	**3,707,597**	**57.50**	**318,738**	**4.94**	**242,354**	**3.76**	**92,145**	**1.43**	**214,990**	**3.33**	**306,534**	**4.75**	**81,317**	**1.26**	**17,087**	**0.26**

*Cars built in Canada for sale in the U.S.

Nissan Motor Manufacturing Corp. declined to participate in survey.

EQUIPMENT INSTALLATIONS

U.S. imported-car engine installations — 1990 models (based on 1990 model year sales)

	V-6	Percent of Instl.	V-12	Percent of Instl.	6-Cylinder	Percent of Instl.	5-Cylinder	Percent of Instl.	4-Cylinder	Percent of Instl.	Multi-Valve Engine	Percent of Instl.	Turbo-Charging	Percent of Instl.	Single-Point Fuel Injection	Percent of Instl.	Multi-Point Fuel Injection	Percent of Instl.	Diesel	Percent of Instl.
ACURA	0	0.00	0	0.00	57,133	40.80	0	0.00	82,907	59.20	140,040	100.00	0	0.00	0	0.00	140,040	100.00	0	0.00
Integra	0	0.00	0	0.00	0	0.00	0	0.00	82,907	100.00	82,907	100.00	0	0.00	0	0.00	82,907	100.00	0	0.00
Legend	0	0.00	0	0.00	57,133	100.00	0	0.00	0	0.00	57,133	100.00	0	0.00	0	0.00	57,133	100.00	0	0.00
ALFA ROMEO	0	0.00	0	0.00	0	0.00	0	0.00	1,888	100.00	0	0.00	0	0.00	0	0.00	1,888	100.00	0	0.00
Spider	0	0.00	0	0.00	0	0.00	0	0.00	1,888	100.00	0	0.00	0	0.00	0	0.00	1,888	100.00	0	0.00
AUDI	2,906	11.96	0	0.00	0	0.00	16,839	69.32	4,546	18.71	5,291	21.66	2,315	9.53	0	0.00	24,291	100.00	0	0.00
80/90	0	0.00	0	0.00	0	0.00	4,622	50.41	4,546	49.59	1,0	10.98	0	0.00	0	0.00	9,168	100.00	0	0.00
100/200	0	0.00	0	0.00	0	0.00	10,869	100.00	0	0.00	[illegible]	.00	2,315	21.30	0	0.00	10,869	100.00	0	0.00
V8 Quattro	2,906	100.00	0	0.00	0	0.00	0	0.00	0	0.00	2,906	100.00	0	0.00	0	0.00	2,906	100.00	0	0.00
Coupe Quattro	0	0.00	0	0.00	0	0.00	1,348	100.00	0	0.00	1,348	100.00	0	0.00	0	0.00	1,348	100.00	0	0.00
BMW	0	0.00	3,033	4.79	53,492	84.45	0	0.00	6,816	10.76	29,862	47.14	0	0.00	0	0.00	40,817	64.44	0	0.00
3 series	0	0.00	0	0.00	22,767	79.00	0	0.00	6,052	21.00	6,052	21.00	0	0.00	0	0.00	28,819	100.00	0	0.00
5 series	0	0.00	0	0.00	22,524	100.00	0	0.00	0	0.00	22,524	100.00	0	0.00	0	0.00	0	0.00	0	0.00
635 CSi	0	0.00	0	0.00	252	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	252	100.00	0	0.00
7 series	0	0.00	3,033	29.00	7,427	71.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	10,460	100.00	0	0.00
M3	0	0.00	0	0.00	0	0.00	0	0.00	764	100.00	764	100.00	0	0.00	0	0.00	764	100.00	0	0.00
M5	0	0.00	0	0.00	515	100.00	0	0.00	0	0.00	515	100.00	0	0.00	0	0.00	515	100.00	0	0.00
M6	0	0.00	0	0.00	7	100.00	0	0.00	0	0.00	7	100.00	0	0.00	0	0.00	7	100.00	0	0.00
CHEVROLET/GEO	0	0.00	0	0.00	0	0.00	0	0.00	156,131	100.00	0	0.00	75,632	48.44	15,295	9.80	80,499	51.56	0	0.00
Storm	0	0.00	0	0.00	0	0.00	0	0.00	80,499	100.00	0	0.00	0	0.00	15,295	19.00	80,499	100.00	0	0.00
Metro	0	0.00	0	0.00	0	0.00	0	0.00	75,632	100.00	0	0.00	75,632	100.00	0	0.00	0	0.00	0	0.00
CHRYSLER MOTORS	0	0.00	0	0.00	0	0.00	0	0.00	35,671	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Colt	0	0.00	0	0.00	0	0.00	0	0.00	23,717	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Summit	0	0.00	0	0.00	0	0.00	0	0.00	9,742	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Vista	0	0.00	0	0.00	0	0.00	0	0.00	2,212	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
DAIHATSU Charade•	0	0.00	0	0.00	0	0.00	0	0.00	6,294	58.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD Festiva	0	0.00	0	0.00	0	0.00	0	0.00	47,450	100.00	0	0.00	0	0.00	0	0.00	47,450	100.00	0	0.00
HONDA	0	0.00	0	0.00	0	0.00	0	0.00	709,244	100.00	709,244	100.00	0	0.00	196,472	27.70	501,559	70.72	0	0.00
Civic/CRX	0	0.00	0	0.00	0	0.00	0	0.00	255,159	100.00	255,159	100.00	0	0.00	196,472	77.00	58,687	23.00	0	0.00
Accord	0	0.00	0	0.00	0	0.00	0	0.00	416,957	100.00	416,957	100.00	0	0.00	0	0.00	416,957	100.00	0	0.00
Prelude	0	0.00	0	0.00	0	0.00	0	0.00	37,128	100.00	37,128	100.00	0	0.00	0	0.00	25,915	69.80	0	0.00
INFINITI	11,476	62.14	0	0.00	6,993	37.86	0	0.00	0	0.00	11,476	62.14	0	0.00	0	0.00	18,469	100.00	0	0.00
M30	0	0.00	0	0.00	6,993	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	6,993	100.00	0	0.00
Q45	11,476	100.00	0	0.00	0	0.00	0	0.00	0	0.00	11,476	100.00	0	0.00	0	0.00	11,476	100.00	0	0.00
ISUZU	0	0.00	0	0.00	0	0.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00	0	0.00
Impulse	0	0.00	0	0.00	0	0.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00	0	0.00
JAGUAR	0	0.00	4,715	25.18	14,013	74.82	0	0.00	0	0.00	14,013	74.82	0	0.00	0	0.00	18,728	100.00	0	0.00
XJ6	0	0.00	0	0.00	14,013	100.00	0	0.00	0	0.00	14,013	100.00	0	0.00	0	0.00	14,013	100.00	0	0.00
XJ-S	0	0.00	4,715	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,715	100.00	0	0.00
LEXUS	41,464	67.51	0	0.00	19,958	32.49	0	0.00	0	0.00	61,422	100.00	0	0.00	0	0.00	61,422	100.00	0	0.00
ES 250	0	0.00	0	0.00	19,958	100.00	0	0.00	0	0.00	19,958	100.00	0	0.00	0	0.00	19,958	100.00	0	0.00
LS 400	41,464	100.00	0	0.00	0	0.00	0	0.00	0	0.00	41,464	100.00	0	0.00	0	0.00	41,464	100.00	0	0.00
MAZDA	0	0.00	0	0.00	17,248	9.80	0	0.00	149,023	84.67	143,638	81.61	2,382	1.35	0	0.00	176,003	100.00	0	0.00
323	0	0.00	0	0.00	0	0.00	0	0.00	22,633	100.00	0	0.00	0	0.00	0	0.00	22,633	100.00	0	0.00
Protege	0	0.00	0	0.00	0	0.00	0	0.00	46,645	100.00	46,645	100.00	0	0.00	0	0.00	46,645	100.00	0	0.00
626	0	0.00	0	0.00	0	0.00	0	0.00	28,377	100.00	28,377	100.00	1,873	6.60	0	0.00	28,377	100.00	0	0.00
MX-6	0	0.00	0	0.00	0	0.00	0	0.00	281	100.00	281	100.00	52	18.51	0	0.00	281	100.00	0	0.00
Miata	0	0.00	0	0.00	0	0.00	0	0.00	51,087	100.00	51,087	100.00	0	0.00	0	0.00	51,087	100.00	0	0.00
929	0	0.00	0	0.00	17,248	100.00	0	0.00	0	0.00	17,248	100.00	0	0.00	0	0.00	17,248	100.00	0	0.00
RX-7*	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	457	4.70	0	0.00	9,732	100.00	0	0.00
MERCEDES BENZ	8,381	14.56	5,653	9.82	39,769	69.10	1,177	2.04	0	0.00	7,577	13.16	2,032	3.53	0	0.00	39,719	69.02	1,177	2.04
190E 2.6	0	0.00	0	0.00	9,248	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	9,248	100.00	0	0.00
300E 2.6/260E	0	0.00	0	0.00	4,039	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,039	100.00	0	0.00
300	0	0.00	0	0.00	16,655	93.40	1,177	6.60	0	0.00	2,176	12.20	1,177	6.60	0	0.00	0	0.00	1,177	6.60
300 SE	0	0.00	0	0.00	5,545	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,545	100.00	0	0.00
350SDL Turbo	0	0.00	0	0.00	855	100.00	0	0.00	0	0.00	0	0.00	855	100.00	0	0.00	855	100.00	0	0.00
300SEL	0	0.00	0	0.00	3,427	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,427	100.00	0	0.00
420SEL	0	0.00	5,653	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,653	100.00	0	0.00
560SEL	4,105	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,105	100.00	0	0.00
SL Coupe	2,830	52.40	0	0.00	0	0.00*	0	0.00	0	0.00	5,401	100.00	0	0.00	0	0.00	5,401	100.00	0	0.00
560SEC	1,446	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,446	100.00	0	0.00
MERCURY	0	0.00	0	0.00	0	0.00	0	0.00	27,437	100.00	0	0.00	0	0.00	27,437	100.00	0	0.00	0	0.00
Tracer	0	0.00	0	0.00	0	0.00	0	0.00	27,437	100.00	0	0.00	0	0.00	27,437	100.00	0	0.00	0	0.00
MITSUBISHI	0	0.00	0	0.00	1,628	1.62	0	0.00	99,165	98.38	100,793	100.00	0	0.00	0	0.00	100,793	100.00	0	0.00
Mirage	0	0.00	0	0.00	0	0.00	0	0.00	52,844	100.00	52,844	100.00	0	0.00	0	0.00	52,844	100.00	0	0.00
Galant	0	0.00	0	0.00	0	0.00	0	0.00	41,428	100.00	41,428	100.00	0	0.00	0	0.00	41,428	100.00	0	0.00
Sigma	0	0.00	0	0.00	1,628	100.00	0	0.00	0	0.00	1,628	100.00	0	0.00	0	0.00	1,628	100.00	0	0.00
Precis	0	0.00	0	0.00	0	0.00	0	0.00	3,518	100.00	3,518	100.00	0	0.00	0	0.00	3,518	100.00	0	0.00
Wagon	0	0.00	0	0.00	0	0.00	0	0.00	1,375	100.00	1,375	100.00	0	0.00	0	0.00	1,375	100.00	0	0.00
NISSAN	0	0.00	0	0.00	108,924	32.45	0	0.00	226,759	67.55	109,380	32.58	5,768	1.72	0	0.00	335,683	100.00	0	0.00
Sentra	0	0.00	0	0.00	0	0.00	0	0.00	138,410	100.00	0	0.00	0	0.00	0	0.00	138,410	100.00	0	0.00
Pulsar	0	0.00	0	0.00	0	0.00	0	0.00	1,152	100.00	0	0.00	0	0.00	0	0.00	1,152	100.00	0	0.00
Stanza	0	0.00	0	0.00	0	0.00	0	0.00	39,381	100.00	39,381	100.00	0	0.00	0	0.00	39,381	100.00	0	0.00
Maxima	0	0.00	0	0.00	86,741	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	86,741	100.00	0	0.00
240SX/200SX	0	0.00	0	0.00	0	0.00	0	0.00	47,816	100.00	47,816	100.00	0	0.00	0	0.00	47,816	100.00	0	0.00
300ZX	0	0.00	0	0.00	22,183	100.00	0	0.00	0	0.00	22,183	100.00	5,768	26.00	0	0.00	22,183	100.00	0	0.00
PEUGEOT (all)	0	0.00	0	0.00	0	0.00	0	0.00	425	100.00	0	0.00	1	0.24	0	0.00	424	99.80	0	0.00
PONTIAC LeMans	0	0.00	0	0.00	0	0.00	0	0.00	39,081	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
PORSCHE (all)	414	5.90	0	0.00	4,609	65.72	0	0.00	1,990	28.38	2,018	28.78	0	0.00	0	0.00	7,013	100.00	0	0.00
SAAB	0	0.00	0	0.00	0	0.00	0	0.00	19,702	100.00	19,702	100.00	8,170	41.47	0	0.00	19,702	100.00	0	0.00
900	0	0.00	0	0.00	0	0.00	0	0.00	3,723	100.00	3,723	100.00	0	0.00	0	0.00	3,723	100.00	0	0.00
900S	0	0.00	0	0.00	0	0.00	0	0.00	5,323	100.00	5,323	100.00	0	0.00	0	0.00	5,323	100.00	0	0.00
900 Turbo	0	0.00	0	0.00	0	0.00	0	0.00	4,742	100.00	4,742	100.00	4,742	100.00	0	0.00	4,742	100.00	0	0.00
9000S	0	0.00	0	0.00	0	0.00	0	0.00	2,486	100.00	2,486	100.00	0	0.00	0	0.00	2,486	100.00	0	0.00
9000CD	0	0.00	0	0.00	0	0.00	0	0.00	1,911	100.00	1,911	100.00	1,911	100.00	0	0.00	1,911	100.00	0	0.00
9000 Turbo	0	0.00	0	0.00	0	0.00	0	0.00	1,517	100.00	1,517	100.00	1,517	100.00	0	0.00	1,517	100.00	0	0.00
STERLING	0	0.00	0	0.00	1,497	100.00	0	0.00	0	0.00	1,497	100.00	0	0.00	0	0.00	1,497	100.00	0	0.00
SUBARU	0	0.00	0	0.00	0	0.00	0	0.00	128,867	93.64	105,389	76.58	129	0.09	32,108	23.33	102,987	74.83	0	0.00
Legacy	0	0.00	0	0.00	0	0.00	0	0.00	96,630	100.00	96,630	100.00	0	0.00	0	0.00	96,630	100.00	0	0.00
Loyale	0	0.00	0	0.00	0	0.00	0	0.00	32,237	100.00	0	0.00	129	0.40	32,108	99.60	129	0.40	0	0.00
XT/XT6	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	8,759	100.00	0	0.00	0	0.00	6,228	71.10	0	0.00
SUZUKI Swift	0	0.00	0	0.00	0	0.00	0	0.00	4,937	100.00	148	3.00	0	0.00	4,789	97.00	148	3.00	0	0.00
TOYOTA	0	0.00	0	0.00	66,440	10.05	0	0.00	594,436	89.95	0	0.00	4,194	0.63	652,907	98.79	0	0.00	0	0.00
Corolla	0	0.00	0	0.00	0	0.00	0	0.00	209,012	100.00	0	0.00	0	0.00	209,012	100.00	0	0.00	0	0.00
Tercel	0	0.00	0	0.00	0	0.00	0	0.00	80,495	100.00	0	0.00	0	0.00	72,526	90.10	0	0.00	0	0.00
Celica	0	0.00	0	0.00	0	0.00	0	0.00	81,915	100.00	0	0.00	803	0.96	81,915	100.00	0	0.00	0	0.00
Supra	0	0.00	0	0.00	0	0.00	0	0.00	6,199	100.00	0	0.00	3,391	54.70	6,199	100.00	0	0.00	0	0.00
Camry	0	0.00	0	0.00	54,204	20.00	0	0.00	216,815	80.00	0	0.00	0	0.00	271,019	100.00	0	0.00	0	0.00
Cressida	0	0.00	0	0.00	12,236	100.00	0	0.00	0	0.00	0	0.00	0	0.00	12,236	100.00	0	0.00	0	0.00
VOLKSWAGEN	0	0.00	0	0.00	0	0.00	0	0.00	122,209	100.00	21,085	17.25	0	0.00	0	0.00	122,209	100.00	1,432	1.17
Cabriolet	0	0.00	0	0.00	0	0.00	0	0.00	8,673	100.00	0	0.00	0	0.00	0	0.00	8,673	100.00	0	0.00
Corrado••	0	0.00	0	0.00	0	0.00	0	0.00	9,969	100.00	0	0.00	0	0.00	0	0.00	9,969	100.00	0	0.00
Jetta	0	0.00	0	0.00	0	0.00	0	0.00	47,731	100.00	3,657	7.66	0	0.00	0	0.00	47,731	100.00	1,432	3.00
Golf GTI	0	0.00	0	0.00	0	0.00	0	0.00	13,696	100.00	2	0.01	0	0.00	0	0.00	13,696	100.00	0	0.00
Passat	0	0.00	0	0.00	0	0.00	0	0.00	17,426	100.00	17,426	100.00	0	0.00	0	0.00	17,426	100.00	0	0.00
Fox	0	0.00	0	0.00	0	0.00	0	0.00	24,714	100.00	0	0.00	0	0.00	0	0.00	24,714	100.00	0	0.00
VOLVO	0	0.00	0	0.00	1,792	1.96	0	0.00	89,441	98.04	7,264	7.96	16,969	18.60	0	0.00	48,426	53.08	0	0.00
240 series	0	0.00	0	0.00	0	0.00	0	0.00	33,731	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
740 series	0	0.00	0	0.00	0	0.00	0	0.00	48,426	100.00	7,264	15.00	9,685	20.00	0	0.00	48,426	100.00	0	0.00
760 series	0	0.00	0	0.00	1,792	20.00	0	0.00	7,170	80.00	0	0.00	7,170	80.00	0	0.00	0	0.00	0	0.00
780	0	0.00	0	0.00	0	0.00	0	0.00	114	100.00	0	0.00	114	100.00	0	0.00	0	0.00	0	0.00
YUGO	0	0.00	0	0.00	0	0.00	0	0.00	1,654	100.00	0	0.00	0	0.00	0	0.00	1,580	95.50	0	0.00
TOTAL IMPORTED	64,641	2.10	13,401	0.44	393,496	12.79	18,016	0.59	2,561,344	83.25	1,489,809	48.43	122,862	3.99	929,008	30.20	1,896,617	61.65	2,609	0.08

*9,732 units or 100.00% are 2 Rotor Rotary engines. •3,473 units or 32.00% are 3 cylinder engines. ••8,759 units or 100.00% are 3 cylinder engines. Hyundai Motor America declined to participate.

EQUIPMENT INSTALLATIONS

U.S. imported-car transmission installations — 1990 models (based on 1990 model year sales)

	3-Speed Automatic	Percent of Instl.	4-Speed Automatic	Percent of Instl.	4-Speed Manual	Percent of Instl.	5-Speed Manual	Percent of Instl.	6-Speed Manual	Percent of Instl.	Four-wheel Drive	Percent of Instl.	All-wheel Drive	Percent of Instl.
ACURA	0	0.00	88,386	63.12	0	0.00	51,654	36.88	0	0.00	0	0.00	0	0.00
Integra	0	0.00	38,966	47.00	0	0.00	43,941	53.00	0	0.00	0	0.00	0	0.00
Legend	0	0.00	49,420	86.50	0	0.00	7,713	13.50	0	0.00	0	0.00	0	0.00
ALFA ROMEO	113	6.00	0	0.00	0	0.00	1,775	94.00	0	0.00	0	0.00	0	0.00
Spider	113	6.00	0	0.00	0	0.00	1,775	94.00	0	0.00	0	0.00	0	0.00
AUDI	11,003	45.30	4,605	18.96	0	0.00	8,691	35.78	0	0.00	0	0.00	7,705	31.72
80/90	1,797	19.60	1,705	18.60	0	0.00	5,675	61.90	0	0.00	0	0.00	1,788	19.50
100/200	9,206	84.70	0	0.00	0	0.00	1,663	15.30	0	0.00	0	0.00	1,663	15.30
V8 Quattro	0	0.00	2,900	99.80	0	0.00	5	0.17	0	0.00	0	0.00	2,906	100.00
Coupe Quattro	0	0.00	0	0.00	0	0.00	1,348	100.00	0	0.00	0	0.00	1,348	100.00
BMW	0	0.00	41,469	65.47	0	0.00	21,872	34.53	0	0.00	0	0.00	1,153	1.82
3 series	0	0.00	13,545	47.00	0	0.00	15,274	53.00	0	0.00	0	0.00	1,153	4.00
5 series	0	0.00	17,569	78.00	0	0.00	4,955	22.00	0	0.00	0	0.00	0	0.00
635 CSi	0	0.00	0	0.00	0	0.00	252	100.00	0	0.00	0	0.00	0	0.00
7 series	0	0.00	10,355	99.00	0	0.00	105	1.00	0	0.00	0	0.00	0	0.00
M3	0	0.00	0	0.00	0	0.00	764	100.00	0	0.00	0	0.00	0	0.00
M5	0	0.00	0	0.00	0	0.00	515	100.00	0	0.00	0	0.00	0	0.00
M6	0	0.00	0	0.00	0	0.00	7	100.00	0	0.00	0	0.00	0	0.00
CHEVROLET/GEO	62,206	39.84	6,601	4.23	0	0.00	87,324	55.93	0	0.00	0	0.00	0	0.00
Storm	29,382	36.50	6,601	8.20	0	0.00	44,516	55.30	0	0.00	0	0.00	0	0.00
Metro	32,824	43.40	0	0.00	0	0.00	42,808	56.60	0	0.00	0	0.00	0	0.00
CHRYSLER MOTORS	15,845	44.42	253	0.71	12,878	36.10	6,695	18.77	0	0.00	0	0.00	0	0.00
Colt	8,514	35.90	0	0.00	12,878	54.30	2,324	9.80	0	0.00	0	0.00	0	0.00
Summit	6,264	64.30	253	2.60	0	0.00	3,225	33.10	0	0.00	0	0.00	0	0.00
Vista	1,066	48.20	0	0.00	0	0.00	1,146	51.80	0	0.00	0	0.00	0	0.00
DAIHATSU Charade	5,426	50.00	0	0.00	0	0.00	5,426	50.00	0	0.00	0	0.00	0	0.00
FORD Festiva	15,659	33.00	0	0.00	0	0.00	31,649	66.70	0	0.00	0	0.00	0	0.00
HONDA	0	0.00	413,147	58.25	32,660	4.60	262,161	36.96	1,531	0.22	2,552	0.36	0	0.00
Civic/CRX	0	0.00	99,512	39.00	32,660	12.80	121,711	47.70	1,531	0.60	2,552	1.00	0	0.00
Accord	0	0.00	297,707	71.40	0	0.00	119,250	28.60	0	0.00	0	0.00	0	0.00
Prelude	0	0.00	15,928	42.90	0	0.00	21,200	57.10	0	0.00	0	0.00	0	0.00
INFINITI	0	0.00	18,469	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
M30	0	0.00	6,993	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Q45	0	0.00	11,476	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
ISUZU	0	0.00	1,634	31.00	0	0.00	3,637	69.00	0	0.00	0	0.00	0	0.00
Impulse	0	0.00	1,634	31.00	0	0.00	3,637	69.00	0	0.00	0	0.00	0	0.00
JAGUAR	4,715	25.18	14,013	74.82	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
XJ6	0	0.00	14,013	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
XJ-S	4,715	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
LEXUS	0	0.00	60,225	98.05	0	0.00	1,197	1.95	0	0.00	0	0.00	0	0.00
ES 250	0	0.00	18,761	94.00	0	0.00	1,197	6.00	0	0.00	0	0.00	0	0.00
LS 400	0	0.00	41,464	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
MAZDA	0	0.00	73,557	41.79	0	0.00	102,446	58.21	0	0.00	0	0.00	1,633	0.93
323	0	0.00	8,374	37.00	0	0.00	14,259	63.00	0	0.00	0	0.00	0	0.00
Protege	0	0.00	24,629	52.80	0	0.00	22,016	47.20	0	0.00	0	0.00	1,633	3.50
626	0	0.00	18,076	63.70	0	0.00	10,301	36.30	0	0.00	0	0.00	0	0.00
MX-6	0	0.00	128	45.60	0	0.00	153	54.40	0	0.00	0	0.00	0	0.00
Miata	0	0.00	2,503	4.90	0	0.00	48,584	95.10	0	0.00	0	0.00	0	0.00
929	0	0.00	17,248	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
RX-7	0	0.00	2,598	26.70	0	0.00	7,134	73.30	0	0.00	0	0.00	0	0.00
MERCEDES BENZ	0	0.00	54,795	95.21	0	0.00	315	0.55	0	0.00	1,106	1.92	0	0.00
190E 2.6	0	0.00	9,063	98.00	0	0.00	185	2.00	0	0.00	0	0.00	0	0.00
300E 2.6/260E	0	0.00	4,039	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
300	0	0.00	17,832	100.00	0	0.00	0	0.00	0	0.00	1,106	6.20	0	0.00
300 SE	0	0.00	5,545	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
350SDL Turbo	0	0.00	855	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
300SEL	0	0.00	3,427	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
420SEL	0	0.00	5,653	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
560SEL	0	0.00	4,105	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
SL Coupe	0	0.00	2,830	52.40	0	0.00	130	2.40	0	0.00	0	0.00	0	0.00
560SEC	0	0.00	1,446	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
MERCURY	0	0.00	21,181	77.20	0	0.00	6,256	22.80	0	0.00	0	0.00	0	0.00
Tracer	0	0.00	21,181	77.20	0	0.00	6,256	22.80	0	0.00	0	0.00	0	0.00
MITSUBISHI	45,723	45.36	36,673	36.38	4,568	4.53	13,829	13.72	0	0.00	0	0.00	2,071	2.06
Mirage	45,723	86.52	0	0.00	1,859	3.52	5,262	9.96	0	0.00	0	0.00	0	0.00
Galant	0	0.00	33,142	80.00	0	0.00	8,286	20.00	0	0.00	0	0.00	2,071	5.00
Sigma	0	0.00	1,628	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Precis	0	0.00	528	15.00	2,709	77.00	281	8.00	0	0.00	0	0.00	0	0.00
Wagon	0	0.00	1,375	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
NISSAN	51,212	15.26	133,882	39.88	49,828	14.84	100,761	30.02	0	0.00	0	0.00	0	0.00
Sentra	51,212	37.00	0	0.00	49,828	36.00	37,371	27.00	0	0.00	0	0.00	0	0.00
Pulsar	0	0.00	484	42.00	0	0.00	668	58.00	0	0.00	0	0.00	0	0.00
Stanza	0	0.00	30,323	77.00	0	0.00	9,058	23.00	0	0.00	0	0.00	0	0.00
Maxima	0	0.00	74,597	86.00	0	0.00	12,144	14.00	0	0.00	0	0.00	0	0.00
240SX/200SX	0	0.00	19,605	41.00	0	0.00	28,211	59.00	0	0.00	0	0.00	0	0.00
300ZX	0	0.00	8,873	40.00	0	0.00	13,310	60.00	0	0.00	0	0.00	0	0.00
PEUGEOT (all)	0	0.00	255	60.00	0	0.00	170	40.00	0	0.00	0	0.00	0	0.00
PONTIAC LeMans	0	0.00	20,322	52.00	10,552	27.00	8,207	21.00	0	0.00	0	0.00	0	0.00
PORSCHE (all)	0	0.00	885	12.62	0	0.00	6,128	87.38	0	0.00	0	0.00	1,604	22.87
SAAB	6,921	35.13	2,390	12.13	0	0.00	10,391	52.74	0	0.00	0	0.00	0	0.00
900	1,303	35.00	0	0.00	0	0.00	2,420	65.00	0	0.00	0	0.00	0	0.00
900S	2,182	41.00	0	0.00	0	0.00	3,141	59.00	0	0.00	0	0.00	0	0.00
900 Turbo	1,944	41.00	0	0.00	0	0.00	2,798	59.00	0	0.00	0	0.00	0	0.00
9000S	1,492	60.00	0	0.00	0	0.00	994	40.00	0	0.00	0	0.00	0	0.00
9000CD	0	0.00	1,510	79.00	0	0.00	401	21.00	0	0.00	0	0.00	0	0.00
9000 Turbo	0	0.00	880	58.00	0	0.00	637	42.00	0	0.00	0	0.00	0	0.00
STERLING	0	0.00	1,422	95.00	0	0.00	749	50.00	0	0.00	0	0.00	0	0.00
SUBARU	12,017	8.73	69,672	50.62	0	0.00	55,937	40.64	0	0.00	68,420	49.71	0	0.00
Legacy	0	0.00	67,351	69.70	0	0.00	29,279	30.30	0	0.00	46,479	48.10	0	0.00
Loyale	9,188	28.50	2,321	7.20	0	0.00	20,728	64.30	0	0.00	17,150	53.20	0	0.00
Justy	2,829	32.30	0	0.00	0	0.00	5,930	67.70	0	0.00	4,791	54.70	0	0.00
SUZUKI Swift	346	7.00	0	0.00	0	0.00	4,591	93.00	0	0.00	0	0.00	0	0.00
TOYOTA	142,964	21.63	352,160	53.29	18,514	2.80	147,245	22.28	0	0.00	24,923	3.77	0	0.00
Corolla	142,964	68.40	15,258	7.30	0	0.00	50,790	24.30	0	0.00	3,344	1.60	0	0.00
Tercel	0	0.00	39,604	49.20	18,514	23.00	22,378	27.80	0	0.00	0	0.00	0	0.00
Celica	0	0.00	39,647	48.40	0	0.00	42,268	51.60	0	0.00	8,028	9.80	0	0.00
Supra	0	0.00	3,124	50.40	0	0.00	3,081	49.70	0	0.00	0	0.00	0	0.00
Camry	0	0.00	242,291	89.40	0	0.00	28,728	10.60	0	0.00	13,551	5.00	0	0.00
Cressida	0	0.00	12,236	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	0	0.00	42,664	34.91	22,737	18.60	56,308	46.48	0	0.00	0	0.00	0	0.00
Cabriolet	0	0.00	3,816	44.00	0	0.00	4,857	56.00	0	0.00	0	0.00	0	0.00
Corrado	0	0.00	0	0.00	0	0.00	9,969	100.00	0	0.00	0	0.00	0	0.00
Jetta	0	0.00	20,524	43.00	0	0.00	27,207	57.00	0	0.00	0	0.00	0	0.00
Golf/GTI	0	0.00	4,383	32.00	0	0.00	9,313	68.00	0	0.00	0	0.00	0	0.00
Passat	0	0.00	13,941	80.00	0	0.00	3,485	20.00	0	0.00	0	0.00	0	0.00
Fox	0	0.00	0	0.00	22,737	92.00	1,977	8.00	0	0.00	0	0.00	0	0.00
VOLVO	0	0.00	76,341	83.68	0	0.00	14,892	16.32	0	0.00	0	0.00	0	0.00
240 series	0	0.00	29,009	86.00	0	0.00	4,722	14.00	0	0.00	0	0.00	0	0.00
740 series	0	0.00	38,257	79.00	0	0.00	10,169	21.00	0	0.00	0	0.00	0	0.00
760 series	0	0.00	8,962	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
780	0	0.00	1,114	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
YUGO	0	0.00	0	0.00	0	0.00	1,654	100.00	0	0.00	0	0.00	0	0.00
TOTAL IMPORTED	374,149	12.16	1,535,002	49.89	151,737	4.93	1,012,459	32.91	1,531	0.05	97,000	3.15	14,165	0.46

Hyundai Motor America declined to participate

EQUIPMENT INSTALLATIONS

U.S. imported-car brake and wheel installations — 1990 models (based on 1990 model year sales)

	Power Brakes	Percent of Instl.	Anti-Lock Braking	Percent of Instl.	4-Wheel Disc Brakes	Percent of Instl.	Styled Steel Wheels	Percent of Instl.	Styled Aluminum Wheels	Percent of Instl.	Full-Size Spare	Percent of Instl.
ACURA	140,040	100.00	73,813	52.71	140,040	100.00	0	0.00	82,668	59.03	0	0.00
Integra	82,907	100.00	25,535	30.80	82,907	100.00	0	0.00	25,535	30.80	0	0.00
Legend	57,133	100.00	48,277	84.50	57,133	100.00	0	0.00	57,133	100.00	0	0.00
ALFA ROMEO	1,888	100.00	0	0.00	1,888	100.00	755	40.00	1,133	60.00	1,888	100.00
Spider	1,888	100.00	0	0.00	1,888	100.00	755	40.00	1,133	60.00	1,888	100.00
AUDI	24,291	100.00	19,276	79.35	24,291	100.00	0	0.00	19,744	81.28	0	0.00
80/90	9,168	100.00	4,153	45.30	9,168	100.00	0	0.00	4,621	50.40	0	0.00
100/200	10,869	100.00	10,869	100.00	10,869	100.00	0	0.00	10,869	100.00	0	0.00
V8Quattro	2,906	100.00	2,906	100.00	2,906	100.00	0	0.00	2,906	100.00	0	0.00
Coupe Quattro	1,348	100.00	1,348	100.00	1,348	100.00	0	0.00	1,348	100.00	0	0.00
BMW	63,341	100.00	63,341	100.00	63,341	100.00	2,017	3.18	61,324	96.82	63,089	99.60
3 series	28,819	100.00	28,819	100.00	28,819	100.00	2,017	7.00	26,802	93.00	28,819	100.00
5 series	22,524	100.00	22,524	100.00	22,524	100.00	0	0.00	22,524	100.00	22,524	100.00
635 CSi	252	100.00	252	100.00	252	100.00	0	0.00	252	100.00	0	0.00
7 series	10,460	100.00	10,460	100.00	10,460	100.00	0	0.00	10,460	100.00	10,460	100.00
M3	764	100.00	764	100.00	764	100.00	0	0.00	764	100.00	764	100.00
M5	515	100.00	515	100.00	515	100.00	0	0.00	515	100.00	515	100.00
M6	7	100.00	7	100.00	7	100.00	0	0.00	7	100.00	7	100.00
CHEVROLET/GEO	156,131	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Storm	80,499	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Metro	75,632	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
CHRYSLER MOTORS	35,135	98.50	0	0.00	536	1.50	0	0.00	425	1.19	0	0.00
Colt	23,717	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Summit	9,206	94.50	0	0.00	536	5.50	0	0.00	351	3.60	0	0.00
Vista	2,212	100.00	0	0.00	0	0.00	0	0.00	74	3.35	0	0.00
DAIHATSU Charade	10,852	100.00	0	0.00	0	0.00	0	0.00	0	0.00	7,379	68.00
FORD Festiva	47,450	100.00	0	0.00	0	0.00	0	0.00	542	1.14	0	0.00
HONDA	709,244	100.00	15,928	2.25	49,886	7.03	0	0.00	381,037	53.72	0	0.00
Civic/CRX	255,159	100.00	0	0.00	12,758	5.00	0	0.00	12,758	5.00	0	0.00
Accord	416,957	100.00	0	0.00	0	0.00	0	0.00	360,668	86.50	0	0.00
Prelude	37,128	100.00	15,928	42.90	37,128	100.00	0	0.00	7,611	20.50	0	0.00
INFINITI	18,469	100.00	18,469	100.00	18,469	100.00	0	0.00	18,469	100.00	0	0.00
M30	6,993	100.00	6,993	100.00	6,993	100.00	0	0.00	6,993	100.00	0	0.00
Q45	11,476	100.00	11,476	100.00	11,476	100.00	0	0.00	11,476	100.00	0	0.00
ISUZU	5,271	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Impulse	5,271	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
JAGUAR	18,728	100.00	18,728	100.00	18,728	100.00	0	0.00	18,728	100.00	18,728	100.00
XJ6	14,013	100.00	14,013	100.00	14,013	100.00	0	0.00	14,013	100.00	14,013	100.00
XJ-S	4,715	100.00	4,715	100.00	4,715	100.00	0	0.00	4,715	100.00	4,715	100.00
LEXUS	61,422	100.00	61,422	100.00	61,422	100.00	61,422	100.00	0	0.00	61,422	100.00
ES 250	19,958	100.00	19,958	100.00	19,958	100.00	19,958	100.00	0	0.00	19,958	100.00
LS 400	41,464	100.00	41,464	100.00	41,464	100.00	41,464	100.00	0	0.00	41,464	100.00
MAZDA	175,950	99.97	13,687	7.78	96,505	54.83	60,963	34.64	72,023	40.92	0	0.00
323	22,633	100.00	0	0.00	0	0.00	22,633	100.00	0	0.00	0	0.00
Protege	46,645	100.00	0	0.00	16,512	35.40	30,133	64.60	0	0.00	0	0.00
626	28,377	100.00	0	0.00	1,873	6.60	0	0.00	1,873	6.60	0	0.00
MX-6	228	81.10	0	0.00	53	18.90	228	81.10	53	18.90	0	0.00
Miata	51,087	100.00	0	0.00	51,087	100.00	7,970	15.60	43,117	84.40	0	0.00
929	17,248	100.00	13,229	76.70	17,248	100.00	0	0.00	17,248	100.00	0	0.00
RX-7	9,732	100.00	457	4.70	9,732	100.00	0	0.00	9,732	100.00	0	0.00
MERCEDES BENZ	57,551	100.00	57,551	100.00	57,551	100.00	57,551	100.00	0	0.00	57,551	100.00
190E 2.6	9,248	100.00	9,248	100.00	9,248	100.00	9,248	100.00	0	0.00	9,248	100.00
300E 2.6/260E	4,039	100.00	4,039	100.00	4,039	100.00	4,039	100.00	0	0.00	4,039	100.00
300	17,832	100.00	17,832	100.00	17,832	100.00	17,832	100.00	0	0.00	17,832	100.00
300 SE	5,545	100.00	5,545	100.00	5,545	100.00	5,545	100.00	0	0.00	5,545	100.00
350SDL Turbo	855	100.00	855	100.00	855	100.00	855	100.00	0	0.00	855	100.00
300SEL	3,427	100.00	3,427	100.00	3,427	100.00	3,427	100.00	0	0.00	3,427	100.00
420SEL	5,653	100.00	5,653	100.00	5,653	100.00	5,653	100.00	0	0.00	5,653	100.00
560SEL	4,105	100.00	4,105	100.00	4,105	100.00	4,105	100.00	0	0.00	4,105	100.00
SL Coupe	5,401	100.00	5,401	100.00	5,401	100.00	5,401	100.00	0	0.00	5,401	100.00
560SEC	1,446	100.00	1,446	100.00	1,446	100.00	1,446	100.00	0	0.00	1,446	100.00
MERCURY	27,437	100.00	0	0.00	4,170	15.20	0	0.00	27,437	100.00	0	0.00
Tracer	27,437	100.00	0	0.00	4,170	15.20	0	0.00	27,437	100.00	0	0.00
MITSUBISHI	100,793	100.00	5,168	5.13	7,842	7.78	47,612	47.24	5,771	5.73	44,431	44.08
Mirage	52,844	100.00	0	0.00	0	0.00	38,576	73.00	0	0.00	0	0.00
Galant	41,428	100.00	4,143	10.00	6,214	15.00	4,143	10.00	4,143	10.00	41,428	100.00
Sigma	1,628	100.00	1,026	63.00	1,628	100.00	0	0.00	1,628	100.00	1,628	100.00
Precis	3,518	100.00	0	0.00	0	0.00	3,518	100.00	0	0.00	0	0.00
Wagon	1,375	100.00	0	0.00	0	0.00	1,375	100.00	0	0.00	1,375	100.00
NISSAN	335,683	100.00	31,065	9.25	106,292	31.66	0	0.00	124,787	37.17	0	0.00
Sentra	138,410	100.00	0	0.00	0	0.00	0	0.00	281	0.20	0	0.00
Pulsar	1,152	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Stanza	39,381	100.00	208	0.53	208	0.53	0	0.00	9,366	13.00	0	0.00
Maxima	86,741	100.00	8,674	10.00	36,085	41.60	0	0.00	86,741	100.00	0	0.00
240SX/200SX	47,816	100.00	0	0.00	47,816	100.00	0	0.00	6,216	13.00	0	0.00
300ZX	22,183	100.00	22,183	100.00	22,183	100.00	0	0.00	22,183	100.00	0	0.00
PEUGEOT (all)	425	100.00	0	0.00	423	99.50	0	0.00	271	63.70	425	100.00
PONTIAC LeMans	39,081	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
PORSCHE (all)	7,013	100.00	7,013	100.00	7,013	100.00	7,013	100.00	0	0.00	0	0.00
SAAB	19,702	100.00	19,702	100.00	19,702	100.00	0	0.00	19,702	100.00	0	0.00
900	3,723	100.00	3,723	100.00	3,723	100.00	0	0.00	3,723	100.00	0	0.00
900S	5,323	100.00	5,323	100.00	5,323	100.00	0	0.00	5,323	100.00	0	0.00
900 Turbo	4,742	100.00	4,742	100.00	4,742	100.00	0	0.00	4,742	100.00	0	0.00
9000S	2,486	100.00	2,486	100.00	2,486	100.00	0	0.00	2,486	100.00	0	0.00
9000CD	1,911	100.00	1,911	100.00	1,911	100.00	0	0.00	1,911	100.00	0	0.00
9000 Turbo	1,517	100.00	1,517	100.00	1,517	100.00	0	0.00	1,517	100.00	0	0.00
STERLING	1,497	100.00	1,497	100.00	1,497	100.00	0	0.00	1,497	100.00	0	0.00
SUBARU	137,626	100.00	12,659	9.20	96,759	70.31	0	0.00	23,384	16.99	0	0.00
Legacy	96,630	100.00	12,659	13.10	96,630	100.00	0	0.00	23,384	24.20	0	0.00
Loyale	32,237	100.00	0	0.00	129	0.40	0	0.00	0	0.00	0	0.00
Justy	8,759	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
SUZUKI Swift	4,937	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
TOYOTA*	635,377	96.14	20,203	3.06	151,447	22.92	0	0.00	0	0.00	0	0.00
Corolla	183,513	87.80	0	0.00	25,499	12.20	0	0.00	0	0.00	0	0.00
Tercel	80,495	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	81,915	100.00	3,440	4.20	45,872	56.00	0	0.00	0	0.00	0	0.00
Supra	6,199	100.00	4,488	72.40	1,711	27.60	0	0.00	0	0.00	0	0.00
Camry	271,019	100.00	5,691	2.10	66,129	24.40	0	0.00	0	0.00	0	0.00
Cressida	12,236	100.00	6,583	53.80	12,236	100.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	90,518	74.07	7,328	6.00	24,362	19.93	94,365	77.22	27,844	22.78	0	0.00
Cabriolet	8,673	100.00	0	0.00	0	0.00	3,382	39.00	5,291	61.00	0	0.00
Corrado	0	0.00	4,586	46.00	5,383	54.00	0	0.00	9,969	100.00	0	0.00
Jetta	43,435	91.00	477	1.00	3,818	8.00	42,003	88.00	5,728	12.00	0	0.00
Golf/GTI	13,696	100.00	0	0.00	0	0.00	11,779	86.00	1,917	14.00	0	0.00
Passat	0	0.00	2,265	13.00	15,161	87.00	14,464	83.00	2,962	17.00	0	0.00
Fox	24,714	100.00	0	0.00	0	0.00	22,737	92.00	1,977	8.00	0	0.00
VOLVO	92,233	100.00	26,057	28.25	92,233	100.00	0	0.00	27,025	29.30	92,233	100.00
240 series	33,731	100.00	0	0.00	33,731	100.00	0	0.00	0	0.00	33,731	100.00
740 series	48,426	100.00	15,981	33.00	48,426	100.00	0	0.00	16,949	35.00	48,426	100.00
760 series	8,962	100.00	8,962	100.00	8,962	100.00	0	0.00	8,962	100.00	8,962	100.00
780	1,114	100.00	1,114	100.00	1,114	100.00	0	0.00	1,114	100.00	1,114	100.00
YUGO	1,654	100.00	0	0.00	0	0.00	0	0.00	74	4.50	1,654	100.00
TOTAL IMPORTED	3,019,739	98.12	472,906	15.37	1,044,398	33.94	331,698	10.78	913,885	29.70	348,800	11.33

Hyundai Motor America declined to participate. *Installation information on wheels not available.

EQUIPMENT INSTALLATIONS

U.S. imported-car steering installations — 1990 models (based on 1990 model year sales)

	Power Steering	Percent of Instl.	4-Wheel Steering	Percent of Instl.	Adjustable Steering	Percent of Instl.	Cruise Control	Percent of Instl.	Airbag (Driver)	Percent of Instl.	Airbag (Passenger)	Percent of Instl.
ACURA	**57,133**	**40.80**	**0**	**0.00**	**140,040**	**100.00**	**107,706**	**76.91**	**57,133**	**40.80**	**0**	**0.00**
Integra	0	100.00	0	0.00	82,907	100.00	50,573	61.00	0	0.00	0	0.00
Legend	57,133	100.00	0	0.00	57,133	100.00	57,133	100.00	57,133	100.00	0	0.00
ALFA ROMEO	**925**	**49.00**	**0**	**0.00**	**0**	**0.00**	**396**	**21.00**	**925**	**49.00**	**0**	**0.00**
Spider	925	49.00	0	0.00	0	0.00	396	21.00	925	49.00	0	0.00
AUDI	**24,291**	**100.00**	**0**	**0.00**	**0**	**0.00**	**24,291**	**100.00**	**23,191**	**95.47**	**0**	**0.00**
80/90	9,168	100.00	0	0.00	0	0.00	9,168	100.00	8,068	88.00	0	0.00
100/200	10,869	100.00	0	0.00	0	0.00	10,869	100.00	10,869	100.00	0	0.00
V8 Quattro	2,906	100.00	0	0.00	0	0.00	2,906	100.00	2,906	100.00	0	0.00
Coupe Quattro	1,348	100.00	0	0.00	0	0.00	1,348	100.00	1,348	100.00	0	0.00
BMW	**63,341**	**100.00**	**0**	**0.00**	**0**	**0.00**	**63,341**	**100.00**	**63,341**	**100.00**	**0**	**0.00**
3 series	28,819	100.00	0	0.00	0	0.00	28,819	100.00	28,819	100.00	0	0.00
5 series	22,524	100.00	0	0.00	0	0.00	22,524	100.00	22,524	100.00	0	0.00
635 CSi	252	100.00	0	0.00	0	0.00	252	100.00	252	100.00	0	0.00
7 series	10,460	100.00	0	0.00	0	0.00	10,460	100.00	10,460	100.00	0	0.00
M3	764	100.00	0	0.00	0	0.00	764	100.00	764	100.00	0	0.00
M5	515	100.00	0	0.00	0	0.00	515	100.00	515	100.00	0	0.00
M6	7	100.00	0	0.00	0	0.00	7	100.00	7	100.00	0	0.00
CHEVROLET/GEO	**80,499**	**51.56**	**0**	**0.00**	**0**	**0.00**	**4,025**	**2.58**	**0**	**0.00**	**0**	**0.00**
Storm	80,499	100.00	0	0.00	0	0.00	4,025	5.00	0	0.00	0	0.00
Metro	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
CHRYSLER MOTORS	**14,190**	**39.78**	**0**	**0.00**	**0**	**0.00**	**727**	**2.04**	**0**	**0.00**	**0**	**0.00**
Colt	6,252	26.36	0	0.00	0	0.00	142	0.60	0	0.00	0	0.00
Summit	6,706	68.84	0	0.00	0	0.00	585	6.00	0	0.00	0	0.00
Vista	1,232	55.70	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
DAIHATSU Charade	**3,256**	**30.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
FORD Festiva	**475**	**1.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
HONDA	**570,948**	**80.50**	**4,010**	**0.57**	**635,758**	**89.64**	**399,881**	**56.38**	**0**	**0.00**	**0**	**0.00**
Civic/CRX	116,863	45.80	0	0.00	181,673	71.20	0	0.00	0	0.00	0	0.00
Accord	416,957	100.00	0	0.00	416,957	100.00	362,753	87.00	0	0.00	0	0.00
Prelude	37,128	100.00	4,010	10.80	37,128	100.00	37,128	100.00	0	0.00	0	0.00
INFINITI	**18,469**	**100.00**	**1,171**	**6.34**	**18,469**	**100.00**	**18,469**	**100.00**	**18,469**	**100.00**	**0**	**0.00**
M30	6,993	100.00	0	0.00	6,993	100.00	6,993	100.00	6,993	100.00	0	0.00
Q45	11,476	100.00	1,171	10.20	11,476	100.00	11,476	100.00	11,476	100.00	0	0.00
ISUZU	**5,271**	**100.00**	**0**	**0.00**	**5,271**	**100.00**	**5,271**	**100.00**	**5,271**	**100.00**	**0**	**0.00**
Impulse	5,271	100.00	0	0.00	5,271	100.00	5,271	100.00	5,271	100.00	0	0.00
JAGUAR	**18,728**	**100.00**	**0**	**0.00**	**18,728**	**100.00**	**18,728**	**100.00**	**4,715**	**25.18**	**0**	**0.00**
XJ6	14,013	100.00	0	0.00	14,013	100.00	14,013	100.00	0	0.00	0	0.00
XJ-S	4,715	100.00	0	0.00	4,715	100.00	4,715	100.00	4,715	100.00	0	0.00
LEXUS	**61,422**	**100.00**	**0**	**0.00**	**41,464**	**67.51**	**61,422**	**100.00**	**61,422**	**100.00**	**0**	**0.00**
ES 250	19,958	100.00	0	0.00	0	0.00	19,958	100.00	19,958	100.00	0	0.00
LS 400	41,464	100.00	0	0.00	41,464	100.00	41,464	100.00	41,464	100.00	0	0.00
MAZDA	**141,649**	**80.48**	**1**	**0.00**	**64,010**	**36.37**	**64,010**	**36.37**	**54,386**	**30.90**	**0**	**0.00**
323	11,317	50.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Protege	31,579	67.70	0	0.00	14,833	31.80	14,833	31.80	0	0.00	0	0.00
626	28,377	100.00	0	0.00	28,377	100.00	28,377	100.00	0	0.00	0	0.00
MX-6	280	99.60	1	0.40	0	0.00	0	0.00	0	0.00	0	0.00
Miata	43,117	84.40	0	0.00	0	0.00	0	0.00	51,087	100.00	0	0.00
929	17,248	100.00	0	0.00	17,248	100.00	17,248	100.00	0	0.00	0	0.00
RX-7	9,732	100.00	0	0.00	3,552	36.50	3,552	36.50	3,299	33.90	0	0.00
MERCEDES BENZ	**57,551**	**100.00**	**0**	**0.00**	**44,265**	**76.91**	**57,551**	**100.00**	**57,551**	**100.00**	**20,657**	**35.89**
190E 2.6	9,248	100.00	0	0.00	0	0.00	9,248	100.00	9,248	100.00	0	0.00
300E 2.6/260E	4,039	100.00	0	0.00	1	0.02	4,039	100.00	4,039	100.00	0	0.00
300	17,832	100.00	0	0.00	17,832	100.00	17,832	100.00	17,832	100.00	1,070	6.00
300 SE	5,545	100.00	0	0.00	5,545	100.00	5,545	100.00	5,545	100.00	1,664	30.00
350SDL Turbo	855	100.00	0	0.00	855	100.00	855	100.00	855	100.00	291	34.00
300SEL	3,427	100.00	0	0.00	3,427	100.00	3,427	100.00	3,427	100.00	1,028	30.00
420SEL	5,653	100.00	0	0.00	5,653	100.00	5,653	100.00	5,653	100.00	5,653	100.00
560SEL	4,105	100.00	0	0.00	4,105	100.00	4,105	100.00	4,105	100.00	4,105	100.00
SL Coupe	5,401	100.00	0	0.00	5,401	100.00	5,401	100.00	5,401	100.00	5,401	100.00
560SEC	1,446	100.00	0	0.00	1,446	100.00	1,446	100.00	1,446	100.00	1,446	100.00
MERCURY	**27,437**	**100.00**	**0**	**0.00**	**23,568**	**85.90**	**10,261**	**37.40**	**0**	**0.00**	**0**	**0.00**
Tracer	27,437	100.00	0	0.00	23,568	85.90	10,261	37.40	0	0.00	0	0.00
MITSUBISHI	**93,676**	**92.94**	**2,071**	**2.06**	**44,431**	**44.08**	**22,342**	**22.17**	**0**	**0.00**	**0**	**0.00**
Mirage	45,974	87.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Galant	41,428	100.00	2,071	5.00	41,428	100.00	20,714	50.00	0	0.00	0	0.00
Sigma	1,628	100.00	0	0.00	1,628	100.00	1,628	100.00	0	0.00	0	0.00
Precis	3,518	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Wagon	1,128	82.00	0	0.00	1,375	100.00	0	0.00	0	0.00	0	0.00
NISSAN	**255,405**	**76.09**	**3,993**	**1.19**	**233,222**	**69.48**	**156,320**	**46.57**	**0**	**0.00**	**0**	**0.00**
Sentra	58,132	42.00	0	0.00	58,132	42.00	0	0.00	0	0.00	0	0.00
Pulsar	1,152	100.00	0	0.00	1,152	100.00	0	0.00	0	0.00	0	0.00
Stanza	39,381	100.00	0	0.00	39,381	100.00	22,053	56.00	0	0.00	0	0.00
Maxima	86,741	100.00	0	0.00	86,741	100.00	86,741	100.00	0	0.00	0	0.00
240SX/200SX	47,816	100.00	0	0.00	47,816	100.00	25,342	53.00	0	0.00	0	0.00
300ZX	22,183	100.00	3,993	18.00	0	0.00	22,183	100.00	0	0.00	0	0.00
PEUGEOT (all)	**425**	**100.00**	**0**	**0.00**	**421**	**99.00**	**319**	**75.00**	**0**	**0.00**	**0**	**0.00**
PONTIAC LeMans	**21,104**	**54.00**	**0**	**0.00**	**5,081**	**13.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE (all)	**7,013**	**100.00**	**0**	**0.00**	**414**	**5.90**	**7,013**	**100.00**	**7,013**	**100.00**	**7,013**	**100.00**
SAAB	**19,702**	**100.00**	**0**	**0.00**	**0**	**0.00**	**15,979**	**81.10**	**19,702**	**100.00**	**0**	**0.00**
900	3,723	100.00	0	0.00	0	0.00	0	0.00	3,723	100.00	0	0.00
900S	5,323	100.00	0	0.00	0	0.00	5,323	100.00	5,323	100.00	0	0.00
900Turbo	4,742	100.00	0	0.00	0	0.00	4,742	100.00	4,742	100.00	0	0.00
9000S	2,486	100.00	0	0.00	0	0.00	2,486	100.00	2,486	100.00	0	0.00
9000CD	1,911	100.00	0	0.00	0	0.00	1,911	100.00	1,911	100.00	0	0.00
9000 Turbo	1,517	100.00	0	0.00	0	0.00	1,517	100.00	1,517	100.00	0	0.00
STERLING	**1,497**	**100.00**	**0**	**0.00**	**1,497**	**100.00**	**1,497**	**100.00**	**0**	**0.00**	**0**	**0.00**
SUBARU	**128,867**	**93.64**	**0**	**0.00**	**128,867**	**93.64**	**128,867**	**93.64**	**0**	**0.00**	**0**	**0.00**
Legacy	96,630	100.00	0	0.00	96,630	100.00	96,630	100.00	0	0.00	0	0.00
Loyale	32,237	100.00	0	0.00	32,237	100.00	32,237	100.00	0	0.00	0	0.00
Justy	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
SUZUKI Swift	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOYOTA	**632,984**	**95.78**	**0**	**0.00**	**331,599**	**50.18**	**78,204**	**11.83**	**0**	**0.00**	**0**	**0.00**
Corolla	203,576	97.40	0	0.00	65,212	31.20	23,618	11.30	0	0.00	0	0.00
Tercel	58,037	72.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	81,915	100.00	0	0.00	17,857	21.80	42,350	51.70	0	0.00	0	0.00
Supra	6,199	100.00	0	0.00	6,199	100.00	0	0.00	0	0.00	0	0.00
Camry	271,019	100.00	0	0.00	230,095	84.90	0	0.00	0	0.00	0	0.00
Cressida	12,236	100.00	0	0.00	12,236	100.00	12,236	100.00	0	0.00	0	0.00
VOLKSWAGEN	**94,071**	**76.98**	**0**	**0.00**	**81,426**	**66.63**	**48,219**	**39.46**	**8,673**	**7.10**	**0**	**0.00**
Cabriolet	8,673	100.00	0	0.00	0	0.00	6,505	75.00	8,673	100.00	0	0.00
Corrado	9,969	100.00	0	0.00	9,969	100.00	9,969	100.00	0	0.00	0	0.00
Jetta	47,731	100.00	0	0.00	47,731	100.00	14,319	30.00	0	0.00	0	0.00
Golf/GTI	10,272	75.00	0	0.00	6,300	46.00	0	0.00	0	0.00	0	0.00
Passat	17,426	100.00	0	0.00	17,426	100.00	17,426	100.00	0	0.00	0	0.00
Fox	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLVO	**92,233**	**100.00**	**0**	**0.00**	**8,962**	**9.72**	**8,962**	**9.72**	**92,233**	**100.00**	**0**	**0.00**
240series	33,731	100.00	0	0.00	0	0.00	0	0.00	33,731	100.00	0	0.00
740series	48,426	100.00	0	0.00	0	0.00	0	0.00	48,426	100.00	0	0.00
760series	8,962	100.00	0	0.00	8,962	100.00	8,962	100.00	8,962	100.00	0	0.00
780	1,114	100.00	0	0.00	0	0.00	0	0.00	1,114	100.00	0	0.00
YUGO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL IMPORTED	**2,492,561**	**80.99**	**11,246**	**0.37**	**1,827,494**	**59.38**	**1,303,802**	**42.37**	**474,025**	**15.40**	**27,670**	**0.90**

Hyundai Motor America declined to participate

EQUIPMENT INSTALLATIONS

U.S. imported-car elec. convenience installations — 1990 models (based on 1990 model year sales)

	Trip Computer	Percent of Instl.	Headlight Timing Device	Percent of Instl.	External Temperature Control	Percent of Instl.	Digital Entry	Percent of Instl.	Digital Clock	Percent of Instl.	Electronic Windshield Defroster	Percent of Instl.	Rear Window Defroster	Percent of Instl.
ACURA	0	0.00	0	0.00	0	0.00	0	0.00	140,040	100.00	0	0.00	140,040	100.00
Integra	0	0.00	0	0.00	0	0.00	0	0.00	82,907	100.00	0	0.00	82,907	100.00
Legend	0	0.00	0	0.00	0	0.00	0	0.00	57,133	100.00	0	0.00	57,133	100.00
ALFA ROMEO	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	208	11.00
Spider	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	208	11.00
AUDI	14,397	59.27	0	0.00	0	0.00	0	0.00	12,831	52.82	0	0.00	24,291	100.00
80/90	3,209	35.00	0	0.00	0	0.00	0	0.00	9,168	100.00	0	0.00	9,168	100.00
100/200	6,934	63.80	0	0.00	0	0.00	0	0.00	2,315	21.30	0	0.00	10,869	100.00
V8 Quattro	2,906	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,906	100.00
Coupe Quattro	1,348	100.00	0	0.00	0	0.00	0	0.00	1,348	100.00	0	0.00	1,348	100.00
BMW	44,061	69.56	0	0.00	63,082	99.59	0	0.00	63,341	100.00	0	0.00	63,341	100.00
3 series	9,798	34.00	0	0.00	28,819	100.00	0	0.00	28,819	100.00	0	0.00	28,819	100.00
5 series	22,524	100.00	0	0.00	22,524	100.00	0	0.00	22,524	100.00	0	0.00	22,524	100.00
635 CSi	0	0.00	0	0.00	0	0.00	0	0.00	252	100.00	0	0.00	252	100.00
7 series	10,460	100.00	0	0.00	10,460	100.00	0	0.00	10,460	100.00	0	0.00	10,460	100.00
M3	764	100.00	0	0.00	764	100.00	0	0.00	764	100.00	0	0.00	764	100.00
M5	515	100.00	0	0.00	515	100.00	0	0.00	515	100.00	0	0.00	515	100.00
M6	0	0.00	0	0.00	0	0.00	0	0.00	7	100.00	0	0.00	7	100.00
CHEVROLET/GEO	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	44,850	28.73
Storm	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Metro	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	44,850	59.30
CHRYSLER MOTORS	0	0.00	0	0.00	0	0.00	0	0.00	3,352	9.40	0	0.00	23,993	67.26
Colt	0	0.00	0	0.00	0	0.00	0	0.00	166	0.70	0	0.00	15,985	67.40
Summit	0	0.00	0	0.00	0	0.00	0	0.00	3,186	32.70	0	0.00	8,008	82.20
Vista	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
DAIHATSU Charade	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	10,852	100.00
FORD Festiva	0	0.00	0	0.00	0	0.00	0	0.00	30,036	63.30	0	0.00	33,025	69.60
HONDA	0	0.00	0	0.00	0	0.00	0	0.00	578,603	81.58	0	0.00	709,244	100.00
Civic/CRX	0	0.00	0	0.00	0	0.00	0	0.00	124,518	48.80	0	0.00	255,159	100.00
Accord	0	0.00	0	0.00	0	0.00	0	0.00	416,957	100.00	0	0.00	416,957	100.00
Prelude	0	0.00	0	0.00	0	0.00	0	0.00	37,128	100.00	0	0.00	37,128	100.00
INFINITI	0	0.00	0	0.00	0	0.00	0	0.00	6,993	37.86	0	0.00	18,469	100.00
M30	0	0.00	0	0.00	0	0.00	0	0.00	6,993	100.00	0	0.00	6,993	100.00
Q45	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	11,476	100.00
ISUZU	0	0.00	0	0.00	0	0.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00
Impulse	0	0.00	0	0.00	0	0.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00
JAGUAR	18,728	100.00	0	0.00	0	0.00	0	0.00	18,728	100.00	0	0.00	18,728	100.00
XJ6	14,013	100.00	0	0.00	0	0.00	0	0.00	14,013	100.00	0	0.00	14,013	100.00
XJ-S	4,715	100.00	0	0.00	0	0.00	0	0.00	4,715	100.00	0	0.00	4,715	100.00
LEXUS	0	0.00	0	0.00	0	0.00	0	0.00	61,422	100.00	0	0.00	61,422	100.00
ES 250	0	0.00	0	0.00	0	0.00	0	0.00	19,958	100.00	0	0.00	19,958	100.00
LS 400	0	0.00	0	0.00	0	0.00	0	0.00	41,464	100.00	0	0.00	41,464	100.00
MAZDA	0	0.00	0	0.00	0	0.00	0	0.00	157,806	89.66	0	0.00	124,916	70.97
323	0	0.00	0	0.00	0	0.00	0	0.00	4,436	19.60	0	0.00	22,633	100.00
Protege	0	0.00	0	0.00	0	0.00	0	0.00	46,645	100.00	0	0.00	46,645	100.00
626	0	0.00	0	0.00	0	0.00	0	0.00	28,377	100.00	0	0.00	28,377	100.00
MX-6	0	0.00	0	0.00	0	0.00	0	0.00	281	100.00	0	0.00	281	100.00
Miata	0	0.00	0	0.00	0	0.00	0	0.00	51,087	100.00	0	0.00	0	0.00
929	0	0.00	0	0.00	0	0.00	0	0.00	17,248	100.00	0	0.00	17,248	100.00
RX-7	0	0.00	0	0.00	0	0.00	0	0.00	9,732	100.00	0	0.00	9,732	100.00
MERCEDES BENZ	0	0.00	0	0.00	57,551	100.00	0	0.00	0	0.00	57,551	100.00	57,551	100.00
190E 2.6	0	0.00	0	0.00	9,248	100.00	0	0.00	0	0.00	9,248	100.00	9,248	100.00
300E 2.6/260E	0	0.00	0	0.00	4,039	100.00	0	0.00	0	0.00	4,039	100.00	4,039	100.00
300	0	0.00	0	0.00	17,832	100.00	0	0.00	0	0.00	17,832	100.00	17,832	100.00
300 SE	0	0.00	0	0.00	5,545	100.00	0	0.00	0	0.00	5,545	100.00	5,545	100.00
350SDL Turbo	0	0.00	0	0.00	855	100.00	0	0.00	0	0.00	855	100.00	855	100.00
300SEL	0	0.00	0	0.00	3,427	100.00	0	0.00	0	0.00	3,427	100.00	3,427	100.00
420SEL	0	0.00	0	0.00	5,653	100.00	0	0.00	0	0.00	5,653	100.00	5,653	100.00
560SEL	0	0.00	0	0.00	4,105	100.00	0	0.00	0	0.00	4,105	100.00	4,105	100.00
SL Coupe	0	0.00	0	0.00	5,401	100.00	0	0.00	0	0.00	5,401	100.00	5,401	100.00
560SEC	0	0.00	0	0.00	1,446	100.00	0	0.00	0	0.00	1,446	100.00	1,446	100.00
MERCURY	0	0.00	0	0.00	0	0.00	0	0.00	27,437	100.00	0	0.00	25,407	92.60
Tracer	0	0.00	0	0.00	0	0.00	0	0.00	27,437	100.00	0	0.00	25,407	92.60
MITSUBISHI	0	0.00	100,793	100.00	0	0.00	0	0.00	51,194	50.79	100,793	100.00	97,622	96.85
Mirage	0	0.00	52,844	100.00	0	0.00	0	0.00	6,341	12.00	52,844	100.00	49,673	94.00
Galant	0	0.00	41,428	100.00	0	0.00	0	0.00	41,428	100.00	41,428	100.00	41,428	100.00
Sigma	0	0.00	1,628	100.00	0	0.00	0	0.00	1,628	100.00	1,628	100.00	1,628	100.00
Precis	0	0.00	3,518	100.00	0	0.00	0	0.00	422	12.00	3,518	100.00	3,518	100.00
Wagon	0	0.00	1,375	100.00	0	0.00	0	0.00	1,375	100.00	1,375	100.00	1,375	100.00
NISSAN	0	0.00	0	0.00	0	0.00	50,310	14.99	216,650	64.54	0	0.00	335,683	100.00
Sentra	0	0.00	0	0.00	0	0.00	0	0.00	19,377	14.00	0	0.00	138,410	100.00
Pulsar	0	0.00	0	0.00	0	0.00	0	0.00	1,152	100.00	0	0.00	1,152	100.00
Stanza	0	0.00	0	0.00	0	0.00	0	0.00	39,381	100.00	0	0.00	39,381	100.00
Maxima	0	0.00	0	0.00	0	0.00	50,310	58.00	86,741	100.00	0	0.00	86,741	100.00
240SX/200SX	0	0.00	0	0.00	0	0.00	0	0.00	47,816	100.00	0	0.00	47,816	100.00
300ZX	0	0.00	0	0.00	0	0.00	0	0.00	22,183	100.00	0	0.00	22,183	100.00
PEUGEOT (all)	0	0.00	0	0.00	0	0.00	0	0.00	425	100.00	0	0.00	425	100.00
PONTIAC LeMans	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
PORSCHE (all)	414	5.90	0	0.00	600	8.56	0	0.00	414	5.90	0	0.00	3,314	47.26
SAAB	5,914	30.02	0	0.00	5,914	30.02	0	0.00	0	0.00	0	0.00	19,702	100.00
900	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,723	100.00
900S	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,323	100.00
900 Turbo	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,742	100.00
9000S	2,486	100.00	0	0.00	2,486	100.00	0	0.00	0	0.00	0	0.00	2,486	100.00
9000CD	1,911	100.00	0	0.00	1,911	100.00	0	0.00	0	0.00	0	0.00	1,911	100.00
9000 Turbo	1,517	100.00	0	0.00	1,517	100.00	0	0.00	0	0.00	0	0.00	1,517	100.00
STERLING	1,272	85.00	1,272	85.00	1,497	100.00	0	0.00	1,497	100.00	0	0.00	1,497	100.00
SUBARU	0	0.00	0	0.00	580	0.42	0	0.00	133,259	96.83	40,996	29.79	135,095	98.16
Legacy	0	0.00	0	0.00	580	0.60	0	0.00	94,794	98.10	0	0.00	96,630	100.00
Loyale	0	0.00	0	0.00	0	0.00	0	0.00	32,237	100.00	32,237	100.00	32,237	100.00
Justy	0	0.00	0	0.00	0	0.00	0	0.00	6,228	71.10	8,759	100.00	6,228	71.10
SUZUKI Swift	0	0.00	0	0.00	0	0.00	0	0.00	197	4.00	4,937	100.00	4,937	100.00
TOYOTA*	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Corolla	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Tercel	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Supra	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Camry	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Cressida	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	13,789	11.28	0	0.00	0	0.00	0	0.00	14,334	11.73	0	0.00	122,209	100.00
Cabriolet	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	8,673	100.00
Corrado	9,969	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	9,969	100.00
Jetta	3,818	8.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	47,731	100.00
Golf/GTI	2	0.01	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	13,696	100.00
Passat	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	17,426	100.00
Fox	0	0.00	0	0.00	0	0.00	0	0.00	14,334	58.00	0	0.00	24,714	100.00
VOLVO	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	92,233	100.00
240 series	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	33,731	100.00
740 series	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	48,426	100.00
760series	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	8,962	100.00
780	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,114	100.00
YUGO	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,654	100.00
TOTAL IMPORTED	98,577	3.20	102,065	3.32	129,224	4.20	50,310	1.63	1,523,830	49.51	204,277	6.64	2,175,979	70.71

Hyundai Motor America declined to participate *Installation information not available in this category

EQUIPMENT INSTALLATIONS

U.S. imported-car convenience installations — 1990 models (based on 1990 model year sales)

	Power Windows	Percent of Instl.	Power Locks	Percent of Instl.	Automatic Climate Control (A/C)	Percent of Instl.	Conventional Climate Control (A/C)	Percent of Instl.	Intermittent Windshield Wipers	Percent of Instl.	Gas Door Release	Percent of Instl.	Trunk Release	Percent of Instl.
ACURA	**68,740**	**49.09**	**68,740**	**49.09**	**16,969**	**12.12**	**48,277**	**34.47**	**140,040**	**100.00**	**140,040**	**100.00**	**140,040**	**100.00**
Integra	11,607	14.00	11,607	14.00	0	0.00	0	0.00	82,907	100.00	82,907	100.00	82,907	100.00
Legend	57,133	100.00	57,133	100.00	16,969	29.70	48,277	84.50	57,133	100.00	57,133	100.00	57,133	100.00
ALFA ROMEO	**1,359**	**72.00**	**529**	**28.00**	**0**	**0.00**	**1,643**	**87.00**	**1,888**	**100.00**	**1,888**	**100.00**	**1,888**	**100.00**
Spider	1,359	72.00	529	28.00	0	0.00	1,643	87.00	1,888	100.00	1,888	100.00	1,888	100.00
AUDI	**24,291**	**100.00**	**24,291**	**100.00**	**18,964**	**78.07**	**5,327**	**21.93**	**24,291**	**100.00**	**0**	**0.00**	**0**	**0.00**
80/90	9,168	100.00	9,168	100.00	3,841	41.90	5,327	58.10	9,168	100.00	0	0.00	0	0.00
100/200	10,869	100.00	10,869	100.00	10,869	100.00	0	0.00	10,869	100.00	0	0.00	0	0.00
V8 Quattro	2,906	100.00	2,906	100.00	2,906	100.00	0	0.00	2,906	100.00	0	0.00	0	0.00
Coupe Quattro	1,348	100.00	1,348	100.00	1,348	100.00	0	0.00	1,348	100.00	0	0.00	0	0.00
BMW	**63,341**	**100.00**	**63,341**	**100.00**	**10,460**	**16.51**	**52,881**	**83.49**	**63,341**	**100.00**	**0**	**0.00**	**0**	**0.00**
3 series	28,819	100.00	28,819	100.00	0	0.00	28,819	100.00	28,819	100.00	0	0.00	0	0.00
5 series	22,524	100.00	22,524	100.00	0	0.00	22,524	100.00	22,524	100.00	0	0.00	0	0.00
635 CSi	252	100.00	252	100.00	0	0.00	252	100.00	252	100.00	0	0.00	0	0.00
7 series	10,460	100.00	10,460	100.00	10,460	100.00	0	0.00	10,460	100.00	0	0.00	0	0.00
M3	764	100.00	764	100.00	0	0.00	764	100.00	764	100.00	0	0.00	0	0.00
M5	515	100.00	515	100.00	0	0.00	515	100.00	515	100.00	0	0.00	0	0.00
M6	7	100.00	7	100.00	0	0.00	7	100.00	7	100.00	0	0.00	0	0.00
CHEVROLET/GEO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**110,974**	**71.08**	**117,181**	**75.05**	**0**	**0.00**	**0**	**0.00**
Storm	0	0.00	0	0.00	0	0.00	64,158	79.70	80,499	100.00	0	0.00	0	0.00
Metro	0	0.00	0	0.00	0	0.00	46,816	61.90	36,682	48.50	0	0.00	0	0.00
CHRYSLER MOTORS	**1,360**	**3.81**	**1,360**	**3.81**	**0**	**0.00**	**11,433**	**32.05**	**11,115**	**31.16**	**0**	**0.00**	**0**	**0.00**
Colt	142	0.60	142	0.60	0	0.00	9,951	41.96	10,530	44.40	0	0.00	0	0.00
Summit	974	10.00	974	10.00	0	0.00	0	0.00	585	6.00	0	0.00	0	0.00
Vista	243	11.00	243	11.00	0	0.00	1,482	67.00	0	0.00	0	0.00	0	0.00
DAIHATSU Charade	**2,170**	**20.00**	**2,170**	**20.00**	**0**	**0.00**	**5,860**	**54.00**	**10,852**	**100.00**	**6,077**	**56.00**	**10,852**	**100.00**
FORD Festiva	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**14,330**	**30.20**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
HONDA	**397,204**	**56.00**	**353,336**	**49.82**	**0**	**0.00**	**380,606**	**53.66**	**635,758**	**89.64**	**676,584**	**95.40**	**709,244**	**100.00**
Civic/CRX	2,807	1.10	2,807	1.10	0	0.00	0	0.00	181,673	71.20	222,499	87.20	255,159	100.00
Accord	366,922	88.00	346,074	83.00	0	0.00	360,668	86.50	416,957	100.00	416,957	100.00	416,957	100.00
Prelude	27,475	74.00	4,455	12.00	0	0.00	19,938	53.70	37,128	100.00	37,128	100.00	37,128	100.00
INFINITI	**18,469**	**100.00**	**18,469**	**100.00**	**18,469**	**100.00**	**0**	**0.00**	**18,469**	**100.00**	**18,469**	**100.00**	**18,469**	**100.00**
M30	6,993	100.00	6,993	100.00	6,993	100.00	0	0.00	6,993	100.00	6,993	100.00	6,993	100.00
Q45	11,476	100.00	11,476	100.00	11,476	100.00	0	0.00	11,476	100.00	11,476	100.00	11,476	100.00
ISUZU	**5,271**	**100.00**	**5,271**	**100.00**	**0**	**0.00**	**5,271**	**100.00**	**5,271**	**100.00**	**0**	**0.00**	**0**	**0.00**
Impulse	5,271	100.00	5,271	100.00	0	0.00	5,271	100.00	5,271	100.00	0	0.00	0	0.00
JAGUAR	**18,728**	**100.00**	**18,728**	**100.00**	**0**	**0.00**	**18,728**	**100.00**	**18,728**	**100.00**	**14,013**	**74.82**	**14,013**	**74.82**
XJ6	14,013	100.00	14,013	100.00	0	0.00	14,013	100.00	14,013	100.00	14,013	100.00	14,013	100.00
XJ-S	4,715	100.00	4,715	100.00	0	0.00	4,715	100.00	4,715	100.00	0	0.00	0	0.00
LEXUS	**61,422**	**100.00**	**61,422**	**100.00**	**41,464**	**67.51**	**19,958**	**32.49**	**61,422**	**100.00**	**61,422**	**100.00**	**61,422**	**100.00**
ES 250	19,958	100.00	19,958	100.00	0	0.00	19,958	100.00	19,958	100.00	19,958	100.00	19,958	100.00
LS 400	41,464	100.00	41,464	100.00	41,464	100.00	0	0.00	41,464	100.00	41,464	100.00	41,464	100.00
MAZDA	**17,248**	**9.80**	**17,248**	**9.80**	**17,248**	**9.80**	**0**	**0.00**	**123,237**	**70.02**	**157,806**	**89.66**	**106,719**	**60.63**
323	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,436	19.60	4,436	19.60
Protege	0	0.00	0	0.00	0	0.00	0	0.00	16,512	35.40	46,645	100.00	46,645	100.00
626	0	0.00	0	0.00	0	0.00	0	0.00	28,377	100.00	28,377	100.00	28,377	100.00
MX-6	0	0.00	0	0.00	0	0.00	0	0.00	281	100.00	281	100.00	281	100.00
Miata	0	0.00	0	0.00	0	0.00	0	0.00	51,087	100.00	51,087	100.00	0	0.00
929	17,248	100.00	17,248	100.00	17,248	100.00	0	0.00	17,248	100.00	17,248	100.00	17,248	100.00
RX-7	0	0.00	0	0.00	0	0.00	0	0.00	9,732	100.00	9,732	100.00	9,732	100.00
MERCEDES BENZ	**57,551**	**100.00**	**57,551**	**100.00**	**48,303**	**83.93**	**9,248**	**16.07**	**57,551**	**100.00**	**0**	**0.00**	**0**	**0.00**
190E 2.6	9,248	100.00	9,248	100.00	0	0.00	9,248	100.00	9,248	100.00	0	0.00	0	0.00
300E 2.6/260E	4,039	100.00	4,039	100.00	4,039	100.00	0	0.00	4,039	100.00	0	0.00	0	0.00
300	17,832	100.00	17,832	100.00	17,832	100.00	0	0.00	17,832	100.00	0	0.00	0	0.00
300 SE	5,545	100.00	5,545	100.00	5,545	100.00	0	0.00	5,545	100.00	0	0.00	0	0.00
350SDL Turbo	855	100.00	855	100.00	855	100.00	0	0.00	855	100.00	0	0.00	0	0.00
300SEL	3,427	100.00	3,427	100.00	3,427	100.00	0	0.00	3,427	100.00	0	0.00	0	0.00
420SEL	5,653	100.00	5,653	100.00	5,653	100.00	0	0.00	5,653	100.00	0	0.00	0	0.00
560SEL	4,105	100.00	4,105	100.00	4,105	100.00	0	0.00	4,105	100.00	0	0.00	0	0.00
SL Coupe	5,401	100.00	5,401	100.00	5,401	100.00	0	0.00	5,401	100.00	0	0.00	0	0.00
560SEC	1,446	100.00	1,446	100.00	1,446	100.00	0	0.00	1,446	100.00	0	0.00	0	0.00
MERCURY	**4,116**	**15.00**	**4,994**	**18.20**	**0**	**0.00**	**24,309**	**88.60**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Tracer	4,116	15.00	4,994	18.20	0	0.00	24,309	88.60	0	0.00	0	0.00	0	0.00
MITSUBISHI	**99,418**	**98.64**	**99,418**	**98.64**	**1,628**	**1.62**	**81,854**	**81.21**	**47,949**	**47.57**	**51,723**	**51.32**	**50,348**	**49.95**
Mirage	52,844	100.00	52,844	100.00	0	0.00	44,389	84.00	0	0.00	6,870	13.00	6,870	13.00
Galant	41,428	100.00	41,428	100.00	0	0.00	33,557	81.00	41,428	100.00	41,428	100.00	41,428	100.00
Sigma	1,628	100.00	1,628	100.00	1,628	100.00	0	0.00	1,628	100.00	1,628	100.00	1,628	100.00
Precis	3,518	100.00	3,518	100.00	0	0.00	2,533	72.00	3,518	100.00	422	12.00	422	12.00
Wagon	0	0.00	0	0.00	0	0.00	1,375	100.00	1,375	100.00	1,375	100.00	0	0.00
NISSAN	**178,793**	**53.26**	**178,793**	**53.26**	**20,087**	**5.98**	**178,454**	**53.16**	**285,855**	**85.16**	**227,723**	**67.84**	**197,273**	**58.77**
Sentra	0	0.00	0	0.00	0	0.00	34,603	25.00	88,582	64.00	30,450	22.00	0	0.00
Pulsar	0	0.00	0	0.00	0	0.00	530	46.00	1,152	100.00	1,152	100.00	1,152	100.00
Stanza	22,053	56.00	22,053	56.00	0	0.00	29,142	74.00	39,381	100.00	39,381	100.00	39,381	100.00
Maxima	86,741	100.00	86,741	100.00	4,337	5.00	82,404	95.00	86,741	100.00	86,741	100.00	86,741	100.00
240SX/200SX	47,816	100.00	47,816	100.00	0	0.00	25,342	53.00	47,816	100.00	47,816	100.00	47,816	100.00
300ZX	22,183	100.00	22,183	100.00	15,750	71.00	6,433	29.00	22,183	100.00	22,183	100.00	22,183	100.00
PEUGEOT (all)	**319**	**75.00**	**425**	**100.00**	**425**	**100.00**	**0**	**0.00**	**425**	**100.00**	**0**	**0.00**	**0**	**0.00**
PONTIAC LeMans	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**23,839**	**61.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE (all)	**7,013**	**100.00**	**7,013**	**100.00**	**7,013**	**100.00**	**0**	**0.00**	**7,013**	**100.00**	**7,013**	**100.00**	**7,013**	**100.00**
SAAB	**15,979**	**81.10**	**19,702**	**100.00**	**5,914**	**30.02**	**13,788**	**69.98**	**19,702**	**100.00**	**5,914**	**30.02**	**3,030**	**15.38**
900	0	0.00	3,723	100.00	0	0.00	3,723	100.00	3,723	100.00	0	0.00	0	0.00
900S	5,323	100.00	5,323	100.00	0	0.00	5,323	100.00	5,323	100.00	0	0.00	0	0.00
900 Turbo	4,742	100.00	4,742	100.00	0	0.00	4,742	100.00	4,742	100.00	0	0.00	0	0.00
9000S	2,486	100.00	2,486	100.00	2,486	100.00	0	0.00	2,486	100.00	2,486	100.00	1,119	45.00
9000CD	1,911	100.00	1,911	100.00	1,911	100.00	0	0.00	1,911	100.00	1,911	100.00	1,911	100.00
9000 Turbo	1,517	100.00	1,517	100.00	1,517	100.00	0	0.00	1,517	100.00	1,517	100.00	0	0.00
STERLING	**1,497**	**100.00**	**1,497**	**100.00**	**1,497**	**100.00**	**0**	**0.00**	**1,497**	**100.00**	**1,497**	**100.00**	**1,497**	**100.00**
SUBARU	**128,867**	**93.64**	**96,630**	**70.21**	**580**	**0.42**	**82,522**	**59.96**	**102,858**	**74.74**	**128,867**	**93.64**	**69,647**	**50.61**
Legacy	96,630	100.00	96,630	100.00	580	0.60	82,522	85.40	96,630	100.00	96,630	100.00	48,122	49.80
Loyale	32,237	100.00	0	0.00	0	0.00	0	0.00	0	0.00	32,237	100.00	12,766	39.60
Justy	0	0.00	0	0.00	0	0.00	0	0.00	6,228	71.10	0	0.00	8,759	100.00
SUZUKI Swift	**0**	**0.00**	**987**	**20.00**	**0**	**0.00**	**0**	**0.00**	**790**	**16.00**	**197**	**4.00**	**790**	**16.00**
TOYOTA	**6,199**	**0.94**	**274,372**	**41.52**	**0**	**0.00**	**493,875**	**74.73**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Corolla	0	0.00	22,991	11.00	0	0.00	152,370	72.90	0	0.00	0	0.00	0	0.00
Tercel	0	0.00	0	0.00	0	0.00	22,700	28.20	0	0.00	0	0.00	0	0.00
Celica	0	0.00	18,840	23.00	0	0.00	51,033	62.30	0	0.00	0	0.00	0	0.00
Supra	6,199	100.00	6,199	100.00	0	0.00	6,199	100.00	0	0.00	0	0.00	0	0.00
Camry	0	0.00	214,105	79.00	0	0.00	249,337	92.00	0	0.00	0	0.00	0	0.00
Cressida	0	0.00	12,236	100.00	0	0.00	12,236	100.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**36,941**	**30.23**	**36,941**	**30.23**	**0**	**0.00**	**112,289**	**91.88**	**122,209**	**100.00**	**0**	**0.00**	**0**	**0.00**
Cabriolet	0	0.00	0	0.00	0	0.00	8,239	95.00	8,673	100.00	0	0.00	0	0.00
Corrado	9,969	100.00	9,969	100.00	0	0.00	9,969	100.00	9,969	100.00	0	0.00	0	0.00
Jetta	9,546	20.00	9,546	20.00	0	0.00	44,390	93.00	47,731	100.00	0	0.00	0	0.00
Golf/GTI	0	0.00	0	0.00	0	0.00	11,505	84.00	13,696	100.00	0	0.00	0	0.00
Passat	17,426	100.00	17,426	100.00	0	0.00	17,426	100.00	17,426	100.00	0	0.00	0	0.00
Fox	0	0.00	0	0.00	0	0.00	20,760	84.00	24,714	100.00	0	0.00	0	0.00
VOLVO	**92,233**	**100.00**	**92,233**	**100.00**	**10,076**	**10.92**	**0**	**0.00**	**92,233**	**100.00**	**1,114**	**1.21**	**1,114**	**1.21**
240 series	33,731	100.00	33,731	100.00	0	0.00	0	0.00	33,731	100.00	0	0.00	0	0.00
740 series	48,426	100.00	48,426	100.00	0	0.00	0	0.00	48,426	100.00	0	0.00	0	0.00
760 series	8,962	100.00	8,962	100.00	8,962	100.00	0	0.00	8,962	100.00	0	0.00	0	0.00
780	1,114	100.00	1,114	100.00	1,114	100.00	0	0.00	1,114	100.00	1,114	100.00	1,114	100.00
YUGO	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**147**	**8.90**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL IMPORTED	**1,308,529**	**42.52**	**1,505,461**	**48.92**	**219,097**	**7.12**	**1,695,612**	**55.10**	**1,969,675**	**64.00**	**1,500,347**	**48.75**	**1,393,358**	**45.28**

Hyundai Motor America declined to participate

EQUIPMENT INSTALLATIONS

U.S. imported-car seat installations — 1990 models (based on 1990 model year sales)

	Front Bucket	Percent of Instl.	Split Seat	Percent of Instl.	Cloth Seat	Percent of Instl.	Leather Seat	Percent of Instl.	Reclining Seat	Percent of Instl.	Power Seat	Percent of Instl.	Heated Seat	Percent of Instl.
ACURA	140,040	100.00	0	0.00	123,071	87.88	16,969	12.12	82,907	59.20	48,277	34.47	0	0.00
Integra	82,907	100.00	0	0.00	82,907	100.00	0	0.00	82,907	100.00	0	0.00	0	0.00
Legend	57,133	100.00	0	0.00	40,164	70.30	16,969	29.70	0	0.00	48,277	84.50	0	0.00
ALFA ROMEO	1,888	100.00	0	0.00	831	44.00	1,057	56.00	1,888	100.00	0	0.00	0	0.00
Spider	1,888	100.00	0	0.00	831	44.00	1,057	56.00	1,888	100.00	0	0.00	0	0.00
AUDI	4,621	19.03	19,659	80.93	10,601	43.64	13,690	56.36	24,291	100.00	14,422	59.37	12,011	49.45
80/90	1,504	16.40	7,664	83.60	6,289	68.60	2,879	31.40	9,168	100.00	1,999	21.80	3,053	33.30
100/200	1,043	9.60	9,815	90.30	4,282	39.40	6,587	60.60	10,869	100.00	8,304	76.40	5,108	47.00
V8Quattro	727	25.00	2,180	75.00	29	1.00	2,877	99.00	2,906	100.00	2,906	100.00	2,906	100.00
Coupe Quattro	1,348	100.00	0	0.00	0	0.00	1,348	100.00	1,348	100.00	1,213	90.00	944	70.00
BMW	63,341	100.00	0	0.00	11,528	18.20	51,813	81.80	63,341	100.00	32,984	52.07	32,723	51.66
3series	28,819	100.00	0	0.00	11,528	40.00	17,291	60.00	28,819	100.00	0	0.00	14,410	50.00
5series	22,524	100.00	0	0.00	0	0.00	22,524	100.00	22,524	100.00	22,524	100.00	10,586	47.00
635 CSi	252	100.00	0	0.00	0	0.00	252	100.00	252	100.00	0	0.00	0	0.00
7 series	10,460	100.00	0	0.00	0	0.00	10,460	100.00	10,460	100.00	10,460	100.00	7,113	68.00
M3	764	100.00	0	0.00	0	0.00	764	100.00	764	100.00	0	0.00	290	38.00
M5	515	100.00	0	0.00	0	0.00	515	100.00	515	100.00	0	0.00	324	63.00
M6	7	100.00	0	0.00	0	0.00	7	100.00	7	100.00	0	0.00	0	0.00
CHEVROLET/GEO	156,131	100.00	0	0.00	79,282	50.78	0	0.00	80,499	51.56	0	0.00	0	0.00
Storm	80,499	100.00	0	0.00	60,374	75.00	0	0.00	80,499	100.00	0	0.00	0	0.00
Metro	75,632	100.00	0	0.00	18,908	25.00	0	0.00	0	0.00	0	0.00	0	0.00
CHRYSLER MOTORS	35,671	100.00	0	0.00	35,671	100.00	0	0.00	35,671	100.00	0	0.00	0	0.00
Colt	23,717	100.00	0	0.00	23,717	100.00	0	0.00	23,717	100.00	0	0.00	0	0.00
Summit	9,742	100.00	0	0.00	9,742	100.00	0	0.00	9,742	100.00	0	0.00	0	0.00
Vista	2,212	100.00	0	0.00	2,212	100.00	0	0.00	2,212	100.00	0	0.00	0	0.00
DAIHATSU Charade	10,852	100.00	0	0.00	10,852	100.00	0	0.00	10,852	100.00	0	0.00	0	0.00
FORD Festiva	47,450	100.00	0	0.00	47,450	100.00	0	0.00	47,450	100.00	0	0.00	0	0.00
HONDA	709,244	100.00	0	0.00	676,584	95.40	0	0.00	672,116	94.77	0	0.00	0	0.00
Civic/CRX	255,159	100.00	0	0.00	222,499	87.20	0	0.00	255,159	100.00	0	0.00	0	0.00
Accord	416,957	100.00	0	0.00	416,957	100.00	0	0.00	416,957	100.00	0	0.00	0	0.00
Prelude	37,128	100.00	0	0.00	37,128	100.00	0	0.00	0	0.00	0	0.00	0	0.00
INFINITI	18,469	100.00	0	0.00	0	0.00	18,469	100.00	18,469	100.00	18,469	100.00	0	0.00
M30	6,993	100.00	0	0.00	0	0.00	6,993	100.00	6,993	100.00	6,993	100.00	0	0.00
Q45	11,476	100.00	0	0.00	0	0.00	11,476	100.00	11,476	100.00	11,476	100.00	0	0.00
ISUZU	5,271	100.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00	0	0.00	0	0.00
Impulse	5,271	100.00	0	0.00	5,271	100.00	0	0.00	5,271	100.00	0	0.00	0	0.00
JAGUAR	18,728	100.00	0	0.00	0	0.00	18,728	100.00	18,728	100.00	4,715	25.18	15,145	80.87
XJ6	14,013	100.00	0	0.00	0	0.00	14,013	100.00	14,013	100.00	0	0.00	14,013	100.00
XJ-S	4,715	100.00	0	0.00	0	0.00	4,715	100.00	4,715	100.00	4,715	100.00	1,132	24.00
LEXUS	61,422	100.00	0	0.00	9,950	16.20	51,472	83.80	61,422	100.00	60,624	98.70	15,342	24.98
ES 250	19,958	100.00	0	0.00	5,389	27.00	14,569	73.00	19,958	100.00	19,160	96.00	0	0.00
LS 400	41,464	100.00	0	0.00	4,561	11.00	36,903	89.00	41,464	100.00	41,464	100.00	15,342	37.00
MAZDA	176,003	100.00	0	0.00	147,608	83.87	10,198	5.79	176,003	100.00	17,248	9.80	0	0.00
323	22,633	100.00	0	0.00	4,436	19.60	0	0.00	22,633	100.00	0	0.00	0	0.00
Protege	46,645	100.00	0	0.00	46,645	100.00	0	0.00	46,645	100.00	0	0.00	0	0.00
626	28,377	100.00	0	0.00	28,377	100.00	0	0.00	28,377	100.00	0	0.00	0	0.00
MX-6	281	100.00	0	0.00	281	100.00	0	0.00	281	100.00	0	0.00	0	0.00
Miata	51,087	100.00	0	0.00	51,087	100.00	0	0.00	51,087	100.00	0	0.00	0	0.00
929	17,248	100.00	0	0.00	10,349	60.00	6,899	40.00	17,248	100.00	17,248	100.00	0	0.00
RX-7	9,732	100.00	0	0.00	6,433	66.10	3,299	33.90	9,732	100.00	0	0.00	0	0.00
MERCEDES BENZ	57,551	100.00	0	0.00	15	0.03	42,129	73.20	57,551	100.00	57,551	100.00	6,891	11.97
190E 2.6	9,248	100.00	0	0.00	9	0.10	185	2.00	9,248	100.00	9,248	100.00	37	0.40
300E 2.6/260E	4,039	100.00	0	0.00	0	0.00	40	0.99	4,039	100.00	4,039	100.00	20	0.50
300	17,832	100.00	0	0.00	0	0.00	15,476	86.80	17,832	100.00	17,832	100.00	624	3.50
300 SE	5,545	100.00	0	0.00	0	0.00	5,545	100.00	5,545	100.00	5,545	100.00	55	0.99
350SDL Turbo	855	100.00	0	0.00	0	0.00	855	100.00	855	100.00	855	100.00	188	22.00
300SEL	3,427	100.00	0	0.00	0	0.00	3,427	100.00	3,427	100.00	3,427	100.00	34	0.99
420SEL	5,653	100.00	0	0.00	2	0.04	5,651	99.96	5,653	100.00	5,653	100.00	56	0.99
560SEL	4,105	100.00	0	0.00	4	0.10	4,101	99.90	4,105	100.00	4,105	100.00	4,105	100.00
SL Coupe	5,401	100.00	0	0.00	0	0.00	5,401	100.00	5,401	100.00	5,401	100.00	326	6.04
560SEC	1,446	100.00	0	0.00	0	0.00	1,446	100.00	1,446	100.00	1,446	100.00	1,446	100.00
MERCURY	27,437	100.00	0	0.00	27,437	100.00	0	0.00	27,437	100.00	0	0.00	0	0.00
Tracer	27,437	100.00	0	0.00	27,437	100.00	0	0.00	27,437	100.00	0	0.00	0	0.00
MITSUBISHI	100,793	100.00	0	0.00	75,534	74.94	1,026	1.02	100,793	100.00	0	0.00	0	0.00
Mirage	52,844	100.00	0	0.00	31,706	60.00	0	0.00	52,844	100.00	0	0.00	0	0.00
Galant	41,428	100.00	0	0.00	41,428	100.00	0	0.00	41,428	100.00	0	0.00	0	0.00
Sigma	1,628	100.00	0	0.00	602	37.00	1,026	63.00	1,628	100.00	0	0.00	0	0.00
Precis	3,518	100.00	0	0.00	422	12.00	0	0.00	3,518	100.00	0	0.00	0	0.00
Wagon	1,375	100.00	0	0.00	1,375	100.00	0	0.00	1,375	100.00	0	0.00	0	0.00
NISSAN	335,683	100.00	0	0.00	316,785	94.37	18,898	5.63	313,500	93.39	38,303	11.41	0	0.00
Sentra	138,410	100.00	0	0.00	138,410	100.00	0	0.00	138,410	100.00	0	0.00	0	0.00
Pulsar	1,152	100.00	0	0.00	1,152	100.00	0	0.00	1,152	100.00	0	0.00	0	0.00
Stanza	39,381	100.00	0	0.00	39,381	100.00	0	0.00	39,381	100.00	0	0.00	0	0.00
Maxima	86,741	100.00	0	0.00	78,934	91.00	7,807	9.00	86,741	100.00	22,553	26.00	0	0.00
240SX/200SX	47,816	100.00	0	0.00	47,816	100.00	0	0.00	47,816	100.00	0	0.00	0	0.00
300ZX	22,183	100.00	0	0.00	11,092	50.00	11,092	50.00	0	0.00	15,750	71.00	0	0.00
PEUGEOT (all)	425	100.00	0	0.00	0	0.00	0	0.00	425	100.00	0	0.00	271	63.70
PONTIAC LeMans	39,081	100.00	0	0.00	39,081	100.00	0	0.00	39,081	100.00	0	0.00	0	0.00
PORSCHE (all)	7,013	100.00	0	0.00	73	1.04	6,940	98.96	4,008	57.15	5,530	78.85	343	4.89
SAAB	19,702	100.00	0	0.00	3,868	19.63	15,834	80.37	19,702	100.00	3,428	17.40	19,702	100.00
900	3,723	100.00	0	0.00	3,723	100.00	0	0.00	3,723	100.00	0	0.00	3,723	100.00
900S	5,323	100.00	0	0.00	0	0.00	5,323	100.00	5,323	100.00	0	0.00	5,323	100.00
900 Turbo	4,742	100.00	0	0.00	0	0.00	4,742	100.00	4,742	100.00	0	0.00	4,742	100.00
9000S	2,486	100.00	0	0.00	145	5.83	2,341	94.17	2,486	100.00	0	0.00	2,486	100.00
9000CD	1,911	100.00	0	0.00	0	0.00	1,911	100.00	1,911	100.00	1,911	100.00	1,911	100.00
9000 Turbo	1,517	100.00	0	0.00	0	0.00	1,517	100.00	1,517	100.00	1,517	100.00	1,517	100.00
STERLING	1,497	100.00	0	0.00	0	0.00	1,497	100.00	1,497	100.00	1,497	100.00	1,272	85.00
SUBARU	137,626	100.00	0	0.00	137,626	100.00	0	0.00	137,626	100.00	0	0.00	0	0.00
Legacy	96,630	100.00	0	0.00	96,630	100.00	0	0.00	96,630	100.00	0	0.00	0	0.00
Loyale	32,237	100.00	0	0.00	32,237	100.00	0	0.00	32,237	100.00	0	0.00	0	0.00
Justy	8,759	100.00	0	0.00	8,759	100.00	0	0.00	8,759	100.00	0	0.00	0	0.00
SUZUKI Swift	4,937	100.00	0	0.00	0	0.00	0	0.00	4,937	100.00	0	0.00	0	0.00
TOYOTA*	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	50,978	7.71	0	0.00
Corolla	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Tercel	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,096	5.00	0	0.00
Supra	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	6,100	98.40	0	0.00
Camry	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	28,999	10.70	0	0.00
Cressida	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	11,783	96.30	0	0.00
VOLKSWAGEN	122,209	100.00	0	0.00	120,066	98.25	2,085	1.71	24,714	20.22	3,820	3.13	2,469	2.02
Cabriolet	8,673	100.00	0	0.00	8,673	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Corrado	9,969	100.00	0	0.00	8,175	82.00	1,794	18.00	0	0.00	0	0.00	1,196	12.00
Jetta	47,731	100.00	0	0.00	47,731	100.00	0	0.00	0	0.00	3,818	8.00	0	0.00
Golf/GTI	13,696	100.00	0	0.00	13,696	100.00	0	0.00	0	0.00	2	0.01	0	0.00
Passat	17,426	100.00	0	0.00	17,077	98.00	291	1.67	0	0.00	0	0.00	1,273	7.31
Fox	24,714	100.00	0	0.00	24,714	100.00	0	0.00	24,714	100.00	0	0.00	0	0.00
VOLVO	92,233	100.00	0	0.00	30,061	32.59	62,172	67.41	92,233	100.00	8,962	9.72	92,233	100.00
240 series	33,731	100.00	0	0.00	26,985	80.00	6,746	20.00	33,731	100.00	0	0.00	33,731	100.00
740 series	48,426	100.00	0	0.00	3,076	6.35	45,350	93.65	48,426	100.00	0	0.00	48,426	100.00
760 series	8,962	100.00	0	0.00	0	0.00	8,962	100.00	8,962	100.00	8,962	100.00	8,962	100.00
780	1,114	100.00	0	0.00	0	0.00	1,114	100.00	1,114	100.00	0	0.00	1,114	100.00
YUGO	1,654	100.00	0	0.00	1,654	100.00	0	0.00	1,654	100.00	0	0.00	0	0.00
TOTAL IMPORTED	2,396,972	77.89	19,659	0.64	1,910,898	62.09	332,979	10.82	2,124,066	69.02	366,808	11.92	198,402	6.45

Hyundai Motor America declined to participate. *Installation information not available in this category.

EQUIPMENT INSTALLATIONS

U.S. imported-car body type/roof installations — 1990 models (based on 1990 model year sales)

	2-Door Notchback	Percent of Instl.	2-Door Hatchback	Percent of Instl.	4-Door Notchback	Percent of Instl.	4-Door Hatchback	Percent of Instl.	4-Door Wagon	Percent of Instl.	Convertible	Percent of Instl.	Electric Slide Sunroof	Percent of Instl.	Pop-up Sunroof	Percent of Instl.	T-Roof	Percent of Instl.
ACURA	16,283	11.63	56,543	40.38	67,215	48.00	0	0.00	0	0.00	0	0.00	113,442	81.01	0	0.00	0	0.00
Integra	0	0.00	56,543	68.20	26,364	31.80	0	0.00	0	0.00	0	0.00	65,165	78.60	0	0.00	0	0.00
Legend	16,283	28.50	0	0.00	40,850	71.50	0	0.00	0	0.00	0	0.00	48,277	84.50	0	0.00	0	0.00
ALFA ROMEO	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,888	100.00	0	0.00	0	0.00	0	0.00
Spider	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,888	100.00	0	0.00	0	0.00	0	0.00
AUDI	0	0.00	0	0.00	22,693	93.42	1,348	5.55	250	1.03	0	0.00	18,964	78.07	0	0.00	0	0.00
80/90	0	0.00	0	0.00	9,168	100.00	0	0.00	0	0.00	0	0.00	3,841	41.90	0	0.00	0	0.00
100/200	0	0.00	0	0.00	10,619	97.70	0	0.00	250	2.30	0	0.00	10,869	100.00	0	0.00	0	0.00
V8 Quattro	0	0.00	0	0.00	2,906	100.00	0	0.00	0	0.00	0	0.00	2,906	100.00	0	0.00	0	0.00
Coupe Quattro	0	0.00	0	0.00	0	0.00	1,348	100.00	0	0.00	0	0.00	1,348	100.00	0	0.00	0	0.00
BMW	13,733	21.68	0	0.00	33,758	53.30	8,646	13.65	0	0.00	7,205	11.37	47,239	74.58	0	0.00	0	0.00
3 series	12,969	45.00	0	0.00	0	0.00	8,646	30.00	0	0.00	7,205	25.00	12,969	45.00	0	0.00	0	0.00
5 series	0	0.00	0	0.00	22,524	100.00	0	0.00	0	0.00	0	0.00	22,524	100.00	0	0.00	0	0.00
635 CSi	0	0.00	0	0.00	252	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
7 series	0	0.00	0	0.00	10,460	100.00	0	0.00	0	0.00	0	0.00	10,460	100.00	0	0.00	0	0.00
M3	764	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	764	100.00	0	0.00	0	0.00
M5	0	0.00	0	0.00	515	100.00	0	0.00	0	0.00	0	0.00	515	100.00	0	0.00	0	0.00
M6	0	0.00	0	0.00	7	100.00	0	0.00	0	0.00	0	0.00	7	100.00	0	0.00	0	0.00
CHEVROLET/GEO	80,499	51.56	0	0.00	0	0.00	75,632	48.44	0	0.00	0	0.00	0	0.00	5,794	3.71	0	0.00
Storm	80,499	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2,012	2.50	0	0.00
Metro	0	0.00	0	0.00	0	0.00	75,632	100.00	0	0.00	0	0.00	0	0.00	3,782	5.00	0	0.00
CHRYSLER MOTORS	0	0.00	22,450	62.94	9,742	27.31	0	0.00	3,479	9.75	0	0.00	0	0.00	0	0.00	0	0.00
Colt	0	0.00	22,450	94.66	0	0.00	0	0.00	1,267	5.34	0	0.00	0	0.00	0	0.00	0	0.00
Summit	0	0.00	0	0.00	9,742	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Vista	0	0.00	0	0.00	0	0.00	0	0.00	2,212	100.00	0	0.00	0	0.00	0	0.00	0	0.00
DAIHATSU Charade	0	0.00	5,426	50.00	5,426	50.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD Festiva	0	0.00	47,450	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	664	1.40	0	0.00
HONDA	120,519	16.99	116,863	16.48	452,980	63.87	0	0.00	19,137	2.70	0	0.00	424,843	59.90	0	0.00	0	0.00
Civic/CRX	0	0.00	116,863	45.80	119,414	46.80	0	0.00	19,137	7.50	0	0.00	27,047	10.60	0	0.00	0	0.00
Accord	83,391	20.00	0	0.00	333,566	80.00	0	0.00	0	0.00	0	0.00	360,668	86.50	0	0.00	0	0.00
Prelude	37,128	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	37,128	100.00	0	0.00	0	0.00
INFINITI	6,993	37.86	0	0.00	11,476	62.14	0	0.00	0	0.00	0	0.00	18,469	100.00	0	0.00	0	0.00
M30	6,993	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	6,993	100.00	0	0.00	0	0.00
Q45	0	0.00	0	0.00	11,476	100.00	0	0.00	0	0.00	0	0.00	11,476	100.00	0	0.00	0	0.00
ISUZU	0	0.00	5,271	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,271	100.00	0	0.00
Impulse	0	0.00	5,271	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,271	100.00	0	0.00
JAGUAR	1,650	8.81	0	0.00	14,013	74.82	0	0.00	0	0.00	3,065	16.36	14,013	74.82	0	0.00	0	0.00
XJ6	0	0.00	0	0.00	14,013	100.00	0	0.00	0	0.00	0	0.00	14,013	100.00	0	0.00	0	0.00
XJ-S	1,650	35.00	0	0.00	0	0.00	0	0.00	0	0.00	3,065	65.00	0	0.00	0	0.00	0	0.00
LEXUS	0	0.00	0	0.00	61,422	100.00	0	0.00	0	0.00	0	0.00	57,184	93.10	0	0.00	0	0.00
ES 250	0	0.00	0	0.00	19,958	100.00	0	0.00	0	0.00	0	0.00	16,964	85.00	0	0.00	0	0.00
LS 400	0	0.00	0	0.00	41,464	100.00	0	0.00	0	0.00	0	0.00	40,220	97.00	0	0.00	0	0.00
MAZDA	0	0.00	29,066	16.51	85,684	48.68	6,867	3.90	0	0.00	54,386	30.90	58,348	33.49	0	0.00	0	0.00
323	0	0.00	22,633	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Protege	0	0.00	0	0.00	46,645	100.00	0	0.00	0	0.00	0	0.00	23,323	50.00	0	0.00	0	0.00
626	0	0.00	0	0.00	21,510	75.80	6,867	24.20	0	0.00	0	0.00	14,189	50.00	0	0.00	0	0.00
MX-6	0	0.00	0	0.00	281	100.00	0	0.00	0	0.00	0	0.00	141	50.00	0	0.00	0	0.00
Miata	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	51,087	100.00	0	0.00	0	0.00	0	0.00
929	0	0.00	0	0.00	17,248	100.00	0	0.00	0	0.00	0	0.00	17,248	100.00	0	0.00	0	0.00
RX-7	0	0.00	6,433	66.10	0	0.00	0	0.00	0	0.00	3,299	33.90	4,049	41.60	0	0.00	0	0.00
MERCEDES BENZ	3,622	6.29	0	0.00	46,834	81.38	0	0.00	1,694	2.94	5,401	9.38	52,150	90.62	0	0.00	0	0.00
190E 2.6	0	0.00	0	0.00	9,248	100.00	0	0.00	0	0.00	0	0.00	9,248	100.00	0	0.00	0	0.00
300E 2.6/260E	0	0.00	0	0.00	4,039	100.00	0	0.00	0	0.00	0	0.00	4,039	100.00	0	0.00	0	0.00
300	2,176	12.20	0	0.00	13,962	78.30	0	0.00	1,694	9.50	0	0.00	17,832	100.00	0	0.00	0	0.00
300 SE	0	0.00	0	0.00	5,545	100.00	0	0.00	0	0.00	0	0.00	5,545	100.00	0	0.00	0	0.00
350SDL Turbo	0	0.00	0	0.00	855	100.00	0	0.00	0	0.00	0	0.00	855	100.00	0	0.00	0	0.00
300SEL	0	0.00	0	0.00	3,427	100.00	0	0.00	0	0.00	0	0.00	3,427	100.00	0	0.00	0	0.00
420SEL	0	0.00	0	0.00	5,653	100.00	0	0.00	0	0.00	0	0.00	5,653	100.00	0	0.00	0	0.00
560SEL	0	0.00	0	0.00	4,105	100.00	0	0.00	0	0.00	0	0.00	4,105	100.00	0	0.00	0	0.00
SL Coupe	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	5,401	100.00	0	0.00	0	0.00	0	0.00
560SEC	1,446	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,446	100.00	0	0.00	0	0.00
MERCURY	0	0.00	6,859	25.00	0	0.00	13,719	50.00	6,859	25.00	0	0.00	1,125	4.10	0	0.00	0	0.00
Tracer	0	0.00	6,859	25.00	0	0.00	13,719	50.00	6,859	25.00	0	0.00	1,125	4.10	0	0.00	0	0.00
MITSUBISHI	0	0.00	16,201	16.07	83,217	82.56	0	0.00	1,375	1.36	0	0.00	11,698	11.61	0	0.00	0	0.00
Mirage	0	0.00	12,683	24.00	40,161	76.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Galant	0	0.00	0	0.00	41,428	100.00	0	0.00	0	0.00	0	0.00	9,943	24.00	0	0.00	0	0.00
Sigma	0	0.00	0	0.00	1,628	100.00	0	0.00	0	0.00	0	0.00	1,221	75.00	0	0.00	0	0.00
Precis	0	0.00	3,518	100.00	0	0.00	0	0.00	0	0.00	0	0.00	12	0.34	0	0.00	0	0.00
Wagon	0	0.00	0	0.00	0	0.00	0	0.00	1,375	100.00	0	0.00	523	38.00	0	0.00	0	0.00
NISSAN	114,704	34.17	63,022	18.77	157,956	47.06	0	0.00	0	0.00	0	0.00	61,375	18.28	21,180	6.31	23,335	6.95
Sentra	106,576	77.00	0	0.00	31,834	23.00	0	0.00	693	0.50	0	0.00	0	0.00	281	0.20	0	0.00
Pulsar	0	0.00	1,152	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,152	100.00
Stanza	0	0.00	0	0.00	39,381	100.00	0	0.00	0	0.00	0	0.00	0	0.00	5,120	13.00	0	0.00
Maxima	0	0.00	0	0.00	86,741	100.00	0	0.00	0	0.00	0	0.00	58,984	68.00	0	0.00	0	0.00
240SX/200SX	8,129	17.00	39,687	83.00	0	0.00	0	0.00	0	0.00	0	0.00	2,391	5.00	15,779	33.00	0	0.00
300ZX	0	0.00	22,183	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	22,183	100.00
PEUGEOT (all)	1	0.20	0	0.00	0	0.00	0	0.00	424	99.70	0	0.00	9	2.00	0	0.00	0	0.00
PONTIAC LeMans	0	0.00	23,839	61.00	15,242	39.00	0	0.00	0	0.00	0	0.00	0	0.00	356	0.91	0	0.00
PORSCHE (all)	2,589	36.92	725	10.34	0	0.00	0	0.00	0	0.00	3,699	52.74	2,644	37.70	0	0.00	644	9.18
SAAB	0	0.00	6,556	33.27	7,891	40.05	2,884	14.64	0	0.00	2,371	12.03	13,608	69.07	0	0.00	0	0.00
900	0	0.00	1,973	53.00	1,750	47.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
900S	0	0.00	2,449	46.00	2,874	54.00	0	0.00	0	0.00	0	0.00	5,323	100.00	0	0.00	0	0.00
900 Turbo	0	0.00	2,134	45.00	237	5.00	0	0.00	0	0.00	2,371	50.00	2,371	50.00	0	0.00	0	0.00
9000S	0	0.00	0	0.00	1,119	45.00	1,367	55.00	0	0.00	0	0.00	2,486	100.00	0	0.00	0	0.00
9000CD	0	0.00	0	0.00	1,911	100.00	0	0.00	0	0.00	0	0.00	1,911	100.00	0	0.00	0	0.00
9000 Turbo	0	0.00	0	0.00	0	0.00	1,517	100.00	0	0.00	0	0.00	1,517	100.00	0	0.00	0	0.00
STERLING	0	0.00	0	0.00	1,272	85.00	225	15.00	0	0.00	0	0.00	1,497	100.00	0	0.00	0	0.00
SUBARU	0	0.00	7,834	5.69	59,115	42.95	2,698	1.96	67,593	49.11	0	0.00	18,843	13.69	0	0.00	0	0.00
Legacy	0	0.00	0	0.00	48,122	49.80	0	0.00	48,508	50.20	0	0.00	18,843	19.50	0	0.00	0	0.00
Loyale	0	0.00	1,773	5.50	10,993	34.10	0	0.00	19,084	59.20	0	0.00	0	0.00	0	0.00	0	0.00
Justy	0	0.00	6,061	69.20	0	0.00	2,698	30.80	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
SUZUKI Swift	0	0.00	3,456	70.00	1,481	30.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
TOYOTA	104,995	15.89	73,437	11.11	429,339	64.97	0	0.00	34,631	5.24	0	0.00	0	0.00	0	0.00	0	0.00
Corolla	0	0.00	9,824	4.70	172,644	82.60	0	0.00	17,557	8.40	0	0.00	0	0.00	0	0.00	0	0.00
Tercel	56,829	70.60	23,666	29.40	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	48,166	58.80	33,749	41.20	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Supra	0	0.00	6,199	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Camry	0	0.00	0	0.00	244,459	90.20	0	0.00	17,074	6.30	0	0.00	0	0.00	0	0.00	0	0.00
Cressida	0	0.00	0	0.00	12,236	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	13,474	11.03	15,995	13.09	71,109	58.19	7,670	6.28	5,288	4.33	8,673	7.10	16,490	13.49	37,880	31.00	0	0.00
Cabriolet	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	8,673	100.00	0	0.00	0	0.00	0	0.00
Corrado	0	0.00	3,969	100.00	0	0.00	0	0.00	0	0.00	0	0.00	9,171	92.00	0	0.00	0	0.00
Jetta	3,341	7.00	0	0.00	44,390	93.00	0	0.00	0	0.00	0	0.00	0	0.00	30,071	63.00	0	0.00
Golf/GTI	0	0.00	6,026	44.00	0	0.00	7,670	56.00	0	0.00	0	0.00	0	0.00	6,574	48.00	0	0.00
Passat	0	0.00	0	0.00	14,115	81.00	0	0.00	3,311	19.00	0	0.00	7,319	42.00	0	0.00	0	0.00
Fox	10,133	41.00	0	0.00	12,604	51.00	0	0.00	1,977	8.00	0	0.00	0	0.00	1,236	5.00	0	0.00
VOLVO	1,114	1.21	0	0.00	67,171	72.83	0	0.00	23,948	25.96	0	0.00	56,565	61.33	0	0.00	0	0.00
240 series	0	0.00	0	0.00	27,322	81.00	0	0.00	6,409	19.00	0	0.00	0	0.00	0	0.00	0	0.00
740 series	0	0.00	0	0.00	34,382	71.00	0	0.00	14,044	29.00	0	0.00	46,489	96.00	0	0.00	0	0.00
760 series	0	0.00	0	0.00	5,467	61.00	0	0.00	3,495	39.00	0	0.00	8,962	100.00	0	0.00	0	0.00
780	1,114	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,114	100.00	0	0.00	0	0.00
YUGO	0	0.00	1,580	95.50	0	0.00	0	0.00	0	0.00	74	4.50	0	0.00	0	0.00	0	0.00
TOTAL IMPORTED	480,176	15.60	502,572	16.33	1,705,037	55.40	119,688	3.89	164,677	5.35	86,762	2.82	989,106	32.14	71,145	2.31	23,979	0.78

Hyundai Motor America declined to participate.

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light truck engine installations — 1990 models

	V-8	Percent of Instl.	6-Cylinder	Percent of Instl.	4-Cylinder	Percent of Instl.	Multi-Valve Engine	Percent of Instl.	Single-Point Fuel Injection	Percent of Instl.	Multi-Point Fuel Injection	Percent of Instl.	Diesel	Percent of Instl.
CHRYSLER MOTORS	160,341	22.99	519,954	74.54	74,608	10.70	0	0.00	215,524	30.90	192,208	27.56	23,107	3.31
Total Dodge	153,253	39.26	207,634	53.19	29,580	7.58	0	0.00	199,231	51.04	2,572	0.66	23,107	5.92
Caravan	0	0.00	94,471	84.50	17,441	15.60	0	0.00	14,869	13.30	2,571	2.30	0	0.00
Dakota	0	0.00	65,663	85.10	11,497	14.90	0	0.00	11,497	14.90	0	0.00	0	0.00
Caravan C/V	0	0.00	5,418	89.40	642	10.60	0	0.00	636	10.50	1	0.01	0	0.00
Ram Wagon	23,767	97.20	685	2.80	0	0.00	0	0.00	24,452	100.00	0	0.00	0	0.00
Ram Van	48,464	72.60	18,291	27.40	0	0.00	0	0.00	66,755	100.00	0	0.00	0	0.00
Ram pickups	68,588	74.80	23,107	25.20	0	0.00	0	0.00	68,588	74.80	0	0.00	23,107	25.20
Ramcharger	12,434	100.00	0	0.00	0	0.00	0	0.00	12,434	100.00	0	0.00	0	0.00
Total Jeep	7,088	3.55	219,753	110.08	30,064	15.06	0	0.00	0	0.00	187,350	93.85	0	0.00
Cherokee	0	0.00	172,628	98.60	2,276	1.30	0	0.00	0	0.00	172,628	98.60	0	0.00
Comanche	0	0.00	10,062	78.60	2,740	21.40	0	0.00	0	0.00	10,062	78.60	0	0.00
Grand Wagoneer	7,088	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Wagoneer	0	0.00	4,660	100.00	0	0.00	0	0.00	0	0.00	4,660	100.00	0	0.00
Wrangler	0	0.00	32,402	56.40	25,049	43.60	0	0.00	0	0.00	0	0.00	0	0.00
Total C-P Div.	0	0.00	92,567	86.08	14,964	13.92	0	0.00	16,293	15.15	2,286	2.13	0	0.00
Voyager	0	0.00	88,952	85.60	14,964	14.40	0	0.00	12,678	12.20	2,286	2.20	0	0.00
Town & Country	0	0.00	3,615	100.00	0	0.00	0	0.00	3,615	100.00	0	0.00	0	0.00
FORD MOTOR CO.	1,054,799	73.59	487,198	33.99	129,164	9.01	0	0.00	357,923	24.97	129,164	9.01	32,846	2.29
Aerostar	0	0.00	196,951	100.00	0	0.00	0	0.00	13,393	6.80	0	0.00	0	0.00
Bronco	54,832	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Bronco II/Explorer	0	0.00	57,500	100.00	0	0.00	0	0.00	57,500	100.00	0	0.00	0	0.00
Econoline	142,953	75.10	47,397	24.90	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Light trucks	569,984	95.40	27,484	4.60	0	0.00	0	0.00	0	0.00	0	0.00	32,846	5.50
Ranger	287,030	100.00	157,867	55.00	129,164	45.00	0	0.00	287,030	100.00	129,164	45.00	0	0.00
GENERAL MOTORS	881,381	56.57	546,671	35.08	43,319	2.78	0	0.00	76,436	4.91	79,092	5.08	20,362	1.31
Total Chevrolet	654,319	59.17	375,126	33.92	36,105	3.26	0	0.00	0	0.00	79,092	7.15	12,253	1.11
Astro	0	0.00	125,045	99.42	717	0.57	0	0.00	0	0.00	0	0.00	0	0.00
Blazer	48,277	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,110	2.30
Lumina APV	0	0.00	79,092	100.00	0	0.00	0	0.00	0	0.00	79,092	100.00	0	0.00
Pickups	426,457	83.03	87,161	16.97	0	0.00	0	0.00	0	0.00	0	0.00	6,981	1.36
S-10	0	0.00	45,168	56.07	35,388	43.93	0	0.00	0	0.00	0	0.00	0	0.00
S-10 Blazer	0	0.00	26,724	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Sportsvan/Van	116,830	90.73	11,937	9.27	0	0.00	0	0.00	0	0.00	0	0.00	2,163	1.68
Suburban	62,755	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,998	3.18
Total GMC	227,062	59.23	110,294	28.77	7,214	1.88	0	0.00	7,556	1.97	0	0.00	8,109	2.12
Jimmy	0	0.00	6,060	41.25	0	0.00	0	0.00	0	0.00	0	0.00	142	0.97
Pickups	152,087	83.86	24,865	13.71	0	0.00	0	0.00	0	0.00	0	0.00	4,417	2.44
S-15/Sonoma	0	0.00	14,101	66.62	7,064	33.38	0	0.00	7,069	33.40	0	0.00	0	0.00
S-15 Jimmy	0	0.00	18,257	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Safari	0	0.00	43,672	98.62	150	0.34	0	0.00	487	1.10	0	0.00	0	0.00
Suburban	31,741	96.37	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,194	3.63
Vandura/Rally Vans	43,234	88.36	3,339	6.82	0	0.00	0	0.00	0	0.00	0	0.00	2,356	4.81
Oldmobile Silhouette	0	0.00	28,109	100.00	0	0.00	0	0.00	28,109	100.00	0	0.00	0	0.00
Pontiac Trans Sport	0	0.00	33,142	81.29	0	0.00	0	0.00	40,771	100.00	0	0.00	0	0.00
DAIHATSU Rocky	0	0.00	0	0.00	6,013	100.00	6,013	100.00	0	0.00	6,013	100.00	0	0.00
ISUZU	0	0.00	28,491	48.20	30,558	51.70	0	0.00	3,241	5.48	55,870	94.52	0	0.00
Amigo	0	0.00	0	0.00	11,576	100.00	0	0.00	3,241	28.00	8,335	72.00	0	0.00
Rodeo	0	0.00	9,674	80.41	2,296	19.08	0	0.00	0	0.00	12,031	100.00	0	0.00
Trooper	0	0.00	18,817	53.00	16,687	47.00	0	0.00	0	0.00	35,504	100.00	0	0.00
MAZDA	0	0.00	40,410	35.64	72,986	64.36	17,220	15.19	0	0.00	72,136	63.61	0	0.00
Pickup	0	0.00	0	0.00	67,528	100.00	17,220	25.50	0	0.00	26,268	38.90	0	0.00
MPV	0	0.00	40,410	88.10	5,458	11.90	0	0.00	0	0.00	45,868	100.00	0	0.00
MITSUBISHI	0	0.00	17,088	43.83	21,903	56.17	38,991	100.00	0	0.00	38,991	100.00	0	0.00
Pickup	0	0.00	1,844	8.00	21,211	92.00	23,055	100.00	0	0.00	23,055	100.00	0	0.00
Montero	0	0.00	15,244	100.00	0	0.00	15,244	100.00	0	0.00	15,244	100.00	0	0.00
Van	0	0.00	0	0.00	692	100.00	692	100.00	0	0.00	692	100.00	0	0.00
NISSAN	0	0.00	30,316	20.93	114,552	79.07	9,847	6.80	0	0.00	144,868	100.00	0	0.00
Pickup	0	0.00	10,355	9.00	104,705	91.00	0	0.00	0	0.00	115,060	100.00	0	0.00
Pathfinder	0	0.00	19,961	100.00	0	0.00	0	0.00	0	0.00	19,961	100.00	0	0.00
Axxess	0	0.00	0	0.00	9,847	100.00	9,847	100.00	0	0.00	9,847	100.00	0	0.00
RANGE ROVER	5,317	100.00	0	0.00	0	0.00	0	0.00	0	0.00	5,317	100.00	0	0.00
SUZUKI	0	0.00	0	0.00	9,589	100.00	0	0.00	9,589	100.00	0	0.00	0	0.00
Samauri	0	0.00	0	0.00	4,815	100.00	0	0.00	4,815	100.00	0	0.00	0	0.00
Sidekick	0	0.00	0	0.00	4,774	100.00	0	0.00	4,774	100.00	0	0.00	0	0.00
TOYOTA	0	0.00	114,250	50.88	110,297	49.12	0	0.00	192,882	85.90	0	0.00	0	0.00
4x2pickups	0	0.00	20,515	23.00	68,682	77.00	0	0.00	57,532	64.50	0	0.00	0	0.00
4x4 pickups	0	0.00	31,242	47.45	34,594	52.55	0	0.00	65,836	100.00	0	0.00	0	0.00
4 Runner	0	0.00	62,493	89.90	7,021	10.10	0	0.00	69,514	100.00	0	0.00	0	0.00
VOLKSWAGEN	0	0.00	0	0.00	7,356	100.00	0	0.00	0	0.00	7,356	100.00	0	0.00
TOTAL LIGHT TRUCKS	2,101,839	48.90	1,784,379	41.51	620,345	14.43	72,071	1.68	855,595	19.91	731,015	17.01	76,315	1.78

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light truck transmission installations — 1990 models

	3-Speed Automatic	Percent of Instl.	4-Speed Automatic	Percent of Instl.	4-Speed Manual	Percent of Instl.	5-Speed Manual	Percent of Instl.	6-Speed Manual	Percent of Instl.	Four-wheel Drive	Percent of Instl.	All-wheel Drive	Percent of Instl.
CHRYSLER MOTORS	**91,267**	**13.08**	**458,597**	**65.75**	**88,809**	**12.73**	**116,382**	**16.69**	**0**	**0.00**	**33,192**	**4.76**	**0**	**0.00**
Total Dodge	75,503	19.34	227,277	58.22	48,541	12.44	39,121	10.02	0	0.00	8,107	2.08	0	0.00
Caravan	40,024	35.80	69,987	62.60	0	0.00	1,901	1.70	0	0.00	0	0.00	0	0.00
Dakota	0	0.00	53,761	69.70	0	0.00	23,379	30.30	0	0.00	0	0.00	0	0.00
Caravan C/V	2,897	47.80	3,085	50.90	0	0.00	79	1.30	0	0.00	0	0.00	0	0.00
Ram Wagon	4,108	16.80	20,295	83.00	0	0.00	24	0.10	0	0.00	0	0.00	0	0.00
Ram Van	0	0.00	29,973	44.90	36,248	54.30	534	0.80	0	0.00	0	0.00	0	0.00
Ram pickups	16,413	17.90	50,157	54.70	11,920	13.00	13,204	14.40	0	0.00	0	0.00	0	0.00
Ramcharger	12,061	97.00	0	0.00	373	3.00	0	0.00	0	0.00	8,107	65.20	0	0.00
Total Jeep	15,763	7.90	159,536	79.92	6,183	3.10	75,597	37.87	0	0.00	25,085	12.57	0	0.00
Cherokee	0	0.00	154,070	88.00	0	0.00	21,009	12.00	0	0.00	21,885	12.50	0	0.00
Comanche	0	0.00	5,466	42.70	1,523	11.90	5,812	45.40	0	0.00	2,548	19.90	0	0.00
Grand Wagoneer	7,088	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Wagoneer	0	0.00	0	0.00	4,660	100.00	0	0.00	0	0.00	652	14.00	0	0.00
Wrangler	8,675	15.10	0	0.00	0	0.00	48,776	84.90	0	0.00	0	0.00	0	0.00
Total C-P Div.	0	0.00	71,784	66.76	34,084	31.70	1,663	1.55	0	0.00	0	0.00	0	0.00
Voyager	0	0.00	68,169	65.60	34,084	32.80	1,663	1.60	0	0.00	0	0.00	0	0.00
Town & Country	0	0.00	3,615	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD MOTOR CO.	**27,303**	**1.90**	**887,455**	**61.92**	**1,515**	**0.11**	**386,081**	**26.94**	**0**	**0.00**	**228,255**	**15.93**	**0**	**0.00**
Aerostar	0	0.00	192,224	97.60	0	0.00	4,727	2.40	0	0.00	23,831	12.10	0	0.00
Bronco	0	0.00	51,158	93.30	0	0.00	3,674	6.70	0	0.00	0	0.00	0	0.00
Bronco II/Explorer	0	0.00	30,303	52.70	0	0.00	27,198	47.30	0	0.00	38,180	66.40	0	0.00
Econoline	0	0.00	190,350	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Light trucks	27,303	4.57	313,488	52.47	1,515	0.25	173,385	29.02	0	0.00	117,449	19.66	0	0.00
Ranger	0	0.00	109,932	38.30	0	0.00	177,098	61.70	0	0.00	48,795	17.00	0	0.00
GENERAL MOTORS	**97,323**	**6.25**	**1,154,516**	**74.09**	**40,449**	**2.60**	**156,653**	**10.05**	**0**	**0.00**	**67,973**	**4.36**	**10,516**	**0.67**
Total Chevrolet	0	0.00	876,812	79.28	29,528	2.67	120,580	10.90	0	0.00	67,973	6.15	10,516	0.95
Astro	0	0.00	125,045	99.42	0	0.00	725	0.58	0	0.00	0	0.00	10,516	8.36
Blazer	0	0.00	47,118	97.60	1,159	2.40	0	0.00	0	0.00	48,277	100.00	0	0.00
Lumina APV	0	0.00	79,092	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	0	0.00	377,829	73.56	27,252	5.31	77,670	15.12	0	0.00	0	0.00	0	0.00
S-10	0	0.00	33,378	41.43	0	0.00	39,406	48.92	0	0.00	0	0.00	0	0.00
S-10 Blazer	0	0.00	23,945	89.60	0	0.00	2,779	10.40	0	0.00	19,696	73.70	0	0.00
Sportsvan/Van	0	0.00	128,767	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Suburban	0	0.00	61,638	98.22	1,117	1.78	0	0.00	0	0.00	0	0.00	0	0.00
Total GMC	56,552	14.75	249,595	65.11	10,921	2.85	36,073	9.41	0	0.00	0	0.00	0	0.00
Jimmy	0	0.00	6,079	41.38	123	0.84	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	30,629	16.89	115,310	63.58	10,283	5.67	25,147	13.87	0	0.00	0	0.00	0	0.00
S-15/Sonoma	0	0.00	11,910	56.27	0	0.00	9,255	43.73	0	0.00	0	0.00	0	0.00
S-15 Jimmy	0	0.00	16,586	90.85	0	0.00	1,671	9.15	0	0.00	0	0.00	0	0.00
Safari	0	0.00	44,281	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Suburban	8,639	26.23	23,781	72.21	515	1.56	0	0.00	0	0.00	0	0.00	0	0.00
Vandura/Rally Vans	17,284	35.32	31,648	64.68	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Oldmobile Silhouette	0	0.00	28,109	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pontiac Trans Sport	40,771	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
DAIHATSU Rocky	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**6,013**	**100.00**	**0**	**0.00**	**6,013**	**100.00**	**0**	**0.00**
ISUZU	**0**	**0.00**	**11,716**	**19.82**	**0**	**0.00**	**43,006**	**72.75**	**4,388**	**7.42**	**51,792**	**87.62**	**0**	**0.00**
Amigo	0	0.00	0	0.00	0	0.00	11,576	100.00	0	0.00	4,630	40.00	0	0.00
Rodeo	0	0.00	0	0.00	0	0.00	7,642	63.52	4,388	36.47	11,658	96.90	0	0.00
Trooper	0	0.00	11,716	33.00	0	0.00	23,788	67.00	0	0.00	35,504	100.00	0	0.00
MAZDA	**0**	**0.00**	**58,859**	**51.91**	**0**	**0.00**	**54,537**	**48.09**	**0**	**0.00**	**8,238**	**7.27**	**10,091**	**8.90**
Pickup	0	0.00	14,046	20.80	0	0.00	53,482	79.20	0	0.00	8,238	12.20	0	0.00
MPV	0	0.00	44,813	97.70	0	0.00	1,055	2.30	0	0.00	0	0.00	10,091	22.00
MITSUBISHI	**0**	**0.00**	**14,483**	**37.14**	**0**	**0.00**	**24,484**	**62.79**	**0**	**0.00**	**17,185**	**44.07**	**0**	**0.00**
Pickup	0	0.00	2,077	9.01	0	0.00	20,978	90.99	0	0.00	1,941	8.42	0	0.00
Montero	0	0.00	11,714	76.84	0	0.00	3,506	23.00	0	0.00	15,244	100.00	0	0.00
Van	0	0.00	692	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
NISSAN	**0**	**0.00**	**38,868**	**26.83**	**0**	**0.00**	**106,000**	**73.17**	**0**	**0.00**	**18,165**	**12.54**	**21,892**	**15.11**
Pickup	0	0.00	18,410	16.00	0	0.00	96,650	84.00	0	0.00	0	0.00	20,711	18.00
Pathfinder	0	0.00	12,975	65.00	0	0.00	6,986	35.00	0	0.00	18,165	91.00	0	0.00
Axxess	0	0.00	7,484	76.00	0	0.00	2,363	24.00	0	0.00	0	0.00	1,182	12.00
RANGE ROVER	**0**	**0.00**	**5,317**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**5,317**	**100.00**	**0**	**0.00**
SUZUKI	**381**	**3.97**	**0**	**0.00**	**0**	**0.00**	**9207.08**	**96.02**	**0**	**0.00**	**8252.28**	**86.06**	**0**	**0.00**
Samauri	0	0.00	0	0.00	0	0.00	4,815	100.00	0	0.00	4,815	100.00	0	0.00
Sidekick	381	7.98	0	0.00	0	0.00	4,392	92.00	0	0.00	3,437	72.00	0	0.00
TOYOTA	**0**	**0.00**	**74,535**	**33.19**	**43,082**	**19.19**	**106,930**	**47.62**	**0**	**0.00**	**129,372**	**57.61**	**0**	**0.00**
4x2 pickups	0	0.00	24,172	27.10	43,082	48.30	21,942	24.60	0	0.00	0	0.00	0	0.00
4x4 pickups	0	0.00	8,098	12.30	0	0.00	57,738	87.70	0	0.00	65,836	100.00	0	0.00
4 Runner	0	0.00	42,265	60.80	0	0.00	27,249	39.20	0	0.00	63,536	91.40	0	0.00
VOLKSWAGEN	**0**	**0.00**	**3,604**	**49.00**	**3,752**	**51.00**	**0**	**0.00**	**0**	**0.00**	**515**	**7.00**	**0**	**0.00**
TOTAL LIGHT TRUCKS	**216,274**	**5.03**	**2,707,950**	**63.00**	**177,607**	**4.13**	**1,009,293**	**23.48**	**4,388**	**0.10**	**574,269**	**13.36**	**42,499**	**0.99**

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light truck brake and wheel installations — 1990 models

	Power Brakes	Percent of Instl.	Anti-Lock Braking	Percent of Instl.	4-Wheel Disc Brakes	Percent of Instl.	Styled Steel Wheels	Percent of Instl.	Styled Aluminum Wheels	Percent of Instl.	Full-size Spare	Percent of Instl.	Dual Rear Wheels	Percent of Instl.	External Mounted Spare	Percent of Instl.
CHRYSLER MOTORS	**647,189**	**85.72**	**272,496**	**36.09**	**302,048**	**40.01**	**82,433**	**10.92**	**195,146**	**25.85**	**545,133**	**72.21**	**7,244**	**0.96**	**60,427**	**8.00**
Total Dodge	313,196	80.23	272,496	69.81	27,831	7.13	67,376	17.26	40,120	10.28	328,253	84.09	7,244	1.86	0	0.00
Caravan	111,800	100.00	0	0.00	25,043	22.40	64,061	57.30	25,938	23.20	72,223	64.60	0	0.00	0	0.00
Dakota	0	0.00	77,160	100.00	0	0.00	0	0.00	0	0.00	77,160	100.00	0	0.00	0	0.00
Caravan C/V	6,060	100.00	0	0.00	2,788	46.00	3,315	54.70	1,479	24.40	3,951	65.20	0	0.00	0	0.00
Ram Wagon	24,452	100.00	24,452	100.00	0	0.00	0	0.00	734	3.00	24,452	100.00	0	0.00	0	0.00
Ram Van	66,755	100.00	66,755	100.00	0	0.00	0	0.00	3,872	5.80	56,608	84.80	0	0.00	0	0.00
Ram pickups	91,695	100.00	91,695	100.00	0	0.00	0	0.00	5,227	5.70	81,425	88.80	7,244	7.90	0	0.00
Ramcharger	12,434	100.00	12,434	100.00	0	0.00	0	0.00	2,872	23.10	12,434	100.00	0	0.00	0	0.00
Total Jeep	227,753	88.59	0	0.00	170,302	66.24	11,835	4.60	125,120	48.67	142,125	55.28	0	0.00	60,427	23.51
Cherokee	147,942	84.50	0	0.00	147,942	84.50	0	0.00	109,775	62.70	98,920	56.50	0	0.00	2,976	1.70
Comanche	12,802	100.00	0	0.00	12,802	100.00	0	0.00	3,597	28.10	4,404	34.40	0	0.00	0	0.00
Grand Wagoneer	7,088	100.00	0	0.00	7,088	100.00	0	0.00	7,088	100.00	5,918	83.50	0	0.00	0	0.00
Wagoneer	2,470	53.00	0	0.00	2,470	53.00	0	0.00	4,660	100.00	3,239	69.50	0	0.00	0	0.00
Wrangler	57,451	100.00	0	0.00	0	0.00	11,835	20.60	0	0.00	29,645	51.60	0	0.00	57,451	100.00
Total C-P Div.	106,240	98.80	0	0.00	103,916	96.64	3,221	3.00	29,906	27.81	74,754	69.52	0	0.00	0	0.00
Voyager	103,916	100.00	0	0.00	103,916	100.00	3,221	3.10	26,291	25.30	72,429	69.70	0	0.00	0	0.00
Town & Country	2,324	64.30	0	0.00	0	0.00	0	0.00	3,615	100.00	2,324	64.30	0	0.00	0	0.00
FORD MOTOR CO.	**1,384,131**	**100.00**	**1,384,131**	**100.00**	**1,039,601**	**75.11**	**370,599**	**26.77**	**267,582**	**19.33**	**693,037**	**50.07**	**83,393**	**6.02**	**93,121**	**6.73**
Aerostar	196,951	100.00	196,951	100.00	196,951	100.00	0	0.00	34,659	17.60	0	0.00	0	0.00	0	0.00
Bronco	54,832	100.00	54,832	100.00	54,832	100.00	46,772	85.30	2,358	4.30	41,343	75.40	0	0.00	41,343	75.40
Bronco II/Explorer	57,500	100.00	57,500	100.00	0	0.00	0	0.00	32,258	56.10	0	0.00	0	0.00	50,255	87.40
Econoline	190,350	100.00	190,350	100.00	190,350	100.00	0	0.00	0	0.00	132,293	69.50	35,595	18.70	1,523	0.80
Light trucks	597,468	100.00	597,468	100.00	597,468	100.00	323,828	54.20	6,572	1.10	480,364	80.40	47,797	8.00	0	0.00
Ranger	287,030	100.00	287,030	100.00	0	0.00	0	0.00	191,736	66.80	39,036	13.60	0	0.00	0	0.00
GENERAL MOTORS	**1,451,791**	**97.04**	**94,905**	**6.34**	**0**	**0.00**	**72,742**	**4.86**	**182,061**	**12.17**	**21,390**	**1.43**	**138,480**	**9.26**	**71,018**	**4.75**
Total Chevrolet	1,065,563	100.00	75,001	7.04	0	0.00	10,428	0.98	53,397	5.01	12,079	1.13	124,306	11.67	12,079	1.13
Astro	125,774	100.00	0	0.00	0	0.00	0	0.00	20,967	16.67	0	0.00	0	0.00	0	0.00
Blazer	48,277	100.00	48,277	100.00	0	0.00	10,428	21.60	13,349	70.60	0	0.00	0	0.00	0	0.00
Lumina APV	79,092	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	513,618	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	120,700	23.50	0	0.00
S-10	80,556	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-10 Blazer	26,724	100.00	26,724	100.00	0	0.00	0	0.00	19,081	71.40	12,079	45.20	0	0.00	12,079	45.20
Sportsvan/Van	128,767	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,605	2.80	0	0.00
Suburban	62,755	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total GMC	317,348	87.76	19,904	5.50	0	0.00	34,205	9.46	94,783	26.21	9,311	2.57	14,174	3.92	18,167	5.02
Jimmy	14,691	100.00	0	0.00	0	0.00	1,090	7.42	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	181,368	100.00	0	0.00	0	0.00	0	0.00	81,638	45.01	0	0.00	4,423	2.44	0	0.00
S-15/Sonoma	21,165	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-15 Jimmy	18,257	100.00	18,257	100.00	0	0.00	0	0.00	13,145	72.00	9,311	51.00	0	0.00	9,311	51.00
Safari	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	7,528	17.00	8,856	20.00
Suburban	32,935	100.00	1,647	5.00	0	0.00	10,163	30.86	0	0.00	0	0.00	988	3.00	0	0.00
Vandura/Rally Vans	48,932	100.00	0	0.00	0	0.00	22,952	46.91	0	0.00	0	0.00	1,235	2.52	0	0.00
Oldmobile Silhouette	28,109	100.00	0	0.00	0	0.00	28,109	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Pontiac Trans Sport	40,771	100.00	0	0.00	0	0.00	0	0.00	33,881	83.10	0	0.00	0	0.00	40,771	100.00
DAIHATSU Rocky	**6,013**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**6,013**	**100.00**	**0**	**0.00**	**6,013**	**100.00**
ISUZU	**0**	**0.00**	**3,917**	**6.63**	**43,617**	**73.79**	**0**	**0.00**	**0**	**0.00**	**59,111**	**100.00**	**0**	**0.00**	**47,080**	**79.65**
Amigo	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	11,576	100.00	0	0.00	11,576	100.00
Rodeo	0	0.00	3,917	32.56	8,113	67.43	0	0.00	0	0.00	12,031	100.00	0	0.00	0	0.00
Trooper	0	0.00	0	0.00	35,504	100.00	0	0.00	0	0.00	35,504	100.00	0	0.00	35,504	100.00
MAZDA	**113,396**	**100.00**	**113,396**	**100.00**	**0**	**0.00**	**67,528**	**59.55**	**0**	**0.00**	**111,332**	**98.18**	**0**	**0.00**	**0**	**0.00**
Pickup	67,528	100.00	67,528	100.00	0	0.00	67,528	100.00	0	0.00	67,528	100.00	0	0.00	0	0.00
MPV	45,868	100.00	45,868	100.00	0	0.00	0	0.00	0	0.00	43,804	95.50	0	0.00	0	0.00
MITSUBISHI	**38,991**	**100.00**	**0**	**0.00**	**0**	**0.00**	**23,747**	**60.90**	**8,689**	**22.28**	**38,991**	**100.00**	**0**	**0.00**	**15,244**	**39.10**
Pickup	23,055	100.00	0	0.00	0	0.00	23,055	100.00	0	0.00	23,055	100.00	0	0.00	0	0.00
Montero	15,244	100.00	0	0.00	0	0.00	0	0.00	8,689	57.00	15,244	100.00	0	0.00	15,244	100.00
Van	692	100.00	0	0.00	0	0.00	692	100.00	0	0.00	692	100.00	0	0.00	0	0.00
NISSAN	**144,868**	**100.00**	**0**	**0.00**	**7,186**	**4.96**	**0**	**0.00**	**23,708**	**16.37**	**0**	**0.00**	**0**	**0.00**	**5,988**	**4.13**
Pickup	115,060	100.00	0	0.00	0	0.00	0	0.00	10,355	9.00	0	0.00	0	0.00	0	0.00
Pathfinder	19,961	100.00	0	0.00	7,186	36.00	0	0.00	11,777	59.00	0	0.00	0	0.00	5,988	30.00
Axxess	9,847	100.00	0	0.00	0	0.00	0	0.00	1,576	16.00	0	0.00	0	0.00	0	0.00
RANGE ROVER	**5,317**	**100.00**	**5,317**	**100.00**	**5,317**	**100.00**	**0**	**0.00**	**5,317**	**100.00**	**5,317**	**100.00**	**0**	**0.00**	**0**	**0.00**
SUZUKI	**0**	**0.00**	**0**	**0.00**	**4,815**	**50.21**	**9,589**	**100.00**	**0**	**0.00**	**9,589**	**100.00**	**0**	**0.00**	**9,589**	**100.00**
Samauri	0	0.00	0	0.00	4,815	100.00	4,815	100.00	0	0.00	4,815	100.00	0	0.00	4,815	100.00
Sidekick	0	0.00	0	0.00	0	0.00	4,774	100.00	0	0.00	4,774	100.00	0	0.00	4,774	100.00
TOYOTA	**224,547**	**100.00**	**62,547**	**27.85**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
4x2 pickups	89,197	100.00	48	0.05	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4x4 pickups	65,836	100.00	6	0.01	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4 Runner	69,514	100.00	62,493	89.90	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**7,356**	**100.00**	**0**	**0.00**	**0**	**0.00**	**3,310**	**45.00**	**4,046**	**55.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL LIGHT TRUCKS	**4,023,599**	**94.80**	**1,936,709**	**45.63**	**1,402,584**	**33.05**	**629,948**	**14.84**	**686,549**	**16.18**	**1,489,913**	**35.10**	**229,116**	**5.40**	**308,480**	**7.27**

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light truck steering and misc. installations — 1990 models

	Power Steering	Percent of Instl.	Adjustable Steering	Percent of Instl.	Cruise Control	Percent of Instl.	Pop-up Sunroof	Percent of Instl.	Canvas Top	Percent of Instl.	Towing Package	Percent of Instl.	Sport Bar	Percent of Instl.	Rear Bumper	Percent of Instl.
CHRYSLER MOTORS	**744,300**	**98.59**	**485,731**	**64.34**	**423,447**	**56.09**	**7,120**	**0.94**	**31,770**	**4.21**	**97,575**	**12.92**	**1,828**	**0.24**	**451,021**	**59.74**
Total Dodge	385,341	98.72	202,515	51.88	194,571	49.84	783	0.20	0	0.00	31,246	8.00	622	0.16	195,336	50.04
Caravan	111,800	100.00	91,564	81.90	91,564	81.90	783	0.70	0	0.00	14,199	12.70	0	0.00	0	0.00
Dakota	72,145	93.50	25,077	32.50	25,077	32.50	0	0.00	0	0.00	4,938	6.40	0	0.00	0	0.00
Caravan C/V	6,060	100.00	2,127	35.10	1,806	29.80	0	0.00	0	0.00	327	5.40	0	0.00	0	0.00
Ram Wagon	24,452	100.00	10,954	44.80	11,468	46.90	0	0.00	0	0.00	1,809	7.40	0	0.00	24,452	100.00
Ram Van	66,755	100.00	36,982	55.40	36,916	55.30	0	0.00	0	0.00	3,004	4.50	0	0.00	66,755	100.00
Ram pickups	91,695	100.00	27,417	29.90	19,348	21.10	0	0.00	0	0.00	6,969	7.60	0	0.00	91,695	100.00
Ramcharger	12,434	100.00	8,393	67.50	8,393	67.50	0	0.00	0	0.00	0	0.00	622	5.00	12,434	100.00
Total Jeep	251,429	97.80	194,494	75.66	140,154	54.52	5,610	2.18	31,770	12.36	52,508	20.42	1,206	0.47	255,685	99.46
Cherokee	175,079	100.00	148,817	85.00	126,232	72.10	4,902	2.80	0	0.00	36,942	21.10	0	0.00	175,079	100.00
Comanche	12,149	94.90	5,031	39.30	1,255	9.80	0	0.00	0	0.00	205	1.60	0	0.00	11,407	89.10
Grand Wagoneer	7,088	100.00	7,088	100.00	7,088	100.00	432	6.10	0	0.00	4,664	65.80	0	0.00	7,088	100.00
Wagoneer	4,660	100.00	4,660	100.00	4,660	100.00	275	5.90	0	0.00	1,678	36.00	0	0.00	4,660	100.00
Wrangler	52,453	91.30	28,898	50.30	919	1.60	0	0.00	31,770	55.30	9,020	15.70	1,206	2.10	57,451	100.00
Total C-P Div.	107,531	100.00	88,722	82.51	88,722	82.51	727	0.68	0	0.00	13,821	12.85	0	0.00	0	0.00
Voyager	103,916	100.00	85,107	81.90	85,107	81.90	727	0.70	0	0.00	13,821	13.30	0	0.00	0	0.00
Town & Country	3,615	100.00	3,615	100.00	3,615	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD MOTOR CO.	**1,351,984**	**97.68**	**812,569**	**58.71**	**812,569**	**58.71**	**34,453**	**2.49**	**0**	**0.00**	**166,860**	**12.06**	**113,193**	**8.18**	**669,359**	**48.36**
Aerostar	196,951	100.00	174,892	88.80	174,892	88.80	0	0.00	0	0.00	32,497	16.50	0	0.00	0	0.00
Bronco	54,832	100.00	50,665	92.40	50,665	92.40	0	0.00	0	0.00	32,296	58.90	54,832	100.00	0	0.00
Bronco II/Explorer	57,500	100.00	46,863	81.50	46,863	81.50	0	0.00	0	0.00	0	0.00	57,500	100.00	0	0.00
Econoline	190,350	100.00	0	0.00	0	0.00	34,453	18.10	0	0.00	27,981	14.70	0	0.00	81,470	42.80
Light trucks	597,468	100.00	467,817	78.30	467,817	78.30	0	0.00	0	0.00	74,086	12.40	0	0.00	330,997	55.40
Ranger	254,883	88.80	72,332	25.20	72,332	25.20	0	0.00	0	0.00	0	0.00	861	0.30	256,892	89.50
GENERAL MOTORS	**1,459,624**	**97.56**	**1,092,652**	**73.03**	**686,009**	**45.85**	**8,143**	**0.54**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**40,771**	**2.73**
Total Chevrolet	1,035,274	97.16	739,280	69.38	400,415	37.58	6,588	0.62	0	0.00	0	0.00	0	0.00	0	0.00
Astro	125,774	100.00	96,343	76.60	400,415	318.36	4,072	3.24	0	0.00	0	0.00	0	0.00	0	0.00
Blazer	48,277	100.00	43,546	90.20	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Lumina APV	79,092	100.00	73,081	92.40	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	513,618	100.00	384,238	74.81	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-10	50,267	62.40	0	0.00	0	0.00	967	1.20	0	0.00	0	0.00	0	0.00	0	0.00
S-10 Blazer	26,724	100.00	0	0.00	0	0.00	1,550	5.80	0	0.00	0	0.00	0	0.00	0	0.00
Sportsvan/Van	128,767	100.00	85,643	66.51	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Suburban	62,755	100.00	56,429	89.92	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total GMC	355,470	98.30	285,634	78.99	258,019	71.35	1,555	0.43	0	0.00	0	0.00	0	0.00	0	0.00
Jimmy	14,691	100.00	13,516	92.00	5,647	38.44	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	181,368	100.00	156,521	86.30	136,749	75.40	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-15/Sonoma	15,006	70.90	8,000	37.80	6,995	33.05	352	1.66	0	0.00	0	0.00	0	0.00	0	0.00
S-15 Jimmy	18,257	100.00	17,271	94.60	13,848	75.85	1,203	6.59	0	0.00	0	0.00	0	0.00	0	0.00
Safari	44,281	100.00	28,650	64.70	36,417	82.24	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Suburban	32,935	100.00	29,674	90.10	30,763	93.41	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Vandura/Rally Vans	48,932	100.00	32,002	65.40	27,600	56.40	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Oldmobile Silhouette	28,109	100.00	28,109	100.00	27,575	98.10	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pontiac Trans Sport	40,771	100.00	39,629	97.20	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	40,771	100.00
DAIHATSU Rocky	**3,367**	**56.00**	**2,225**	**37.00**	**0**	**0.00**	**3,788**	**63.00**	**4,209**	**70.00**	**0**	**0.00**	**0**	**0.00**	**6,013**	**100.00**
ISUZU	**58,738**	**99.37**	**12,031**	**20.35**	**0**	**0.00**	**0**	**0.00**	**11,576**	**19.58**	**0**	**0.00**	**11576**	**19.58**	**59111**	**100.00**
Amigo	11,576	100.00	0	0.00	0	0.00	0	0.00	11,576	100.00	0	0.00	11,576	100.00	11,576	100.00
Rodeo	11,658	96.90	12,031	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	12,031	100.00
Trooper	35,504	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	35,504	100.00
MAZDA	**113,396**	**100.00**	**45,868**	**40.45**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**43150.392**	**38.05**
Pickup	67,528	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	43,150	63.90
MPV	45,868	100.00	45,868	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
MITSUBISHI	**24,459**	**62.73**	**38,991**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**37,377**	**95.86**
Pickup	8,530	37.00	23,055	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	21,441	93.00
Montero	15,244	100.00	15,244	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	15,244	100.00
Van	685	99.00	692	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	692	100.00
NISSAN	**81,585**	**56.32**	**81,585**	**56.32**	**0**	**0.00**	**8,782**	**6.06**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**70,079**	**48.37**
Pickup	51,777	45.00	51,777	45.00	0	0.00	2,301	2.00	0	0.00	0	0.00	0	0.00	40,271	35.00
Pathfinder	19,961	100.00	19,961	100.00	0	0.00	5,988	30.00	0	0.00	0	0.00	0	0.00	19,961	100.00
Axxess	9,847	100.00	9,847	100.00	0	0.00	492	5.00	0	0.00	0	0.00	0	0.00	9,847	100.00
RANGE ROVER	**5,317**	**100.00**	**0**	**0.00**	**0**	**0.00**	**5,317**	**100.00**	**0**	**0.00**	**5,317**	**100.00**	**0**	**0.00**	**0**	**0.00**
SUZUKI	**0**	**0.00**	**573**	**5.97**	**0**	**0.00**	**0**	**0.00**	**9,589**	**100.00**	**0**	**0.00**	**0**	**0.00**	**9589**	**100.00**
Samauri	0	0.00	0	0.00	0	0.00	0	0.00	4,815	100.00	0	0.00	0	0.00	4,815	100.00
Sidekick	0	0.00	573	12.00	0	0.00	0	0.00	4,774	100.00	0	0.00	0	0.00	4,774	100.00
TOYOTA	**131,841**	**58.71**	**117,135**	**52.17**	**11,337**	**5.05**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
4x2 pickups	29,881	33.50	18,464	20.70	3,568	4.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4x4 pickups	32,655	49.60	30,548	46.40	7,769	11.80	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4 Runner	69,305	99.70	68,124	98.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**7,356**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL LIGHT TRUCKS	**3,981,968**	**93.82**	**2,689,360**	**63.36**	**1,933,361**	**45.55**	**67,603**	**1.59**	**57,145**	**1.35**	**269,752**	**6.36**	**126,597**	**2.98**	**1,386,470**	**32.67**

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light truck convenience installations — 1990 models

	Power Windows	Percent of Instl.	Power Locks	Percent of Instl.	Digital Clock	Percent of Instl.	Electronic Windshield Defroster	Percent of Instl.	Rear Window Defroster	Percent of Instl.	Automatic Climate Control	Percent of Instl.	Conventional Climate Control	Percent of Instl.	Intermittent Windshield Wipers	Percent of Instl.
CHRYSLER MOTORS	**352,885**	**46.74**	**405,706**	**53.74**	**497,031**	**65.83**	**0**	**0.00**	**376,562**	**49.88**	**10,703**	**1.42**	**599,124**	**79.36**	**640,889**	**84.89**
Total Dodge	169,612	43.45	210,691	53.97	267,533	68.54	0	0.00	109,035	27.93	0	0.00	314,313	80.52	306,031	78.40
Caravan	52,881	47.30	94,136	84.20	111,576	99.80	0	0.00	96,260	86.10	0	0.00	108,670	97.20	111,800	100.00
Dakota	17,515	22.70	17,515	22.70	68,595	88.90	0	0.00	0	0.00	0	0.00	50,463	65.40	51,234	66.40
Caravan C/V	630	10.40	455	7.50	5,569	91.90	0	0.00	2,594	42.80	0	0.00	4,575	75.50	6,060	100.00
Ram Wagon	5,600	22.90	5,600	22.90	0	0.00	0	0.00	3,301	13.50	0	0.00	23,401	95.70	16,847	68.90
Ram Van	33,444	50.10	33,444	50.10	0	0.00	0	0.00	67	0.10	0	0.00	49,666	74.40	48,464	72.60
Ram pickups	53,275	58.10	53,275	58.10	81,792	89.20	0	0.00	0	0.00	0	0.00	66,112	72.10	61,069	66.60
Ramcharger	6,267	50.40	6,267	50.40	0	0.00	0	0.00	6,814	54.80	0	0.00	11,427	91.90	10,556	84.90
Total Jeep	129,051	50.20	129,051	50.20	225,883	87.86	0	0.00	173,505	67.49	7,088	2.76	183,805	71.50	227,327	88.43
Cherokee	117,303	67.00	117,303	67.00	151,793	86.70	0	0.00	149,693	85.50	0	0.00	167,025	95.40	175,079	100.00
Comanche	0	0.00	0	0.00	4,890	38.20	0	0.00	0	0.00	0	0.00	5,915	46.20	8,270	64.60
Grand Wagoneer	7,088	100.00	7,088	100.00	7,088	100.00	0	0.00	7,088	100.00	7,088	100.00	0	0.00	7,088	100.00
Wagoneer	4,660	100.00	4,660	100.00	4,660	100.00	0	0.00	4,660	100.00	0	0.00	4,660	100.00	4,660	100.00
Wrangler	0	0.00	0	0.00	57,451	100.00	0	0.00	12,065	21.00	0	0.00	6,205	10.80	32,230	56.10
Total C-P Div.	54,222	50.42	65,965	61.34	3,615	3.36	0	0.00	94,022	87.44	3,615	3.36	101,006	93.93	107,531	100.00
Voyager	50,607	48.70	62,350	60.00	0	0.00	0	0.00	90,407	87.00	0	0.00	101,006	97.20	103,916	100.00
Town & Country	3,615	100.00	3,615	100.00	3,615	100.00	0	0.00	3,615	100.00	3,615	100.00	0	0.00	3,615	100.00
FORD MOTOR CO.	**667,613**	**48.23**	**667,613**	**48.23**	**291,826**	**21.08**	**0**	**0.00**	**159,427**	**11.52**	**147,450**	**10.65**	**888,072**	**64.16**	**1,147,609**	**82.91**
Aerostar	90,549	45.98	90,549	45.98	0	0.00	0	0.00	108,598	55.14	93,934	47.69	69,233	35.15	164,583	83.57
Bronco	49,020	89.40	49,020	89.40	0	0.00	0	0.00	50,829	92.70	53,516	97.60	0	0.00	54,832	100.00
Bronco II/Explorer	47,725	83.00	47,725	83.00	0	0.00	0	0.00	0	0.00	0	0.00	55,660	96.80	57,500	100.00
Econoline	52,917	27.80	52,917	27.80	166,937	87.70	0	0.00	0	0.00	0	0.00	133,055	69.90	113,068	59.40
Light trucks	403,291	67.50	403,291	67.50	124,889	20.90	0	0.00	0	0.00	0	0.00	434,944	72.80	470,596	78.77
Ranger	24,111	8.40	24,111	8.40	0	0.00	0	0.00	0	0.00	0	0.00	195,180	68.00	287,030	100.00
GENERAL MOTORS	**916,353**	**61.25**	**929,362**	**62.12**	**1,070,381**	**71.55**	**0**	**0.00**	**563,232**	**37.65**	**28,109**	**1.88**	**1,269,197**	**84.84**	**1,496,072**	**100.00**
Total Chevrolet	633,216	59.43	643,775	60.42	1,001,501	93.99	0	0.00	487,803	45.78	0	0.00	917,917	86.14	1,065,563	100.00
Astro	82,508	65.60	82,508	65.60	123,686	98.34	0	0.00	125,774	100.00	0	0.00	118,316	94.07	125,774	100.00
Blazer	41,566	86.10	41,566	86.10	47,360	98.10	0	0.00	48,277	100.00	0	0.00	46,346	96.00	48,277	100.00
Lumina APV	62,087	78.50	62,087	78.50	79,084	99.99	0	0.00	59,129	74.76	0	0.00	77,716	98.26	79,092	100.00
Pickups	296,871	57.80	296,871	57.80	491,019	95.60	0	0.00	0	0.00	0	0.00	438,219	85.32	513,618	100.00
S-10	7,572	9.40	7,572	9.40	52,772	65.51	0	0.00	80,556	100.00	0	0.00	45,434	56.40	80,556	100.00
S-10 Blazer	21,994	82.30	21,994	82.30	26,671	99.80	0	0.00	26,724	100.00	0	0.00	25,548	95.60	26,724	100.00
Sportsvan/Van	67,088	52.10	77,647	60.30	119,045	92.45	0	0.00	128,767	100.00	0	0.00	105,460	81.90	128,767	100.00
Suburban	53,530	85.30	53,530	85.30	61,864	98.58	0	0.00	18,575	29.60	0	0.00	60,879	97.01	62,755	100.00
Total GMC	220,739	61.04	221,032	61.12	0	0.00	0	0.00	19,524	5.40	0	0.00	310,632	85.90	361,629	100.00
Jimmy	12,928	88.00	12,928	88.00	0	0.00	0	0.00	0	0.00	0	0.00	13,795	93.90	14,691	100.00
Pickups	106,826	58.90	106,826	58.90	0	0.00	0	0.00	1,318	0.73	0	0.00	154,344	85.10	181,368	100.00
S-15/Sonoma	1,863	8.80	1,863	8.80	0	0.00	0	0.00	0	0.00	0	0.00	11,810	55.80	21,165	100.00
S-15 Jimmy	15,044	82.40	15,044	82.40	0	0.00	0	0.00	0	0.00	0	0.00	17,527	96.00	18,257	100.00
Safari	27,233	61.50	27,233	61.50	0	0.00	0	0.00	0	0.00	0	0.00	41,668	94.10	44,281	100.00
Suburban	27,731	84.20	27,731	84.20	0	0.00	0	0.00	18,206	55.28	0	0.00	32,342	98.20	32,935	100.00
Vandura/Rally Vans	29,115	59.50	29,408	60.10	0	0.00	0	0.00	0	0.00	0	0.00	39,146	80.00	48,932	100.00
Oldmobile Silhouette	28,109	100.00	27,575	98.10	28,109	100.00	0	0.00	23,696	84.30	28,109	100.00	0	0.00	28,109	100.00
Pontiac Trans Sport	34,288	84.10	36,979	90.70	40,771	100.00	0	0.00	32,209	79.00	0	0.00	40,649	99.70	40,771	100.00
DAIHATSU Rocky	**0**	**0.00**	**0**	**0.00**	**2,225**	**37.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
ISUZU	**3,970**	**6.72**	**3,970**	**6.72**	**42,411**	**71.75**	**0**	**0.00**	**39,477**	**66.78**	**0**	**0.00**	**33,710**	**57.03**	**23,299**	**100.00**
Amigo	0	0.00	0	0.00	9,145	79.00	0	0.00	0	0.00	0	0.00	4,515	39.00	11,576	100.00
Rodeo	3,970	33.00	3,970	33.00	2,022	16.81	0	0.00	3,973	33.02	0	0.00	4,211	35.00	0	0.00
Trooper	0	0.00	0	0.00	31,244	88.00	0	0.00	35,504	100.00	0	0.00	24,984	70.37	11,723	33.02
MAZDA	**0**	**0.00**	**0**	**0.00**	**89,018**	**78.50**	**0**	**0.00**	**45,868**	**40.45**	**0**	**0.00**	**0**	**92.00**	**89,018**	**78.50**
Pickup	0	0.00	0	0.00	43,150	63.90	0	0.00	0	0.00	0	0.00	0	0.00	43,150	63.90
MPV	0	0.00	0	0.00	45,868	100.00	0	0.00	45,868	100.00	0	0.00	0	0.00	45,868	100.00
MITSUBISHI	**0**	**0.00**	**0**	**0.00**	**11,890**	**30.50**	**38,991**	**100.00**	**38,991**	**100.00**	**0**	**0.00**	**35,927**	**92.14**	**14,177**	**36.36**
Pickup	0	0.00	0	0.00	0	0.00	23,055	100.00	23,055	100.00	0	0.00	21,211	92.00	0	0.00
Montero	0	0.00	0	0.00	11,890	78.00	15,244	100.00	15,244	100.00	0	0.00	14,024	92.00	14,177	93.00
Van	0	0.00	0	0.00	0	0.00	692	100.00	692	100.00	0	0.00	692	100.00	0	0.00
NISSAN	**3,452**	**2.38**	**3,452**	**2.38**	**33,260**	**22.96**	**0**	**0.00**	**29,808**	**20.58**	**0**	**0.00**	**39,250**	**27.09**	**33,260**	**22.96**
Pickup	3,452	3.00	3,452	3.00	3,452	3.00	0	0.00	0	0.00	0	0.00	19,560	17.00	3,452	3.00
Pathfinder	0	0.00	0	0.00	19,961	100.00	0	0.00	19,961	100.00	0	0.00	14,372	72.00	19,961	100.00
Axxess	0	0.00	0	0.00	9,847	100.00	0	0.00	9,847	100.00	0	0.00	5,317	54.00	9,847	100.00
RANGE ROVER	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**5,317**	**100.00**	**5,317**	**100.00**	**0**	**0.00**	**5,317**	**100.00**	**5,317**	**100.00**
SUZUKI	**0**	**0.00**	**0**	**0.00**	**3,437**	**35.85**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**8252.28**	**86.06**
Samauri	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,815	100.00
Sidekick	0	0.00	0	0.00	3,437	72.00	0	0.00	0	0.00	0	0.00	0	0.00	3,437	72.00
TOYOTA	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**40874.232**	**18.20**	**0**	**0.00**
4x2 pickups	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4x4 pickups	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4 Runner	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	40,874	58.80	0	0.00
VOLKSWAGEN	**0**	**0.00**	**0**	**0.00**	**6,473**	**88.00**	**0**	**0.00**	**7,356**	**100.00**	**0**	**0.00**	**7,135**	**97.00**	**7,356**	**100.00**
TOTAL LIGHT TRUCKS	**1,944,272**	**45.81**	**2,010,103**	**47.36**	**2,047,952**	**48.25**	**44,308**	**1.04**	**1,266,038**	**29.83**	**186,262**	**4.39**	**2,918,606**	**68.76**	**3,465,250**	**81.64**

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light truck seat installations — 1990 models

	Front Bucket	Percent of Instl.	Split	Percent of Instl.	Bench Seat	Percent of Instl.	Cloth Seat	Percent of Instl.	Leather Seat	Percent of Instl.	Reclining Seat	Percent of Instl.	Power Seat	Percent of Instl.
CHRYSLER MOTORS	**591,923**	**78.40**	**21,836**	**2.89**	**133,689**	**17.71**	**395,853**	**52.43**	**184,095**	**24.38**	**402,606**	**53.33**	**137,335**	**18.19**
Total Dodge	237,119	60.74	21,836	5.59	123,882	31.74	272,927	69.92	0	0.00	112,430	28.80	33,652	8.62
Caravan	111,800	100.00	0	0.00	0	0.00	111,800	100.00	0	0.00	111,800	100.00	33,652	30.10
Dakota	12,500	16.20	21,836	28.30	42,824	55.50	40,278	52.20	0	0.00	0	0.00	0	0.00
Caravan C/V	6,060	100.00	0	0.00	0	0.00	6,060	100.00	0	0.00	630	10.40	0	0.00
Ram Wagon	24,452	100.00	0	0.00	0	0.00	12,422	50.80	0	0.00	0	0.00	0	0.00
Ram Van	66,755	100.00	0	0.00	0	0.00	2,603	3.90	0	0.00	0	0.00	0	0.00
Ram pickups	3,118	3.40	0	0.00	81,058	88.40	91,695	100.00	0	0.00	0	0.00	0	0.00
Ramcharger	12,434	100.00	0	0.00	0	0.00	8,070	64.90	0	0.00	0	0.00	0	0.00
Total Jeep	247,274	96.19	0	0.00	9,806	3.81	19,841	7.72	179,649	69.88	182,644	71.05	65,672	25.55
Cherokee	175,079	100.00	0	0.00	0	0.00	0	0.00	167,901	95.90	167,901	95.90	53,924	30.80
Comanche	2,956	23.40	0	0.00	9,806	76.60	9,845	76.90	0	0.00	2,996	23.40	0	0.00
Grand Wagoneer	7,088	100.00	0	0.00	0	0.00	0	0.00	7,088	100.00	7,088	100.00	7,088	100.00
Wagoneer	4,660	100.00	0	0.00	0	0.00	0	0.00	4,660	100.00	4,660	100.00	4,660	100.00
Wrangler	57,451	100.00	0	0.00	0	0.00	9,996	17.40	0	0.00	0	0.00	0	0.00
Total C-P Div.	107,531	100.00	0	0.00	0	0.00	103,085	95.87	4,446	4.13	107,531	100.00	38,011	35.35
Voyager	103,916	100.00	0	0.00	0	0.00	103,085	99.20	831	0.80	103,316	100.00	34,396	33.10
Town & Country	3,615	100.00	0	0.00	0	0.00	0	0.00	3,615	100.00	3,615	100.00	3,615	100.00
FORD MOTOR CO.	**1,050,579**	**75.90**	**287,030**	**20.74**	**0**	**0.00**	**262,761**	**18.98**	**0**	**0.00**	**541,723**	**39.14**	**173,711**	**12.55**
Aerostar	173,711	88.20	0	0.00	0	0.00	173,711	88.20	0	0.00	173,711	88.20	173,711	88.20
Bronco	48,800	89.00	0	0.00	0	0.00	48,800	89.00	0	0.00	48,800	89.00	0	0.00
Bronco II/Explorer	40,250	70.00	0	0.00	0	0.00	40,250	70.00	0	0.00	40,250	70.00	0	0.00
Econoline	190,350	100.00	0	0.00	0	0.00	0	0.00	0	0.00	67,721	35.58	0	0.00
Light trucks	597,468	100.00	0	0.00	0	0.00	0	0.00	0	0.00	182,825	30.60	0	0.00
Ranger	0	0.00	287,030	100.00	0	0.00	0	0.00	0	0.00	28,416	9.90	0	0.00
GENERAL MOTORS	**622,540**	**41.61**	**61,305**	**4.10**	**674,127**	**45.06**	**443,999**	**29.68**	**675**	**0.05**	**393,540**	**26.30**	**75,694**	**5.06**
Total Chevrolet	392,493	36.83	41,544	3.90	493,425	46.31	270,164	25.35	401	0.04	217,952	20.45	21,004	1.97
Astro	125,774	100.00	0	0.00	0	0.00	82,357	65.48	0	0.00	71,113	56.54	21,004	16.70
Blazer	48,277	100.00	0	0.00	0	0.00	42,088	87.18	0	0.00	4,152	8.60	0	0.00
Lumina APV	79,092	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	44,479	8.66	0	0.00	343,970	66.97	0	0.00	0	0.00	14,638	2.85	0	0.00
S-10	18,391	22.83	0	0.00	62,165	77.17	0	0.00	0	0.00	15,483	19.22	0	0.00
S-10 Blazer	26,724	100.00	0	0.00	0	0.00	25,708	96.20	401	1.50	24,907	93.20	0	0.00
Sportsvan/Van	49,756	38.64	0	0.00	66,706	51.80	120,011	93.20	0	0.00	49,756	38.64	0	0.00
Suburban	0	0.00	41,544	66.20	20,584	32.80	0	0.00	0	0.00	37,904	60.40	0	0.00
Total GMC	161,167	44.57	19,761	5.46	180,702	49.97	104,955	29.02	274	0.08	106,708	29.51	0	0.00
Jimmy	14,691	100.00	0	0.00	0	0.00	14,074	95.80	0	0.00	13,824	94.10	0	0.00
Pickups	58,038	32.00	0	0.00	123,330	68.00	0	0.00	0	0.00	5,804	3.20	0	0.00
S-15 Sonoma	6,327	29.89	0	0.00	14,839	70.11	0	0.00	0	0.00	6,327	29.89	0	0.00
S-15 Jimmy	18,257	100.00	0	0.00	0	0.00	17,125	93.80	274	1.50	16,918	92.67	0	0.00
Safari	44,281	100.00	0	0.00	0	0.00	28,738	64.90	0	0.00	24,797	56.00	0	0.00
Suburban	0	0.00	19,761	60.00	13,174	40.00	0	0.00	0	0.00	19,465	59.10	0	0.00
Vandura/Rally Vans	19,573	40.00	0	0.00	29,359	60.00	45,017	92.00	0	0.00	19,573	40.00	0	0.00
Oldmobile Silhouette	28,109	100.00	0	0.00	0	0.00	28,109	100.00	0	0.00	28,109	100.00	25,579	91.00
Pontiac Trans Sport	40,771	100.00	0	0.00	0	0.00	40,771	100.00	0	0.00	40,771	100.00	29,110	71.40
DAIHATSU Rocky	**6,013**	**100.00**	**0**	**0.00**	**0**	**0.00**	**2,214**	**36.82**	**0**	**0.00**	**6,013**	**100.00**	**0**	**0.00**
ISUZU	**59,111**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**59,111**	**100.00**	**0**	**0.00**
Amigo	11,576	100.00	0	0.00	0	0.00	0	0.00	0	0.00	11,576	100.00	0	0.00
Rodeo	12,031	100.00	0	0.00	0	0.00	0	0.00	0	0.00	12,031	100.00	0	0.00
Trooper	35,504	100.00	0	0.00	0	0.00	0	0.00	0	0.00	35,504	100.00	0	0.00
MAZDA	**75,648**	**66.71**	**0**	**0.00**	**37,748**	**33.29**	**89,018**	**78.50**	**0**	**0.00**	**75,648**	**66.71**	**0**	**0.00**
Pickup	29,780	44.10	0	0.00	37,748	55.90	43,150	63.90	0	0.00	29,780	44.10	0	0.00
MPV	45,868	100.00	0	0.00	0	0.00	45,868	100.00	0	0.00	45,868	100.00	0	0.00
MITSUBISHI	**15,936**	**40.87**	**1,614**	**4.14**	**21,441**	**54.99**	**15,244**	**39.10**	**692**	**1.77**	**15,244**	**39.10**	**0**	**0.00**
Pickup	0	0.00	1,614	7.00	21,441	93.00	0	0.00	0	0.00	0	0.00	0	0.00
Montero	15,244	100.00	0	0.00	0	0.00	15,244	100.00	0	0.00	15,244	100.00	0	0.00
Van	692	100.00	0	0.00	0	0.00	0	0.00	692	100.00	0	0.00	0	0.00
NISSAN	**144,868**	**100.00**	**0**	**0.00**	**0**	**0.00**	**144,868**	**100.00**	**0**	**0.00**	**29,808**	**20.58**	**0**	**0.00**
Pickup	115,060	100.00	0	0.00	0	0.00	115,060	100.00	0	0.00	0	0.00	0	0.00
Pathfinder	19,961	100.00	0	0.00	0	0.00	19,961	100.00	0	0.00	19,961	100.00	0	0.00
Axxess	9,847	100.00	0	0.00	0	0.00	9,847	100.00	0	0.00	9,847	100.00	0	0.00
RANGE ROVER	**5,317**	**100.00**	**0**	**0.00**	**0**	**0.00**	**197**	**3.70**	**5,120**	**96.30**	**5,317**	**100.00**	**5,317**	**100.00**
SUZUKI	**9,589**	**100.00**	**0**	**0.00**	**0**	**0.00**	**4,774**	**49.79**	**0**	**0.00**	**9,589**	**100.00**	**0**	**0.00**
Samauri	4,815	100.00	0	0.00	0	0.00	0	0.00	0	0.00	4,815	100.00	0	0.00
Sidekick	4,774	100.00	0	0.00	0	0.00	4,774	100.00	0	0.00	4,774	100.00	0	0.00
TOYOTA	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
4x2 pickups	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4x4 pickups	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4 Runner	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**7,356**	**100.00**	**0**	**0.00**	**0**	**0.00**	**7,356**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
TOTAL LIGHT TRUCKS	**2,588,880**	**61.00**	**371,705**	**8.76**	**867,005**	**20.43**	**1,366,284**	**32.19**	**190,582**	**4.49**	**1,538,599**	**36.25**	**392,057**	**9.24**

EQUIPMENT INSTALLATIONS

U.S. domestic and imported light truck body type installations — 1990 models

	Compact Pickup	Percent of Instl.	Full-sized Pickup	Percent of Instl.	2-door Sport Utility	Percent of Instl.	4-door Sport Utility	Percent of Instl.	Full-size Cargo Van	Percent of Instl.	Full-size Pass. Van	Percent of Instl.	Minivan (Cargo)	Percent of Instl.	Minivan (Passenger)	Percent of Instl.
CHRYSLER MOTORS	**89,962**	**11.92**	**91,695**	**12.15**	**85,639**	**11.34**	**171,073**	**22.66**	**66,755**	**8.84**	**24,452**	**3.24**	**6,060**	**0.80**	**219,331**	**29.05**
Total Dodge	77,160	19.77	91,695	23.49	0	0.00	12,434	3.19	66,755	17.10	24,452	6.26	6,060	1.55	111,800	28.64
Caravan	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	111,800	100.00
Dakota	77,160	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Caravan C/V	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	6,060	100.00	0	0.00
Ram Wagon	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	24,452	100.00	0	0.00	0	0.00
Ram Van	0	0.00	0	0.00	0	0.00	0	0.00	66,755	100.00	0	0.00	0	0.00	0	0.00
Ram pickups	0	0.00	91,695	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Ramcharger	0	0.00	0	0.00	0	0.00	12,434	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Jeep	12,802	4.98	0	0.00	85,639	33.31	158,639	61.71	0	0.00	0	0.00	0	0.00	0	0.00
Cherokee	0	0.00	0	0.00	28,188	16.10	146,891	83.90	0	0.00	0	0.00	0	0.00	0	0.00
Comanche	12,802	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Grand Wagoneer	0	0.00	0	0.00	0	0.00	7,088	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Wagoneer	0	0.00	0	0.00	0	0.00	4,660	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Wrangler	0	0.00	0	0.00	57,451	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total C-P Div.	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	107,531	100.00
Voyager	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	103,916	100.00
Town & Country	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3,615	100.00
FORD MOTOR CO.	**287,030**	**20.74**	**597,468**	**43.17**	**112,332**	**8.12**	**0**	**0.00**	**107,548**	**7.77**	**82,802**	**5.98**	**13,393**	**0.97**	**183,558**	**13.26**
Aerostar	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	13,393	6.80	183,558	93.20
Bronco	0	0.00	0	0.00	54,832	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Bronco II/Explorer	0	0.00	0	0.00	57,500	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Econoline	0	0.00	0	0.00	0	0.00	0	0.00	107,548	56.50	82,802	43.50	0	0.00	0	0.00
Light trucks	0	0.00	597,468	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Ranger	287,030	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
GENERAL MOTORS	**203,442**	**13.60**	**1,571,340**	**105.03**	**230,589**	**15.41**	**191,380**	**12.79**	**11,460**	**0.77**	**86,404**	**5.78**	**34,238**	**2.29**	**455,656**	**30.46**
Total Chevrolet	182,277	17.11	1,389,972	130.44	197,641	18.55	158,445	14.87	5,730	0.54	43,202	4.05	21,027	1.97	355,704	33.38
Astro	101,721	80.88	876,354	696.77	122,640	97.51	95,690	76.08	5,730	4.56	43,202	34.35	11,520	9.16	157,348	90.84
Blazer	0	0.00	0	0.00	48,277	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Lumina APV	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	79,092	100.00
Pickups	0	0.00	513,618	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-10	80,556	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-10 Blazer	0	0.00	0	0.00	26,724	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Sportsvan/Van	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	9,507	7.38	119,264	92.62
Suburban	0	0.00	0	0.00	0	0.00	62,755	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total GMC	21,165	5.85	181,368	50.15	32,948	9.11	32,935	9.11	5,730	1.58	43,202	11.95	13,211	3.65	31,072	8.59
Jimmy	0	0.00	0	0.00	14,691	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pickups	0	0.00	181,368	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-15/Sonoma	21,165	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
S-15 Jimmy	0	0.00	0	0.00	18,257	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Safari	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	13,211	29.83	31,072	70.17
Suburban	0	0.00	0	0.00	0	0.00	32,935	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Vandura/Rally Vans	0	0.00	0	0.00	0	0.00	0	0.00	5,730	11.71	43,202	88.29	0	0.00	0	0.00
Oldmobile Silhouette	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	28,109	100.00
Pontiac Trans Sport	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	40,771	100.00
DAIHATSU Rocky	**0**	**0.00**	**0**	**0.00**	**6,013**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
ISUZU	**0**	**0.00**	**0**	**0.00**	**11,576**	**19.58**	**47,535**	**80.42**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Amigo	0	0.00	0	0.00	11,576	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Rodeo	0	0.00	0	0.00	0	0.00	12,031	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Trooper	0	0.00	0	0.00	0	0.00	35,504	100.00	0	0.00	0	0.00	0	0.00	0	0.00
MAZDA	**67,528**	**59.55**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**18**	**0.02**	**45,850**	**40.43**
Pickup	67,528	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
MPV	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	18	0.04	45,850	99.96
MITSUBISHI	**23,055**	**59.13**	**0**	**0.00**	**305**	**0.78**	**14,939**	**38.31**	**692**	**1.77**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Pickup	23,055	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Montero	0	0.00	0	0.00	305	2.00	14,939	98.00	0	0.00	0	0.00	0	0.00	0	0.00
Van	0	0.00	0	0.00	0	0.00	0	0.00	692	100.00	0	0.00	0	0.00	0	0.00
NISSAN	**115,060**	**79.42**	**0**	**0.00**	**599**	**0.41**	**19,362**	**13.37**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**9,847**	**6.80**
Pickup	115,060	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pathfinder	0	0.00	0	0.00	599	3.00	19,362	97.00	0	0.00	0	0.00	0	0.00	0	0.00
Axxess	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	9,847	100.00
RANGE ROVER	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**5,317**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
SUZUKI	**0**	**0.00**	**0**	**0.00**	**9,589**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Samauri	0	0.00	0	0.00	4,815	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Sidekick	0	0.00	0	0.00	4,774	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
TOYOTA	**155,033**	**69.04**	**0**	**0.00**	**0**	**0.00**	**69,514**	**30.96**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
4x2 pickups	89,197	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4x4 pickups	65,836	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
4 Runner	0	0.00	0	0.00	0	0.00	69,514	100.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**7,356**	**100.00**
TOTAL LIGHT TRUCKS	**941,112**	**22.17**	**2,260,503**	**53.26**	**456,641**	**10.76**	**519,121**	**12.23**	**186,455**	**4.39**	**193,658**	**4.56**	**53,709**	**1.27**	**921,598**	**21.71**

PRODUCT PROFILES

The following pages contain profiles of the world's vehicle makers and the products they sell in the United States.

The information was compiled from financial reviews, manufacturers' reports and the pages of *Automotive News*. Photos and sales data accompany information on each manufacturer and importing entity. Reports of recent significant events are included.

All sales data are from calendar-year reports. Prices are manufacturers' suggested retail prices for base models. When a product line has more than one body style available, the listed price is for the base two-door model.

ALFA ROMEO

Darrell L. Davis, president
Alfa Romeo Distributors of North America
8259 Exchange Drive
Box 598026
Orlando, FL 32859-8026

	1990	1989
U.S. car sales	3,482	2,920
Car share (%)	0.0	0.0

Alfa Romeo, Milan, Italy, is one of the oldest names in the industry and specializes in high-powered, small cars or sporting roadsters. Alfa products have survived in a niche that has seen the fading of grand names like MG and Triumph. The U.S. marketing arm is Alfa Romeo Distributors of North America, a joint venture of Fiat Auto SpA, Alfa Romeo's parent in Turin, and Chrysler Corp., Highland Park, Mich. Alfa Romeo has 193 dealers in the United States.

Spider

Spider has new front and rear end treatments, its first major redesign since 1966 introduction as Duetto, designed by Italian coach builder Battista Pininfarina. Spider is assembled in Arese, Italy.
Price: $20,950 1990 sales: 1,888

164

The all-new sleek 164 sport sedan has a subtle wedge shape, developed jointly by Alfa Romeo designers and Carrozzeria Pininfarina. A five-passenger model, 164 is built in Arese, Italy.
Price: $24,990 1990 sales: 1,549

ASTON MARTIN

M.V. Gauntlett, chairman
Aston Martin Lagonda of North America Inc.
1290 E. Main St.
Stamford, CT 06902

	1990	1989
U.S. car sales	60	34
Car share (%)	0.0	0.0

Aston Martin Lagonda of North America, Stamford, Conn., importer of Aston Martin and Lagonda cars, is a subsidiary of 75-year-old Aston Martin Lagonda Ltd., Newport Pagnell, England, which Ford Motor Co. acquired in 1987. It has 14 U.S. dealers.

Cars are characterized by hand-built quality and high performance. Virage coupe is built at the rate of five per week by hand in Newport Pagnell, Buckinghamshire, England. No 1991 Lagondas will be built, but the car will return, maker says.

Virage

Virage is a British 4-seater with hand-formed aluminum body, 155 mph top speed. Aluminum 32-valve V-8 was developed with Calloway Engineering, Old Lyme, Conn., Chevrolet Corvette converter.
Price: $227,250 1990 sales: 60

BMW

Karl Gerlinger, president and CEO
BMW of North America Inc.
300 Chestnut Ridge Rd.
Woodcliff Lake, NJ 07675.

	1990	1989
U.S. car sales	63,646	64,881
Car share (%)	0.7	0.7

BMW of North America (1975) is the largest sales and marketing subsidiary of BMW AG, Munich, West Germany. It has 377 dealers in the U.S. BMWs, built at three sites in Germany by Bayerische Motoren Werke AG, have a strong reputation as high-performance road cars built in the tradition of German engineering.

BMW is considered an aggressive competitor in what may be the most dynamic part of the American car market, the luxury/performance segment.

3-Series

The compact 3-Series, introduced with the pace-setting 320i in 1977, comes as nine models including two new convertibles and two with 4wd. The 325is coupe has been dropped. The top of the line M3 delivers 192 hp.
Price: $20,300 1990 sales: 29,583

5-Series

The intermediate 5-Series, which was launched in 1988, gets a new base 2.5-liter engine for 1991. Hailed as the world's fastest production sedan, the top-of-the-line M5 was developed by BMW Motorsport in Munich.
Price: $34,900 1990 sales: 23,039

7-Series

The 7-Series is BMW's premier line of sedans. As before there are three models: six-cylinder 735i and long-wheelbase 735iL and 12-cylinder 750iL. There is optional electronic damping control for 1991.
Price: $51,500 1990 sales: 10,460

850i

Creating a new level, the flagship 850i replaces the 6-Series. The limited production model combines a V-12 engine with a six-speed manual transmission, which BMW claims is the first in the world.
Price: $77,700 1990 sales: 305

CHRYSLER CORP.

L.A. Iacocca, chairman
Robert S. Miller Jr., vice chairman
Robert A. Lutz, president
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

	1990	1989
U.S. car sales	860,834	1,019,693
U.S. light truck sales	837,234	984,234
Car share (%)	9.3	10.4
Truck share (%)	18.2	20.6

Walter P. Chrysler, former GM executive, founded Chrysler Corp. in 1925. In 1987, Chrysler bought American Motors Corp., fourth largest U.S.-based car maker. Under that pact, Chrysler and Renault have continued an AMC program to import and make cars with the Eagle badge.

Today, Chrysler has ties with Mitsubisni Motors of Japan. It owns Italian exotic car maker, Lamborghini; has a stake in Maserati of Italy and a venture with Fiat of Italy to sell Alfa Romeo cars.

CHRYSLER-PLYMOUTH

James P. Holden, general manager
Chrysler-Plymouth Division
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

	1990	1989
U. S. car sales		
(Chrysler)	185,535	196,125
(Plymouth)	252,964	306,161
U.S. light truck sales		
(Chrysler)	2,891	1,812
(Plymouth)	171,527	184,943
Car share (%)		
(Chrysler)	2.0	2.0
(Plymouth)	2.7	3.1
Truck share (%)		
(Chrysler)	0.1	0.0
(Plymouth)	3.7	3.9

Chrysler-Plymouth Division of Chrysler Corp. dates to 1928 when the company launched Plymouth and DeSoto cars. During the same year it purchased Dodge Brothers Inc., at that time the industry's third largest company. Today there are 3,002 Chrysler dealers and 2,981 Plymouth dealers in the U.S.

Imperial

The name Imperial has been on and off Chrysler cars for generations. The Y-car returned in 1990 as a front-drive standard-sized car made in Belvidere, Ill. and targeted for the older American traditional buyer.
Price: $26,978 1990 sales: 13,518

PRODUCT PROFILES

LeBaron

Restyled in 1990, the six-passenger front-drive LeBaron sedan is built in Toluca, Mexico. It is an A-car. The convertible and coupe, J-cars, bowed as 1987 models and are built in St. Louis, Mo.; Newark, Del. and Toluca.
Price: $12,995 1990 sales: 87,792

New Yorker

New Yorkers are built in Belvidere, Ill. Front-drive C-car Salon debuted as a 1990 model, bringing back a familiar name. Y-car Fifth Avenue, redone in 1990, is aimed at "mature buyers seeking status and comfort."
Price: $17,971 1990 sales: 77,747

TC by Maserati

The TC by Maserati debuted in 1989 as a front-drive luxury sport covertible/hardtop. Production of the car ended in 1990 in Milan, Italy, by Officine Alfieri Maserati SpA. It is sold in the U.S. by 307 dealers.
Price: $37,000 1990 sales: 3,298

Town & Country

Town & Country is a front-drive 7-passenger luxury miniwagon assembled in St. Louis, Mo. Introduced in July 1989, it has all new styling inside and out and new "quad" seating with four bucket seats for 1991.
Price: $23,956 1990 sales: 2,891

Acclaim

A-car Acclaim was introduced in 1989 as "most researched" Plymouth ever. Built in Newark, Del., Acclaim appeals to young and affluent buyers, the company says. Its Dodge counterpart is the Spirit.
Price: $10,876 1990 sales: 111,405

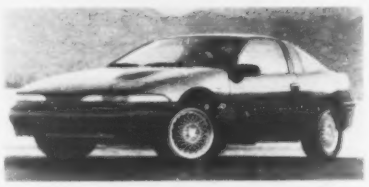
Colt

Made in Mizushima, Japan, by Mitsubishi Motors Corp., Colt was restyled in 1989. An entry level two-door hatchback aimed at young buyers, Colt is available in base and GL models. Wagon has been dropped.
Price: $7,067 1990 sales: 39,602*
*Total sales combined for Plymouth and Dodge Colt.

Colt Vista

Plymouth Colt Vista is built in Okazaki, Japan by Mitsubishi Motors Corp. The compact 5-door wagon seats up to seven passengers and can be ordered with all-wheel drive. Colt Vista made its debut in 1984.
Price: $11,941 1990 sales: 5,430*
*Total sales combined for Plymouth and Dodge Colt Vista.

Laser

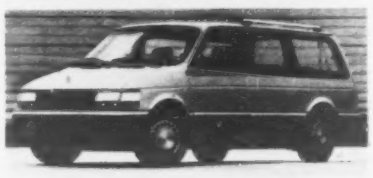


Sporty Laser, coded H24S, entered the market as a 1990 model. Made in Normal, Ill., in a joint-venture between Chrysler and Mitsubishi Motors Corp., Laser has a new optional four-speed automatic transmission.
Price: $10,864 1990 sales: 40,177

Sundance

Plymouth Sundance is a product of the Chrysler assembly plant in Sterling Heights, Mich. The P-car hatchback was introduced in 1987 and is popular with young buyers. More than half are sold to women.
Price: $7,699 1990 sales: 65,590

Voyager



Voyager, considered the "gold standard" of minivans bowed in 1984, is sold in 5- and 7-passenger models. Made in Windsor, Ontario and St. Louis, Mo., it has been redesigned for 1991. All-wheel drive is optional.
Price: $13,266 1990 sales: 171,527

DODGE

Martin R. Levine, general manager
Dodge Division
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

	1990	1989
U.S. car sales	361,689	467,688
U.S. light truck sales	465,953	548,429
Car share (%)	3.9	4.6
Truck share (%)	10.1	11.5

Chrysler Corp.'s Dodge Division dates to 1928 when the company purchased Dodge Brothers Inc., at that time the industry's third largest company. Trucks were big sellers even then and the dealer organization was one of the strongest. Today there are 2,940 Dodge dealers in the United States.

Colt

Colt, restyled as a 1989 model, is made by Mitsubishi Motors Corp. in Mizushima, Japan. The two-door hatchback, aimed at young first-time buyers, is available in base and sporty GL models. Wagon has been dropped.
Price: $7,067 1990 sales: 39,602*
*Total sales combined for Dodge and Plymouth Colt.

Colt Vista

Colt Vista is a product of Mitsubishi Motors Corp.'s assembly plant in Okazaki, Japan. Introduced in the 1984 model year, Vista has optional on-demand all-wheel drive. It can seat up to seven passengers.
Price: $11,941 1990 sales: 5,430*
*Total sales combined for Dodge and Plymouth Colt Vista.

Daytona

Launched in 1984, Dodge Daytona is a G-car compact that can be ordered with a variable suspension system that allows an occupant to select ride settings in degrees of softness. Daytonas are built at St. Louis, Mo.
Price: $10,500 1990 sales: 34,253

Dynasty

Dynasty, a front-wheel-drive 6-passenger intermediate, was introduced in 1988. The Chrysler C-car, assembled in Belvidere, Ill., offers a choice of two V-6 engines or the standard 4-cylinder power.
Price: $13,697 1990 sales: 108,436

Monaco

Introduced in its current form in 1988, B-car Monaco is a cross between a sleek, European road car and an American sedan. Monaco, a time-honored Chrysler name, was last used in 1978. It is built in Bramalea, Ontario.
Price: $13,747 1990 sales: 12,818

Shadow

Shadow, Chrysler's P-car, is available in 2- and 4-door hatchbacks built in Sterling Heights, Mich. and a new convertible built in Toluca, Mexico. The ragtop has a 2.5-liter base engine with an optional turbo version.
Price: $7,699 1990 sales: 73,384

Spirit

Dodge Spirit, the Chrysler intermediate-sized A-body car, was introduced in January 1989, and was given minor appearance changes for 1990. Spirits are built in Newark, Del. Sibling is Acclaim.
Price: $10,976 1990 sales: 91,152

Stealth

The image leader for Dodge, the all-new 1991 Stealth was designed by Chrysler and engineered by Mitsubishi. Available in base, ES, R/T and R/T Turbo models, Stealth is a sporty 2 + 2 coupe. It has a 4wd model.
Price: $16,619 1990 sales: 3,302

Caravan

Caravan is the industry's best-selling minivan and the biggest selling nameplate for Chrysler. Built at Windsor, Ontario and St. Louis, Mo., the 1991 Caravan gets its first major redesign since it bowed in 1984.
Price: $13,266 1990 sales: 195,276

PRODUCT PROFILES

Dakota

Hailed as the only small pickup available with a V-8 engine, Dakota has a new front-end. Its share of the small pickup market has improved every year since introduction in 1987. It is built in Warren, Mich.
Price: $10,172 1990 sales: 74,812

Ram

Ram pickup, first introduced in 1972, received the highest customer satisfaction rating of any full-size pickup in 1989 and again in 1990. Ram is built in Lago Alberto, Mexico and Warren, Mich.
Price: $10,466 1990 sales: 87,978

Ram 50

Buyers can select either Ram 50, the 2wd version offered in five models or the Power Ram 50, the 4wd version available in five models also. The small pickups, which debuted in 1987, are built in Okasaki, Japan.
Price: $7,787 1990 sales: 11,839

Ramcharger

Ramcharger full-size utility vehicle is the industry's lowest priced member of that classification and is built in Lago Alberto, Mexico. On the market since 1974, Ramcharger is offered in 2- and 4-wheel drive.
Price: $15,172 1990 sales: 10,346

Ram Van/Wagon

Dodge calls its roomy Ram Van/Wagon a "people mover." It is used widely as a commuter vehicle. Unchanged in style through the years, it can carry up to 15 people and is built in Windsor, Ontario.
Price: $13,088 1990 sales: 73,930

Jeep Comanche

Introduced in 1986, Toledo, Ohio-built Comanche is a combination of versatile family pickup and muscular Jeep off-road four-wheeler. Long-bed cargo box is available. New 4.0-liter V-6 in 1991 produces 190 hp.
Price: $8,767 1990 sales: 12,154

Jeep Grand Wagoneer

Marketed as the "gold standard of security" in the luxury sport-utility market, Toledo, Ohio-built Grand Wagoneer is available in a single model for 1991. Since its debut in 1963 it has appealed to car armorers.
Price: $29,241 1990 sales: 6,164

Jeep Wrangler

When many people think of Jeep they envision the World War II vehicle. Today Jeep Wrangler, which bowed in its current form in 1987, is a versatile, highly refined vehicle built in Brampton, Ontario.
Price: $9,910 1990 sales: 48,893

DAIHATSU

S. "John" Fukunaka, President and CEO
C.R. "Dick" Brown, executive vp and COO
Daihatsu America Inc.
4422 Corporate Center Dr.
Los Alamitos, CA 90720

	1990	1989
U.S. car sales	10,630	15,111
U.S. light truck sales	4,354	298
Car share (%)	0.1	0.2
Truck share (%)	0.1	0.0

Daihatsu America (1986) is a subsidiary of Daihatsu Motor Co., Osaka, Japan. The venerable parent firm called Hatsudoki Seizo Co. was formed in 1907 and its first car — a 3-wheeler — was built in 1930. Renamed Daihatsu Motor Co. in 1974, the Japanese automaker launched Charade in 1977. In 1985, Daihatsu built its 10 millionth vehicle and in 1988 entered the U.S. market with Charade. Toyota Motor Corp. has a 14 percent stake in Daihatsu. In the U.S., Daihatsu has 235 dealers.

Charade

Charade is a Daihatsu name dating back to 1977 when a car with 933cc engine was introduced in Japan. The hatchback came to this country in 1988; a sedan bowed as 1990 model. Charade is built in Osaka, Japan.
Price: $6,397 1990 sales: 9,995

Rocky

Rocky, launched in 1990, is wide-track 4wd utility that combines "luxury with economical ruggedness." Rocky is sold with removeable hardtop or retractable soft top. Rocky is built in Osaka, Japan.
Price: $11,297 1990 sales: 4,354

JEEP/EAGLE

Lawrence R. Baker, general manager
Jeep/Eagle Division
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

	1990	1989
U.S. car sales (Eagle)	60,646	69,719
U.S. light truck sales (Jeep)	196,863	249,170
Car share (%)	0.7	0.7
Truck share (%)	4.3	5.2

Jeep/Eagle is the newest U.S. car-making entity and includes parts of former Renault operations, Mitsubishi and Jeep. Since the first Jeep vehicle in 1941, Jeep has pioneered a 4x4 lifestyle. The Eagle brand of cars was introduced in 1987. There are 1,579 Jeep and 1,572 Eagle dealers in the U.S.

Premier

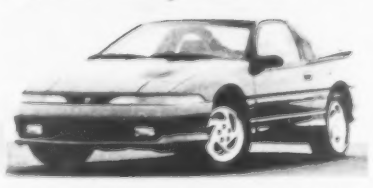
Eagle Premier, sold since the 1988 model year, is made in Bramalea, Ontario. The 4-door, 5-passenger intermediate has a 3.0-liter V-6 engine and aerodynamic styling by Giorgetto Guigiaro.
Price: $15,051 1990 sales: 18,172

Summit

A new 2-door hatchback Summit, built by Mitsubishi Motors in Mizushima, Japan, is available in base and ES models. Summit sedan, which bowed in 1989 and is built in Normal, Ill., gets a more powerful engine.
Price: $8,618 1990 sales: 12,735

Talon

Talon became Eagle's best seller in its introductory year, 1990. The compact, built at Normal, Ill. in a joint venture of Chrysler and Mitsubishi Motors, has optional anti-lock brakes for 1991.
Price: $12,990 1990 sales: 28,227



Jeep Cherokee

Available in 2- or 4-wheel drive, the multi-purpose Cherokee has been sold since 1984. The stylish Jeep, built in Toledo, has increased in sales every year since introduction.
Price: $13,060 1990 sales: 124,864

FERRARI

Giuseppe Greco, president
Ferrari North America
777 Terrace Ave.
Hasbrouck Heights, NJ 07604

	1990	1989
U.S. car sales	960	805
Car share (%)	0.0	0.0

Bearing the badge of the prancing horse, Ferrari cars are built by Ferrari SpA, Modena, Italy. Cars bear the stamp of Enzo Ferrari, race driver-entrepreneur, who died in 1988. The first true Ferrari was a race car, the 125 built in 1947, and that successful V-12 effort was followed by a steady stream of racers. The 1991 lineup includes 348 TB and TS; Testarossa; Mondial t and the all-new F40, which means "Ferrari 40 years." Ferrari has 40 dealers in the U.S.

F40

Conceived by Enzo Ferrari in 1986 to pay tribute to the philosophy of the LM-series cars of the mid-1960s, F40 was designed by Pininfarina. This all-new 1991 two-seater will accelerate from 0 to 62 mph in 4.0 seconds.
Price: $415,000 1990 sales: 0

Testarossa

The 180 mph Ferrari Testarossa (Redhead) is engineered for high-performance and "from its inception has been the very embodiment of the Ferrari spirit." The 12-cylinder, 48-valve engine generates 380 hp.
Price: $169,000 1990 sales: N.A.

PRODUCT PROFILES

FORD MOTOR CO.

Harold A. Poling, chairman and CEO.
Philip E. Benton Jr., president and COO.

Ford Motor Co.
The American Road
Dearborn, MI 48121

	1990	1989
U.S. car sales	1,943,603	2,177,866
U.S. light truck sales	1,373,493	1,401,994
Car share (%)	20.9	22.3
Truck share (%)	29.9	29.3

Ford Motor Co., was founded by Henry Ford whose first car ran June 4, 1896. The great inventor and entreprenurial genius built the business from a one-man operation in a Detroit shed into a broadly held worldwide company selling millions of cars a year.

"The car that put the world on wheels," the Model T was launched in 1908; 15 million were built.

In 1990, Ford bought Jaguar plc, the holding company for Jaguar Cars Ltd., for $2.5 billion.

FORD DIV.

Thomas J. Wagner, vp and general manager

Ford Division
Ford Motor Co.
P.O. Box 43301
300 Renaissance Center
Detroit, MI 48243

	1990	1989
U.S. car sales	1,321,149	1,502,878
U.S. light truck sales	1,373,493	1,401,994
Car share (%)	14.2	15.4
Truck share (%)	29.9	29.3

Ford Division was formed Feb. 11, 1949, following a post-World War II reorganization under Henry Ford II, grandson of the company's founder. The division was created to bring a central staff more control of administration and production.

Ford Division has 4,452 dealers in the United States.

Crown Victoria

The 1992 Crown Vic sedan bowed in showrooms in March. It features aerodynamic styling, a new engine and revised suspension. Its first redesign since 1979, the Panther platform car is built at St. Thomas, Ontario.
Price: $18,728 1990 sales: 118,017

Escort

Ford Escort, coded CT20, bowed in the U.S. as a 1981 model. It was redesigned in 1985 and again for 1991. Built in Wayne, Mich. and Hermosillo, Mexico, Escort is all-new inside and out with improved power.
Price: $8,016 1990 sales: 288,727

Festiva

Festiva, designated BT17, was introduced as a 1988 model to compete with other Asian imports. Built in Seoul, South Korea, the two-door hatchback is available in two models, the base L and new GL.
Price: $6,648 1990 sales: 52,520

Mustang

Few cars have met with the near-exuberance the public showed Mustang as it appeared April 17, 1964. Codenamed Fox, Mustang is built in Dearborn, Mich., with most recent redesign in 1979.
Price: $10,215 1990 sales: 124,135

Probe

Probe, or ST16, was designed by Ford but engineered and built by Mazda Motor Manufacturing (USA) Corp. in a plant in Flat Rock, Mich., that also turns out Mazda cars. The compact bowed as a 1989 model.
Price: $11,743 1990 sales: 103,062

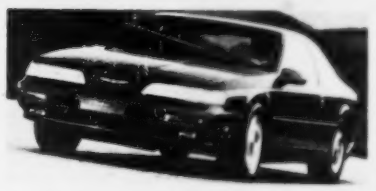
Taurus

Taurus bowed in 1986 and put Ford into a fiscal turnaround mode, moving it solidly into the automotive mainstream of the 1980s. Taurus, or DN5, is assembled in Atlanta, Ga., and Chicago, Ill.
Price: $13,934 1990 sales: 313,274

Tempo

Another durable Ford platform is Tempo, which bowed as a 1984 model. Built at Kansas City, Mo., and Oakville, Ontario. Tempo, coded Topaz, had a styling revision for 1986 and an exterior freshening for 1988.
Price: $8,350 1990 sales: 215,290

Thunderbird



Built in Lorain, Ohio the MN12 Thunderbird has been Ford Division's top entry since its appearance as a 1955 model. T'Bird started as a little sports job at $2,950, grew to become a 4-door then back to a coupe.
Price: $15,385 1990 sales: 106,124

Aerostar

Aerostar wagon and van began as 1986 models. Built in St. Louis, Mo., the versatile vehicles may be ordered in extended length and with 4wd. ABS is standard as is a 21-gallon plastic fuel tank.
Price: $13,201 1990 sales: 177,860

Bronco

The big, rugged 4wd Bronco entered the market in 1966 with current platform dating to 1980 model year. Options include 5.0-liter and 5.8-liter injected V-8s, seating capacity for up to six. Bronco is built in Wayne, Mich.
Price: $17,639 1990 sales: 46,796

Econoline/Club Wagon

Econoline was introduced in 1961 to kick off an upward trend in van sales which has continued. The Ford vans and Club Wagons are assembled in Lorain, Ohio. Options include seating for up to 15.
Price: $13,793 1990 sales: 164,445

Explorer

Available in 2- or 4-door models, the all-new Explorer was introduced as a 1991 model. Built at Louisville, Ky., the compact-utility entry has a longer wheelbase and bigger engine than its predecessor Bronco II.
Price: $14,586 1990 sales: 181,748

F-Series

Ford Division dates its light trucks to 1925. F-100 debuted in 1953; current platform in 1980. F-Series are built at: Kansas City, Mo.; Wayne, Mich.; Norfolk, Va.; Twin Cities, Minn. and Oakville, Ontario.
Price: $10,220 1990 sales: 522,034

Ranger

Ranger began as a 1983 model. Production for 1991 has been expanded to three facilities: Louisville, Ky.; Twin Cities, Minn. and Edison, N.J. Among the improvements for 1991 is an optional 3.0-liter V-6 engine.
Price: $8,374 1990 sales: 280,610

LINCOLN-MERCURY

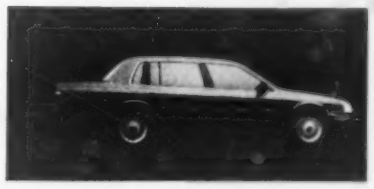
Ross H. Roberts, vp and general manager

Lincoln-Mercury Division
Ford Motor Co.
300 Renaissance Center
Detroit, MI 48243

	1990	1989
U.S. car sales		
(Lincoln)	321,660	200,315
(Mercury)	390,794	474,673
Car share (%)		
(Lincoln)	2.5	2.1
(Mercury)	4.2	4.9

Lincoln-Mercury Division was formed Oct. 22, 1945, in a company-wide restructuring run by Ford vice president Ernest R. Breech. Under Henry Ford II, Breech aimed at modernizing organization and created divisions. Today there are 1,636 Lincoln and 2,713 Mercury dealers in the United States.

Continental



Bowing as a 1988 model on the FN9 platform, Lincoln Continental was freshened for 1990. Built in Wixom, Mich., it has sequential injection. A towing package is optional and allows pulling of 2,000 pounds.
Price: $30,335 1990 sales: 62,732

PRODUCT PROFILES

Mark VII

The full-sized Mark, or LS platform, was introduced as a 1984-model. It is built at Wixom, Mich., and boasts a lengthy list of standard equipment including a driver-side air bag.
Price: $30,362 1990 sales: 20,239

Town Car

Lincoln Town Car was given a new appearance and interior for the 1990 model year. Emphasis put on modernizing standard-sized Panther platform introduced in fall, 1979. All Lincolns are assembled in Wixom, Mich.
Price: $29,581 1990 sales: 148,689

Capri

A familiar name, Capri returns in a new 2 + 2 convertible package. Available in base and sporty XR2, Capri bowed as an early 1991. The SA30 platform car is made in Broadmeadows, Australia.
Price: $13,690 1990 sales: 8,072

Cougar

Lorain, Ohio-built Lincoln-Mercury version of Ford Thunderbird, Cougar was introduced as a 1967 model. The current platform appeared in 1989. For 1991, Cougar gets more punch with a HO 5.0-liter V-8 engine.
Price: $15,696 1990 sales: 76,313

Grand Marquis

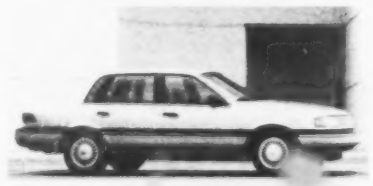
The all-new 1992 Grand Marquis sedan, which bowed in March, has an aero style and new engine. Its first redesign since introduction in 1980, Grand Marquis is built on the Panther platform in St. Thomas, Ontario.
Price: $19,316 1990 sales: 101,737

Sable

Sable debuted as 1986 model built in Atlanta, Ga., and Chicago, Ill. DN5 platform car has remained untouched by stylists while receiving improvements like sequential injection and automatic overdrive transaxle.
Price: $15,372 1990 sales: 96,803

Topaz

Built in Kansas City, Mo., and Oakville, Ontario, Topaz is entry-level car for Lincoln-Mercury dealers. Introduced as a 1984 model, the Topaz platform was updated in 1986 and again in 1988.
Price: $10,112 1990 sales: 70,753



Tracer

Tracer was introduced as a 1988 model and was re-engineered with Mazda Motor Corp. for 1991. Built in Hermosilla, Mexico, Tracer has a new base 1.9-liter engine. The CT20 platform mate is Ford Escort.
Price: $9,427 1990 sales: 34,494

GENERAL MOTORS

Robert C. Stempel, chairman and CEO
Lloyd E. Reuss, president

General Motors Corp.
General Motors Bldg.
3044 W. Grand Blvd.
Detroit, MI 48202.

	1990	1989
U.S. car sales	3,308,983	3,437,086
U.S. light truck sales	1,625,325	1,668,973
Car share (%)	35.6	35.2
Truck share (%)	35.4	34.9

General Motors, formed in 1908 in Flint, Mich., has 240 operations in 144 U.S. cities including 30 assembly plants. GM also has plants in Canada and Mexico and assembly, manufacturing or distribution sites in 32 other countries.

In 1984, GM reorganized vehicle operations into Buick-Oldsmobile-Cadillac and Chevrolet-Pontiac-GM of Canada groups, based in Warren, Mich., and the Truck & Bus Group, Pontiac, Mich. In 1985 Saturn Corp. was formed as a subsidiary of GM.

BUICK

Edward H. Mertz, general manager
Buick Motor Division
General Motors
902 E. Hamilton Ave.
Flint, MI 48550.

	1990	1989
U.S. car sales	536,667	542,917
Car share (%)	5.8	5.6

Buick Motor Co. was organized in Flint, Mich., in 1903 by David Dunbar Buick, saved by William C. Durant a year later and became part of General Motors in 1908. Operated as a separate division until 1984 when GM was reorganized, Buick became part of the Buick-Oldsmobile-Cadillac Group. It has 2,930 U.S. dealers.

Century

Buick's mid-sized Century was introduced in 1982 and is assembled in Oklahoma City, Okla. Restyled in 1989, front-drive Century is built as a coupe, sedan and station wagon. It is a General Motors A-car.
Price: $13,785 1990 sales: 112,181

LeSabre

Buick LeSabre, which made its debut in 1986, was given new front and rear appearance for the 1990 model year. The H-car is built by Buick-Oldsmobile-Cadillac Group in Buick City, Flint, Mich.
Price: $17,180 1990 sales: 150,924

Park Avenue

Redesigned Park Avenue and Park Avenue Ultra bowed in July 1990, the first makeover since 1985. Built at Wenzville, Mo., the C-car features aerodynamic styling and advanced V-6. Electra name has been dropped.
Price: $24,385 1990 sales: 62,953

Reatta

Specialty car Reatta debuted in 1989 and a convertible version was added in the 1990 model year. Final production of the EC-platform two-seater at the Reatta Craft Center in Lansing, Mich. ended May 10, 1991.
Price: $29,300 1990 sales: 6,599

Regal

Buick Regal made its debut as a coupe in 1988 and sedan in 1990. Gran Sport package includes ride, tire upgrades. A top-seller among W-cars, Regal is assembled in Oshawa, Ontario.
Price: $15,690 1990 sales: 90,428

Riviera

Riviera, Buick's E-car, is built in the Cadillac Motor Car Division assembly center in Hamtramck, Mich. The luxurious front-drive coupe was lengthened and reskinned for the 1989 model year.
Price: $24,560 1990 sales: 20,006

Roadmaster

Roadmaster, a great name in Buick history, is back. It first appeared in 1936 and was used until 1958. Built at Willow Run, Mich., the B-wagon seats up to eight. A sedan, built at Arlington, Texas, bows as a 1992 model.
Price: $20,890 1990 sales: 0

Skylark

Skylark bowed in 1985 as a 4-door Somerset Regal. Name change came quickly to avoid confusion with Buick's other Regal. Buick's N-car, made in Lansing, Mich., can be bought as an economy or sporty job.
Price: $10,825 1990 sales: 92,749

PRODUCT PROFILES

CADILLAC

John O. Grettenberger, general manager
Cadillac Motor Car Division
General Motors
2860 Clark St.
Detroit, MI 48232

	1990	1989
U.S. car sales	258,168	266,899
Car share (%)	2.8	2.7

Cadillac was organized in 1902 and became part of GM in 1908. From its start, Cadillac has epitomized luxuriousness among American car makers. Cadillac was first with parts interchangeability, closed bodies and the water-cooled V-8. Cadillac, which has 1,626 dealers in the U.S., is an independent company.

Allante

Allante, the V-car, launched in 1987, is a 2-seat luxury convertible or roadster with hardtop. Painted and "dressed" at Pininfarina Coachbuilding, Turin, Italy, Allante is put on chassis in Hamtramck, Mich.
Price: $55,960 1990 sales: 3,407

Brougham

Brougham, the sole GM D-platform car, is built at Arlington, Texas. Available in base and Brougham d'Elegance models, Cadillac's only *rear-drive entries have improved* horsepower and handling in 1991.
Price: $30,455 1990 sales: 29,869

DeVille

Built in Orion Township, Mich., the GM C-cars include Coupe DeVille, Sedan DeVille, Fleetwood and Fleetwood Sixty Special. Restyled in 1984, the luxury models receive a new front end for 1991.
Price: $30,455 1990 sales: 168,832

Eldorado

Eldorado, GM E-car, is a soft-riding coupe with high performance: 200 hp and acceleration from zero to 60 mph in 8.2 seconds. Debuting in 1966, Eldorado was one of GM's first front-drive cars. It is built in Hamtramck, Mich.
Price: $31,495 1990 sales: 22,832

Seville

When talking about their K-car Seville, Cadillac people mention styling, luxurious appointments, performance and handling that make the car distinctive with a European flair. Seville is assembled in Hamtramck, Mich.
Price: $34,195 1990 sales: 33,228

CHEVROLET

Jimmie C. Perkins, general manager
Chevrolet Motor Division
General Motors
30007 Van Dyke
Warren, MI 48090

	1990	1989
U.S. car sales	1,364,096	1,348,265
U.S. light truck sales	1,243,005	1,309,837
Car share (%)	14.7	13.8
Truck share (%)	27.1	27.4

Louis Chevrolet, Swiss engineer, formed Chevrolet Motor Co. in Detroit, on Nov. 3, 1911. The company joined GM in 1918 and Chevy cars became chief competition for low-priced Ford Motor Co. products. In 1988 Chevrolet introduced Geo, a new line of small vehicles. Today there are 4,750 Chevrolet and 4,143 Geo dealers.

Camaro

The rear-drive F-car was introduced in 1966; it has been a top-selling muscular sporty car ever since. Built in Van Nuys, Calif., the Camaro line is beefed up by the RS and Z28 in 1991, replacing the IROC-Z.
Price: $12,180 1990 sales: 77,599

Caprice

Caprice was introduced in 1965 as a model of Chevy Impala and as a separate model in 1966. Downsized in 1977, the B-car has been restyled for 1991. Caprice is built in Willow Run, Mich. and Arlington, Texas.
Price: $16,515 1990 sales: 154,067

Cavalier

Cavalier has been a strong contender since introduction in 1982. The subcompact shares the J-car designation with Pontiac Sunbird and is built at Lordstown, Ohio and Janesville, Wisc. Lineup includes a wagon.
Price: $7,995 1990 sales: 295,123

Corsica/Beretta

L-body Corsica sedan made its debut with the Beretta coupe in spring 1987, and quickly rose in sales. Now a popular compact, Corsica and Beretta are made in Linden, N.J. and Wilmington, Del.
Price: $10,365 1990 sales: 277,176

Corvette

Fiberglass-bodied Corvette bowed in 1953 and has had only one major restyling. The sporty 375-hp ZR-1, with its flared sides and rectangular tail lights, appeared in 1990. The Y-car is built at Bowling Green, Ky.
Price: $32,455 1990 sales: 22,690

Lumina

Billed as family transportation, Lumina is: "the first of a new generation of Chevrolets." The W-car debuted in 1989. Built at Oshawa, Ontario, the lineup includes the base model, Euro and new for 1991, Z34.
Price: $12,670 1990 sales: 218,288

Geo Metro

Metro, with 58 mpg, tops the EPA fuel-economy list. It has a 1.0-liter, 3-cylinder engine with electronic fuel injection. The GM M-car bowed as a 1990 model and is made by Suzuki Motor Co. in Kosai, Japan.
Price: $6,795 1990 sales: 97,165

Geo Prizm

Prizm is a product of a GM-Toyota Motor Corp. joint venture in Fremont, California, New United Motor Mfg. Inc. Prizm, a GM S-car, replaced Nova in 1989. Geo is a separate franchise available to Chevy dealers.
Price [illegible]30 1990 sales: 109,631

Geo Storm

Storm [illegible]n as a 1990 entry for Chevrolet dealers holding Geo franchises. A two-door hatchback joins the R-car lineup for 1991. Storm is built in Fujisawa, Japan, by Isuzu Motors Ltd.
Price: $10,670 1990 sales: 83,809

Astro

Chevrolet introduced Astro in 1985 just as the minivan market was building up steam. It is built at Baltimore, Md. Astro got all-wheel-drive and extended wheelbase versions in 1990 and beefed up engines in 1991.
Price: $14,580 1990 sales: 121,168

Blazer

Built in Flint, Mich. Blazer is offered in Scottsdale or Silverado models. Introduced as the two-wheel drive K-5 model in 1970, four-wheel drive was added in 1973. It was restyled as a closed model in 1975.
Price: $17,590 1990 sales: 16,072

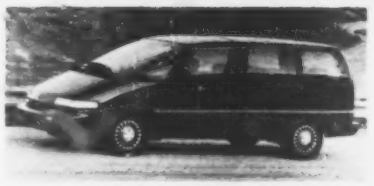
Geo Tracker

Introduced in 1989, Tracker is a sport utility available in hardtop and convertible models. Tracker is built for Chevrolet by CAMI Automotive Inc., a joint Suzuki-GM of Canada venture in Ingersoll, Ontario.
Price: $8,999 1990 sales: 34,358

PRODUCT PROFILES

Lumina APV

Launched in the 1990 model year, Lumina APV features a throttle-body fuel injected V-6, a solar windshield, composite body panels and seating for five, six or seven. The multi-purpose van is built at Tarrytown, N.Y.
Price: $14,730 1990 sales: 63,141



Pickups

Chevy began selling pickups in 1936; C/K pickups were revised in 1988. They are built at GM plants in Janesville, Wisc.; Pontiac, Mich. and Oshawa, Ontario. R/V pickups are built in Flint, Mich.
Price: $12,115 1990 sales: 487,508

S-10 Blazer

Available in two-door and four-door, S-10 Blazer has a 160 hp V-6 engine and a 20-gallon fuel tank. First introduced in 1983, the compact sport-utility is built at Shreveport, La.; Moraine, Ohio and Pontiac, Mich.
Price: $13,845 1990 sales: 146,989

S-10 Pickup

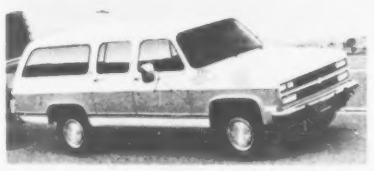
Introduced as a 2wd in 1982, 4wd was quickly added in 1983. Assembled at Shreveport, La.; Moraine, Ohio and Pontiac, Mich., S-10 can tow up to 6,000 pounds and has a new base engine for 1991, a 105 hp four-cylinder.
Price: $8,369 1990 sales: 210,318

Sportvan/Chevy Van

Launched as the G10-20-30 models in 1970, the line broadened over the years with more models and bigger engines. Built at Lordstown, Ohio and Scarborough, Ontario, the line has a new optional 7.4-liter V-8.
Price: $13,610 1990 sales: 108,401

Suburban

Chevrolet's popular Suburban received engine improvements and a new four-speed automatic transmission for 1991. Suburban dates back to 1936 and received new sheet metal in 1955. It is built in Flint, Mich.
Price: $16,560 1990 sales: 55,050



GMC TRUCK

John D. Rock, general manager.
GMC Truck Division
General Motors
31 Judson St.
Pontiac, MI 48058

	1990	1989
U.S. light truck sales	326,370	353,788
Truck share (%)	7.1	7.4

GMC Truck is part of GM's Truck & Bus Group. GMC light trucks are identical to Chevrolet's. GM entered the truck market in 1911, when it bought Rapid Motor Vehicle Co. and Reliance Motor Car Co.; the GMC division was formed in 1946. GMC has 2,368 dealers in the U.S.

Jimmy

Built in Flint, Mich., Jimmy has an improved 5.7-liter V-8 engine for 1991. Standard equipment includes rear-wheel anti-lock brakes and a four-speed manual transmission. A 6.2-liter diesel V-8 is optional.
Price: $17,674 1990 sales: 4,685

Pickups

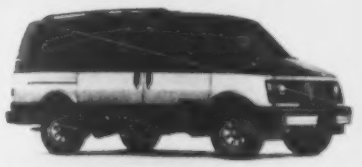
Rugged and versatile GM pickups have contributed to changing the character of American motoring. C/K pickups are built in Janesville, Wisc.; Oshawa, Onatario and Pontiac, Mich. R/V pickups are built in Flint, Mich.
Price: $12,409 1990 sales: 141,104

Rally/Vandura

GMC full-size vans have a wide selection of sizes, payloads and seating. There is a new 7.4-liter V-8 engine and a 4-speed automatic transmission for 1991. Vans are built at Lordstown, Ohio and Scarborough, Ontario.
Price: $13,694 1990 sales: 35,951

Safari

Safari is available in regular and extended length and rear-wheel and all-wheel drive. Safari appeared in 1985 as the minivan competition began to heat up. Built at Baltimore, Md., its Chevy cousin is Astro.
Price: $14,815 1990 sales: 34,300



S-15 Jimmy

Available in two-door and four-door styles, S-15 Jimmy has a 160 hp V-6 and a 20-gallon fuel tank. First introduced in 1983, the sport-utility is produced at Shreveport, La.; Loraine, Ohio and Pontiac, Mich.
Price: $14,060 1990 sales: 36,451

Sonoma/Syclone

Formerly called S-15 pickup, Sonoma was introduced in January, 1996. A new Syclone model was added in January 1991. Both are 2-door compacts built at Loraine, Ohio; Shreveport, La. and Pontiac, Mich.
Price: $8,466 1990 sales: 45,869

Suburban

GMC's sport-utility receives engine improvements and a new four-speed automatic overdrive transmission for 1991. Suburban dates back to 1936 and received new sheet metal in 1955. It is built in Flint, Mich.
Price: $16,775 1990 sales: 24,120

OLDSMOBILE

J. Michael Losh, general manager
Oldsmobile Division
General Motors
920 Townsend St.
Lansing, MI 48921

	1990	1989
U.S. car sales	511,781	600,037
U.S. light truck sales	26,075	2,122
Car share (%)	5.5	6.1
Truck share (%)	0.6	0.0

Oldsmobile, organized in Lansing, Mich., in 1897, built the curved-dash Olds, the first mass-produced car in 1908. It joined GM in 1908 and has 3,105 dealers today.

Olds introduced the first high-compression V-8 with Cadillac in 1948 and has become known as GM's technology division, particularly in engine development.

Custom Cruiser

Custom Cruiser wagon, now separated from the 88 lineup, has been re-engineered for 1991. Built at Ypsilanti, Mich., the B-wagon is the only rear-drive car offered by Olds which has been selling wagons since 1940.
Price: $20,495 1990 sales: 3,072

Cutlass Calais

Hailed as Oldsmobile's most affordable car, Cutlass Calais is built in Lansing, Mich. Introduced as Calais in 1985, the GM N-car adopted the Quad 4 engine in 1988. The name was changed to Cutlass Calais in 1988.
Price: $10,295 1990 sales: 103,034

Cutlass Ciera

Cutlass Ciera is Olds' best-selling model. Ciera was introduced in its current configuration in 1983. Reskinned in the 1989 model year, Ciera is assembled in Oklahoma City, Okla., and Saint Therese, Quebec.
Price: $13,395 1990 sales: 133,446

Cutlass Supreme

Cutlass name first appeared on the 1961 F-85 coupe. Current platform was launched in the 1988. Sedan and convertible bowed in 1990. Made in Doraville, Ga., W-car gets optional 210-hp twin dual cam V-6 for 1991.
Price: $14,995 1990 sales: 111,519

88 Royale

Built at Flint, Mich. and Wentzville, Mo., full-size 88 dates back to 1949 when it was launched with the Rocket V-8 engine. The current front-drive H-car platform appeared in 1986 and offers customers a luxurious ride.
Price: $17,095 1990 sales: 98,071

PRODUCT PROFILES

98 Regency Elite

The 98 nameplate was coined in 1941 and the C-car platform was converted to front-wheel drive in 1985. Re-engineered and renamed for 1991, 98 Regency Elite and Touring Sedan are built at Orion Township, Mich.
Price: $23,695 1990 sales: 48,025

Toronado/Trofeo

Toronado bowed in 1965 as one of the first modern front-drive U.S.-built cars. Significantly downsized, the E-car was restyled for 1990, but remains a luxurious, powerful specialty car. It is built in Hamtramck, Mich.
Price: $23,795 1990 sales: 14,614

Bravada

The newest from Olds is Bravada, a 4wd sport-utility. Built at Moraine, Ohio, Bravada debuted as a 1991 model and is a derivative of the Chevy S-10 Blazer and GMC S-15 Jimmy, which were launched a decade ago.
Price: $23,795 1990 sales: N.A.

Silhouette

Silhouette put Oldsmobile dealers in the truck business again. The all-purpose vehicle is a low-drag, plastic-body, front-drive minivan with room for 10. Built in North Tarrytown, N. Y., Silhouette debuted in 1990.
Price: $18,195 1990 sales: 26,075*
*Total sales combined for Silhouette and Bravada.

PONTIAC

John G. Middlebrook, general manager
Pontiac Division
General Motors
One Pontiac Plaza
Pontiac, MI 48053

	1990	1989
U.S. car sales	636,390	678,968
U.S. light truck sales	29,875	3,226
Car share (%)	6.8	6.9
Truck share (%)	0.7	0.1

Pontiac Division is named after Pottawatomis Indian Chief Pontiac and dates to 1893 when Pontiac Buggy Co. was formed in Pontiac, Mich. That company became Oakland Motor Co. which joined GM, April 9, 1909. First Pontiac, sold in 1925, was an Oakland. Today Pontiac has 2,960 dealers in the U.S.

Bonneville

Bonneville is an H-platform sedan built in Wentzville, Mo., and available in three trim versions. In 1990, it was one of the first cars with seat belts mounted to the front seats for user comfort and added protection.
Price: $16,834 1990 sales: 68,686

Firebird

The rear-drive sporty Firebird debuted in 1967, a year after Chevy stablemate, Camaro. Built in Van Nuys, Calif., H-car engine options range up to a zippy 5.7-liter V-8. The 1991 model gets a fresh look.
Price: $12,690 1990 sales: 38,580

Grand Am

Pontiac's one-millionth Grand Am was built in 1989. Power options include a 2.3-liter twin overhead cam engine. The N-car is made in Lansing, Mich. For 1991, Grand Am is the first Pontiac to get anti-lock brakes.
Price: $10,174 1990 sales: 202,149

Grand Prix

Grand Prix, which gets a new twin dual cam V-6 for 1991, bowed in its current form in 1988. Front drive, short deck and long hood boosted sales from the former model. The W-car is built in Kansas City.
Price: $14,894 1990 sales: 116,845

LeMans

LeMans is a front-drive subcompact engineered by Adam Opel, AG, in Russelsheim, Germany and made by Daewoo Motor Co. in Seoul, South Korea. LeMans, a GM T-car, bowed in June, 1987.
Price: $7,574 1990 sales: 39,081

Pontiac 6000

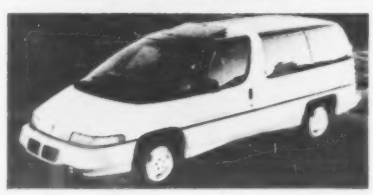
For 1991, the 6000 line consists of S/E sedan and LE sedan and wagon. The 4wd wagon has been discontinued. Built at Oklahoma City, Okla., the GM A-car is powered by a V-6 or 1.5-liter four-cylinder engine.
Price: $12,999 1990 sales: 47,628

Sunbird

Sunbird has a new 3.1-liter V-6. Convertible is marketed as the lowest priced power top sold in the U.S.; a record 14,000 Sunbird convertibles were sold in the 1990 model year. The J-car is built in Lordstown, Ohio.
Price: $8,684 1990 sales: 123,421

Trans Sport

Trans Sport was introduced as a 1989 model. The plastic-bodied, front-drive minivan made in North Tarrytown, N.Y., is a departure for the division which is known for hot cars: Trans Am and Grand Prix.
Price: $15,619 1990 sales: 29,875



SATURN

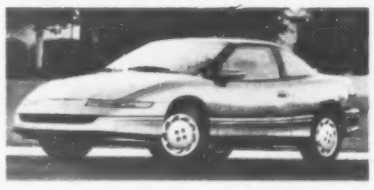
Richard G. LeFauve, president
Saturn Corp.
General Motors
1400 Stephenson Hwy.
P.O. Box 7025
Troy, MI 48007-7025

	1990	1989
U.S. car sales	1,881	0
Car share (%)	0.0	0.0

General Motors announced Project Saturn in 1983. Saturn became incorporated as a wholly owned subsidiary in 1985 to market a new line of cars. After a thorough search the Saturn team chose Spring Hill, Tenn. as its plant site. Saturn bowed in new-car showrooms on Oct. 25, 1990. By Jan. 1, 1991, Saturn had 58 U.S. dealers.

Saturn

Saturn Sports Coupe bowed in showrooms at $11,775. With a base of $7,995, Sports Sedan comes in three models. All share a 1.9-liter engine which comes in sohc or dohc. Saturn is the GM Z-car.
Price: $11,775 1990 sales: 1,881



HONDA

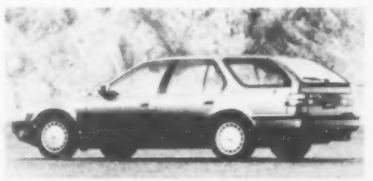
K. Amemiya, president
American Honda Motor Co. Inc.
1919 Torrance Blvd.
Torrance, CA, CA 90501-2746

	1990	1989
U.S. car sales	854,879	783,102
(Honda Div.)	716,495	641,041
Car share (%)	9.2	8.0
(Honda Div.)	7.7	6.6

American Honda Motor Co., a subsidiary of Honda Motor Co. Ltd., Tokyo, was founded in 1948 and went into car production in 1962. Motorcycles established a reputation for quality which was replicated quickly in car and truck field. Production by Honda of America Manufacturing began in Marysville, Ohio, in 1982. Civic assembly started in 1989 in East Liberty, Ohio. Production in Canada started in 1986. In the U.S. there are 974 Honda and 300 Acura dealers.

Accord

Accord, built in Marysville, Ohio, and Sayama, Japan, went into production in 1977 and was redesigned for 1990. All-new wagon bowed in 1991 as the first Honda to be designed and manufactured only in the U.S.
Price: $12,525 1990 sales: 417,179

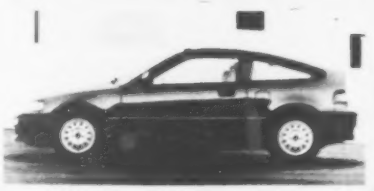


Civic

Civic was introduced in 1972 and redesigned in 1983. Civics have 16-valve, aluminum, single cam, 4-cylinder engines. Civics are built in East Liberty, Ohio; Alliston, Ontario and Sayama, Japan.
Price: $6,995 1990 sales: 261,502*
*Total sales combined for Civic and CRX.

CRX

CRX is a 2-seater version of Civic. CRX has aerodynamic features like sloping backlight and flush glass. The sporty subcompact has 23-cubic-feet of cargo area. Standard engine is 62 hp. It is assembled in Suzuka, Japan.
Price: $9,325 1990 sales: 261,502*
*Total sales combined for Civic and CRX.



PRODUCT PROFILES

Prelude

Prelude, built in Sayama, Japan, was redesigned for 1990. Prelude SI has a new 140 hp, 16-valve engine and ABS. Aluminum GTI engine is cast with aluminum oxide and carbon fiber placed for strength.
Price: $15,095 1990 sales: 37,814

ACURA

E. Taylor, vp, sales
Acura Division
American Honda Motor Co. Inc.
1919 Torrance Blvd.
Torrance, CA 90501-2746

	1990	1989
U.S. car sales	138,384	142,061
Car share (%)	1.5	1.5

Honda's upscale Acura Division began selling Legend and Integra cars here in 1986, opening a second channel for Honda Motor Co. Ltd., Tokyo, parent firm. The cars carry higher price tags than other Hondas and are marketed to compete with nameplates like Mercedes-Benz, BMW, Jaguar, Cadillac and Lincoln.

Integra

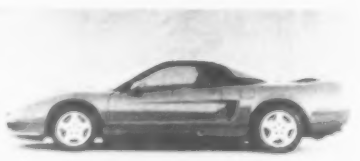
Integra was redesigned in 1990 as the second generation of a line introduced in 1986. Longer, wider and more powerful with 1.8-liter, 130 hp twin cam engine and new suspension, Integra is made in Suzuka, Japan.
Price: $12,100 1990 sales: 83,599

Legend

Legend, which debuted in 1986, has been totally redesigned for 1991. The second-generation Legend is wider, more powerful and more fuel efficient. Powered by a 24-valve V-6 engine, it is made in Sayama, Japan.
Price: $26,800 1990 sales: 53,666

NSX

This limited production sports car was introduced in July 1990. Among its unique features: all aluminum body, chassis and suspension and a 270 hp dohc V-6 engine. NSX is built in Tochigi, Japan.
Price: $61,000 1990 sales: 1,119



HYUNDAI

H.W. Baik, president & COO
R. E. Hayden, executive vice president
Bruce Campbell, group vice president
Hyundai Motor America
10550 Talbert Ave.
Fountain Valley, CA 92728

	1990	1989
U.S. car sales	137,448	183,261
Car share (%)	1.5	1.9

Hyundai Motor America, Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. Ltd., Seoul, South Korea. Cars sold in the U.S. are built in Ulsan, South Korea and at a plant of Hyundai Auto Canada, Bromont, Quebec. Hyundai sold its first car in the U.S. in 1986 and more than one million cars since then. Scoupe coupe was launched in 1991 and a fourth car, Elantra subcompact sedan, bows this fall. Hyundai, which has 423 U.S. dealers, says its corporate name rhymes with Sunday.

Excel

Front-drive Excel was redesigned for 1990, its first changeover since introduction in 1986. Excel from Ulsan, South Korea, has reclining seats, room for five adults and buyer gets a motor club membership.
Price: $6,375 1990 sales: 100,590

Scoupe

Scoupe, which began as a 1991 model, has a front-engine, front-wheel drive configuration with a 1.5-liter sohc four-cylinder engine. The sporty coupe has 2+2 seating and Lotus-tuned suspension.
Price: $8,495 1990 sales: 7,018

Sonata

Canadian-built Sonata front-drive intermediate was introduced in 1989. A 3.0-liter V-6 is optional. Both have multipoint fuel injection, 5-speed manual transmission with automatic an option.
Price: $10,900 1990 sales: 29,840

ISUZU

Kozo Sakaino, president
John E. Reilly Sr., chairman
E.F. Kern, vp and general manager
American Isuzu Motors Inc.
13181 Crossroads Pkwy. N. 4th Floor
City of Industry, CA 91746

	1990	1989
U.S. car sales	5,837	16,296
U.S. light truck sales	105,820	103,373
Car share (%)	0.1	0.2
Truck share (%)	2.3	2.2

American Isuzu Motors, which has 591 dealers, imports vehicles produced by Isuzu Motors Ltd. of Tokyo. Parent dates to a 1918 start in autos when forerunner, Tokyo Ishikawajima Shipbuilding & Engineering, produced a 5 hp Wolseley A9. In the '50s, Isuzu built British Hillman cars. GM acquired 34.2 percent of Isuzu shares and from 1972 to 1979 imported Luv pickups and cars under the Opel name. Isuzu products are built at two main assembly plants in Kanagawa and Hokkaido, Japan and at the Subaru-Isuzu Automotive Inc. plant in Lafayette, Ind., which opened in 1989.

Impulse

Impulse, redesigned for 1990, has partially concealed headlamps, concealed door handles, integral rear lip spoiler, driver bag, Lotus-developed suspension. Built in Japan, its engine is a 16-valve twin-cam four.
Price: $12,049 1990 sales: 3,327

Stylus

The all-new 1991 Stylus has a rounded, aerodynamic profile and a distinct front end with sloping hoodline and steeply raked windshield. Built in Japan, power comes from a twin-cam four-cylinder engine.
Price: $9,199 1990 sales: 1,238

Amigo

Amigo is a mini sport-utility built in Kanagawa, Japan. For 1991 it has a new grille, redesigned identification and lettering for the spare-tire cover. There's a choice of two trim levels and two engines.
Price: $9,799 1990 sales: 9,780

Pickup

Imported from Japan, Isuzu pickup has a new grille and a new XS model for 1991. It is offered with optional 2.6-liter power and 4wd. A one-ton rated model is available and rear-wheel anti-lock brakes are standard.
Price: $7,999 1990 sales: 48,390

Rodeo

Rodeo compact sport-utility, built exclusively in Lafayette, Ind., bowed in 1991. Developed over a five-year period, Rodeo boasts a fully integrated all steel body, four doors and longest wheelbase in its class.
Price: $12,499 1990 sales: 5,660

Trooper

Built in Kanagawa, Japan, there are three versions of the versatile mini sport-utility Trooper this year. A 2.8-liter V-6 is offered with manual or automatic transmission with automatic locking, "no-hands" hubs.
Price: $13,999 1990 sales: 41,990

JAGUAR

Michael H. Dale, president
Edward J. McCauley, senior vice-president
Jaguar Cars Inc.
555 MacArthur Blvd.
Mahwah, N.J. 07430-2327

	1990	1989
U.S. car sales	18,728	18,967
Car share (%)	0.2	0.2

Jaguar Cars Ltd., Coventry, England, has been selling powerful luxury autos in this country for over 50 years. In the first year, shipments to the United States were only a fraction of total build - 889 out of 14,272 cars. Today, the U.S. is Jaguar's biggest overseas market and is served by subsidiary, Jaguar Cars Inc. There are 137 U.S. dealers and most sales are in California, Florida and the three-state area around New York. In 1990 Ford Motor Co. bought Jaguar Plc, Jaguar's holding company, for $2.5 billion.

PRODUCT PROFILES

XJ6

The XJ6, introduced in 1988, is an entry-level car with all the Jaguar features. The second generation XJ6 with a 4-liter engine bowed in 1990. Built in Coventry, England, it has leather trim, air and ABS.
Price: $43,000 1990 sales: 14,013

XJ-S

XJ-S line has been in an upgrading program since 1982, beginning with the coupe and adding the convertible in 1988. Jaguar Cars says upgrading includes making styling changes and fitting more comfort features.
Price: $53,000 1990 sales: 4,715

LAMBORGHINI

A.D. Imber Jr., president
Lamborghini U.S.A. Inc.
7601 Centurion Pkwy.
Jacksonville, FL 32256

	1990	1989
U.S. car sales	156	167
Car share (%)	0.0	0.0

Automobili Lamborghini S.p.A., based in Bologna, Italy, was formed in 1963 and is known for making "sexy cars." Countach typified that breed. It was in production 25 years and has been succeeded by Diablo with V-12 power and a top speed of 202 mph.

In 1987, Chrysler Corp. acquired a 100 percent equity interest in Lamborghini and formed a subsidiary, Lamborghini Engineering, to develop a V-12 Formula One engine. Lamborghini U.S.A. has 16 dealers.

Diablo

Lamborghini's newest legend was designed by Marcello Gandini and handcrafted at Bologna, Italy. Diablo was conceived in 1985 and debuted in 1990. Development was by Lamborghini and Chrysler design teams.
Price: $239,000 1990 sales: N.A.

LOTUS

Ronald L. Foster, president and CEO
Lotus Cars U.S.A. Inc.
1655 Lakes Pkwy.
Lawrenceville, GA 30243

	1990	1989
U.S. car sales	324	290
Car share (%)	0.0	0.0

Lotus vehicles are made by Lotus Cars Ltd., Hethel, England. The U.S. marketing arm, is a subsidiary of Group Lotus plc, London, founded in 1955, by Colin Chapman, famed race car maker. The Lotus Engineering subsidiary does work under contract for many of the world's vehicle makers. Lotus Cars U.S.A. has 71 dealers.

In 1986, GM acquired Group Lotus because it is a leader in advanced technologies involving: adaptive suspensions, superior ignition and fuel-feed control.

Elan

The 1990 Elan is the first all-new car since 1975 and first front-drive Lotus. The 2-seater has an Isuzu 1.6-liter engine with 264 hp. Top speed: 150 mph. Elan, a convertible, is built in Hethel, England.
Price: $39,040 1990 sales: N.A.

Esprit

Esprit, made in Hethel, England, debuted in 1988. The sporty coupe is made of two molded halves. Esprit has its own SE trim and available 264 hp, turbocharged, intercooled, multi-valve engine.
Price: $86,750 1990 sales: N.A.

MASERATI

Mario Tozzi-Condivi, CEO
George A. Garbutt, executive vice president
Maserati Automobiles Inc.
1501 Caton Ave.
Baltimore, MD 21227.

	1990	1989
U.S. car sales	240	280
Car share (%)	0.0	0.0

Maserati cars were first made in Modena, Italy, by Maserati, Officine Alfieri SpA. The vehicles are imported by Maserati Automobiles Inc., which has 42 dealers. In 1989, Fiat Auto SpA, Turin, Italy, acquired for $105 million 49 percent of a new company that would own the Maserati name. The new company, Maserati S.r.L., manufactures and distributes cars through existing dealerships. DeTomaso Industries Inc., Red Bank, N. J., and Chrysler Corp. own the remaining 51 percent of the new outfit.

Spyder

Maserati's i Series Spyder convertible was introduced in 1989, a product of the Maserati works in Modena, Italy. Car features luxurious appointments with sporty handling and high-speed capabilities.
Price: $50,735 1990 sales: N.A.

MAZDA

Keiji Asano, chairman
Yoshinori Taura, president
Mazda Motor of America Inc.
7755 Irvine Center Dr.
Irvine, CA 92718.

	1990	1989
U.S. car sales	225,712	226,167
U.S. light truck sales	123,965	115,750
Car share (%)	2.4	2.3
Truck share (%)	2.7	2.4

Mazda Motor of America, which has 876 dealers, is the importing arm of Mazda Motor Corp., Hiroshima, Japan. As Toyo Kogyo Co., the company started building 3-wheel trucks in 1931. Ford Motor Co. acquired 25 percent interest in 1979.

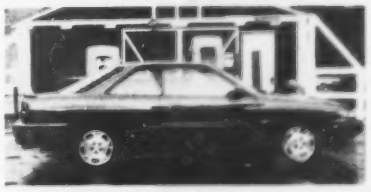
In 1984, the carmaker changed its corporate name to Mazda. Mazda began building cars at Mazda Motor Manufacturing (U.S.A) plant in Flat Rock, Mich., in 1987. Ford shares production of Probes at joint-venture Flat Rock.

Miata

The new-in-'90 MX-5 Miata is a 2-seater convertible with removable hardtop and air conditioning. Options include aluminum wheels and audio with headrest speakers. It is built in Hiroshima, Japan.
Price: $14,300 1990 sales: 35,944

MX-6

Assembled in Flat Rock, Mich., and introduced as a 1988 model, MX-6 sports coupe is available with a turbocharged, intercooled 145 hp engine. The compact is also built in Hofu, Japan.
Price: $12,625 1990 sales: 28,875



Protege

Mazda 323 Protege sedan, launched as a 1990 model, has an optional 125 hp, twin-cam engine and fully independent suspension. Built at Hiroshima, Japan, it is available in front- or four-wheel drive.
Price: $9,799 1990 sales: 47,404

929

Mazda's parade is led by the 929, a luxurious intermediate with rwd. Launched in 1988, the line was given a more powerful engine, revised interior and exterior for 1990. It is assembled in Hiroshima, Japan.
Price: $23,850 1990 sales: 16,535

RX-7

RX-7 is the only high-volume car with a rotary engine: a 2-rotor, 160 hp rotary with intercooled turbocharging available. Introduced in 1979, the current platform appeared in 1986 and is built in Hiroshima, Japan.
Price: $20,000 1990 sales: 9,743

PRODUCT PROFILES

626

Popular 626 first bowed in 1979. Current platform appeared in 1988. U.S. output of 626 began in Flat Rock, Mich., in 1989; it is also built in Hofu, Japan. The model got revised interior and exterior styling for 1990.
Price: $12,825 1990 sales: 64,242

323

The 323 subcompact, says its maker, is roomier than any in its class. Introduced in 1977 as the GLC, current platform debuted in 1986 and is built in Hiroshima, Japan. New aero look appeared in 1990.
Price: $6,949 1990 sales: 22,977

MPV

Multipurpose van, introduced in 1988, is billed as the first Japanese minivan designed for the U.S. market. Predecessors had been converted commercial vans. Built in Hiroshima, Japan, it's available with 4wd.
Price: $14,135 1990 sales: 43,147

Navajo

Mazda launched the comprehensively equipped sport-utility as a 1991 model. Powered by a 155 hp engine, Navajo was designed and engineered by Ford with input from Mazda. It is built by Ford in Louisville, Ky.
Price: $17,835 1990 sales: 3,409

Pickup

Built in Hiroshima, Japan, Mazda B2200 and B2600i 2wd pickups have an optional 121 hp injected engine. Rear-wheel ABS is standard on both vehicles available in short bed, long bed and Cab Plus versions.
Price: $8,449 1990 sales: 77,409

MERCEDES-BENZ

Werner Niefer, chairman
Erich Krampe, president and CEO

Mercedes-Benz of North America
One Mercedes Drive
Montvale, N.J. 07645-0350

	1990	1989
U.S. car sales	78,375	75,714
Car share (%)	0.8	0.8

German Carl Benz built the first workable car, a 3-wheeler, in 1885. A year later, Gottlieb Daimler built a 4-wheel car and the industry was born. Mercedes-Benz reflects tradition, German engineering and craftsmanship. The North American operation, which as 408 dealers, is a subsidiary of Mercedes-Benz, Stuttgart, Germany, which is part of Daimler-Benz A.G., a holding company. Built at two plants in Sindelfingen and Bremen, Germany, Mercedes cars are tough competitors of upper Japanese lines.

190 Class

The 190E is "the baby Benz," but the Bremen-made car has all the amenities of larger sedans. Introduced in 1984, the 190 is offered in two versions, the 190E 2.6 and the 190E 2.3, which is new for 1991.
Price: $28,350 1990 sales: 14,145

300 Class

The 300 Class is made up of seven mid-sized cars. At the heart of this group are four sedans including the 300D 2.5, powered by a turbodiesel engine. There are two wagons (rwd and 4wd) and a coupe.
Price: $41,400 1990 sales: 24,440

S Class

S Class cars are Mercedes' larger models. There are six sedans, four of them long-wheelbase cars denoted by "L" in their designations. The 350SD, new for 1991, has a 134 hp turbodiesel.
Price: $53,900 1990 sales: 25,627

SL Class

Mercedes 8-cylinder 500SL and 6-cylinder sister, 300SL, were launched in 1990 and replaced the 560SL sports car sold since 1972. Performance and safety features are hallmarks of the Bremen-made line.
Price: $78,300 1990 sales: 9,430

MITSUBISHI

Taiji Fukuda, chairman
Kazue Naganuma, president and CEO

Mitsubishi Motor Sales of America Inc.
6400 Katella Ave.
Cypress, CA 90630-0064

	1990	1989
U.S. car sales	149,507	111,769
U.S. light truck sales	41,223	38,707
Car share (%)	1.6	1.1
Truck share (%)	0.9	0.8

Mitsubishi Motor Sales of America, which has 500 dealers, has been the distribution arm for Mitsubishi Motors Corp., Tokyo since 1981. The parent automaker traces its roots to 1917 and the Model A, Japan's first series-production car. Since 1971, Mitsubishi has provided cars, trucks and engines to Chrysler Corp. in the U.S. The Japanese giant is a Chrysler partner in Diamond-Star Motors Corp., building cars in Normal, Ill. Mitsubishi launched Diamante in April as a 1992 sedan.

3000GT

Designed, engineered and built by Mitsubishi in Japan, 3000GT is a stylish 2+2 sports car with 4-wheel steering, 4wd, 4-wheel independent suspension and 4-wheel anti-lock brakes. Base engine produces 222 hp.
Price: $19,439 1990 sales: 1,542

Eclipse

Eclipse is built in the Normal, Ill.-based highly automated Diamond-Star joint-venture plant of Mitsubishi and Chrysler Corp. The line, which debuted in 1990, ranges from base Eclipse to GSX dohc 16 Turbo.
Price: $11,139 1990 sales: 49,877

Galant

Galant, made in Nagoya, Japan, was introduced in 1989. GSX version has full-time 4wd and race-car-inspired independent rear suspension for high-performance handling. All have a new grille for 1991.
Price: $11,439 1990 sales: 40,991

Mirage

Introduced in 1989, Mirage is built in Mizushima, Japan and Normal, Ill. The 4-door sedan is equipped with fuel-injected 1.5-liter overhead cam engine for economy and performance. All have a new grille for 1991.
Price: $7,149 1990 sales: 49,679

Precis

Debuted in 1987, Precis is built in Korea by Hyundai Motor Co., Seoul. Redesigned for 1990, the entry-level 2-door hatchback has a carbureted 1.5-liter engine and gets 37 mpg on the highway.
Price: $6,469 1990 sales: 4,665

Mighty Max

The 2wd Mighty Max pickup has a 2.4-liter, 116 hp engine, while the 4wd version has a new 3.0-liter 151 hp V-6. Truck comes in four models and Max 4wd tows up to 3,500 pounds. It is built in Nagoya, Japan.
Price: $7,879 1990 sales: 25,542

Montero

Montero sport-utility first appeared in the U.S. in 1983. For 1991 it is available only as a four-door in three trim levels. Built in Nagoya, Japan, it has independent front suspension and on-board diagnostics.
Price: $15,789 1990 sales: 14,942

PRODUCT PROFILES

NISSAN

Yoshikazu Hanawa, chairman
Thomas Mign[illegible]elli, president & CEO
Robert J. Thomas, executive vp, Nissan Division

Nissan Motor Corp. in U.S.A.
18501 Figueroa St.
Carson, CA 90248

	1990	1989
U.S. car sales	445,841	500,964
(Nissan Div.)	421,981	498,505
U.S. light truck sales	175,662	163,188
Car share (%)	4.8	5.1
(Nissan Div.)	4.5	5.1
Truck share (%)	3.8	3.4

Nissan Motor Corp. in U.S.A., which has 1,113 Nissan dealers and 80 Infiniti dealers, was set up by Nissan Motor Co. Ltd. in 1958. In 1985, it opened Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn. to assemble pickups and cars.

Nissan (once known as Datsun) vehicles have been built since 1933 when Yokohama company changed its name from Jidosha Seizo Co. A merger in 1966 with Prince Motors Ltd. made Nissan Japan's largest auto maker.

Maxima

Built in Oppama, Japan, front-drive, five-passenger Maxima is Nissan's flagship. Restyled in 1990, Maxima has a 160 hp V-6 engine. Available in SE and GXE trims, Maxima has sports-tuned suspension.
Price: $19,375 1990 sales: 100,067

NX

Designed by Nissan Design International in San Diego, Calif., NX sport coupe replaces Pulsar NX and Sentra sport coupe. Bowing in 1991, NX is produced in Kyushu, Japan.
Price: $11,090 1990 sales: 0

Sentra

Sentra, which had its last makeover in 1988, has been completely redesigned for 1991. Built in Smyrna, Tenn. and Zama, Japan, Sentra has new softer lines and a family resemblance to Stanza and Maxima.
Price: $8,290 1990 sales: 159,054

Stanza

Launched in 1990, the mid-size Stanza features an ergonomically efficient interior and comes in XE and GXE trims. Assembled in Oppama, Japan, Stanza employs a fwd viscous limited slip differential.
Price: $12,380 1990 sales: 76,615

300ZX

Fourth generation 300ZX, made its debut as a 1990 model. The Z was the first strong, hot-performing sports car from Japan. Built by Nissan Shatai Co. in Japan, 300ZX has a new non-T-top two-seat coupe for 1991.
Price: $28,175 1990 sales: 22,095

240SX

Sporty front-drive 240SX debuted in 1988 and is built in Kyushu, Japan. For 1991 it gets an aggressively designed front fascia, a new 16-valve engine, refined suspension tuning and optional 4-wheel steering.
Price: $14,095 1990 sales: 56,463

Pickup

Designed by Nissan Design International in San Diego, Calif. and built in Smyrna, Tenn., Nissan Truck offers aero styling with sloping hood and many standard amenities. It is offered in regular cab, long bed and king cab.
Price: $8,545 1990 sales: 132,033

Pathfinder

Introduced in 1990 Pathfinder 4-door sport-utility seats up to five and is available in 2wd and 4wd. Towing capacity is a hefty 3,000 pounds. Pathfinder is built in Kyushu, Japan.
Price: $16,635 1990 sales: 33,031

Infiniti

William R. Bruce, vice president and general manager

Infiniti Division
Nissan Motor Corp.
18501 Figueroa St.
Carson, CA 90248

	1990	1989
U.S. car sales	23,960	1,759
Car share (%)	0.3	0.0

Launched in 1987, Infiniti is the luxury car division of Nissan in the U.S. It currently has 80 dealers. Infiniti's first cars, which went on sale in 1989, were M30 coupe and Q45 sedan. New for 1991 are an M30 convertible model and G20, a luxury sedan powered by a new 140-hp aluminum engine.

G20

G20, the newest addition to the lineup, is a 4-door entry-level luxury sedan that offers a balance of performance, luxury and interior roominess. Assembled in Oppama, Japan, G20 debuted as a 1991 model.
Price: $17,750 1990 sales: 3,446

M30

Built in Oppama, Japan, M30 is a sporty coupe with a front-mounted cast iron engine that debuted in 1990. For 1991, a new M30 convertible features one-touch top operation. Both have sequential fuel injection.
Price: $24,500 1990 sales: 6,603

Q45

Rear-drive Q45 went on sale in November 1989 and carries as standard equipment leather interior, sunroof, driver air bag and automatic temperature control. Built in Tochigi, Japan, Q45 totes an aluminum V-8.
Price: $40,000 1990 sales: 13,908

PEUGEOT

Pascal Henault, president

Peugeot Motors of America Inc.
1 Peugeot Plaza
Lyndhurst, N.J. 07071

	1990	1989
U.S. car sales	4,292	6,095
Car share (%)	0.0	0.1

Peugeot Motors of America, a subsidiary of Peugeot S.A., has 170 dealers. Established in 1958, all cars sold in the U.S. are built in Sochaux, France. The parent firm was started as a textiles business in 1810. Later, the Peugeot brothers invented the cold-roll steel process. The French firm built its first steam car and the first gasoline car in 1889. In 1894, Peugeot made the world's first station wagon. Peugeot installed diesel engines in its vehicles in 1922. In 1978 the firm acquired Chrysler European operations.

405

The 405 line of front-drive cars, new in 1989, added the Sportswagon in 1990. The wagon, designed by Pininfarina Studie & Ricercha, Turin, Italy, is built in Sochaux, France. ABS is new for 1991.
Price: $15,490 1990 sales: 4,292*
*Total sales combined for 405 and 505

505

The 505 line from Peugeot was trimmed in 1990 to wagons only. Built in Sochaux, France, the 505 wagons have the third seat facing front, unlike most wagons with rear-facing seat. Line includes a Turbo model.
Price: $18,950 1990 sales: 4,292*
*Total sales combined for 405 and 505

PORSCHE

Brian Bowler, president & CEO
Frederick Schwab, senior executive vp

Porsche Cars North America Inc.
100 W. Liberty St.
P.O. Box 30911
Reno, NV 89520-3911

	1990	1989
U.S. car sales	9,139	9,476
Car share (%)	0.1	0.1

German designer and inventor Ferdinand Porsche showed a car bearing his name in 1900, an electric. While he was designing Volkswagen in the late 1930s, his son Ferry Porsche was making a name too. The German company has never built a sedan, only sports cars, and Ferry Porsche has always claimed he was in the entertainment rather than transportation business. Volkswagen and Audi have ties with Porsche A.G. extending back to the 1930s. Porsche Cars North America has 258 dealers.

PRODUCT PROFILES

911

First launched in 1963, 911 has become automotive art. The Turbo returns for 1991. Tiptronic transmission allows clutchless manual shifting or automatic operation. All are built at Stuttgart, Germany.
Price: $61,915 1990 sales: 5,465

944

Currently built by Audi in Neckarsulm, Germany, 944 production moves to Stuttgart in 1992. The lineup includes a hatchback, which sports a new spoiler for 1991, and a convertible, which bowed in 1990.
Price: $43,350 1990 sales: 2,554

928

The 928 series became available with 5-speed manual or automatic for the first time in 1990. The car has a front-mounted, aluminum alloy, water-cooled, 8-cylinder engine. It is built in Stuttgart, Germany.
Price: $77,500 1990 sales: 620

Corniche III

Each Corniche convertible takes nearly six months to build in Crewe and London, England. The car has leather upholstery, all-wool carpeting, matched veneers and heated outside mirrors.
Price: $226,700 1990 sales: N.A.

Bentley Eight

Bentley Eight has unusual mesh grille and, for responsive handling, independent suspension and brakes with anti-lock for control during hard braking. The Eight is built in London and Crewe, England.
Price: $123,500 1990 sales: N.A.

Continental

The Bentley convertible is handbuilt in London with each one taking up to six months to complete. Roof is electrically operated and there are two levels of air conditioning for comfort in unusual weather.
Price: $225,900 1990 sales: N.A.

RANGE ROVER

Charles R. Hughes, president
Range Rover of North America Inc.
4390 Parliament Place
P.O. Box 1503
Lanham, MD 20706

	1990	1989
U.S. truck sales	4,582	4,822
Truck share (%)	0.1	0.1

Although Range Rover of North America has a short history, it is part of an organization with deep British roots. Today's Range Rover luxury sport-utility is built in Solihull, England by Rover Group Ltd., which began as Rover car company in 1906. After World War II, Rover launched a rugged all-purpose vehicle called Land Rover. It quickly became known for its durability. A refined Range Rover debuted in 1970 and was an instant success. The U.S. marketing arm, which began in 1986, has 72 dealers.

Range Rover

The rugged Range Rover from England has a steel ladder frame, steel and aluminum body and an aluminum V-8 with Bosch multipoint injection. Two new models, Hunter and County SE, bowed in 1991.
Price: $36,500 1990 sales: 4,582

ROLLS-ROYCE/ BENTLEY

Howard I. Mosher, president
Robert Wharen, vp sales
Rolls-Royce Motor Cars Inc.
120 Chubb Ave.
P.O. Box 476
Lyndhurst, NJ 07071

	1990	1989
U.S. car sales	1,200	1,216
Car share (%)	0.0	0.0

Rolls-Royce Motor Cars Inc., Lyndhurst, N.J., is the importer of Rolls-Royce and Bentley cars that are made by Rolls-Royce Motors in London and Crewe, England. Founded in 1906, Bentley was acquired by Rolls in 1931. Rolls-Royce became a world leader in luxury cars and product publicity. Its auto business went public in 1973. In 1980, Rolls-Royce merged with what is now Vickers plc, British engineering company. Today there are 53 dealers in the U.S.

Silver Spirit II

Introduced in 1980, the Silver Spirit made in London has an aluminum V-8. For 1990, an independent suspension with automatic leveling, two separate brake systems with ABS were added.
Price: $151,700 1990 sales: N.A.

SAAB

Robert J. Sinclair, chairman
Sten O. Helling, president
Saab Cars USA, Inc.
Saab Dr., P.O. Box 697
Orange, CT 06477.

	1990	1989
U.S. car sales	26,397	31,576
Car share (%)	0.3	0.3

Saab-Scania of America, has imported cars and trucks since the '50s. The Nykoping, Sweden based supplier to the Swedish military has been building cars since 1949. Sold in this country since 1957, the company emphasizes safety. Late in 1989, GM and Saab created a venture to take over Saab Car Division, but said it won't affect Saab operations in the U.S., Saab's largest market for cars. Today there are 340 Saab dealers in the U.S.

900

New in 1978, 900 has a top speed of 121 mph. Engineering changes since introduction include: turbocharging, intercooling and electronic engine controls. Line is built in Finland and Trollhattan, Sweden.
Price: $18,295 1990 sales: 17,355

9000

The 9000 design is the product of a 1985 design competition open to all comers by Saab-Scania. Winner/designer: Italdesign. Called one of the world's most spacious cars, 9000 is made in Trollhattan, Sweden.
Price: $22,895 1990 sales: 8,890

STERLING

Graham J. Morris, president
Sterling Motor Cars
8300 N.W. 53rd St.
Suite 200
Miami, FL 33166

	1990	1989
U.S. car sales	4,015	5,907
Car share (%)	0.0	0.1

Sterling Motor Cars is the importer of Sterling cars, three models strong this year. It has 128 dealers in the United States. Rover Group plc, England's largest automaker and Sterling Motor Car's parent, says Rover is a niche marketer with high-image, high-impact vehicles. All Sterlings, which share engineering features with the Japanese Honda Acura Legend, are powered by Honda engines, have a 6-year corrosion warranty and buyers are given membership in a road service club.

827

The Sterling 827 lineup includes Si and SL sedans and SLi four-door hatchback. The line bowed in this country in 1987. Made in Cowley, England, Sterlings have Honda aluminum 24-valve engines.
Price: $26,500 1990 sales: 4,015

PRODUCT PROFILES

SUBARU

Takeshi Higurashi, chairman
Masaharu Masumitsu, vice chairman and CEO
Thomas R. Gibson, president and COO

Subaru of America Inc.
Subaru Plaza
P.O. Box 6000
Cherry Hill, NJ 08034-6000

	1990	1989
U.S. car sales	108,547	136,112
Car share (%)	1.2	1.4

Subaru of America, founded in 1968, markets Subaru products manufactured by Fuji Heavy Industries, Ltd., of Japan. In 1990, it became a wholly owned subsidiary of Fuji Heavy Industries, which entered the car business with the 4wd Subaru 360 in 1958. Today it has 732 dealers in the U.S. In 1989 Subaru-Isuzu Automotive Inc. assembly plant opened in Lafayette, Ind. That joint venture has an annual capacity of 60,000 cars and 60,000 trucks.

Justy

Subcompact Justy, introduced in 1989, is equipped with a carbureted 1.2-liter engine producing 66 hp or a fuel-injected version that delivers 73 hp. Built in Ota City, Japan, Justy can be purchased with "on-demand" 4wd.
Price: $6,295 1990 sales: 14,363

Legacy

Legacy is Subaru's first with a wheelbase longer than 100 inches. New in 1990, the line has a sedan and wagon with fwd or full-time 4wd. It is built in Lafayette, Ind. and Ota City, Japan.
Price: $12,924 1990 sales: 44,906

Loyale

In 1990 Subaru gave a new name, Loyale, to the repositioned Subaru sedan, wagon and RS coupe lineup. The simplified line, built in Ota City, Japan got more standard items in 1991, including air conditioning.
Price: $9,499 1990 sales: 31,109

XT/XT6

XT, introduced in 1985, and 6-cylinder XT6, from 1987, received few changes for 1991. Cybrid power steering has precise computer management of rack-and-pinion steering. They are built in Ota City, Japan.
Price: $13,438 1990 sales: 1,276

SUZUKI

Kenji Shimizu, chairman
Yoshinori Fujii, executive vice president

American Suzuki Motor Corp.
3251 E. Imperial Hwy.
Brea, CA 92621-6722

	1990	1989
U.S. car sales	6,525	6,008
U.S. truck sales	13,979	24,172
Car share (%)	0.1	0.1
Truck share (%)	0.3	0.5

American Suzuki Motor Corp., a subsidiary of Suzuki Motor Co., Hamamatsu, Japan, distributes Suzuki cars and trucks in North America. The Japanese parent was founded in 1909, as Suzuki Loom Works. Suzuki built its first car in 1955 and entered the U.S. market in 1985. Canadian Automotive Manufacturing Inc., Ingersoll, Ontario, is a joint venture with GM of Canada. Production started in 1989 to build Swift and Sidekick and Geo Tracker. Suzuki has 288 dealers in the U.S.

Swift

The 1990 Swift was the first Suzuki sedan sold in the United States. The past line included only small, 4wd sport-utilities. Front-drive Swift is made in Kosai, Japan and Ingersoll, Ontario and has a 70 hp engine.
Price: $7,499 1990 sales: 6,525

Samurai

This mini off-roader debuted in the U.S. in 1986. Built in [redacted], Japan, Samurai is touted as the lowest-priced sport-utility in the U.S. New for 1991 is a 2wd version, sharing the same engine as the 4wd model.
Price: $5,999 1990 sales: 4,865

Sidekick

Launched in 1989, Sidekick is available in 2wd and 4wd. Lineup is expanded for 1991 to include a new four-door 4wd model. Built in Iwata, Japan and Ingersoll, Ontario, Sidekick has hardtop and soft top choices.
Price: $10,299 1990 sales: 9,114

TOYOTA

Yukiyasu Togo, president
Robert McCurry, executive vp operations

Toyota Motor Sales U.S.A. Inc.
19001 S. Western Ave.
Torrance, CA 90509

	1990	1989
U.S. car sales	779,208	676,939
(Toyota Div.)	715,674	660,637
U.S. light truck sales	278,797	268,414
Car share (%)	8.4	6.9
(Toyota Div.)	7.7	6.8
Truck share (%)	6.1	5.6

Toyotas are marketed by Toyota Motor Sales U.S.A., subsidiary of Toyota Motor Corp., Toyota City, Japan. Production in Japan dates to 1933 by Toyoda Automatic Loom Works. Toyota Motor was formed in 1937. In 1984 a venture with GM, New United Motor Manufacturing, was formed at Fremont, Calif. Ground was broken in 1988 for two plants in Georgetown, Ky., and Cambridge, Ontario. Lexus division was formed in 1987. There are 1,189 Toyota and 121 Lexus dealers in the U.S.

Camry

Output of Camry, the best-selling Toyota, began in 1989 at Toyota Motor Manufacturing plant in Georgetown, Ky., Camry is also built in Tsutsumi, Japan. All-Trac all-wheel drive, ABS, V-6 are available.
Price: $12,198 1990 sales: 284,595

Celica

Introduced in 1970, Celica had its fifth redesign in 1990. A convertible model rejoins the 1991 lineup. Toyota, which says sound has a high priority, offers Fujitsu 10 system. Celicas are built in Tahara, Japan.
Price: $12,798 1990 sales: 78,521

Corolla

Since its birth in 1968, Corolla output exceeded 15 million units. Corolla bowed in its current form in 1983, and is built in Fremont, Calif., by New United Motor Manufacturing. All-new 1992 Paseo will replace SR5 and GTS.
Price: $9,148 1990 sales: 228,211

Cressida

Intermediate Cressida has advanced chassis and powerful engine design for outstanding performance. Electronic 4-speed automatic is Cressida exclusive. Built in Motomachi, Japan, line was introduced in 1978.
Price: $22,698 1990 sales: 12,863

MR2

An all-new MR2 debuted as a 1991 model. Built by Central Motor Corp. in Japan, MR2 is longer and has more room than its predecessor. It has improved handling, available ABS and more horsepower and torque.
Price: $15,448 1990 sales: 14,257

Supra

Supra carries Toyota's performance flag in the product parade. The sporty, specialty car packs 200 hp under its hood, has 4-wheel discs, double-wishbone suspension. Supra is assembled in Tahara, Japan.
Price: $24,320 1990 sales: 6,419

Tercel

The fourth-generation Tercel debuted as a 1991. It has improvements in style, performance, interior design and ride. Built in Takaoka, Japan, Tercel is available in 2-door or 4-door. Hatchback has been dropped.
Price: $6,588 1990 sales: 90,808

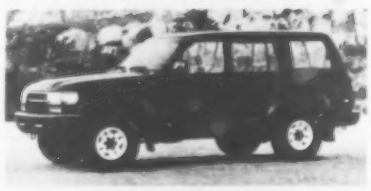
PRODUCT PROFILES

4Runner

This sport-utility went 4-door in 1990 and also got rear-wheel ABS that uses hydraulics instead of engine vacuum as power for brake actuator. Larger tires on steel wheels are available. It is built in Tahara, Japan.
Price: $16,818 1990 sales: 48,453

Land Cruiser

A longer, wider, redesigned Land Cruiser debuted as a 1991 model. Built in Honsha, Japan, Land Cruiser features an aero style, increased room and luxury options. Optional third seat allows room for eight.
Price: $22,488 1990 sales: 6,194



Pickup

Anti-lock brakes became available on all Toyota pickups for 1991. Fuel injection has been added to the base engine. Built in Tahara, Japan, the pickup truck line has been streamlined to five models.
Price: $8,448 1990 sales: 181,719

Previa

Introduced as a 1991 model, sleek Previa was designed from the ground up to meet American tastes and needs. Built by subsidiary Toyota Auto Body in Karia, Japan, Previa has an aerodynamic orbital shape.
Price: $14,698 1990 sales: 42,199

LEXUS

J. Davis Illingworth, group vp and general manager
K. Usuda, senior vice president
Lexus Division
Toyota Motor Sales U.S.A. Inc.
19001 S. Western Ave.
Torrance, CA 90509

	1990	1989
U.S. car sales	63,534	16,302
Car share (%)	0.7	0.2

Launched in 1987, Lexus is the luxury car division of Toyota. It has 121 dealers in the U.S. The first Lexus cars, built by Toyota Motor Corp. in Japan, debuted in 1989. Its arrival put a Japanese maker for the first time in direct competition with Mercedes-Benz, BMW, Jaguar, Cadillac and Lincoln.

ES 250

Lexus ES 250 debuted in September, 1989 and immediately became an industry benchmark. Assembled in Toyota City, Japan, the sedan has V-6 engine. Standard transmission is a 5-speed manual.
Price: $21,500 1990 sales: 22,433

LS 400

Debuted in 1989, LS 400 is a 5-passenger sedan powered by an aluminum V-8. LS 400, six years in development, is built in Toyota City, Japan. A 2-door model bows in 1992.
Price: $39,000 1990 sales: 41,101

VOLKSWAGEN

William Young, president & CEO
Volkswagen of America Inc.
P.O. Box 3951
888 W. Big Beaver Rd.
Troy, MI 48007-3951

	1990	1989
U.S. car sales	129,705	128,503
U.S. light truck sales	6,643	5,147
Car share (%)	1.4	1.3
Truck share (%)	0.1	0.1

Volkswagen dates to the 1930s when engineer Ferdinand Porsche designed a small car with the backing of Adolf Hitler. He tied in a road-building campaign and put Germany on wheels. During World War II, the VW Wolfsburg plant became an army truck repair center. Workers found and assembled parts into two cars. By the end of 1945, VW had built 1,785 VW Beetles. The Bug revolutionized transportation as the Ford Model T had. In the U.S. there are 744 Volkswagen and 341 Audi dealers.

Cabriolet

Volkswagen marked its 35th anniversary of open-air motoring in the U.S. by adding a designer edition and a power top to its Cabriolet line for 1991. It is built by Wilhelm Karmann GmbH in Osnabrueck, Germany.
Price: $16,540 1990 sales: 7,615

Corrado

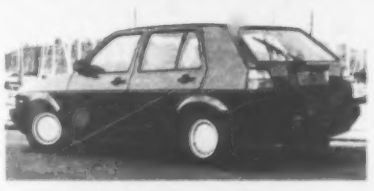
Styled by Volkswagen Design with extensive wind tunnel development, Corrado debuted as a 1990 model. It is built by Wilhelm Karmann GmbH, one of Europe's oldest coachbuilders in Osnabrueck, Germany.
Price: $19,100 1990 sales: 5,675

Fox

Built in Sao Paulo, Brazil, subcompact Fox got a new look for 1991. The front and rear end have been restyled and its powerplant is now equipped with Volkswagen's patented Digifant electronic engine management system.
Price: $7,370 1990 sales: 22,640

Golf/GTI

Golf, Europe's best-selling car for the past seven years, has been continually refined. It is assembled in Puebla, Mexico. Golf GL is rated at 32 mpg on the highway. GTI achieves 0-to-60 mph in 8.9 seconds.
Price: $9,270 1990 sales: 17,122



Jetta

Built in Puebla, Mexico and Wolfsburg, Germany, Jetta is available in three models with a choice of three powerplants. The wedge-shaped, European road car has a comprehensive list of standard equipment.
Price: $10,630 1990 sales: 58,314

Passat

Introduced in 1990, Passat is VW's first entry in the mid-size family car market. Popular in Europe, Passat has improved instrumentation for 1991. It is built in Emden, Germany in "world's most automated plant."
Price: $15,590 1990 sales: 18,274

Vanagon

Vanagon descended from the VW Bus, which VW claims as the first minivan on the U.S. market some 40 years ago. Produced in Hanover, Germany, Vanagon is available in seven models including a camper.
Price: $14,930 1990 sales: 6,643

AUDI

Richard L. Mugg, vice president
Audi of America
P.O. Box 3951
888 W. Big Beaver Rd.
Troy MI 48007-3951

	1990	1989
U.S. car sales	21,106	21,283
Car share (%)	0.2	0.2

The company imports cars made by Audi AG of Ingolstadt, Germany, a carmaker founded by August Horch in 1909. Audi, a division of the Volkswagen Group, entered the U.S. market in 1969. Audi of America was formed in 1985 to replace Volkswagen of America's Audi Division. It has 341 dealers in the U.S.

Coupe Quattro

Audi has made a coupe for nearly 60 years and says history and accumulated technology are embodied in Coupe Quattro. Built in Ingolstadt, Germany, car has awd, ABS and twin cam, 164 hp, 20-valve engine.
Price: $31,650 1990 sales: 848

V8 Quattro

Introduced as a 1991 model, Audi's engineering showstopper is the luxurious V8 Quattro with all-wheel drive, ABS and 32-valve aluminum engine with digital electronic control. It is built in Neckarsulm, Germany
Price: $51,500 1990 sales: 1,934

PRODUCT PROFILES

80

Available with 4wd, cars in the 80 series from Audi have top speed of 122 mph and such automotive goodies as driver air bag and electronically tuned radio. Audi 80 is produced in Ingolstadt, Germany.
Price: $20,750 1990 sales: 4,402

90

Audi 90 was given a new 20-valve, 5-cylinder engine, torque-sensing differential and driver air bag for 1990. Produced in Ingolstadt, Germany, the base model got a new 4-speed automatic transmission for 1991.
Price: $26,250 1990 sales: 3,380

100/200

Built in Neckarsulm, Germany, the 100/200 lineup consists of five models. The 200 Quattro sedan and wagon have a new 20-valve turbo engine that generates 217 horsepower. The sedan accelerates 0-to-60 in 6.6 seconds.
Price: $28,750 1990 sales: 10,529

YUGO

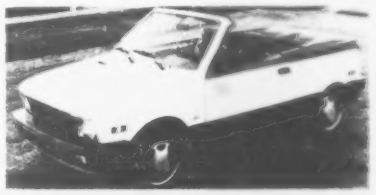
John Speich, president
Yugo America Inc.
120 Pleasant Ave.
P.O. Box 730
Upper Saddle River, NJ 07458-0730

	1990	1989
U.S. car sales	6,359	10,576
Car share (%)	0.1	0.1

U.S. bankruptcy court in 1989 approved Yugo America Inc.'s reorganization plan and it emerged from Chapter 11 as a fully owned subsidiary of the Yugoslavian manufacturer, Zastava. Until then, Yugo America, a car importer since August 1985, had been a subsidiary of Global Motors Inc., Upper Saddle River, N. J. Zastava, based in Kragujevac, is a 136-year-old diversified conglomerate producer of cars, trucks, defense systems and machine tools. Yugo America has 175 dealers.

Cabrio

Yugo Cabrio, made in Kragujevac, Yugoslavia, is a front-drive subcompact convertible with room for four. For 1991, the low-priced car gets the fuel-injected, 1.3-liter four-cylinder engine utilized in GV Plus.
Price: $8,990 1990 sales: 6,359*
*Total sales combined for all Yugo cars.



GV Plus

Manufactured in Kragujevac, Yugoslovia, GV Plus is merchandised as the lowest-priced new car. Features: Bosch multiport electronic fuel injection, five-speed manual transaxle and room for four.
Price: $4,825 1990 sales: 6,359*
*Total sales combined for all Yugo cars.

VOLVO

Lennart Jeansson, chairman;
Joseph L. Nicolato, president
Volvo Cars of North America
1 Volvo Dr.
Rockleigh, NJ 07646

	1990	1989
U.S. car sales	89,894	102,580
Car share (%)	1.0	1.0

Volvo Cars of North America has imported Volvos to the United States for 35 years. It is a subsidiary of Volvo AB, Gothenburg, Sweden, which sells about 400,000 cars worldwide annually. Volvos enjoy solid - if not spectacular - sales in this country of about 100,000 units per year. There are 407 Volvo dealers in the U.S. In the late 1980s, Volvos were called yuppie cars but the company says, "Volvo builds rational cars for families who value longevity, safety and value for the money."

240

Introduced in 1975, the 240 series has been simplified for 1991. The entry level Volvo has been consolidated under a unified 240 badge. Available with ABS, 240 is built at a single plant in Torslanda, Sweden.
Price: $19,620 1990 sales: 32,410

740

After an exterior makeover in 1990, the 740 line gets a redesigned driver's environment for 1991. Series has two models, base and Turbo. It is built at three sites: Ghent, Belgium; Torslanda and Uddevalla, Sweden.
Price: $23,175 1990 sales: 46,070

940

The new 940 series, GLE, Turbo and SE, replaces the 760 which bowed in 1983. Models feature a redesigned rear body. It is built in Halifax, Nova Scotia; Ghent, Blegium and Kalmar, Sweden.
Price: $27,885 1990 sales: 912

Coupe

At the top of the Volvo line is this exclusive two-door, designed and built by Nuccio Bertone of Turin, Italy. Previously called 780, Coupe is offered in a single limited production turbocharged model for 1991.
Price: $41,945 1990 sales: 921

Import-car models offered in the U.S.

(As of May 1, 1991)

	4-Door Models	2-Door Models	Convertibles	Wagons	1991 Totals	(Final 1990 Totals**)
Acura	8	6	0	0	14	(12)
Alfa Romeo	3	0	2	0	5	(5)
Aston Martin	0	1	0	0	1	(0)
Audi	9	1	0	1	11	(11)
Bentley	3	0	1	0	4	(4)
BMW	9	5	2	0	16	(14)
Chevrolet Geo Metro*	0	0	1	0	1	(2)
Chevrolet Geo Storm	0	3	0	0	3	(2)
Chrysler TC by Maserati	0	0	1	0	1	(1)
Daihatsu	2	1	0	0	3	(4)
Dodge Colt	0	2	0	2	4	(7)
Dodge Stealth	0	4	0	0	4	(0)
Eagle Summit	0	2	0	0	2	(4)
Ferrari	0	3	2	0	5	(1)
Ford Festiva	0	2	0	0	2	(3)
Honda*	0	5	0	2	7	(8)
Hyundai*	3	4	0	0	7	(6)
Infiniti	2	1	1	0	4	(2)
Isuzu	2	2	0	0	4	(1)
Jaguar	3	1	1	0	5	(7)
Lamborghini	0	1	0	0	1	(0)
Lexus	2	1	0	0	3	(2)
Lotus	0	1	1	0	2	(1)
Maserati	0	0	1	0	1	(3)
Mazda*	6	4	2	0	12	(15)
Mercedes-Benz	12	4	0	2	18	(16)
Mercury Capri	0	0	2	0	2	(2)
Mercury Tracer	2	0	0	1	3	(3)
Mitsubishi*	8	8	0	0	16	(13)
Nissan*	4	11	0	0	15	(13)
Peugeot	3	0	0	5	8	(7)
Plymouth Colt	0	2	0	2	4	(7)
Pontiac LeMans	1	2	0	0	3	(4)
Porsche	0	7	3	0	10	(9)
Rolls-Royce	2	0	1	0	3	(3)
Saab	7	4	3	0	14	(12)
Sterling	3	0	0	0	3	(5)
Subaru*	4	6	0	2	12	(25)
Suzuki*	0	0	0	0	0	(4)
Toyota*	5	15	1	4	25	(29)
Volkswagen*	7	6	3	1	17	(17)
Volvo*	6	1	0	4	11	(7)
Yugo	0	1	1	0	2	(2)
IMPORT TOTALS	**116**	**117**	**29**	**26**	**288**	**(293)**
DOMESTIC TOTALS	**145**	**117**	**17**	**24**	**303**	**(276)**
IMPORT-DOMESTIC TOTALS	**261**	**234**	**46**	**50**	**591**	**(569)**

NOTES: *Models built in the United States or Canada are excluded from the import-model count for the following makes: Geo Metro, Honda, Hyundai, Mazda, Mitsubishi, Nissan, Subaru, Suzuki, Toyota and Volvo. These models are included in the domestic-model count.
**Revised.

PRODUCT PROFILES

Domestic models by make, body style

(As of May 1, 1991)

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1991 Totals	(Final 1990 Totals)**
Chrysler Imperial	1	0	0	0	1	(1)
LeBaron	1	3	3	0	7	(9)
New Yorker	2	0	0	0	2	(3)
Dodge Daytona	0	3	0	0	3	(4)
Dynasty	2	0	0	0	2	(2)
Monaco	2	0	0	0	2	(2)
Shadow	3	3	2	0	8	(2)
Spirit	4	0	0	0	4	(3)
Eagle Premier	3	0	0	0	3	(3)
Summit	2	0	0	0	2	(0)
Talon	0	3	0	0	3	(3)
Plymouth Acclaim	3	0	0	0	3	(3)
Laser	0	3	0	0	3	(3)
Sundance	3	3	0	0	6	(2)
CHRYSLER CORP.	**26**	**18**	**5**	**0**	**49**	**(40)**
Ford Crown Victoria (1992)	2	0	0	0	2	(6)
Escort	1	3	0	1	5	(5)
Mustang	0	5	3	0	8	(8)
Probe	0	3	0	0	3	(3)
Tempo	5	3	0	0	8	(6)
Taurus	4	0	0	3	7	(7)
Thunderbird	0	3	0	0	3	(3)
Lincoln Continental	2	0	0	0	2	(2)
Mark VII	0	2	0	0	2	(2)
Town Car	3	0	0	0	3	(3)
Mercury Cougar	0	2	0	0	2	(2)
Grand Marquis (1992)	2	0	0	0	2	(4)
Sable	2	0	0	2	4	(4)
Topaz	3	2	0	0	5	(5)
FORD MOTOR CO.	**24**	**23**	**3**	**6**	**56**	**(60)**
Buick Century	2	1	0	2	5	(5)
Electra	0	0	0	0	0	(3)
Le Sabre	2	2	0	0	4	(5)
Park Avenue	2	0	0	0	2	(1)
Reatta	0	1	1	0	2	(2)
Regal	2	2	0	0	4	(4)
Riviera	0	1	0	0	1	(1)
Roadmaster	2	0	0	1	3	(0)
Skylark	3	3	0	0	6	(6)
Cadillac Allante	0	0	2	0	2	(2)
Brougham	1	0	0	0	1	(1)
DeVille-Fleetwood	3	2	0	0	5	(5)
Eldorado	0	1	0	0	1	(2)
Seville	2	0	0	0	2	(2)
Chevrolet Beretta	0	3	0	0	3	(3)
Camaro	0	2	2	0	4	(4)
Caprice	2	0	0	1	3	(2)
Cavalier	2	3	1	2	8	(7)
Celebrity	0	0	0	0	0	(2)
Corsica	2	0	0	0	2	(3)
Corvette	0	2	1	0	3	(3)
Geo Metro	2	3	0	0	5	(3)
Geo Prizm	4	0	0	0	4	(4)
Lumina	2	3	0	0	5	(4)
Oldsmobile Cutlass Calais	4	4	0	0	8	(8)
Cutlass Ciera	3	1	0	2	6	(8)
Cutlass Supreme	3	3	1	0	7	(6)
Oldsmobile 88 Royale	2	2	0	1	5	(5)
Oldsmobile 98	2	0	0	0	2	(3)
Toronado	0	2	0	0	2	(2)
Pontiac Bonneville	3	0	0	0	3	(3)
Firebird	0	4	0	0	4	(4)
Grand Am	3	3	0	0	6	(4)
Grand Prix	3	2	0	0	5	(4)
Pontiac 6000	2	0	0	1	3	(4)
Sunbird	2	4	1	0	7	(5)
Saturn	3	1	0	0	4	(0)
GENERAL MOTORS	**63**	**55**	**9**	**10**	**137**	**(130)**
Accord	4	3	0	2	9	(6)
Civic	3	3	0	0	6	(6)
HONDA*	**7**	**6**	**0**	**2**	**15**	**(12)**
Sonata	2	0	0	0	2	(2)
HYUNDAI*	**2**	**0**	**0**	**0**	**2**	**(2)**
626	3	0	0	0	3	(2)
MX-6	0	4	0	0	4	(4)
MAZDA*	**3**	**4**	**0**	**0**	**7**	**(6)**
Mirage	3	0	0	0	3	(0)
Eclipse	0	5	0	0	5	(5)
MITSUBISHI*	**3**	**5**	**0**	**0**	**8**	**(5)**
Sentra	3	4	0	0	7	(3)
NISSAN*	**3**	**4**	**0**	**0**	**7**	**(3)**
Legacy	6	0	0	4	10	(4)
SUBARU	**6**	**0**	**0**	**4**	**10**	**(4)**
Swift	2	2	0	0	4	(0)
SUZUKI*	**2**	**2**	**0**	**0**	**4**	**(0)**
Camry	3	0	0	0	3	(3)
Corolla	3	0	0	0	3	(3)
TOYOTA*	**6**	**0**	**0**	**0**	**6**	**(6)**
740	0	0	0	2	2	(8)
VOLVO*	**0**	**0**	**0**	**2**	**2**	**(8)**
DOMESTIC TOTALS	**145**	**117**	**17**	**24**	**303**	**(276)**
IMPORT TOTALS	**116**	**117**	**29**	**26**	**288**	**(293)**
DOMESTIC-IMPORT TOTALS	**261**	**234**	**46**	**50**	**591**	**(562)**

*—Totals for Honda, Hyundai, Mazda, Mitsubishi, Subaru, Suzuki, Toyota and Volvo include only models built in the United States and Canada
**—Revised

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Chrysler Corp.

Financial Highlights

	1990	1989
Total sales and revenue (billions)	$30.62	$35.19
Net income (loss) (millions)	68	359
Earning (loss) per common share	0.30	1.55
Dividends paid per common share	1.20	1.20
Cash, cash equivalents, marketable securities (millions)	3,355	2,563
Common shares outstanding (millions)	224.4	222.6
U.S. Retail Unit Sales		
Car sales	860,834	1,019,693
Car market share	9.3%	10.4%
Truck sales	837,234	984,354
Truck market share	17.3%	19.4%
TOTAL VEHICLES	**1,698,068**	**2,004,047**
Car and truck market share	12.0%	13.5%
Canada Retail Unit Sales		
Car sales	112,165	140,693
Car market share	12.7%	14.3%
Truck sales	86,525	104,838
Truck market share	20.2%	21.3%
TOTAL VEHICLES	**198,690**	**245,531**
Car and truck market share	15.1%	16.6%
U.S. and Canada Retail Unit Sales		
TOTAL VEHICLES	**1,896,758**	**2,249,578**
Combined car and truck market share	12.3%	13.8%

Ford Motor Co.

Financial Highlights

	1990	1989
Worldwide factory sales of cars, trucks and tractors (in thousands)		
U.S.	3,284	3,721
Outside U.S.	2,588	2,687
TOTAL	**5,872**	**6,408**
Sales and revenues (in millions)		
Automotive	$81,844	$82,879
Financial services	15,806	13,266
TOTAL	**97,650**	**96,145**
Net income (in millions)		
Automotive	$98.7	$3,174.7*
Financial services	761.4	660.3
TOTAL	**$860.1**	**$3,835***
Earnings a share		
Automotive	$.21	$6.80
Financial services	1.65	1.42
TOTAL	**$1.86**	**$8.22**
Capital expenditures (in millions)		
Automotive	$7,162.9	$6,695.4
Financial services	94.6	71.2
TOTAL	**$7,257.5**	**$6,766.6**
Stockholder's equity, Dec. 31		
Total (in millions)	$23,238.1	$22,727.8
A share	$49.12	$48.07
After tax return on stockholders' equity	3.7%	17.1%
Cash dividends a share	$3.00	$3.00
Automotive cash, cash equivalents and marketable securities (in millions)	$6,078.0	$5,725.5

*Includes an after tax loss of $424 million from the sale of Rouge Steel Company

General Motors Corp.

Financial Highlights

(Dollars in millions except per share and hourly amounts)	1990	1989
Sales and Revenues		
GM sales	$110,979.3	$112,533.2
GMAC financing revenues	11,756.7	11,215.5
Other income	4,671.7	5,845.8
Intersegment transactions	(2,520.6)	(2,662.6)
TOTAL	**$124,705.1**	**$126,931.9**
Net income (loss)	($1,985.7)	($4,224.3)
Net income (loss) as a percent of GM sales	(1.8%)	3.8%
Earnings (loss) attributable to common stocks		
$1-2/3 par value	($2,378.3)	$3,831.0
Class E	194.4	171.0
Class H	160.0	188.1
Earnings (loss) per share attributable to common stocks		
$1-2/3 par value	($4.09)	$6.33
Class E	2.08	1.81
Class H	1.82	1.94
Cash dividends per share of common stocks		
$1-2/3 par value	3.00	3.00
Class E	0.56	0.48
Class H	0.72	0.72
U.S., foreign and other income taxes (credit)	($231.4)	$2,174.0
Worldwide factory sales of cars and trucks (units in 000s)		
U.S.		
Cars*	2,762	3,197
Trucks	1,469	1,599
TOTAL	**4,231**	**4,796**
Canada	713	737
Overseas**	2,507	2,372
TOTAL FACTORY SALES-ALL SOURCES	**7,451**	**7,905**

*Revised to reflect 1990 classifications
**Includes units manufactured by other companies, imported and sold by GM and affiliates

DEALERS

Top 10 dealerships by franchise — based on 1990 new-unit sales

(N.A. means not available)

	Principal or top official	Total 1990 sales all franchises, depts. at location•	Retail new units	1990 fleet sales	Total 1990 new units
ACURA					
Tustin Acura, Tustin, CA	Shau-Wai Lam	N.A.	1,850*	0	1,850*
Val Strough Acura, Pleaston, CA	James McDonald	N.A.	1,750*	0	1,750*
Ceritos Acura, Cerritos, CA	Kent Browning	$ 38.4	1,542	0	1,542
Radley Acura, Falls Church, VA	Vincent P.B. Radley	$ 38.7	1,339	0	1,339
Acura of Westchester, Larchmont, NY	John A. Tufo	$ 34.4	1,257	73	1,330
Stevens Creek Acura, Santa Clara, CA	Larry Long	$ 32.3	1,214	0	1,214
Rosenthal Acura, Gaithersburg, MD	Robert M. Rosenthal	$ 34.2	1,177	0	1,177
Acura of Boston, Brighton, MA	James P. Carney	$ 30.5	1,137	0	1,137
Pflueger Acura, Honolulu, HI	James Pflueger	N.A.	1,050*	0	1,050*
Goodson Acura, Irving, TX	Fred Schneider	N.A.	950*	0	950*
ALFA ROMEO					
Suburban Auto Imports, Maywood, IL	Anthony Scalzo	$ 12.0	145	0	145
Cornes Motors, San Diego, CA	Ken Shafer	N.A.	108	0	108
Alfredo's Foreign Cars, Larchmont, NY	Alfred Gulla	$ 3.8	90	6	96
Burlingame Alfa, Burlingame, CA	Remi Saremi	$ 6.9	84	11	95
Beach Imports, Newport Beach, CA	Jim Parkinson	$ 11.4	86	0	86
Robert Ruehman Inc., North Hollywood, CA	Robert Ruehman	$ 1.2	78	0	78
Paul Spruell Alfa Inc., Chamblee, GA	Paul Spruell	$ 4.4	68	0	68
Southwest Alfa, Houston, TX	Terry W. Colley	$ 2.2	63	0	63
Beverly Hills Alfa, Los Angeles, CA	Avo Kalaydjian	N.A.	56*	0	56*
European Motor Sales Ltd., Towson, MD	Glenn Berger	$ 3.0	55	0	55
AUDI					
Jack Daniels Motors Inc., Fairlawn, NJ	John J. Daniels	$ 26.3	446	0	446
Schaumburg Audi, Schaumburg, IL	Michael F. Hall	$ 14.2	323	10	333
The Annis Corp., Natick, MA	Keene Annis	$ 25.9	299	18	317
Carousel Automobiles, Golden Valley, MN	Laurence F. LeJeune	$ 21.9	295	2	297
Semersky Enterprises, Highland Park, IL	Erme D. Semersky	$ 5.6	294	0	294
Bill Cook Imported Cars Inc., Farmington Hills, MI	William G. Cook	$ 16.7	277	0	277
Pray Audi Corporation, Greenwich, CT	Malcolm S. Pray Jr.	$ 14.3	265	0	265
Paul Miller Inc., Parsippany, NJ	Paul T. Miller II	$ 24.4	261	0	261
Town Motor Car Corp., Englewood, NJ	Robert F. Siebold	$ 0.0	235*	0	235*
H.B.L. Inc., Vienna, VA	George C. Andreas	$ 52.2	225	0	225
BMW					
Braman Motors, Miami, FL	Todd R. Shack	$ 56.4	999	0	999
Crevier BMW, Santa Ana, CA	Robert B. Crevier	$ 50.3	936	0	936
South Motor Co., Miami, FL	Charles Dascal	N.A.	870*	0	870*
Pacific BMW, Glendale, CA	David Ho	N.A.	820*	0	820*
Weatherford BMW, Berkeley, CA	Hideaki Harry Yasukochi	$ 41.0	793	0	793
Century Motor Sales, Alhambra, CA	Leon Peskin	N.A.	725*	0	725*
Saddleback BMW, Irvine, CA	Klaus Lischer	N.A.	710*	0	710*
BMW Concord, Concord, CA	Myron R. Day	$ 35.7	700	0	700
Nick Alexander Imports, Los Angeles, CA	Nick Alexander	$ 34.0	677	0	677
Sterling Motors Ltd., Newport Beach, CA	John M. Belanger	$ 32.0	600	0	600
BUICK					
Lupient Buick, Minneapolis, MN	Jim Lupient	N.A.	1,100*	6,295*	7,395*
Orange Buick-GMC Truck Co., Orlando, FL	B.H. King	$ 96.0	1,238	4,983	6,221
Loren Buick Inc., Glenview, IL	Irving N. Segal	$ 92.5	798	4,898	5,696
William Lehman Buick, Miami, FL	William Lehman Jr.	$ 82.2	976	3,536	4,512
Prospect Motors Inc., Jackson, CA	W.E. Halvorson	$935.3	36	4,431	4,467
Boulevard Buick-GMC, Long Beach, CA	James A. Willingham	$ 69.1	256	3,982	4,238
Ron Smith Buick Jeep-Eagle, Merced, CA	Ron Smith	$ 44.2	68	3,092	3,160
Grant Dean Buick, Highland Park, IL	Albert Andrea	$ 46.8	576	1,906	2,482
Conley Buick Inc., Bradenton, FL	Iley Conley	$ 36.9	808	919	1,727
Roof Buick Inc., Lauderdale Lakes, FL	Jack Kelly	N.A.	200*	1,525*	1,725*
CADILLAC					
Bayview Cadillac, Ft. Lauderdale, FL	Edward J. Morse	$373.6	1,684	10,844	12,528
Long-McCarthy Cadillac, Roseville, MN	Gerry Moe	N.A.	362	8,795	9,157
Prospect Motors Inc., Jackson, CA	W.E. Halvorson	$953.3	28	7,028	7,056
Polkowitz Motors, Perth Amboy, NJ	Regis P. McGuire	$189.1	269	5,876	6,145
Heritage Cadillac, Lombard, IL	Tom Hawbaker	N.A.	150*	4,775*	4,925*
Roger Penske Cadillac, Downey, CA	William Piercey	$128.6	1,479	2,000	3,479
Cashman Cadillac Inc., Las Vegas, NV	James Cashman Jr.	$ 81.6	1,044	968	2,012
Nesen Cadillac, Thousand Oaks, CA	Dean Wilkinson	N.A.	210*	1,700*	1,910*
Don Massey Cadillac Inc., Plymouth, MI	Donald E. Massey	$100.0	1,626	0	1,626
Bud Davis Cadillac Inc., Memphis, TN	Kindle B. Davis	$ 71.1	985	431	1,416

*Estimate •Figures in millions

	Principal or top official	Total 1990 sales all franchises, depts. at location•	Retail new units	1990 fleet sales	Total 1990 new units
CHEVROLET					
Ed Morse Chevrolet Inc., Lauderhill, FL	Edward J. Morse Jr.	$673.1	2,242	59,694	61,936
Prospect Motors Inc., Jackson, CA	W.E. Halvorson	$935.3	254	30,590	30,844
Z Frank Chevrolet-Geo, Chicago, IL	Elaine Frank	$154.0	2,777	9,151	11,928
Rainbow Chevrolet, Honolulu, HI	Stu Copp	N.A.	1,894	9,752	11,646
Diamond Chevrolet, Inglewood, CA	Don Allard	N.A.	325	10,218	10,543
Friendly Chevrolet Co., Dallas, TX	Mark A. Eddins	$143.0	3,778	3,037	6,815
Bast Chevrolet, Seaford, NY	Charles W. Bast	$106.5	1,821	4,764	6,585
JKJ Chevrolet Geo, Vienna, VA	John W. Koons Jr.	$131.0	3,323	2,893	6,216
Lawrence Marshall Chev.-Olds. Inc., Hempstead, TX	Lawrence C. Marshall	$135.6	5,500	679	6,179
David Penske Chevrolet, King of Prussia, PA	Gus Hubbard	N.A.	671	4,952	5,623
CHRYSLER-PLYMOUTH					
Precision C-P-D Inc., Winter Haven, FL	Bill Devreline	$ 0.0	2,010*	9,360*	11,370*
Lake Forest C-P Inc., Gaithersburg, MD	William Cash	$ 0.0	1,950*	6,210*	8,160*
Massey Yardley Chrysler-Plymouth, Plantation, FL	Herbert Yardley	$130.1	1,200	6,198	7,398
Amador Motors Inc., Sutter Creek, CA	Mike Foster	$167.3	100	6,566	6,666
Johnny's County Motor Sales Inc., Oaklyn, NJ	John F. Possumato	$ 87.0	229	5,509	5,738
Forest Lake C-P Inc., Forest Lake, MN	Kevin Snaza	$ 0.0	350*	4,610*	4,960*
Pryority Motors Inc., Pryor, OK	Bruce Jacobs	$143.7	36	4,887	4,923
Edenton Motors Inc., Edenton, NC	Greg Taylor	$ 0.0	4,800*	0	4,800*
Russ Darrow Waukesha Inc., Waukesha, WI	Russell M. Darrow Jr.	$ 57.1	902	2,111	3,013
Walser C-P Inc., Hopkins, MN	R.J. Walser	$ 0.0	2,640*	0	2,640*
DAIHATSU					
Bob Hudson Daihatsu, Pulaski, VA	Robert A. Hudson Jr.	$13.3	310	0	310
Paul York Daihatsu, Corpus Christi, TX	Paul M. York	$ 20.0	306	0	306
Burt Daihatsu, Englewood, CO	Pat Corbitt	N.A.	285*	0	285*
Dean Bailey Daihatsu, Tulsa, OH	Dean Bailey	$ 44.6	252	21	273
Shamrock Daihatsu of Raleigh Inc., Raleigh, NC	David O'Neal	$ 3.2	242	0	242
Rice Daihatsu, Greensboro, NC	Garson L. Rice Jr.	N.A.	219	0	219
Sheehan Daihatsu, Lighthouse Point, FL	Timothy A. Sheehan	$ 0.4	135	40	175
Beaudry Motor Co., Tucson, AZ	Randy Fisher	N.A.	168	1	169
Downtown Daihatsu, Hickory, NC	Bob C. Ford Jr.	$ 2.3	148	5	153
Willden's Tropicana Daihatsu, Las Vegas, NV	Rick Willden	N.A.	102	0	102
DODGE					
Luke Potter Dodge Inc., Winter Park, FL	Luther D. Potter	$495.5	577	21,359	21,936
Edenton Motors Inc., Edenton, NC	Greg Taylor	N.A.	600*	012,120*	12,720*
Forest Lake C-P-D, Forest Lake, MN	Dennis E. Hecker	$128.6	209	10,637	10,846
Amador Motors Inc., Sutter Creek, CA	Mike Foster	$167.3	123	10,102	10,225
Colonial Dodge Inc., Kensington, MD	Bob Hydorn	N.A.	2,990*	7,110*	10,100*
Precision C-P-D Inc., Winter Haven, FL	Vic Cinquemano	N.A.	1,100*	8,710*	9,810*
Haggerty Dodge Inc., Chicago, IL	Ed Gilmore	N.A.	1,020*	6,145*	7,165*
Freeway Dodge Inc., Bloomington, MN	Thane Hawkins	N.A.	655*	5,090*	5,745*
Brenninger Motors Inc., Lansdale, PA	S. Kenneth Brenninger	N.A.	185*	4,610*	4,795*
Pryority Motors Inc., Pryor, OK	Bruce Jacobs	$143.7	111	4,502	4,613
FORD					
Jordon Ford Auto Mall, Mishawaka, IN	Craig Kapson	N.A.	2,721	49,815	52,536
Fairway Ford, Latrobe, PA	Arnold Palmer	N.A.	400*	31,442	31,842
Griffin Ford Inc., Frostproof, FL	R. Bruce Deardoff	$285.2	57	19,466	19,523
Santa Monica Ford, Santa Monica, CA	Bob Karlin	$236.6	2,023	16,283	18,306
S & C Ford, San Francisco, CA	Aldo Fontana	N.A.	350*	17,900*	18,250*
Highland Park Ford, Highland Park, IL	Arnie Anderson	N.A.	300*	10,000*	10,300*
Pacifico Ford, Philadelphia, PA	Kerry T. Pacifico	$145.8	1,681	8,294	9,975
Rice and Holman Ford, Mt. Laurel, NJ	Joseph P. Glowacki	$202.8	3,540	6,376	9,916
Ricart Ford Inc., Columbus, OH	Rhett Ricart	$194.6	9,010	0	9,010
Galpin Ford, Sepulveda, CA	H.F. Boeckmann II	$160.5	6,698	877	7,575
GMC					
Thomas Post-Buick-GMC Trk. Inc., Coon Rapids, MN	James Thomas	N.A.	454	1,800	2,254
Jim Causley Inc., Mt. Clemens, MI	James F.Causley	$ 95.4	1,615	158	1,773
Buz Post Pontiac-GMC-Isuzu, Arlington, TX	Buz Post	$ 96.1	1,270	9	1,279
Fountain Oldsmobile-GMC Truck, Orlando, FL	T. Ruppenthal	N.A.	50*	800*	850*
Somerset Pontiac-GMC Truck Inc., Troy, MI	John P. Fowler	$ 60.3	790	0	790
Art Moran Pontiac GMC Inc., Southfield, MI	Arthur C. Moran	$ 74.5	721	4	725
Rod Holman Pontiac-GMC Truck, Westland, MI	Albert Holman	N.A.	130*	550*	680*
Boomershine Pontiac-GMC Truck, Smyrna, GA	W. M. Boomershine Jr.	$ 86.9	550	26	576
Bob Sellers Post-GMC Trk. Inc., Farmington Hills, MI	Robert B. Sellers	$ 51.2	552	22	574
Boulevard Buick-GMC, Long Beach, CA	James A. Willingham	$ 69.1	222	28	250

*Estimate •Figures in millions

continued →

DEALERS

Top 10 dealerships by franchise — based on 1990 new-unit sales

(N.A. means not available)

	Principal or top official	Total 1990 sales all franchises, depts. at location•	Retail new units	1990 fleet sales	Total 1990 new units
HONDA					
Gardena Honda, Gardena, CA	Shau-Wai Lam	N.A.	7,000	0	7,000
Norm Reeves Honda Superstore, Cerritos, CA	Donna L. Reeves	$120.0	6,605	147	6,752
Goudy Honda, Alhambra, CA	Gordon H. Goudy	$ 70.2	4,388	32	4,420
Plaza Honda, Brooklyn, NY	John Rosatti	$ 50.2	2,840	750	3,590
Penske Honda Westminster, Westminster, CA	Roger S. Penske	N.A.	3,400	0	3,400
Penske Honda-Downey, Downey, CA	George Lucas	$ 55.3	3,059	310	3,369
South Motor Co. of Dade County, Miami, FL	Charles Dascal	$ 84.1	3,294	0	3,294
Herson's Honda, Rockville, MD	Gerald Herson	N.A.	3,107	0	3,107
Rosenthal Honda, Vienna, VA	Robert M. Rosenthal	$ 70.6	3,081	0	3,081
Spring Branch Honda, Houston, TX	Fred K. Schneider	N.A.	2,867	0	2,867
HYUNDAI					
Riser-Shows Hyundai-Isuzu, Shreveport, LA	J. Pat Shows	$ 29.2	2,009	0	2,009
Harold Hyundai, Jeep-Eagle, Bloomington, MN	Al Gleekel	$ 19.1	528	990	1,518
Bob Ciasulli Hyundai, Little Falls, NJ	Robert G. Ciasulli Jr.	N.A.	1,460*	0	1,460*
Atlantic Hyundai, West Islip, NY	Richie Bittner	N.A.	1,451	0	1,451
Fox Hyundai, Baltimore, MD	Benno Hurwitz	$ 13.7	1,141	0	1,141
Bauer Hyundai, Tinley Park, IL	Gordon Walker	$ 14.2	1,124	0	1,124
Galpin Hyundai, Van Nuys, CA	H. F. Boeckmann II	$ 15.2	1,105	0	1,105
Fairfax Hyundai, Fairfax, VA	Don Reilly	$ 14.5	1,044	0	1,044
Kim-Hankey Hyundai, Los Angeles, CA	Richard Kim	$ 22.4	1,033	0	1,033
Maxon Hyundai, Union, NJ	Michael Ciasulli	$ 12.9	1,025	0	1,025
ISUZU					
Buz Post Pontiac-GMC-Isuzu, Arlington, TX	Buz Post	$ 96.1	1,590	0	1,590
Sam White Isuzu, Houston, TX	Sam H. White	$169.9	1,216	131	1,347
Royal Isuzu, Tampa, FL	Ralph C. Ghioto Jr.	N.A.	1,151	6	1,157
Courtesy Isuzu, Lafayette, LA	Don Hargroder	$ 20.3	1,010	0	1,010
Tom Endicott Isuzu, Pompano Beach, FL	J.M. Endicott	$ 38.6	945	0	945
Vista Isuzu, Woodland Hills, CA	Steve Shuken	$ 14.0	944	0	944
Dick Donnelly, Reno, NV	Dick Donnelly	N.A.	870	0	870
Covert Isuzu, Austin, TX	Duke M. Covert	N.A.	800*	0	800*
Fette Isuzu Inc., Clifton, NJ	Lawrence T. Fette	$ 10.1	725	1	726
Vaden Isuzu, Savannah, GA	Dan Vaden	$ 1.9	632	80	712
JAGUAR					
Hempstead Auto Co. Inc., Hempstead, NY	Hugh J. Weidinger	$ 47.1	615	0	615
Newport Imports Inc., Newport Beach, CA	Leland H. West	$ 65.6	567	10	577
Hornburg Jaguar Inc., Los Angeles, CA	William Gaby	$ 50.8	452	43	495
Whittlesey Jaguar, Torrance, CA	Dave Whittlesey	$ 27.4	410	0	410
The Jaguar Collection, Coral Gables, FL	Joseph A. DeMaria	$ 44.0	406	0	406
Crown Jaguar, St. Petersberg, FL	Dwayne Hawkins	$ 56.8	362	1	363
Dominion Motor Cars Inc., Houston, TX	David S. Wolff	$ 40.1	353	0	353
Palm Beach Motor Cars, West Palm Beach, FL	Robert Simpson	$ 45.1	352	0	352
Bauer Jaguar, Anaheim, CA	Richard R. Bauer	$ 23.8	345	0	345
Sovereign Jaguar Ltd., Hicksville, NY	Alan Feldman	$ 21.0	318	0	318
JEEP-EAGLE					
Don-A-Vee Jeep-Eagle Inc., Bellflower, CA	Clive Skilton	$ 47.6	2,043	0	2,043
Jasper Jeep-Eagle, Jasper, GA	Michael W. Lowe	$ 44.3	1,288	291	1,579
Buerge Jeep-Eagle, Los Angeles, CA	John R. Buerge	$ 37.9	1,007	432	1,439
Ancira Motor Company, San Antonia, TX	Ernesto Ancira	$ 25.9	1,101	137	1,238
Roswell Jeep-Eagle Inc., Roswell, GA	Gary Grim	N.A.	1,148	72	1,220
Manhattan Jeep-Eagle, New York, NY	John Monninger	$ 28.8	1,202	0	1,202
Town & Country Jeep-Eagle, Seattle, WA	Maria Smith	$ 33.7	1,083	0	1,083
Broadway Jeep-Eagle Inc., Littleton, CO	Gerald Morris	$ 30.8	869	171	1,040
Royal Jeep-Eagle, Fern Park, FL	Ray Tatum	$ 28.5	685	334	1,019
Warnock Jeep-Eagle Inc., East Hanover, NJ	Donald W. Warnock	$ 13.9	648	121	769
LEXUS					
Longo Lexus, El Monte, CA	Greg Penske	$ 54.4	1,422	21	1,443
Sewell Lexus, Dallas, TX	Carl Sewell	N.A.	1,410*	0	1,410*
Lexus of Cerritos, Cerritos, CA	Lewis M. Webb	$ 51.2	1,386	0	1,386
Tustin Lexus, Tustin, CA	Dave Wilson	$ 53.1	1,294	0	1,294
Westside Lexus, Houston, TX	Jack Kendall	$ 52.4	1,115	0	1,115
Lexus of Greenwich, Greenwich, CT	Samuel Scatterday	N.A.	1,025	36	1,061
Lexus of Santa Monica, Santa Monica, CA	Bill Sullivan	$ 66.0	1,020	15	1,035
Sterling McCall Lexus, Houston, TX	Sterling B. McCall Jr.	$ 45.0	985	0	985
Lexus of Stevens Creek, San Jose, CA	Hank Torian	$ 40.8	945	0	945
Vista Lexus, Woodland Hills, CA	Steve Shuken	$ 35.9	936	0	936

*Estimate •Figures in millions

	Principal or top official	Total 1990 sales all franchises, depts. at location•	Retail new units	1990 fleet sales	Total 1990 new units
LINCOLN-MERCURY					
Libertyville L-M Sales Inc., Libertyville, IL	Julius Marks Jr.	$481.6	1,411	29,985	31,396
Island Lincoln-Mercury Inc., Merrit Island, FL	R. Bruce Deardoff	$448.8	926	19,066	19,922
Marty Fizmica Lincoln-Mercury, Watsonville, CA	Robert H. Culbertson	$274.5	506	18,256	18,762
Pavilion Lincoln-Mercury, Austin, TX	Mike Chargois	N.A.	6,685	884	7,569
Baranco Lincoln-Mercury, Duluth, GA	Gregory Baranco	N.A.	5,714	823	6,537
Roto Lincoln-Mercury-Subaru, Arlington Heights, IL	Richard Roto	$101.4	1,194	3,728	4,922
Northgate Lincoln-Mercury, Tampa, FL	Steve Couey	$108.3	1,434	2,911	4,345
Pompano Lincoln-Mercury, Pompano Beach, FL	Richard Zich	$ 84.3	1,014	2,290	3,304
Pacifico Lincoln-Mercury, Wynnewood, PA	Kerry T. Pacifico	$ 53.8	729	2,313	3,042
Holman Lincoln-Mercury, Maple Shade, NJ	John M. Todd	$ 74.3	2,280	528	2,808
MAZDA					
Frank Bommarito Mazda, Ellisville, MO	Frank Bommarito	$128.1	987	3,918	4,905
Billy Barrett Mazda, Dallas, TX	Billy Barrett	$ 58.9	2,716	0	2,718
Freeman Mazda, Irving, TX	J.W. Freeman Sr.	$ 53.9	2,390	72	2,462
Gunther Mazda, Ft. Lauderdale, FL	Jay Gunther	$ 50.5	2,432	0	2,432
Peunte Hills Mazda, City of Industry, CA	Fritz Hitchcock	$ 44.0	2,190	150	2,340
Don Darr Mazda, St. Louis, MO	Donald L. Darr	$ 41.7	837	1,300	2,137
Roger Beasley Mazda, Austin, TX	Roger K. Beasley	$ 42.0	2,004	0	2,004
Livermore Mazda, Livermore, CA	Milt E. Codrek	$ 54.0	952	800	1,752
Assael Mazda, Monrovia, CA	Dennis Assael	$ 40.5	739	979	1,718
Delray Mazda, Delray Beach, FL	Edward J. Morse	$ 34.5	1,093	616	1,709
MERCEDES-BENZ					
House of Imports Inc., Buena Park, CA	Michael B. O'Donoghue	$143.2	1,733	0	1,733
Downtown L.A. Motors, M-B, Los Angeles, CA	Nickolas Shammas	$104.9	1,712	0	1,712
Jim Slemons Imports, Newport Beach, CA	Jim Slemons	N.A.	1,231	0	1,231
Ray Catena Imports, Edison, NJ	Raymond Catena	N.A.	1,219	0	1,219
Benzel-Busch Motor Car, Englewood, NJ	Joseph A. Agrosta Sr.	N.A.	1,000	0	1,000
Smythe European, San Jose, CA	W.D. Smythe	$ 91.3	891	0	891
Park Place Motorcars, Dallas, TX	Kenneth Schnitzer Jr.	$104.2	855	0	855
RBW of Atlanta, Atlanta, GA	John Ellis	N.A.	822	0	822
American Service Center, Arlington, VA	Morty Zetlin	$ 66.1	573	0	573
H.B.L. Inc., Vienna, VA	George C. Andreas	$ 52.2	372	0	372
MITSUBISHI					
Frank Parra Mitsubishi, Irving, TX	Mike Parra	$ 29.6	2,010	0	2,010
Michael Mitsubishi, Fresno, CA	Michael L. Rosvold	$ 34.2	1,512	288	1,800
Eagle Mitsubishi, Harvey, LA	Ben B. Carollo	$ 19.7	1,210	75	1,285
Pente Hills Mitsubishi, City of Industry, CA	Nicholas N. Shammas	$ 30.1	431	597	1,028
Glendale Mitsubishi, Glendale, CA	Steve Lindstrom	N.A.	500	500	1,000
Manhasset Mitsubishi, Manhasset, NY	Michael Cohen	$ 19.4	921	63	984
Harvey Mitsubishi, Lafayette, LA	John L. Harvey	$ 14.5	973	0	973
Browning Mitsubishi, Cerritos, CA	Kent Browning	$ 60.6	968	0	968
Jim Hudson Mitsubishi, Columbia, SC	James E. Hudson	$ 14.1	964	0	964
Joe Myers Mitsubishi, Houston, TX	Gary Morris	$ 16.0	939	0	939
NISSAN					
ABC Nissan, Phoenix, AZ	Larry Van Tuyl	$105.6	3,844	1,068	4,912
Mossy Nissan, National City, CA	Philip Mossy	$ 74.3	4,342	0	4,342
Northtown Nissan, Fridley, MN	Dennis E. Hecker	N.A.	3,345*	0	3,345*
Universal City Nissan Inc., Los Angeles, CA	Morrie Schrage	$ 77.6	3,235	0	3,235
West Covina Nissan, West Covina, CA	Orval Paul	$ 54.0	3,101	0	3,101
Corona Nissan, Corona, CA	Glenna Maguire	$ 48.1	2,010	846	2,856
Dick Smith Nissan, Columbia, SC	Robert Sease	N.A.	2,700	150	2,850
Rosenthal Nissan, Vienna, VA	Robert M. Rosenthal	$ 87.3	2,453	0	2,453
Sutherlin Nissan, Lithia Springs, GA	George A. Sutherlin	$ 42.1	2,272	180	2,452
Moon Nissan, Cerritos, CA	Robert B. Stephens III	$ 8.2	1,737	667	2,404
OLDSMOBILE					
Lupient Oldsmobile, Golden Valley, MN	Jim Lupient	N.A.	400*	15,230*	15,630*
Prospect Motors, Jackson, CA	W.E. Halvorson	N.A.	27	15,414	15,441
Dale Oldsmobile, Bronx, NY	Mark Rosenstock	N.A.	300*	12,500*	12,800*
Dan Burns Oldsmobile, Delray Beach, FL	Dan Burns	N.A.	696	6,364	7,060
Sam White Motor City, Houston, TX	Sam H. White	$169.9	1,953	3,665	5,618
McDavid Oldsmobile, Houston, TX	David McDavid	$ 76.7	980	3,663	4,643
Ray Oldsmobile-Isuzu, Park Ridge, IL	Ray Nusinow	N.A.	500*	3,200*	3,700*
Faulkner Oldsmobile, Philadelphia, PA	Joseph Faulkner	$ 44.9	1,254	1,668	2,922
Ed Voyles Olds -Hyundai-Sterling, Marietta, GA	C.E. Voyles	$ 59.7	587	1,486	2,073
Anderson Oldsmobile Inc., Baltimore, MD	William R. Mortimer	$ 42.0	1,378	530	1,908

*Estimate •Figures in millions

continued →

DEALERS

Top 10 dealerships by franchise — based on 1990 new-unit sales

(N.A. means not available)

	Principal or top official	Total 1990 sales all franchises, depts. at location*	Retail new units	1990 fleet sales	Total 1990 new units
PEUGEOT					
Peugeot of Union County, Rahway, NJ	Joseph Gayer	$ 11.0	232	0	232
Maplewood Peugeot, Maplewood, NJ	Alan Castroll	$ 4.2	127	0	127
Fred's Peugeot, Philadelphia, PA	David Fellner	$ 4.1	120	0	120
Imported Car Center Inc., Williston, VT	Arlo E. Cota	$ 3.1	75	0	75
Trans-Atlantic Motors, Stamford, CT	Chris Riley	N.A.	59	14	73
Foreign Motors West Inc., Natick, MA	Thomas R. Mix	$ 55.1	71	0	71
Overseas Auto Corp., Hastings-on-Hudson, NY	Franz Bammert	$ 3.7	71	0	71
Bath Subaru-Peugeot, Woolwich, ME	Richard McElman Jr.	$ 8.0	65	0	65
Gil's Jeep-Eagle-Peugeot, Stratham, NH	Dennis T. Guilfoyle	$ 4.4	60	0	60
Peyton Cramer Peugeot, Redondo Beach, CA	Petyon A. Cramer	$ 42.0	58	0	58
PONTIAC					
J.M. Pontiac, Hollywood, FL	John McNally	$234.4	1,726	20,016	21,742
Prospect Motors Inc., Jackson, CA	W.E. Halvorson	$935.3	20	21,245	21,265
Stephen Pontiac-Cadillac, Bristol, CT	Stephen Barberino	N.A.	500*	18,000*	18,500*
Rudy Luther's Pont.-GMC Truck, Minneapolis, MN	Rudy Luther	N.A.	450*	11,500*	11,950*
Goode-Taylor Pontiac-GMC, Dallas, TX	Glen Goode	N.A.	1,605	7,786	9,391
Patrick Pontiac, Libertyville, IL	Hanley Dawson III	N.A.	616	5,526	6,142
Peninsula Pontiac-Oldsmobile Inc., Torrance, CA	Cecil B. Willis	$ 60.1	572	4,168	4,740
Larry Faul Pontiac Inc., Schaumburg, IL	Lawrence J. Faul	$ 26.0	1,211	3,407	4,618
Art Moran Pontiac-GMC Inc., Southfield, MI	Arthur C. Moran	$ 74.5	1,884	1,594	3,478
Boomershine Pontiac-GMC Truck, Smyrna, GA	W. M. Boomershine Jr.	$ 86.9	2,482	643	3,125
PORSCHE					
Zipper Porsche, Beverly Hills, CA	Jeff Barnaby	N.A.	253	0	253
Champion Motors, Pompano Beach, FL	Dave Maraj	$ 28.8	226	0	226
Lipshy Motorcars, Dallas, TX	Bruce A. Lipshy	N.A.	142	0	142*
Ray Catena Imports, Edison, NJ	Ray Catena	$ 9.6	122	0	122
Semersky Enterprises Inc., Highland Park, IL	Ernie Semersky	$ 14.1	122	0	122
Carlsen Porsche, Palo Alto, CA	Charles A. Burton	$ 19.4	121	0	121
HBL Inc., Vienna, VA	Gail Hofheimer	$ 52.2	120	0	120
Rusnak Pasadena, Pasadena, CA	Paul Rusnak	N.A.	102	0	102
Janaco Porsche, Norwalk, CA	Neil Okun	$ 21.5	98	0	98
Palm Import Motors, W. Palm Beach, FL	Charles R. Hassan	$ 16.0	98	0	98
RANGE ROVER					
Range Rover Land, Glen Head, NY	Bryan Lazarus	$ 13.9	287	0	287
Terry York Motor Cars, Encino, CA	Terry York	$ 51.7	163	25	188
Nornburg Jaguar Inc., Los Angeles, CA	William Gaby	$ 50.8	177	0	177
Prestige Motors Inc., Paramus, NJ	Joseph T. Dockery	$ 80.0	159	0	159
Range Rover of Darien, Darien, CT	Frank A. Miller	$ 28.1	156	1	157
Newport Imports, Newport Beach, CA	Leland H. West	$ 65.6	152	0	152
Foreign Motors West Inc., Natick, MA	Thomas R. Mix	$ 55.1	145	0	145
Warren Henry Range Rover, Miami, FL	Warren H. Zinn	$ 29.2	134	0	134
Pioneer Centres, San Diego, CA	Matthew J. Brewer	$ 20.0	124	0	124
Zumbach Sports Cars Ltd., New York, NY	Werner G. Maeder	$ 22.7	121	0	121
ROLLS ROYCE					
Newport Auto Center, Newport Beach, CA	David R. Satin	$ 50.0	140	0	140
Carriage House Motor Cars Inc., New York, NY	Michael Schudroff	N.A.	120*	0	120*
Rolls Royce of Beverly Hills, Beverly Hills, CA	Howard Schneider	N.A.	80*	0	80*
Terry York Motor Cars, Encino, CA	Terry York	N.A.	63*	0	63*
Rusnak Pasadena, Pasadena, CA	Paul Rusnak	N.A.	42	0	42
Lauderdale Imports Ltd., Ft. Lauderdale, FL	Larry K. Oden	$ 14.4	40	0	40
Euro Motorcars Inc., Bethesda, MD	Stephen H. Smythe	$ 63.5	40	0	40
Braman Motors, Miami, FL	Todd R. Shack	$ 56.4	38	0	38
Cornes Motors, San Diego, CA	Ken Shafer	$ 0.0	35	0	35
Steve Foley Cad.-Rolls Royce Inc., Northbrook, IL	Stephen Foley Jr.	$ 54.2	25	0	25
SAAB					
Ramsey Saab, Ramsey, NJ	Ray Van Duren	$ 16.0	501	0	501
Zumbach Motors Inc., New York, NY	Werner Maeder	$ 22.7	365*	0	365*
Saab of Westport, Westport, CT	David M. Rush	$ 11.9	301	0	301
Fields Saab, Glenview, IL	John Fields	$ 12.6	300	0	300
Clews & Strawbridge Inc., Frazer, PA	Harry B. Zimmerman	$ 14.3	294	0	294
Reinertsen Motors Inc., Denville, NJ	Kjell Skavnes	$ 9.6	270	0	270
Gary Blake Saab, Exeter, NH	Gary Blake	$ 9.6	254	0	254
Gaston Andrey of Framingham, Framingham, MA	Gaston Andrey	N.A.	251	0	251
Mitchell Pontiac Inc., Simsbury, CT	Mark A. Mitchell	$ 23.2	250	0	250
JMX Auto Sales Inc., Springfield, NJ	Albert Kosempel	$ 23.7	241	0	241

*Estimate •Figures in millions

	Principal or top official	Total 1990 sales all franchises, depts. at location*	Retail new units	1990 fleet sales	Total 1990 new units
SUBARU					
Continental Motor Company Inc., Anchorage, AK	Wayne Drumm	$ 43.8	1,508	420	1,928
Burt Subaru, Denver, CO	Lloyd Chavez	N.A.	1,017*	326*	1,343*
Shortline Subaru Inc., Aurora, CO	Donald P. Hicks	$ 17.9	900	0	900
Carter Subaru, Seattle, WA	Wade Carter	$ 24.2	615	0	615
Carr Subaru, Beaverton, OR	Wallace Preble	$ 3.3	600	0	600
Tischer Subaru, Silver Spring, MD	Peter Tischer	$ 10.3	597	0	597
Goldstein Motors, Albany, NY	Alan Goldstein	$ 6.2	511	0	511
Jeff Morris Subaru, Charleston, WV	Jeffrey A. Morris	$ 9.8	489	12	501
Tacoma Subaru, Tacoma, WA	Brian Wilson	$ 14.5	451	48	499
Long Subaru, West Chicago, IL	Roberta Long	$ 10.9	491	0	491
SUZUKI					
Armory Suzuki Inc., Albany, NY	Donald S. Metzner	$ 4.4	367	10	377
Bob Ciasulli Suzuki of Eatontown Inc., Eatontown, NJ	Robert G. Ciasulli Jr.	N.A.	334*	0	334*
Kirill Suzuki, Jacksonville, FL	Peter Kirill Jr.	$ 5.6	266	0	266
Lancaster Suzuki, Lancaster, CA	Ricky Clutter	N.A.	251*	0	251*
Suzuki Cars of Tulsa Inc., Tulsa, OK	Don Chalmers	$ 9.7	236	0	236
Gillman Suzuki Inc., Houston, TX	Ramsay H. Gillman	$ 3.2	190	9	199
Pacific Suzuki, Glendale, CA	David L. Ho Jr.	N.A.	194*	0	194*
John Chezik Suzuki, Kansas City, MO	John M. Chezik	N.A.	194*	0	194*
Suzuki of Denville, Denville, NJ	Stuart Lasser	$ 3.4	188	0	188
Sewell Suzuki, Odessa, TX	Ron Sewell	$ 19.0	139	0	139
TOYOTA					
Longo Toyota, El Monte, CA	Greg Penske	$342.1	15,931	6,750	22,681
Kendall Toyota, Miami, FL	Gerald Bean	$ 0.0	3,001*	17,980*	20,981*
Delray Toyota, Delray Beach, FL	Ed Morse	$132.6	2,171	7,760	9,931
Sterling McCall Toyota, Houston, TX	Sterling B. McCall Jr.	$144.4	2,942	6,938	9,880
Schaumburg Toyota, Schaumburg, IL	Phillip Resnick	$ 0.0	4,245*	1,356*	5,601*
Thompson Toyota, Doylestown, PA	John Thompson	$ 71.8	1,110	3,970	5,080
Gateway Toyota, Toms River, NJ	Kenneth L. Hagen	$ 79.1	3,722	1,193	4,915
Al Hendrickson Toyota, Coconut Creek, FL	Al Hendrickson	$ 71.0	3,439	1,466	4,905
Toyota of Orange, Orange, CA	David W. Wilson	$ 0.0	4,680	136	4,816
Toyota Center Inc., W. Columbia, SC	Willie C. Rish	$ 61.0	744	4,010	4,754
VOLKSWAGEN					
South Motor Company, Miami, FL	Charles Dascal	N.A.	4,310*	0	4,310*
Masterson Motors Inc., Ventura, CA	John Masterson	N.A.	1,258*	0	1,258*
Volkswagen Santa Monica, Santa Monica, CA	Mike Sullivan	$ 66.0	1,195	0	1,195
Jim Ellis Volkswagen, Atlanta, GA	Jim Ellis	$ 25.5	1,055	8	1,063
South County Motors Inc., Huntington Beach, CA	Danny McKenna	N.A.	973*	0	973*
Gunther Volkswagen, Ft. Lauderdale, FL	Casey Gunther	$ 17.6	923	20	943
Ganley Westside Imports Inc., N. Olmstead, OH	Tony Bogner	N.A.	121	806	927
Volkswagen of Downtown L.A., Los Angeles, CA	Nickolas Shammas	$ 13.7	788	0	788
Volkswagen Gallery, Norwood, MA	David Spiegel	$ 12.6	759	27	786
Ray Burnett Volkswagen Inc., Alexandria, VA	Raymond H. Burnette	$ 12.2	648	12	660
VOLVO					
Dyer & Dyer Volvo, Chamblee, GA	Richard S. Dyer	N.A.	1,510*	0	1,510*
Volvoville USA Inc., Massapequa, NY	Michael Lazarus	$ 44.3	1,378	0	1,378
Point West Volvo, Irving, TX	John Roberts	N.A.	1,302	0	1,302
Deel Volvo, Miami, FL	Carlos Bellosta	$ 35.2	900	100	1,000
Kramer Volvo, Santa Monica, CA	Robert Kramer	N.A.	775	120	895
Warren Henry Volvo, Miami, FL	Warren H. Zinn	$ 40.1	870	0	870
San Diego Volvo, San Diego, CA	Wes Hinkle	$ 30.1	759	0	759
Volvo of Lisle, Lisle, IL	Horst Korallus	$ 24.7	739	0	739
Karp Volvo Inc., Rockville Centre, NY	David A. Karp	N.A.	705	0	705
Chris Volvo, Marietta, GA	Neil Christman	$ 27.0	698	0	698
YUGO					
Gary Mathews North Inc., Clarksville, TN	A. Gary Mathews	N.A.	600	0	600
Ganley Yugo, Lakewood, OH	Thomas Ganley	$ 8.0	500	0	500
Yugo Center of Texas, San Antonio, TX	William M. Rush	$ 65.0	200	0	200
Metropolitan Lincoln Mercury, Louisville, KY	Joseph E. Sims Jr.	N.A.	188*	0	188*
Carriage Yugo, South Glens Falls, NY	Jim Zappone	$ 15.0	185	0	185
Steven Imports, Wichita, KS	Mike Steven	$ 8.0	144	0	144
A. Merry Cars Inc., Barberton, OH	Steve Benya	$ 1.5	140	0	140
Spires-Douglas Yugo, San Antonio, TX	John Douglas	$ 1.2	126	0	126
Ferguson Pontiac-GMC-Yugo Inc., Norman, OK	Tommy Ferguson	$ 47.7	118	0	118
Howard Pontiac-GMC Inc., Oklahoma City, OK	Robert E. Howard II	N.A.	94	0	94

*Estimate •Figures in millions

DEALERS

1990 fleet leaders

Rank	Franchise	Location	1990 Fleet New Units
1	Ed Morse Chevrolet Inc.	Lauderhill, FL	59,694
2	Jordon Ford Auto Mall	Mishawaka, IN	49,815
3	Fairway Ford	Latrobe, PA	31,442
4	Prospect Motors Inc.	Jackson, CA	30,590
5	Libertyville Lincoln-Mercury	Libertyville, IL	29,985
6	Luke Potter Dodge Inc.	Winter Park, FL	21,359
7	Prospect Motors Inc.	Jackson, CA	21,245
8	J.M. Pontiac	Hollywood, FL	20,016
9	Griffin Ford Inc.	Frostproof, FL	19,466
10	Island Lincoln-Mercury Inc.	Merritt Island, FL	19,066
11	Marty Fizanica Lincoln-Mercury	Watsonville, CA	18,256
12	Stephen Pontiac-Cadillac	Bristol, CT	18,000
13	Kendall Toyota	Miami, FL	17,980
14	S & C Ford	San Francisco, CA	17,900
15	Santa Monica Ford	Santa Monica, CA	16,283
16	Prospect Motors Inc.	Jackson, CA	15,414
17	Lupient Oldsmobile	Golden Valley, MN	15,230
18	Dale Oldsmobile	Bronx, NY	12,500
19	Rudy Luther's Pontiac-GMC Truck	Minneapolis, MN	11,500
20	Bayview Cadillac	Ft. Lauderdale, FL	10,844

1990 retail leaders

Rank	Franchise	Location	1990 Retail New Units
1	Longo Toyota	El Monte, CA	15,931
2	Ricart Ford, Inc.	Columbus, OH	9,010
3	Gardena Honda	Gardena, CA	7,000
4	Galpin Ford	Sepulveda, CA	6,698
5	Pavillon Lincoln-Mercury	Austin, TX	6,685
6	Nora Reeves Honda Superstore	Cerritos, CA	6,605
7	Frontier Ford	Santa Clara, CA	5,924
8	Baranco Lincoln-Mercury	Duluth, GA	5,714
9	Lawrence Marshall Chev.-Olds. Inc.	Hempstead, TX	5,500
10	Varisty Ford Inc.	Ann Arbor, MI	5,456
11	Don Kott Ford	Carson, CA	4,839
12	Edenton Motors Inc.	Edenton, NC	4,800
13	Hudson Toyota Inc.	Jersey City, NJ	4,688
14	Toyota of Orange	Orange, CA	4,680
15	Westway Ford-Isuzu	Irving, TX	4,477
16	Goudy Honda	Alhambra, CA	4,388
17	Mossy Nissan	National City, CA	4,342
18	South Motor Company	Miami, FL	4,310
19	Schaumburg Toyota	Schaumburg, IL	4,245
20	Arrow Chevrolet Inc.	Midlothian, IL	4,175

U.S. new-car franchises

	Jan. 1, 1991	Jan. 1, 1990
Chrysler	3,002	3,093
Dodge	2,940	3,014
Eagle	1,572	1,521
Plymouth	2,981	3,069
TC Maserati	307	322
Chrysler Corp.	**10,802**	**11,019**
Ford	4,452	4,527
Lincoln	1,636	1,647
Mercury	2,713	2,755
Ford Motor Co.	**8,801**	**8,929**
Buick	2,930	2,945
Cadillac	1,620	1,615
Chevrolet	4,750	4,850
Geo	4,143	4,083
Oldsmobile	3,105	3,135
Pontiac	2,960	2,975
Saturn	58	0
General Motors	**19,566**	**19,603**
UNITED STATES	**39,169**	**39,551**
Daihatsu	235	235
Acura	300	303
Honda	974	956
American Honda	1,274	1,259
Isuzu	591	572
Mazda	876	850
Mitsubishi	500	415
Infiniti	80	58
Nissan	1,113	1,111
Nissan Motor	1,193	1,169
Subaru	732	752
Suzuki	288	288
Lexus	121	88
Toyota	1,189	1,160
Toyota Motor	1,310	1,248
JAPAN	**6,999**	**6,788**
BMW	377	394
Mercedes-Benz	408	414
Porsche	258	278
Audi	341	356
Volkswagen	744	794
VW of America	1,085	1,150
GERMANY	**2,128**	**2,236**
Saab	340	361
Volvo	407	411
SWEDEN	**747**	**772**
Hyundai	423	323
SOUTH KOREA	**423**	**323**
Aston Martin	14	14
Jaguar	137	139
Lotus	71	71
Rolls-Royce/Bentley	53	53
Sterling	128	173
GREAT BRITAIN	**403**	**450**
Alfa Romeo	193	132
Ferrari	40	40
Lamborghini	16	13
Maserati	42	46
ITALY	**291**	**231**
Peugeot	170	196
FRANCE	**170**	**196**
Yugo	175	185
YUGOSLAVIA	**175**	**185**
TOTAL	**50,505**	**50,732**

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1990 tops in dollar sales

Rank	Franchise	Location	1990 Sales (Millions)$
1	Prospect Motors Inc.	Jackson, CA	$935.3
2	Ed Morse Chevrolet Inc.	Lauderhill, FL	$673.1
3	Luke Potter Dodge Inc.	Winter Park, FL	$495.5
4	Libertyville Lincoln-Mercury	Libertyville, IL	$481.6
5	Island Lincoln-Mercury Inc.	Merritt Island, FL	$448.8
6	Bayview Cadillac	Ft. Lauderdale, FL	$373.6
7	Longo Toyota	El Monte, CA	$342.1
8	Griffin Ford Inc.	Frostproof, FL	$285.2
9	Marty Fizanica Lincoln-Mercury	Watsonville, CA	$274.5
10	Santa Monica Ford	Santa Monica, CA	$236.6
11	J.M. Pontiac	Hollywood, FL	$234.4
12	Rice and Holman Ford	Mt. Laurel, NJ	$202.8
13	Ricart Ford Inc.	Columbus, OH	$194.6
14	Polkowitz Motors	Perth Amboy, NJ	$189.1
15	Don Kott Ford	Carson, CA	$181.6
16	Sam White Motor City	Houston, TX	$169.9
17	Amador Motors Inc.	Sutter Creek, CA	$167.3
18	Galpin Ford	Sepulveda, CA	$160.5
19	Z Frank Chevrolet-Geo	Chicago, IL	$154.0
20	Pacifico Ford	Philadelphia, PA	$145.8

1990 tops in new unit sales

Rank	Franchise	Location	Total 1990 New Units
1	Ed Morse Chevrolet Inc.	Lauderhill, FL	61,936
2	Jordan Ford Auto Mall	Mishawaka, IN	52,536
3	Fairway Ford	Latrobe, PA	31,842
4	Libertyville Lincoln-Mercury	Libertyville, IL	31,396
5	Prospect Motors Inc.	Jackson, CA	30,844
6	Longo Toyota	El Monte, CA	22,681
7	Luke Potter Dodge Inc.	Winter Park, FL	21,936
8	J.M. Pontiac	Hollywood, FL	21,742
9	Prospect Motors Inc.	Jackson, CA	21,265
10	Kendall Toyota	Miami, FL	20,981
11	Island Lincoln-Mercury Inc.	Merritt Island, FL	19,992
12	Griffin Ford Inc.	Frostproof, FL	19,523
13	Marty Fizanica Lincoln-Mercury	Watsonville, CA	18,762
14	Stephen Pontiac-Cadillac	Bristol, CT	18,500
15	Santa Monica Ford	Santa Monica, CA	18,306
16	S & C Ford	San Francisco, CA	18,250
17	Lupient Oldsmobile	Golden Valley, MN	15,630
18	Prospect Motors Inc.	Jackson, CA	15,441
19	Dale Oldsmobile	Bronx, NY	12,800
20	Edenton Motors Inc.	Edenton, NC	12,720

U.S. new-truck outlets

The number of new truck dealer outlets in the U.S. decreased by 197 last year, bringing the Jan. 1, 1991 truck dealer population to 25,692. Seventeen makers increased their franchise totals; 13 showed declines; one remained unchanged. Makers of vans and sport-utilities are included in the census. Figures were collected from manufacturers.

	Truck Retail Outlets as of Jan. 1, 1991*	Truck Sales Per Outlet, 1990	Truck Retail Outlets as of Jan. 1, 1990*	Truck Sales Per Outlet, 1989
Chevrolet	4,750	265	4,850	273
Chevrolet Geo**	4,143	8	4,083	3
Chrysler***	3,002	1	3,093	1
Dodge	2,976	157	3,055	180
Ford	4,556	312	4,630	315
Freightliner	165	140	176	133
GMC	2,368	147	2,456	153
Hino	110	22	105	20
Isuzu	591	179	572	181
Isuzu (commercial)	213	47	206	41
Iveco	170	15	182	13
Jeep	1,579	125	1,531	163
Kenworth	147	102	145	125
Mack	210	80	201	116
Mazda	876	142	850	92
Mercedes-Benz	130	13	169	12
Mitsubishi	500	82	415	93
Mitsubishi-Fuso	147	23	133	25
Navistar	752	94	748	105
Nissan	1,113	158	1,111	138
Nissan Diesel	160	16	157	15
Oldsmobile☆	3,105	8	3,135	1
Peterbilt	137	90	120	143
Plymouth☆☆	2,981	58	3,069	61
Pontiac☆☆☆	2,960	10	2,975	1
Range Rover	74	62	70	69
Scania	17	6	19	6
Suzuki	288	49	288	84
Toyota	1,189	234	1,160	191
Western Star	116	8	114	12
Volvo/GM•	184	85	194	95
Total franchises	**39,709**		**40,012**	
Adjustments for multiple franchising	14,017		14,123	
Total outlets	**25,692**		**25,889**	

Note: Retail outlets include dealerships, distributorships and factory-owned outlets.
*Revised
**Chevrolet-Geo trucks are Tracker sport-utilities.
***Chrysler trucks are Town & Country vans.
•Volvo/GM dealers sell WhiteGMC and Volvo heavy trucks.
☆Oldsmobile trucks are Bravada sport-utilities and Silhouette vans.
☆☆Plymouth trucks are Voyager vans.
☆☆☆Pontiac trucks are Trans Sport vans.

U.S. car-truck sales per outlet

	1990	1989	1988	1987	1986
Toyota	847	817	850	857	947
Honda	742	677	691	693	716
Lexus	608	185	—	—	—
Ford	600	639	669	612	585
Chevrolet	543	555	570	541	588
Nissan	537	596	579	673	697
Acura	459	483	510	595	352
Mitsubishi	417	453	571	831	791
Mazda	405	404	427	424	494
Hyundai	368	610	1,053	1,369	1,431
Infiniti	347	30	—	—	—
Dodge	276	326	354	323	339
Pontiac	224	229	262	234	283
Volvo	220	249	238	257	276
Mercedes-Benz	191	181	198	213	236
Isuzu	191	209	171	229	236
Buick	183	184	198	189	260
Volkswagen	177	164	162	219	247
Oldsmobile	172	192	227	226	334
BMW	165	161	176	209	226
Cadillac	160	166	166	162	188
Subaru	146	176	195	220	226
Mercury	143	172	197	174	184
Lincoln	141	122	117	102	110
Plymouth	140	159	172	159	178
GMC	138	148	147	129	126
Jaguar	136	135	144	150	150
Jeep	127	167	178	150	133
Saab	75	86	104	124	137
Suzuki	71	127	322	571	430
Saturn	43	—	—	—	—
Daihatsu	64	71	67	—	—
Range Rover	64	72	57	53	—
Chrysler	62	72	90	99	117
Audi	61	57	58	101	146
Eagle	39	47	48	33	—
Yugo	35	47	107	166	173
Porsche	34	33	51	74	94
Sterling	27	34	50	85	—
Ferrari	24	20	22	25	18
Peugeot	23	28	26	34	51
Rolls/Bentley	23	22	21	21	20
Alfa Romeo	21	21	31	42	54
Lamborghini	11	13	9	9	10
Lotus	5	4	5	3	3
Maserati	5	5	11	14	20
Aston Martin	4	2	4	4	5

Note: Totals include sales of captive imports and transplant models.

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U.S. new-car outlets

Domestic and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1991	24,390	−1.7
Jan. 1, 1990	24,823	−0.4
Jan. 1, 1989	24,913	−0.1
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1987	25,156	+1.3
Jan. 1, 1986	24,823	+0.4
Jan. 1, 1985	24,724	+0.0
Jan. 1, 1984	24,721	−0.0
Jan. 1, 1983	24,729	−3.8
Jan. 1, 1982	25,703	−2.4
Jan. 1, 1981	26,333	−5.6
Jan. 1, 1980	27,891	−2.2
Jan. 1, 1979	28,512	−0.5
Jan. 1, 1978	28,656	−0.3
Jan. 1, 1977	28,744	−1.9
Jan. 1, 1976	29,309	−1.3
Jan. 1, 1975	29,701	−1.0
Jan. 1, 1974	29,998	−0.3
Jan. 1, 1973	30,094	−0.2
Jan. 1, 1972	30,150	−0.5
Jan. 1, 1971	30,314	−1.7
Jan. 1, 1970	30,842	−0.8

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INDEX

SUBJECT INDEX

A

ABS installation
imported car, 82
light truck, 91
U.S. domestic car, 73
Airbag installation
imported car, 84
U.S. domestic car, 74
Air conditioning installation
imported car, 86
light truck, 93
U.S. domestic car, 76
All-wheel drive installation
imported car, 81
light truck, 90
U.S. domestic car, 72
Asia-Pacific
car and truck production, 6
Assembly plants
United States, Canada and Mexico, 12
Associations
auto industry, 212
international motor vehicle, 158
Australia, 3
Austria, 19

B

Belgium, 3, 6, 19
Body type installation
imported car, 88
light truck, 95
U.S. domestic car, 79
Brake installation
imported car, 82
light truck, 91
U.S. domestic car, 73
Brazil, 3

C

CAFE, Corporate Average Fuel Economy, 60
Calendar year production,
3, 6, 7, 8, 10, 16, 17
Canada
assembly plants, 12
car and light-truck sales, 32
car and truck production by company, 16
new-car and truck registrations, 32
Convenience installation
imported car, 86
light truck, 93
U.S. domestic car, 76
Corporate Average Fuel Economy (CAFE)
car and light truck, 60
Cruise control installation
imported car, 84
light truck, 92
U.S. domestic car, 74

D

Days' supply inventories-U.S. cars, 32
Dealers, 117-121
dollar sales leaders, 121
fleet sales leaders, 121
new-unit sale leaders, 121
retail sales leaders, 121
Defroster installation
imported car, 85
light truck, 93
U.S. domestic car, 75
Denmark, 19
Directories, 123-192
auto companies, U.S., 168-212
auto industry executives, 123-156
Big 3 top executives, 156
vehicle makers, worldwide, 158-168

E

Electronic convenience installation
imported car, 85
U.S. domestic car, 75
Engine installation
imported car, 80
light truck, 89
U.S. domestic car, 71
EPA
mileage specifications, 57-58
Equipment installations, 71-95
Exports
Japan, 6
Mexico, 6

F

Finland, 19
Four-wheel drive installation
imported car, 81
light truck, 90
U.S. domestic car, 72
France, 3, 6, 19
Franchises, 121
Fuel-door release installation
imported car, 86
U.S. domestic car, 76

G

Germany, 3, 6, 19
Greece, 19

H

Heavy trucks
U.S. registration, 38
U.S. sales, 29

I

Imported vehicles - see U.S. imported vehicles
Inventories
average monthly days' supply, U.S. cars, 32
U.S. domestic cars, 32
U.S. imported cars, 32
Ireland, 19
Italy, 3, 6, 19

J

Japan, 3, 6, 19

L

Light truck
ABS installation, 91
air conditioning, 93
all-wheel drive installation, 90
body type installation, 95
brake installation, 91
CAFE, 60
convenience installation, 93
cruise control installation, 92
defroster installation, 93
engine installation, 89
equipment installation, 89-95
four-wheel drive installation, 90
miscellaneous installation, 92
production, U.S., 20
rear bumper installation, 92
registrations, 38
roof installation, 92
sales, U.S., 28
seat installation, 94
specifications, 56
sport bar installation, 92
steering installation, 92
towing package installation, 92
transmission installation, 90
wheel installation, 91
wiper installation, 93
Luxembourg, 19

M

Mexico, 6, 12, 19
Mileage
EPA specifications, 57-58
Miscellaneous installation
light trucks, 92
Model year production
U.S. car, 8, 10

N

Netherlands, 6, 19
New car average price, 63
North America
assembly plants, 12
car and truck production, 6
platform designations, 60
transplant production, 17
U.S. domestic cars, 60
Norway, 19

P

Platform designations, 60
Portugal, 19
Power lock installation
imported car, 86
light truck, 93
U.S. domestic car, 76
Power window installation
imported car, 86
light truck, 93
U.S. domestic car, 76
Prices, retail, 63-69
average car, 63
car, domestic and imported, 63-65
pickup, domestic and imported, 66-68
sport-utility, domestic and imported, 68
van, domestic and imported, 69
Product profiles, 97-115
Production, 3-17
Asia-Pacific, car, 6
Australia,3
Belgium, 3, 6
Brazil, 3
Canada, 3, 6, 16
France, 3, 6
Italy, 3, 6
Japan, 3, 6
Mexico, car, 3, 6
Netherlands, 6
North America, car, 6
North America, transplant, 17
South Korea, 3, 6
Spain, 3, 6
Sweden, 3, 6
United Kingdom, 3, 6
U.S. calendar year, car, 7, 8, 10
U.S. car and truck, by state, 17
U.S. model year, car, 8, 10
U.S. truck, 17
U.S. vehicle, 3
U.S.S.R., 3
West Germany, 3, 6
Western Europe, car, 6
worldwide car, 3, 6

R

Rankings of U.S. cars by size
calendar and model year production, 10
calendar year sales, 27
Rear bumper installation
light trucks, 92
Recreational vehicle shipments, 29
Registrations, 19-38
Austria, 19
Belgium, 19
Canada, car and truck, 32
Denmark, 19
Finland, 19
France, 19
Germany, 19
Greece, 19
Ireland, 19
Italy, 19
Japanese cars in Western Europe, 19
Luxembourg, 19
Netherlands, 19
Norway, 19
Portugal, 19
Spain, 19
Sweden, 19
Switzerland, 19
United Kingdom, 19
U.S. light, medium, heavy trucks, 38
U.S. new car, 34
U.S. new car by state, 36
U.S. record years, 34
U.S. truck, 38
U.S. truck by state, 37
Western Europe, 19
Roof installation
imported car, 88
light truck, 92
U.S. domestic car, 79

S

Sales, Canada
car and truck, 32
Sales, Mexico, 19
Sales, U.S., 19-38
car and truck, 20, 24, 27, 28, 29
imported car and truck, 20, 25-26, 27, 28, 29
top sellers, car and truck, 26
Sales, Western Europe
ranked by manufacturer, 19
Seat installation
imported car, 87
light truck, 94
U.S. domestic car, 78
South America
car and truck production, 6
South Korea, 3, 6
Spain, 3, 6, 19
Specifications, 41-60
cars, 41-54
EPA mileage, 57-58
light trucks, 56
Sport bar installation
light truck, 92
States
assembly plant locations, 12
new-car registrations, 36
new-truck registrations, 37
U.S. car and truck production, 17
Steering installation
imported car, 84
light truck, 92
U.S. domestic car, 74
Sweden, 3, 6, 19
Switzerland, 19

T

Towing package installation
light truck, 92
Transmission installation
imported car, 81
light truck, 90
U.S. domestic car, 72
Transplants
assembly plants, 12
Canada production, 16
North America production, 17
U.S. car production, 7, 8, 10
U.S. car sales, 24, 27
U.S. truck production, 17
Trucks
Asia-Pacific production, 6
assembly plants, 12
CAFE, 60
Canada production, 6, 16
Canada registrations, 32
EPA, 58
Japan production, 6
North America production, 6
Western Europe production, 6
Trucks, U.S.
ABS installation, 91
air-conditioning installation, 93
all-wheel drive installation, 90
assembly plants, 12
body type installation, 95
brake installation, 91
CAFE, 60
convenience installation, 93
cruise control installation, 92
defroster installation, 93
engine installation, 89
four-wheel drive installation, 90
franchises, 121
heavy-duty sales, 29
import penetration into, 29
light-duty sales, 20, 28
light, medium, heavy registrations, 38
miscellaneous installation, 92
power lock installation, 93
power window installation, 93
prices, retail, 66-69
production, 17
registrations, 37-38
roof installation, 95
sales, 20, 26, 28, 29
seat installation, 94
segments by GVW, 29
specifications, 56
steering installation, 92
top-selling, 26
transmission installation, 90
wheel installation, 91
wiper installation, 93
Trunk release installation
imported car, 86
U.S. domestic car, 76

U

United Kingdom, 3, 6, 19
U.S. assembly plants, 12
U.S. domestic car
ABS installation, 73
airbag installation, 74
air conditioning installation, 76
all-wheel drive installation, 72
body type installation, 79
brake installation, 73
CAFE, 60
convenience installation, 76
cruise control installation, 74
dealerships, 117-121
defroster installation, 75
electronic convenience installation, 75
engine installation, 71
EPA, 57-58
equipment installations, 71-79
four-wheel drive installation, 72
franchises, 121
fuel-door release installation, 76
inventories, 32
platform designations, 60
power lock installation, 76
power window installation, 76
prices, retail, 63-65
production, 7, 10, 17
registrations, 34, 36
roof installation, 79
sales, 20, 24, 27, 28
seat installation, 78
specifications, 41-54
steering installation, 74
top-selling, 26
transmission installation, 72
trunk release installation, 76
wheel installation, 73
wiper installation, 76
U.S. imported vehicles
ABS installation, 82, 91
airbag installation, 84
air conditioning installation, 86, 93
all-wheel drive installation, 81, 90
body type installation, 88, 95
brake installation, 82, 91
CAFE, 60
convenience installation, 86, 93
cruise control installation, 84, 92
defroster installation, 85, 93
electronic convenience installation, 85
engine installation, 80, 89
EPA, 54-58
equipment installation, 80-95
four-wheel drive installation, 81, 90
fuel-door release installation, 86
inventories, car, 32
miscellaneous installation, 92
penetration into U.S. truck market, 29
power lock installation, 86, 93
power window installation, 86, 93
prices, retail, 66-69
registrations, 34, 36, 37, 38
roof installation, 88, 95
seat installation, 87, 94
specifications, 41-56
steering installation, 84, 92
top-selling, 26
transmission installation, 81, 90
trunk release installation, 86
wheel installation, 82, 91
wiper installation, 86, 93

W

Warranty coverage
comparisons, 60
Western Europe
car and truck production, 6
car registrations by country, 19
car sales ranked by manufacturer, 19
Japanese car registration in, 19
West Germany, 3, 6, 19
Wheel installation
imported car, 82
light truck, 91
U.S. domestic car, 76
Wiper installation
imported car, 86
light truck, 93
U.S. domestic car, 76
World
annual vehicle production, 3, 6

MANUFACTURER/NAME PLATE INDEX

A

Acclaim, by Plymouth, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designations, 60
product profile, 98
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
U.S. models by make and body style, 115
U.S. new car registrations, 34
U.S. sales, 24
warranty coverage, 60
Accord, by Honda
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. models by make and body style, 115
U.S. sales, 24, 25
warranty coverage, 60
Acura Division, Honda
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 105
retail prices, 63
specifications, 41, 57
top U.S. dealers, 117
U.S. sales, 20, 25, 27
warranty coverage, 60
Acura NSX
product profile, 105
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25

INDEX

Aerostar, by Ford
assembly plants, 12
product profile, 100
retail prices, 69
specifications, 56
U.S. light truck sales, 28
U.S. truck production by month, 17
Alfa Romeo
car-truck sales per outlet, 121
CAFE, 60
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 97
ranked by sales and size, 27
retail prices, 63
specifications, 41
top U.S. dealers, 117
U.S. sales, 20, 25, 27
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19
Alfa Romeo 164
product profile, 97
retail prices, 63
specifications, 41
U.S. sales by month, 25
Allante, by Cadillac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60
Amigo, by Isuzu
product profile, 105
retail prices, 68
specifications, 56
U.S. sales, 28
Aries, by Dodge, Chrysler
1990 model year production, 8
ranked by sales and size, 27
U.S. sales by month, 24
U.S. new-car registrations, 34
Aston Martin
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 97
specifications, 41
ranked by sales and size, 27
retail prices, 63
U.S. sales, 20, 25, 27
warranty coverage, 60
Astro, by Chevrolet, GM
assembly plants, 12
product profile, 102
retail prices, 69
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
Audi
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 112
top U.S. dealers, 117
specifications, 41, 57
U.S. sales, 20, 25, 27
warranty coverage, 60
Audi 80/90
product profile, 114
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
Audi 100/200
product profile, 114
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
Audi 4000
ranked by sales and size, 27
U.S. sales by month, 25
Audi 5000
ranked by sales and size, 27
U.S. sales by month, 25
Audi Coupe Quattro
product profile, 112
retail prices, 63
specifications, 41, 57
Audi V-8 Quattro
product profile, 112
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
Axxess, by Nissan
U.S. sales, 26, 28

B

Beetle, by Volkswagen
assembly plants, 12
Bentley
models offered in U.S., 114
retail prices, 63
specifications, 41
Bentley Eight
product profile, 110
retail prices, 63
specifications, 41
Bentley Mulsanne
retail prices, 63
specifications, 41
Bentley Turbo R
retail prices, 63
specifications, 41
Beretta, by Chevrolet, GM
assembly plants, 12
models offered in U.S., 115
product profile, 102
retail prices, 63
specifications, 42, 57
U.S. new-car registrations, 34
Bertone
U.S. sales, 27
Blazer, by Chevrolet, GM
assembly plants, 12
product profile, 102
retail prices, 68
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
BMW
Canada sales, 32
car-truck sales per outlet, 121
CAFE, 60
models offered in U.S., 116
new-car franchises in U.S., 121
product profile, 97
specifications, 41, 57
top U.S. dealers, 117
U.S. sales, 20, 25, 27
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19
BMW 3-series
product profile, 97
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60
BMW 5-series
product profile, 97
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60
BMW 635 CSi
U.S. sales by month, 25
BMW 7-series
product profile, 97
ranked by sales and size, 27
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60
BMW 850i
product profile, 97
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60
BMW M3
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60
BMW M5
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60
BMW M6
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60
Bonneville, by Pontiac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 52, 58
U.S. sales by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60
Bravada, by Oldsmobile, GM
assembly plants, 12
product profile, 104
retail prices, 68
specifications, 56, 58
U.S. production by month, 17
Bronco II/Explorer, by Ford
product profile, 100
retail prices, 68
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
Bronco, by Ford
assembly plants, 12
product profile, 100
retail prices, 68
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17
Brougham, by Cadillac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. sales by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60
Buick Division, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
car-truck sales per outlet, 121
new-car franchises in U.S., 121
product profile, 101
top U.S. dealers, 117
U.S. sales, 20, 27
U.S. new-car registrations, 34
warranty coverage, 60

C

Cabriolet, by Volkswagen
product profile, 112
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. new-car registrations, 34
U.S. sales, 26
Cadillac Division, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
car-truck sales per outlet, 121
new-car franchises in U.S., 121
product profile, 102
retail prices, 63
specifications, 42
top U.S. dealers, 117
U.S. new-car registrations, 34
U.S. sales, 20, 27
warranty coverage, 60
Calais, by Oldsmobile, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 103
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
U.S. sales by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60
Camaro, by Chevrolet, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designations, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. sales by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60
CAMI Automotive Inc.
assembly plants, 12
Canada production, 16
North American transplant production, 17
Camry, by Toyota
assembly plants, 12
product profile, 111
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 24, 26
U.S. models by make and body style, 115
warranty coverage, 60
Capri, by Mercury, Ford
models offered in U.S., 114
product profile, 101
retail prices, 64
specifications, 48, 57
U.S. new-car registrations, 34
U.S. sales, 25
warranty coverage, 60
Caprice, by Chevrolet, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60
Caravan, by Dodge, Chrysler
assembly plants, 12
Canadian truck production by month, 16
product profile, 98
retail prices, 69
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17
Cavalier, by Chevrolet, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designations, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. sales by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60
Celica, by Toyota
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60
Century, by Buick, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. models by make, 115
U.S. sales, 24, 25
U.S. new-car registrations, 34
warranty coverage, 60
Charade, by Daihatsu
product profile, 99
ranked by sales and size, 27
retail prices, 63
specifications, 57
warranty coverage, 60
Cherokee, by Jeep, Chrysler
assembly plants, 12
product profiles, 99
retail prices, 68
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17
warranty coverage, 60
Chevrolet Pickups, GM
retail prices, 66
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
warranty coverage, 60
Chevrolet vans, GM
Canadian production by month, 16
retail prices, 69
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
warranty coverage, 60
Chevrolet Division, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
Canada truck production, 16
car-truck sales per outlet, 121
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 102-103
top U.S. dealers, 117
U.S. sales, 20, 27, 28, 29
U.S. registrations, 34, 38
warranty coverage, 60
Chevy S10 Blazer, GM
product profile, 103
retail prices, 68
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60
Chevy S10 pickups, GM
product profile, 103
retail prices, 66
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60
Chevy pickups, GM
product profile, 102
retail prices, 66
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60
Chevy vans, GM
product profile, 102
retail prices, 69
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

Chrysler Corp.
1990 calendar year production, 7, 8, 17
1990 model year production, 8
assembly plants, 12
CAFE, 60
Canada production by month, 16
Canada sales, 32
car-truck sales per outlet, 121
Mexico car production, 6
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 97
retail prices, 63
specifications, 42, 44, 50-52, 56, 57-58
U.S. models by make and body style, 114-115
U.S. new-car registrations, 34
U.S. truck registrations, 38
U.S. sales, 20, 24, 25, 27, 28
warranty coverage, 60
Chrysler-Plymouth Division, Chrysler
1990 calendar year production, 7, 8, 17
1990 model year production, 8
product profile, 97-98
specifications, 56, 58
top U.S. dealers, 117
U.S. new car registrations, 34
U.S. truck registrations, 38
Civic/CRX, by Honda
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
product profile, 104
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. models by make and body style, 115
U.S. sales by month, 24
U.S. sales, 25
warranty coverage, 60
C/K pickup, by Chevrolet
1990 calendar year production, 17
assembly plants, 12
product profile, 102
retail prices, 66
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60
Club Wagon, by Ford
1990 calendar year production, 17
assembly plants, 12
product profile, 100
retail prices, 69
specifications, 56, 58
U.S. light truck sales, 28
warranty coverage, 60
Colt, by Dodge, Chrysler
models offered in U.S., 114
product profile, 98
ranked by sales and size, 27
retail prices, 63
specifications, 44, 57

INDEX

U.S. new-car registrations, 34
U.S. sales, 25, 27
warranty coverage, 60

Colt, by Plymouth, Chrysler
product profile, 98
models offered in U.S., 114
retail prices, 65
specifications, 50, 57
U.S. new car registrations, 34
U.S. sales, 27
warranty coverage, 60

Colt Vista, by Dodge, Chrysler
product profile, 98
retail prices, 63
specifications, 44, 57
U.S. new-car registrations, 34
warranty coverage, 60

Colt Vista, by Plymouth, Chrysler
product profile, 98
retail prices, 63
specifications, 50, 57
U.S. new-car registrations, 34
warranty coverage, 60

Comanche, by Jeep, Chrysler
assembly plants, 12
product profile, 99
retail prices, 68
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17
warranty coverage, 60

Conquest, by Chrysler
ranked by sales and size, 27
U.S. new-car registrations, 34
U.S. sales, 25, 27
warranty coverage, 60

Continental, by Bentley
product profile, 110
retail prices, 63
specifications, 41
warranty coverage, 60

Continental, by Lincoln, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designations, 60
product profile, 100
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Cordia, by Mitsubishi
U.S. sales, 25

Corniche III, by Rolls-Royce
product profile, 110
retail prices, 65
specifications, 52
warranty coverage, 60

Corolla, by Toyota
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
product profile, 111
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. models by make and body style, 115
U.S. sales, 24, 26
warranty coverage, 60

Corrado, by Volkswagen
product profile, 112
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales by month, 26
warranty coverage, 60

Corsica/Beretta, by Chevrolet, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Corvette, by Chevrolet, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Cougar, by Mercury, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. new-car registrations, 34
U.S. sales by month, 24

Coupe Quattro, by Audi
product profile, 112
retail prices, 63
ranked by sales and size, 27
specifications, 41, 57
warranty coverage, 60

Cressida, by Toyota
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Crown Victoria, by Ford
assembly plants, 12
Canadian car production by month, 16
product profile, 100
U.S. models by make and body style, 115
warranty coverage, 60

Custom Cruiser, by Oldsmobile, GM
assembly plants, 12
platform designation, 60
product profile, 103
retail prices, 65
specifications, 50, 57
U.S. new-car registrations, 34
warranty coverage, 60

Cutlass Ciera, by Oldsmobile, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
Canadian production by month, 16
ranked by sales and size, 27
retail prices, 64
specifications, 44, 58
U.S. car sales by month, 24
U.S. new-car registrations, 34
warranty coverage, 60

Cutlass Supreme, by Oldsmobile, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designations, 60
product profile, 103
ranked by production and size, 10
ranked by sales and size, 10
retail prices, 65
specifications, 50, 57
U.S. car registrations, 34
U.S. models by make and body style, 115
U.S. sales by month, 24
warranty coverage, 60

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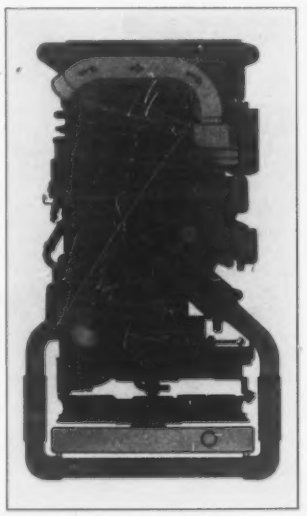

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INDEX

specifications, 50, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales, 24
warranty coverage, 60

D

Daihatsu
CAFE, 60
car and truck production, 6
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 99
retail prices, 68
specifications, 42, 57
U.S. sales, 20, 25, 27, 28
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Daimler-Benz
total U.S. truck registrations, 38

Dakota, by Dodge, Chrysler
product profile, 99
retail prices, 66
specifications, 56, 58
U.S. light truck sales, 28
U.S. truck production by month, 17

Daytona, by Dodge, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 98
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24

DeVille, by Cadillac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Diablo, by Lamborghini
product profile, 106
retail prices, 64
specifications, 45

Diamond-Star
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
North American transplant production, 17

Dodge Division, Chrysler
1990 calendar year production, 7, 8, 17
1990 model year production, 8
assembly plants, 12
Canada truck production by month, 16
car-truck sales per outlet, 121
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 98-99
retail prices, 63, 66-69
specifications, 44, 56, 57-58
top U.S. dealers, 117
U.S. new-car registrations, 34
U.S. sales, 20, 24, 27, 28
U.S. truck registrations, 38
warranty coverage, 60

Dynasty, by Dodge, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 98
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 44
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

E

Eagle Division, Chrysler
assembly plants, 12
car-truck sales per outlet, 121
new-car franchises in U.S., 121
product profile, 99
ranked by production and size, 10
retail prices, 64
specifications, 44, 57
U.S. new-car registrations, 34
U.S. sales, 20, 24, 27
warranty coverage, 60

Eclipse, by Mitsubishi
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
product profile, 108
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 50, 57
U.S. models by make and body style, 115
warranty coverage, 60

Econoline/Club Wagon, by Ford
1990 calendar year production, 17
assembly plants, 12
product profile, 100
retail prices, 69
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Elan, by Lotus
product profile, 106
retail prices, 64
specifications, 45

Eldorado, by Cadillac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Escort, by Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 100
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Espirit, by Lotus
product profile, 106
retail prices, 64
specifications, 48
warranty coverage, 60

Excel, by Hyundai
product profile, 105
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. sales, 25
warranty coverage, 60

Explorer, by Ford
assembly plants, 12
product profile, 100
retail prices, 68
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

F

Ferrari
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 99
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. sales, 20, 25, 27
warranty coverage, 60

Festiva, by Ford
models offered in U.S., 114
platform designation, 60
product profile, 100
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. new-car registrations, 34
U.S. sales, 25, 27
warranty coverage, 60

Fiat
Western Europe car registrations, 19
Western Europe car sales, 19

Fifth Avenue, by Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 58
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Firebird, by Pontiac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Ford Division, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
car-truck sales per outlet, 121
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 100
U.S. sales, 20, 25, 27, 28, 29
U.S. truck registrations, 38
warranty coverage, 60

Ford F-series pickup
1990 calendar year production, 17
assembly plants, 12
Canada production, 16
product profile, 100
retail prices, 66
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Ford Motor Co.
1990 calendar year production, 7, 8, 17
1990 model year production, 8
assembly plants, 12
Canada production by month, 16
Canada sales, 32
Mexico car production, 6
product profile, 100-101
retail prices, 64, 66-69
specifications, 44-45, 56, 57-58
top U.S. dealers, 117
U.S. models by make and body style, 115
U.S. sales, 20, 24, 25, 27, 28, 29
Western Europe car registrations, 19
Western Europe car sales, 19

Fox, by Volkswagen
product profile, 112
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26

Freightliner
assembly plants, 12
new-truck franchises, 121
U.S. truck registrations, 38
U.S. sales, 29

FSO
Western Europe car registrations, 19
Western Europe car sales, 19

Fuji
car and truck production, 6

G

Galant, by Mitsubishi
product profile, 108
ranked by sales and size, 27
retail prices, 64
specifications, 50, 57
U.S. sales, 25
warranty, 60

General Motors Corp.
1990 calendar year production, 7, 8, 17
1990 model year production, 8
assembly plants, 12
CAFE, 60
Canadian production by month, 16
Canadian sales, 32
Mexico car production, 6
new-car franchises in U.S., 121
product profile, 101-104
top U.S. dealers, 117
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales, 20, 24, 27, 28, 29
U.S. truck registrations, 38
warranty coverage, 60
Western Europe car sales, 19

Geo, by Chevrolet, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
product profile, 102
specifications, 42, 57
U.S. new-car registrations, 34
U.S. sales, 20, 24, 25, 27, 28
warranty coverage, 60

Geo Metro/Sprint, by Chevrolet, GM
assembly plants, 12
models offered in U.S., 114
platform designation, 60
product profile, 102
ranked by sales and size, 27
retail prices, 63
specifications, 42, 58
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales, 24, 25, 27
warranty coverage, 60

Geo Prizm/Nova, by Chevrolet, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. sales by month, 20
ranked by production and size, 10
U.S. new-car registrations, 34
warranty coverage, 60

Geo Spectrum/Storm, by Chevrolet, GM
models offered in U.S., 114
product profile, 102
ranked by sales and size, 27
retail prices, 63
specifications, 45, 57
U.S. new-car registrations, 34
U.S. sales, 27
warranty coverage, 60

Geo Tracker, by Chevrolet, GM
product profile, 102
retail prices, 68
specifications, 56, 58
U.S. light truck sales, 28
warranty coverage, 60

GMC Division, GM
car-truck sales per outlet, 121
new-truck franchises in U.S., 121
product profile, 103
retail prices, 66, 69
U.S. production, 17
U.S. truck registrations, 38
U.S. sales, 20, 28, 29
warranty coverage, 60

GMC Pickups
product profile, 103
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

GMC S15/Sonoma
product profile, 103
retail prices, 66
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

GMC Vans
product profile, 103
retail prices, 69
specifications, 56, 57
U.S. sales, 28
warranty coverage, 60

Golf/GTI, by Volkswagen
assembly plants, 12
product profile, 112
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Grand Am, by Pontiac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Grand Caravan, by Dodge, Chrysler
1990 calendar year production, 17
assembly plants, 12
product profile, 98
retail prices, 69
specifications, 56
warranty coverage, 60

Grand Marquis, by Mercury, Ford
assembly plants, 12
Canadian production by month, 16
platform designation, 60
product profile, 101
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. models by make, 60
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Grand Prix, by Pontiac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Grand Voyager, by Plymouth, Chrysler
assembly plants, 12
product profiles, 99
retail prices, 69
specifications, 56, 58
warranty coverage, 60

Grand Wagoneer, by Jeep, Chrysler
assembly plants, 12
retail prices, 99
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17
warranty coverage, 60

H

Hino
new-truck franchises in U.S., 121
truck production, 6
U.S. sales, 29

Honda
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
CAFE, 60
Canada production, 16
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
North America transplant production, 17
production, Japan, 6
product profile, 104
registrations in Western Europe, 19
retail prices, 64
specifications, 45, 57
top U.S. dealers, 118
U.S. models by make, 115
U.S. sales, 20, 24, 25, 27
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Horizon, by Plymouth, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
product profile, 111
ranked by production and size, 10
ranked by sales and size, 27
U.S. new-car registrations, 34
U.S. sales by month, 24

Hyundai
assembly plants, 12
Canada production, 16
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
North American transplant production, 17
product profile, 105
top U.S. dealers, 118
U.S. models by make, 115
U.S. sales, 20, 25, 27
warranty coverage, 60

I

Imperial, by Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 97
ranked by production and size, 10
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34

INDEX

U.S. sales by month, 24
warranty coverage, 60

Impulse, by Isuzu
product profile, 105
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. sales, 25
warranty coverage, 60

Infiniti
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 109
retail prices, 64
specifications, 45
U.S. sales, 20, 25, 27
warranty coverage, 60

Infiniti G20
product profile, 109
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. sales, 25
warranty coverage, 60

Infiniti M30
product profile, 109
retail prices, 64
ranked by sales and size, 27
specifications, 45
U.S. sales, 25
warranty coverage, 60

Infiniti Q45
product profile, 109
ranked by sales and size, 27
retail prices, 64
specifications, 45
U.S. sales, 25
warranty coverage, 60

Integra, by Acura
product profile, 105
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60

Isuzu
CAFE, 60
car and truck production, 6
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 105
registrations in Western Europe, 19
retail prices, 64
specifications, 45
top U.S. dealers, 118
U.S. sales, 20, 25, 27, 28, 29
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Isuzu Pickup
product profile, 105
retail prices, 66
specifications, 56, 58
warranty coverage, 60

Iveco
new-truck franchises in U.S., 121
U.S. sales, 29

J

Jaguar
CAFE, 60
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 105
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
top U.S. dealers, 118
U.S. sales, 20, 25, 27, 32
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Jaguar XJ6
product profile, 106
retail prices, 64
specifications, 44, 57
U.S. sales, 25
warranty coverage, 60

Jaguar XJ-S
product profile, 106
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. sales, 25
warranty coverage, 60

Jeep Division, Chrysler
Canada truck production by month, 16
car-truck sales per outlet, 121
new-truck franchises in U.S., 121
product profiles, 99
retail prices, 68
specifications, 56, 58
top U.S. dealers, 118
U.S. light truck sales, 28
U.S. sales, 20
U.S. truck production by month, 17
U.S. truck registrations, 38
warranty coverage, 60

Jetta, by Volkswagen
assembly plants, 12
product profile, 112
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Jimmy, by GMC
assembly plants, 12
product profile, 103
retail prices, 68
specifications, 56, 58
U.S. sales, 28
U.S. production by month, 17
warranty coverage, 60

Justy, by Subaru
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. sales, 26
warranty coverage, 60

K

Kenworth
assembly plants, 12
new-truck franchises in U.S., 121
U.S. truck registrations, 38
U.S. sales, 29

L

Lada
Canada sales, 32
Western Europe car registrations, 19
Western Europe car sales, 19

Lamborghini
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 106
ranked by sales and size, 27
retail prices, 68
specifications, 45, 57
U.S. sales, 20, 25, 27

Lancer, by Dodge, Chrysler
1990 calendar year production, 8
1990 model year production, 8
ranked by production and size, 10
ranked by sales and size, 27
U.S. sales by month, 24
U.S. new-car registrations, 34
warranty coverage, 60

Land Cruiser, by Toyota
product profile, 112
retail prices, 68
specifications, 56, 58
U.S. sales by month, 27
warranty coverage, 60

Land Rover
Canada sales, 32

Laser, by Plymouth, Chrysler
1990 calendar year production, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 111

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INDEX

ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
U.S. sales by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60

LeBaron, by Chrysler
1990 calendar year production 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 98
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. sales, 20, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60

Legacy, by Subaru
assembly plants, 12
product profile, 111
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. models by make and body style, 115
U.S. sales, 26
warranty coverage, 60

Legend, by Acura
product profile, 105
ranked by sales and size, 27
retail prices, 65
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60

LeMans, by Pontiac, GM
models offered in U.S., 114
platform designation, 60
product profile, 104
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. new-car registrations, 34
U.S. sales, 26, 27
warranty coverage, 60

LeSabre, by Buick, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60

Lexus
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 156
product profile, 112
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
top U.S. dealers, 118
U.S. sales, 20, 25, 27
warranty coverage, 60

Lincoln Division, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
car-truck sales per outlet, 121
new-car franchises in U.S., 121
retail prices, 64
top U.S. dealers, 118
total U.S. production by month, 7
U.S. sales, 20, 24, 27
U.S. new-car registrations, 34
warranty coverage, 60

Lincoln-Mercury Division, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
product profile, 100
top U.S. dealers, 118
U.S. new-car registrations, 34
U.S. sales, 24, 27
warranty coverage, 60

Lotus
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 106
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. new-car registrations, 34
U.S. sales, 20, 25, 27
warranty coverage, 60

Loyale, by Subaru
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. sales, 26
warranty coverage, 60

Lumina APV, by Chevrolet, GM
product profile, 103
retail prices, 69
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
warranty coverage, 60

Lumina, by Chevrolet, GM
assembly plants, 12
Canadian production by month, 16
platform designation, 60
product profile, 102
ranked by sales and size, 27
retail prices, 63
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

M

Mack
assembly plants, 12
new-truck franchises in U.S., 121
U.S. sales, 29
U.S. truck registrations, 38

Mark VII, by Lincoln, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Maserati
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 106
ranked by sales and size, 27
retail prices, 64
specifications, 48
U.S. sales, 20, 25, 27
warranty coverage, 60

Maxima, by Nissan
product profile, 109
ranked by sales and size, 27
retail prices, 64
specifications, 50, 57
U.S. sales by month, 26

Mazda
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
CAFE, 60
Canada sales, 32
car and truck production, Japan, 6
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
North America transplant production, 17
product profile, 106
ranked by production and size, 10
registrations in Western Europe, 19
retail prices, 64
specifications, 48, 57
top U.S. dealers, 118
U.S. models by make, 115
U.S. sales, 20, 25, 26, 27, 28
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Mazda 323
product profile, 108
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. sales, 25
warranty coverage, 60

Mazda 626
assembly plants, 12
product profile, 108
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. models by make and body style, 115
U.S. sales, 25
warranty coverage, 60

Mazda 929
product profile, 106
ranked by sales and size, 27
retail prices, 68
specifications, 48, 57
U.S. sales, 25
warranty coverage, 60

Mazda MPV
product profile, 108
retail prices, 69
specifications, 48, 58
U.S. sales, 26, 28

Mazda MX-6
assembly plants, 12
product profile, 106
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. models by make and body style, 115
U.S. sales, 25
warranty coverage, 60

Mazda Pickup
product profile, 108
retail prices, 68
specifications, 56, 58
U.S. sales, 28

Mazda RX-7
product profile, 106
ranked by sales and size, 27
retail prices, 64
specifications, 48, 58
U.S. sales, 25
warranty coverage, 60

Medallion, by Eagle, Chrysler
ranked by sales and size, 27
U.S. new-car registrations, 34
U.S. sales, 25

Mercedes-Benz
CAFE, 60
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
new-trucks franchise in U.S., 121
product profile, 108
retail prices, 64
specifications, 48, 57
top U.S. dealers, 118
U.S. sales, 25
U.S. truck registrations, 38
U.S. truck sales, 20, 29
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Mercedes-Benz 190
product profile, 108
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. sales, 25, 27
warranty coverage, 60

Mercedes-Benz 260/300
product profile, 108
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. sales, 25
warranty coverage, 60

Mercedes-Benz 420/560 SEL
retail prices, 64
specifications, 48, 57
U.S. sales, 25, 32
warranty coverage, 60

Mercury Division, Ford
1990 calendar year production 7, 8
1990 model year production, 8
assembly plants, 12
car-truck franchises in U.S., 121
new-car franchises in U.S., 121
retail prices, 64
top U.S. dealers, 118
U.S. new-car registrations, 34
U.S. sales, 20, 25, 27
warranty coverage, 60

Mercury XR4Ti, by Ford
U.S. new-car registrations, 34
U.S. sales, 25

Miata, by Mazda
product profile, 106
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. sales, 25
warranty coverage, 60

Mighty Max pickup, by Mitsubishi
product profile, 108
retail prices, 68
specifications, 56, 58
U.S. sales, 28

Milano, by Alfa Romeo
ranked by sales and size, 27
U.S. sales by month, 25

Mirage, by Mitsubishi
1990 calendar year production, 7, 8
assembly plants, 12
product profile, 108
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 50
U.S. models by make, 115
U.S. sales by month, 25
warranty coverage, 60

Mitsubishi
assembly plants, 12
CAFE, 60
car and truck production, 6
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 108
registrations in Western Europe, 19
retail prices, 64
specifications, 50, 58
top U.S. dealers, 118
U.S. models by make, 115
U.S. sales, 20, 24, 25, 27
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Mitsubishi 3000 GT
product profile, 108
ranked by sales and size, 27
retail prices, 64
specifications, 50, 58
U.S. sales, 25

Mitsubishi truck
retail prices, 68
specifications, 56
U.S. sales, 28

Mitsubishi van/wagon
ranked by sales and size, 27
U.S. sales, 25, 28

Monaco, by Dodge, Chrysler
assembly plants, 12
Canadian production by month, 16
product profile, 98
ranked by sales and size, 27
retail prices, 63
specifications, 44, 58
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24

Monte Carlo, by Chevrolet, GM
U.S. new-car registration, 34

Montero, by Mitsubishi
product profile, 108
retail prices, 68
specifications, 56
U.S. sales, 28
warranty coverage, 60

Mustang, by Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designations, 60
product profile, 100
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

N

Navajo, by Mazda
assembly plants, 12
product profile, 108
retail prices, 68
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17

Navistar
assembly plants, 12
Canadian production by month, 16
new-truck franchises in U.S., 121
U.S. production by month, 17
U.S. sales, 29
U.S. truck registrations, 38

New Yorker, by Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 98
retail prices, 63
ranked by production and size, 10
ranked by sales and size, 27
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Nissan
1990 calendar year production, 8
1990 model year production, 8
assembly plants, 12
CAFE, 60
Canada sales, 32
car-truck sales per outlet, 121
Mexico car production, 6
models offered in U.S., 114
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
North America transplant production, 17
product profile, 109
retail prices, 64
specifications, 50, 57
top U.S. dealers, 118
U.S. models by make, 115
U.S. sales, 20, 24, 26, 27, 28, 29
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Nissan Diesel truck production, 6

Nissan 200SX/240SX
product profile, 109
ranked by sales and size, 27
retail prices, 64
specifications, 50, 57
U.S. sales, 26
warranty coverage, 60

Nissan 300ZX
product profile, 109
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
warranty coverage, 60

Nissan Hardbody Pickup
product profile, 109
retail prices, 68
U.S. sales, 28

Nissan NX-1600
product profile, 109
retail prices, 64

NUMMI
1990 calendar year production, 7, 8
1990 model year production, 8
North America transplant production, 17

O

Oldsmobile Division, GM
1990 calendar year production, 7, 8, 17
1990 model year production, 8
assembly plants, 12
car-truck sales per outlet, 121
new-car franchises in U.S., 121
new-truck franchise in U.S., 121
platform designation, 60
product profile, 103-104
retail prices, 65
specifications, 50, 57
top U.S. dealers, 118
U.S. new-car registrations, 34
U.S. sales, 20, 24, 27
U.S. truck registrations, 38
warranty coverage, 60

Oldsmobile 88, by GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60

INDEX

product profile, 103
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
U.S. cars by month, 24
U.S. models by make and body style, 115
U.S. new-car registrations, 34
warranty coverage, 60

Oldsmobile 98, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24

Opel, by GM
Western Europe car registrations, 19

Oshkosh
U.S. truck registrations, 38

P

P-model, by Chevrolet, GM
U.S. sales, 28
U.S. production by month, 17

Paccar
U.S. truck registrations, 38

Park Avenue, by Buick, GM
assembly plants, 12
platform designation, 60
product profile, 101
retail prices, 63
specifications, 41, 57
U.S. models by make, 115
U.S. new-car registrations, 34

Passat, by Volkswagen
product profile, 112
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57

Pathfinder, by Nissan
product profile, 109
retail prices, 68
specifications, 56, 58
U.S. sales, 28

Peterbilt
new-truck franchises in U.S., 121
U.S. truck registrations, 38
U.S. sales, 29

Peugeot
CAFE, 60
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 109
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
top U.S. dealers, 120
U.S. sales, 20, 26, 27
warranty coverage, 60
Western Europe car registrations, 19

Plymouth Division, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
Canadian truck production by month, 16
car-truck sales per outlet, 121
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 97-98
U.S. new-car registrations, 34
U.S. sales, 20, 24, 27

Pontiac Division, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
car-truck sales per outlet, 121
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 104
retail prices, 65
specifications, 52, 57
top U.S. dealers, 120
U.S. new-car registrations, 34
U.S. sales, 20, 24, 27, 28
U.S. truck registration, 38
warranty coverage, 60

Pontiac 6000, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Porsche
CAFE, 60
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 109
retail prices, 65
specifications, 52, 57
top U.S. dealers, 120
U.S. sales, 20, 26, 27
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Porsche 911
product profile, 110
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. sales, 26
warranty coverage, 60

Porsche 924
product profile, 110
specifications, 52, 57
U.S. sales, 26
warranty coverage, 60

Porsche 928
product profile, 110
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. sales by month, 26
warranty coverage, 60

Porsche 944
product profile, 110
ranked by sales and size, 27
specifications, 52, 57
U.S. sales, 26
warranty coverage, 60

Precis, by Mitsubishi
product profile, 108
ranked by sales and size, 27
specifications, 50
U.S. sales, 25
warranty coverage, 60

Prelude, by Honda
product profile, 105
ranked by sales and size, 27
retail prices, 64
specifications, 45
U.S. sales, 25
warranty coverage, 60

Premier, by Eagle, Chrysler
assembly plants, 12
Canada production, 16
platform designation, 60
product profile, 99

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INDEX

ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales, 24
warranty coverage, 60

Previa, by Toyota
product profile, 112
retail prices, 69
specifications, 56
U.S. sales, 28
warranty coverage, 60

Probe, by Ford
assembly plants, 12
platform designation, 60
product profile, 100
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 44
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Protege, by Mazda
product profile, 106
ranked by sales and size, 27
retail prices, 64
specifications, 48
U.S. sales, 25
warranty coverage, 60

Proton
Western Europe car registrations, 19

PSA
Western Europe car sales, 19

Pulsar, by Nissan
ranked by sales and size, 27
U.S. sales, 26

Q

Quantum, by Volkswagen
ranked by sales and size, 27
U.S. sales, 26

R

Raider, by Dodge, Chrysler
U.S. sales, 28

Ram 50 by Dodge, Chrysler
product profile, 99
retail prices, 66
specifications, 56
U.S. sales, 28

Ram Pickup, by Dodge, Chrysler
product profile, 99
retail prices, 66
specifications, 56
U.S. light truck sales, 28
U.S. truck production by month, 17

Ram Van/Wagon, by Dodge, Chrysler
assembly plants, 12
Canadian production by month, 16
product profile, 99
retail prices, 69
U.S. sales, 28

Ramcharger, by Dodge, Chrysler
assembly plants, 12
product profile, 99
retail prices, 68
specifications, 56
U.S. light truck sales, 28

Range Rover
CAFE, 60
car-truck sales per outlet, 121
new-truck franchise in U.S., 121
product profile, 110
retail prices, 68
specifications, 56
top U.S. dealers, 120
U.S. sales, 20, 28

warranty coverage, 60

Ranger, by Ford
assembly plants, 12
product profile, 100
retail prices, 66
specifications, 56
U.S. light truck sales, 28
U.S. truck production by month, 17

Reatta, by Buick, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Regal, by Buick, GM
assembly plants, 12
Canadian production by month, 16
platform designation, 60
product profile, 101
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Reliant, by Plymouth, Chrysler
1990 model year production, 8
ranked by sales and size, 27
U.S. new-car registrations, 34
U.S. sales by month, 24

Renault
Western Europe car registrations, 19
Western Europe car sales, 19

Riviera, by Buick, GM
1990 calendar year production, 8
1990 model year production, 8
assembly plants, 12
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Roadmaster, by Buick, GM
product profile, 101
retail prices
specifications, 42, 58
U.S. new-car registrations, 34
warranty coverage, 60

Rocky, by Daihatsu
product profile, 99
retail prices, 68
specifications, 56, 58
warranty coverage, 60

Rodeo, by Isuzu
assembly plants, 12
product profile, 105
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Rolls-Royce/Bentley
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 110
ranked by sales and size, 27
specifications, 52
top U.S. dealers, 120
U.S. sales, 20, 26, 27
warranty coverage, 60

Rover Group
Western Europe car registrations, 19
Western Europe car sales, 19

S10 Blazer, by Chevrolet, GM
assembly plants, 12
product profile, 103
retail prices, 68
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
warranty coverage, 60

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INDEX

S

S10 pickup, by Chevrolet, GM
assembly plants, 12
product profile, 103
retail prices, 66
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
warranty coverage, 60

S15 Jimmy, by GMC
assembly plants, 12
product profile, 103
retail prices, 68
specifications, 56, 58
U.S. production by month, 17
U.S sales, 28
warranty coverage, 60

S15/Sonoma, by GMC
assembly plants, 12
product profile, 103
retail prices, 66
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

Saab
CAFE, 60
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 110
retail prices, 65
specifications, 52, 57
top U.S. dealers, 120
U.S. sales, 20, 26, 27
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Saab 900
product profile, 110
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. sales, 26
warranty coverage, 60

Saab 9000
product profile, 110
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. sales, 26
warranty coverage, 60

Sable, by Mercury, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Safari, by GMC
assembly plants, 12
product profile, 103
retail prices, 69
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

Samurai, by Suzuki
product profile, 111
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warrenty coverage, 60

Saturn, by GM
1990 calendar year production, 7, 8
product profile, 104
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. new-car registrations, 34
U.S. sales, 20, 24, 27
warranty coverage, 60

Scania
new-truck franchises in U.S., 121
U.S. sales, 29

Scirocco, by Volkswagen
ranked by sales and size, 27
U.S. sales, 26

Scorpio, by Merkur, Ford
ranked by sales and size, 27
U.S. new-car registrations, 34
U.S. sales, 25

Scoupe, by Hyundai
product profile, 105
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. sales, 25
warranty coverage, 60

Seville, by Cadillac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 102
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales, 24
warranty coverage, 60

Shadow, by Dodge, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 98
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Sidekick, by Suzuki
assembly plants, 12
product profile, 111
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Sierra, by GMC
assembly plants, 12
product profile, 103
retail prices, 66
specifications, 56, 58
warranty coverage, 60

Silhouette, by Oldsmobile, GM
assembly plants, 12
product profile, 104
retail prices, 69
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

Silver Spirit, by Rolls Royce
product profile, 110
retail prices, 65
specifications, 52, 57
warranty coverage, 60

Skoda
Canada sales, 32
Western Europe car registrations, 19
Western Europe car sales, 19

Skylark/Somerset, by Buick, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 42, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Sonata, by Hyundai
assembly plants, 12
product profile, 105
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. models by make and body style, 115
U.S. sales, 25
warranty coverage, 60

Sonoma, by GMC
assembly plants, 12
product profile, 103
retail prices, 66
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

Spider, by Alfa Romeo
product profile, 97
ranked by sales and size, 27
retail prices, 63
specifications, 41, 57
U.S. sales by month, 25
warranty coverage, 60

Spirit, by Dodge, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 98
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 63
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Sportvan/Chevy van, by Chevrolet, GM
assembly plants, 12
product profile, 103
retail prices, 69
specifications, 56, 58
U.S. light truck sales, 28
warranty coverage, 60

Spyder, by Maserati
product profile, 106
retail prices, 64
specifications, 48
warranty coverage, 60

Stanza, by Nissan
product profile, 109
ranked by sales and size, 27
retail prices, 64
specifications, 50, 57
U.S. sales, 26
warranty coverage, 60

Stealth, by Dodge, Chrysler
product profile, 98
ranked by sales and size, 27
retail prices, 63
specifications, 44, 57
U.S. new-car registrations, 34
U.S. sales, 25, 27
warranty coverage, 60

Sterling
CAFE, 60
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 110
ranked by sales and size, 27
retail prices, 65
specifications, 52
U.S. sales, 20, 26, 27
warranty coverage, 60

Stylus, by Isuzu
product profile, 105
ranked by sales and size, 27
retail prices, 64
specifications, 45, 57
U.S. sales, 25
warranty coverage, 60

Subaru
assembly plants, 12
CAFE, 60
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 111
ranked by sales and size, 27
registrations in Western Europe, 25
retail prices, 65
top U.S. dealers, 120
U.S. models by make, 115
U.S. sales, 20, 24, 26, 27
Western Europe car registrations, 19
Western Europe car sales, 19
warranty coverage, 60

Subaru XT/XT6
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Subaru-Isuzu
1990 calendar year production, 7, 8, 17
1990 model year production, 8
North America transplant production, 17

Suburban, by Chevrolet, GM
assembly plants, 12
product profile, 103
retail prices, 68
specifications, 56, 58
U.S. light truck sales, 28
U.S. production by month, 17
warranty coverage, 60

Suburban, by GMC
assembly plants, 12
product profile, 103
retail prices, 68
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

Summit, by Eagle, Chrysler
1990 calendar year production, 7, 8
assembly plants, 12
models offered in U.S., 114
product profile, 99
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. new-car registrations, 34
U.S. models by make, 115
U.S. sales, 24, 25
warranty coverage, 60

Sunbird, by Pontiac, GM
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 52, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Sundance, by Plymouth, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 98
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 59, 60
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Supra, by Toyota
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Suzuki
assembly plants, 12
Canada sales, 32
car-truck sales per outlet, 121
CAFE, 60
models offered in U.S., 114
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
product profile, 111
registrations in Western Europe, 19
specifications, 54, 57
top U.S. dealers, 120
U.S. models by make, 115
U.S. sales, 20, 26, 27, 28
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Swift, by Suzuki
assembly plants, 12
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. models by make, 115
warranty coverage, 60

T

Talon, by Eagle, Chrysler
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 99
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. models by make, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Taurus, by Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 100
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

TC by Maserati, Chrysler
new-car franchises in U.S., 121
product profile, 98
retail prices, 63
specifications, 42, 57
U.S. new-car registrations, 34
U.S. sales, 25, 27
warranty coverage, 60

Tempo, by Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
Canadian production by month, 16
platform designation, 60
product profile, 100
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 44, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Tercel, by Toyota
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Testarossa, by Ferrari
product profile, 99
retail prices, 64
specifications, 44, 57
warranty coverage, 60

Thunderbird, by Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 100
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 44, 45, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Topaz, by Mercury, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
Canada production by month, 16
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Toronado/Trofeo, by Oldsmobile, GM
1990 calendar year production, 7, 8

INDEX

1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 104
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 65
specifications, 50, 57
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 24
warranty coverage, 60

Town & Country, by Plymouth, Chrysler
assembly plants, 12
product profile, 98
retail prices, 69
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17

Town Car, by Lincoln, Ford
1990 calendar year production, 7, 8
1990 model year production, 8
assembly plants, 12
platform designation, 60
product profile, 101
ranked by production and size, 10
ranked by sales and size, 27
retail prices, 64
specifications, 45, 58
U.S. models by make and body style, 115
U.S. new-car registrations, 34
U.S. sales by month, 20
warranty coverage, 60

Toyota
1990 calendar year production, 7, 8, 10
1990 model year production, 8
assembly plants, 12
Canada sales, 32
Canada production by month, 16
car-truck sales per outlet, 121
CAFE, 60
models offered in U.S., 114
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
North America transplant production, 17
product profile, 111-112
top U.S. dealers, 120
U.S. models by make and body style, 115
U.S. sales, 20, 24, 26, 27, 28
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Toyota 4Runner
product profile, 112
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Toyota Land Cruiser
product profile, 112
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Toyota MR2
product profile, 111
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Toyota Pickups
product profile, 112
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Tracer, by Mercury, Ford
assembly plants, 12
models offered in U.S., 114
product profile, 101
ranked by sales and size, 27
retail prices, 64
specifications, 48, 57
U.S. new-car registrations, 34
U.S. sales, 25
warranty coverage, 60

Tracker, by Geo
assembly plants, 12
product profile, 102
retail prices, 68
specifications, 56, 58
warranty coverage, 60

Trans Sport, by Pontiac, GM
assembly plants, 12
product profile, 104
retail prices, 69
specifications, 56, 58
U.S. production by month, 17
U.S. sales, 28
warranty coverage, 60

Trooper, by Isuzu
product profile, 105
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

V

V-8 Quattro, by Audi
product profile, 112
retail prices, 63
specifications, 41, 57
U.S. sales, 25
warranty coverage, 60

Vanagon, by Volkswagen
product profile, 112
retail prices, 69
specifications, 56, 58
U.S. sales, 27, 28
warranty coverage, 60

Vandura/Rally vans, by GMC
assembly plants, 12
product profile, 103
retail prices, 69
specifications, 56, 58
U.S. production by month, 17
warranty coverage, 60

Vigor, by Acura
retail prices, 63

Virage, by Aston Martin
product profile, 97
retail prices, 63
specifications, 41, 57
U.S. sales, 25
warranty coverage, 60

Volkswagen
assembly plants, 12
Canada sales, 32
car-truck sales per outlet, 121
CAFE, 60
Mexico car production, 6
models offered in U.S., 114
new-car franchises in U.S., 121
North America transplant production, 17
product profile, 112
top U.S. dealers, 120
U.S. sales, 20, 26, 27, 28
warranty coverage, 60

Volkswagen-Audi
Western Europe car registrations, 19
Western Europe car sales, 19

Volvo
CAFE, 60
Canada production by month, 16
Canada sales, 32
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
new-truck franchises in U.S., 121
North America transplant production, 17
product profile, 114
retail prices, 65
specification, 54, 57
top U.S. dealers, 120
U.S. models by make and body style, 115
U.S. sales, 20, 26, 27
U.S. truck registrations, 38
warranty coverage, 60
Western Europe car registrations, 19
Western Europe car sales, 19

Volvo 240-series
product profile, 114
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Volvo 740-series
assembly plants, 12
product profile, 114
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. models by make and body style, 115
U.S. sales, 26
warranty coverage, 60

Volvo Coupe/780
product profile, 114
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Volvo 940-series
assembly plants, 12
product profile, 114
retail prices, 65
specifications, 54, 57
U.S. sales, 26
warranty coverage, 60

Volvo/GM
U.S new-truck outlets, 121
U.S. sales, 29

Voyager, by Plymouth, Chrysler
assembly plants, 12
Canadian truck production by month, 16
product profile, 98
retail prices, 69
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17
warranty coverage, 60

W

Wagoneer, by Jeep, Chrysler
production profile, 99
retail prices, 68
specifications, 56, 58
U.S. sales, 28
U.S. truck production by month, 17
warranty coverage, 60

Western Star
new franchises in U.S., 121
U.S. new-truck outlets, 121
U.S. registrations, 38
U.S. sales, 29

White GMC
U.S. new-truck outlets, 121
U.S. truck registration, 38

Wrangler, by Jeep, Chrysler
assembly plants, 12
Canada truck production by month, 16
product profile, 99
retail prices, 68
specifications, 56, 58
U.S. sales, 28
warranty coverage, 60

Y

Yugo
CAFE, 60
car-truck sales per outlet, 121
models offered in U.S., 114
new-car franchises in U.S., 121
product profile, 114
ranked by sales and size, 27
retail prices, 65
specifications, 54, 57
top U.S. dealers, 120
warranty coverage, 60

GLOSSARY

1. **CAFE** — Corporate Average Fuel Economy. The mpg average that a manufacturer must achieve for its entire fleet of cars for a model to avoid paying a penalty. There is a separate CAFE for light trucks. Current CAFE for cars is 27.5 mpg.
2. **CALENDAR YEAR PRODUCTION** — vehicles produced from January 1 to December 31.
3. **CALENDAR YEAR SALES** — retail sales of vehicles from January 1 to December 31.
4. **CAPTIVE IMPORTS** — a vehicle made outside the U.S. or Canada and sold in the U.S. by a Big 3 company.
5. **DAYS' SUPPLY** — number of days needed to sell all vehicles in inventory, based on the previous month's sales rate. Inventory and days' supply may be expressed in terms of industry as a whole or for individual companies, makes or nameplates.
6. **DEALERSHIP** — the authorized (franchised) representative of a motor vehicle manufacturer/importer.
7. **DOMESTIC** — a vehicle produced in the U.S. or Canada.
8. **FLEET SALES** — sales to an individual or company that has been granted fleet status by a manufacturer — usually ten or more purchases at a time.
9. **FRANCHISE** — a contract authorizing a person or persons to represent a vehicle manufacturer/importer for sales and service for a specific period.
10. **IMPORTED-CAR** — a vehicle produced outside of the U.S. or Canada and sold in the U.S.
11. **INVENTORY** — unit count of vehicles on hand at dealerships, ports of entry and in transit on a specific date.
12. **LIGHT-VEHICLE** — a car or light truck (with a gross vehicle weight of 14,000 pounds or less).
13. **MAKE** — brand name of a car or truck, e.g., Chevrolet, Ford, Dodge, Honda.
14. **MARKET SEGMENT** — the category of the market in which a vehicle competes. Example: subcompact, compact, intermediate, standard, luxury, specialty, van, minivan, pickup, sport-utility. The portion of the entire market represented by sales of a specific make.
15. **MODEL** — body style: e.g., 4-door sedan, convertible, 3-door hatchback, station wagon.
16. **MODEL YEAR PRODUCTION** — vehicles produced bearing the designation of a specific model year. It does not coincide with calendar year production.
17. **MODEL YEAR SALES** — retail sales of vehicles from October 1 to September 30.
18. **NAMEPLATE** — given name of a vehicle by its manufacturer, e.g., Caprice, Mustang, Dynasty, Accord. Line is a synonym for nameplate.
19. **NIADA** — National Independent Automobile Dealers Association (a used-car organization).
20. **OUTLET** — a synonymous with dealership.
21. **PLATFORM** — the main structural element or backbone of a vehicle to which the suspension, powertrain and body are mounted. In older vehicles, it was traditionally the frame. In newer unibody vehicles, it is the lower, horizontal sheet metal stamping.
22. **REGISTRATION** — motor vehicle ownership information that is filed with the state.
23. **RETAIL SALES** — a new-car or truck sale, including both dealer and fleet deliveries and dealership leases.
24. **SALES BY MANUFACTURER MARKETING UNITS** — sales totals with domestic totals including captive imports and import totals, including transplants and all corporate divisions.
25. **SHARE (MARKET SHARE)** — the portion of the entire market represented by sales of a specific make.
26. **SPECIFICATIONS** — vehicle dimensions and capacities including engine and drive systems.
27. **TRANSPLANT** — a vehicle built in the U.S. or Canada by a foreign manufacturer.

Index to Advertisers

A.E. Pistons 193
A.S.C. Inc. 164-165
AC Rochester 14, 15
Aegon Automotive Group 163
American Business Directories 197
American Express 53
Anglo American Auto Auction 22-23
Audiovox Corp. 113
Automotive Computer Technologies 199
Automotive News 178, 220, 222, 223
AutoWeek 137
Barrons Weekly 181
BBS Wheels 190
Bell & Howell 49
Blackbook/National Auto Research 189
Budd Company 219
Carecraft Industries Inc. 149
Changing Times 96
Chevrolet Division 4-5
Chicago Tribune 43
Chrysler Professional Service Equip. 167
Coin Financial 18
Consultants Adv. Retail Sale 197
Cyclops Corp./Empire Detroit 198
Dae-Woo Automotive 127
Dallas Morning News 185
DCCA/Economic Development 205
Delco Electronic ..... 2nd cover
Delco Remy Division ..... 3rd cover
Dent Doctor 201
Dupont Corp. Automotive 217
E & G Classic 11
E Z lettering 203
E.M. Industries 70
Eaton Corporation ..... 4th cover
EDS 40
Ford Audio Systems 77, 135
Ford Corporate 62
Ford Motor Credit 119
Ford Parts & Service Div. 13
Ford Rotunda Div. 131
G L Computer 200
Gart Sutton & Associates 205
General Electric Automotive 51
General Electric Capital 35
General Motors Acceptance Corp. 9
General Motors Protection Plan 33
Gourmet 2
Handy & Harmon 153
Heritage Insurance 191
Isuzu Truck 215
Jim Moran & Associates 177
Joe Verde Sales Training 200
John Deere Insurance 175
Libbey Owens Glass Div. 21
Limousine Werks Inc. 201
Lista Intl. 196
Manheim Auto Auction 187
Mast Corporation 203
Money Magazine 83
Nashville Network 171
National Hole In One Assoc. 183
Newsweek Magazine 107
Nipsco Economic Development 198
Nissan Motor Corp. 116
Observer & Eccentric 202
Parade Publications 46-47
Performance Inc. 202
Quaker State Oil 55
Reynolds & Reynolds/Forms 179
Reynolds Computer Systems 30-31
Scientific American 141
Sheraton Southfield Hotel 196
Shure Mfg. 195
Siemens 159
Singer Atuomotive Financial 39
Sports Illustrated 67
Subaru of America 122, 169
Supra Products 194
Times Mirror Magazine 157
Toyota Motor Sales 59
TRW 206-207
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Weatherguard 204
Western Diversified 161
Witco Corp./Kendall Oil 147
Wynn Oil 199

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37

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AUTOMOTIVE NEWS/JOE WILSEMS

Viewing the 1992 Eighty Eight on the Design Dome patio are GM designers Robert Luyckx, left, and Dennis Burke. GM division heads, engineers and designers often make product decisions in the patio's natural light.

'92 H-cars herald new era at GM

Four-Phase Process disperses decision-making powers

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Before school bells call children back to class this fall, Oldsmobile, Pontiac and Buick hope to be reaping benefits from their all-new H-body cars, fruits of a new age of decision-making at General Motors.

The Oldsmobile Eighty Eight, Pontiac Bonneville and Buick LeSabre are among the first examples of how well GM has learned its lessons in the classroom of coordinated, well-focused automotive product development.

Workers at GM assembly plants in Wentzville, Mo., and Flint, Mich., are counting on the new H-body cars to keep them steadily employed. About 9,000 dealers count on the cars to deliver about 350,000 sales.

The three large American cars, which share major components and sheet metal but differ in appearance, personality and target buyers, began the trek to the marketplace even before their predecessors left kindergarten. The 1992 H-cars are examples of a new power regime at GM — a decision-making process in which nearly everyone connected with a vehicle program carries a big stick.

The real power is not in the hands of any person; it is in the Four-Phase Process that GM has established to bring out vehicles on time and within budget.

Edward H. Mertz, Buick general manager, said the Four-Phase Process will nearly produce a car all by itself, without the division getting involved.

"But to get a really good car, one that is focused on a target audience, it takes more of a conductor to make sure that all those people are . . . going down a rather narrow focused path, rather than leaving those things to chance," he said.

Mertz thinks of himself and his staff as the conductor when the Four-Phase Process relates to Buick.

Charles M. Jordan, vice president in charge of the GM design staff, also pays homage to the Four-Phase Process. But in his mind, he and his staff are the conductors.

see POWER AT GM, page 34

How POWER works at:
GM
CHRYSLER
FORD
HONDA

Other stories on how power works at GM:

- **The Four-Phase Process: a carmaking constitution, Page 34**
- **Chuck Jordan fiercely defends the design staff's turf, Page 35**
- **Buick focused its image with saddles and antiques, Page 35**

Dear Reader,

Analysts and annual report editors draw charts of corporate power that look like pyramids, with the CEO at the top and assemblers or clerks at the base. The model probably defines pay levels, and it may define responsibility, but it does not reflect the modern ways in which car companies delegate authority.

The decision to make a new car and the process of bringing it to market are the central events of the automobile industry. To better understand that process, *Automotive News* reports over the next three weeks on how General Motors, Chrysler Corp., Ford Motor Co. and Honda Motor Co.'s American branches developed new products for the U.S. market.

William R. Diem
assistant managing editor

Dumping charges sought against Mazda, Toyota

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Big 3 have accused Toyota and Mazda of dumping minivans into the United States by pricing the vehicles at less than cost.

General Motors, Ford Motor Co. and Chrysler Corp. have asked the federal government to slap the two minivans with tariffs. The Big 3 allege that the Toyota Previa is underpriced by a range of 5.4 percent to 30.5 percent and the Mazda MPV by 14 percent to 27 percent.

Based on those percentages, *Automotive News* estimates that duties could add about $3,000 to base models of the Toyota Previa and Mazda MPV, and less to better equipped models where the alleged dumping margins are smaller.

McCurry: It's Japan bashing

Mazda and Toyota, which sell the only two Japanese minivans currently on the market, denied the charges.

"Do you call that Japan bashing or what?" asked Robert McCurry, executive vice president of Toyota Motor Sales U.S.A. Inc. "Mr. Iacocca's run out of excuses. They've (the Big 3) got over 80 percent of the minivan market, and they're crying that they are the injured player."

Ford's Aerostar sales were off 26.8 percent through April; Chrysler's minivans were off 11.9 percent, and GM's minivans were down 21.8 percent.

Meanwhile, sales of the Mazda MPV rose 24.5 percent in the four-month period, and sales of the Previa, which was just starting in the market a year ago, more than doubled to 16,809.

"We introduced a new product and really entered the segment for the first time," said James Olson, vice president for external affairs at Toyota Motor Sales. "We think it's absurd that they would claim that we are hurting them."

Sources said the domestic industry felt its best shot at winning an unfair trade case against Japanese makers was with minivans. By filing a dumping petition, the three manufacturers are sending a signal to public policy makers both here

see DUMPING, page 33

Big 3 to U.S.: We're hurting, Japan isn't

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Big 3 say they they are struggling to maintain their multi-billion dollar product programs and fear they may have to make cuts while Japanese competitors step up their product investments.

Stempel: too few earnings

That theme stood out in the records of meetings between Big 3 executives and 41 members of Congress who visited Detroit's automakers in late April. Texts were released by the Congressional Competitiveness Caucus last week.

Ford Motor Co. President Philip E. Benton Jr. carried the point further last Wednesday. In an interview with *Automotive News*, Benton said that Ford's future product programs could be endangered if

see BIG 3, page 37

Minimum of downtime expected as makers switch to 1992 models

By Edward Lapham
MANAGING EDITOR

U.S. and Canadian assembly plants are scheduled to make a fairly quick and smooth changeover to 1992 models this summer, despite the uncertainty of the light-vehicle market and the outlook for the new model year.

The model changeover schedule includes a variety of shutdown periods. But the lack of many major product changes for 1992, and the already completed introduction of other 1992 models such as Ford Crown Victoria and Mercury Grand Marquis, means most plants will not need lengthy transformations to new-model output.

As in previous years, many plants will make very quick switches with a running changeover or limited downtime lasting

see CHANGE, page 33

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Chrysler scales back plans for Austria:
Chrysler Corp.'s Eurostar minivan venture in Austria has cut its early production targets by more than one-third but still expects to reach full line speed by July 1992. Page 3.

Slump threatens Ford's plans

By Peter Brown
EDITOR

Ford Motor Co. President Philip E. Benton Jr. says the company's future product plans could be endangered if the recession continues through the fourth quarter.

Product spending threatened, Page 1

But Benton predicted that vehicle sales will pick up in that quarter with the new model year.

He also said Ford is working on changes to two of its biggest sellers that have been overtaken by competitors. Both the Escort, which was all-new just a year ago, and the F-series pickup truck, which gets a reskin this fall, need styling changes, Benton said.

Looking fit and robust after returning to work April 22 following two months off for heart bypass surgery, Benton, 62, acknowledged that competitors have eaten away at Ford's share in several segments. In the first four months of 1991, Ford's U.S. market share for cars and light trucks dropped 1.3 percentage points to 23.3 percent in a recession-wracked market.

In an interview, Benton said Ford and the entire industry have managed inventory and production better during this recession than in any previous one. First-quarter car and truck production was the lowest since first quarter 1982.

"So at the first opportunity, I can assure you we will pour the coals to the production," Benton said. "If it does pull out as I think it will in the fourth quarter, we'll see production. We will anticipate that in our scheduling."

He bases his prediction on previous recoveries. "We pull out very slowly for a good six to nine months, and then with the new model year, why there seems to be a dawning."

But if a recovery fails to materialize, "you'd probably have to postpone a few things then. But I really don't think that is going to happen."

The company made the second-most drastic cut in April by cutting its dividend from 75 cents a share to 40 cents, Benton said.

"Once you've crossed the dividend, why, that's a pretty clear sign that the next thing, if you have to go to the next thing, is product," he said.

He said that, even adjusted for inflation, Ford plans to spend more on product programs in the next five years than the estimated $26 billion it spent from 1985 to 1990.

Asked why Ford is losing market share, Benton cited expanded competition against high-volume Ford cars: Mustang, Probe and Taurus. He also said, "The Escort has not been as successful as we had hoped and planned. One of our main jobs is to address that."

Escort was the top seller of the 1980s, peaking in 1989. In the first four months of 1991, sales dropped 14.7 percent to 77,795 units.

Except for the Escort wagon, Ford made the new car "look too much like the old car," Benton said. "And I certainly participated in that decision. But I say in retrospect that that was a mistake.

"The old Escort filled a beautiful niche, and it was very well priced. Now the new Escort is a better car, and yet it costs more. And I think a lot of our customers — this was their entry-level vehicle — have gone back to buying used cars. And some of that's our own fault. We put more money into making it a better car than some people could afford, and you don't address that overnight."

When the new Escort was introduced in spring 1990, prices of most versions rose about $500, although the price of the popular GT rose $1,219 to $11,063.

The full-sized F-series pickup truck, the nation's vehicle sales leader for years, is slightly behind the Chevrolet C/K series in both the model year and calendar year.

Chevrolet, with better styling and flush glass in its big pickups, has managed "to appeal to the aesthetic side," he said. "And I think we are still doing the lead job in the work side of it."

While declining to give a timetable, Benton said, "We have plans to address that" gap in design.

The 1992 F-series is more rounded in front, but strongly resembles the current truck.

Ford President Philip Benton said the automaker reversed its dealer retail incentives after it became clear that the company "had to go back to advertising the deal."

Benton: Ford performance has followed Murphy's law

Among the other points that Ford President Philip Benton touched on:

- Ford's combined losses of $1.4 billion in the last two quarters — coming after a confident prediction that the company would remain profitable in a downturn — stem from an unexpected confluence of bad factors: war worsening the recession, "and we didn't expect to get clobbered in almost every one of our major profit centers in the world."
- Japanese automakers probably won't get more than 20 percent of an open European market, in part because Europe will require strict local content for Japanese-brand cars. "It's not going to be a pussycat like the United States."
- Ford is not working on a full-sized pickup with Mazda Motor Corp. But "we're looking at opportunities to get together in the compact" truck range.
- Ford gave up its attempt to substitute dealer incentives for customer incentives because "we discovered very quickly that with everybody else out there saying, 'Mr. Customer, if you come in you get $750,' and we didn't say it, then they didn't come in to our dealerships."

— Peter Brown

IRS pressures dealers on reporting big cash transactions

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

The Internal Revenue Service is renewing pressure on car dealers to comply with cash reporting regulations.

Last week, the IRS raided Don Massey Cadillac, the nation's largest Cadillac retailer, in search of records on large cash transactions. That followed separate investigations of 29 dealerships in Massachusetts for possible violations of federal cash transaction laws.

In Plymouth, Mich., Don Massey Cadillac was raided Thursday by about 20 IRS agents who seized records relating to "8300" forms, which federal law requires businesses to file when they handle a cash transaction of $10,000 or more. The dealership sells Rolls-Royce, Sterling and Cadillac makes.

Bill Collins, general manager of Don Massey Cadillac, said the dealership has complied with all cash transactions laws.

But Sarah Wreford, spokeswoman for the IRS in Detroit, said, "We had reasonable cause to believe a crime has been committed." She would not elaborate.

In Massachusetts, the IRS conducted a statewide sweep of 29 dealerships during the week of May 20. The IRS said that at 22 of the dealerships, it found 73 unreported cash transactions totaling $1.27 million.

Wreford said filing of formal charges can take months after an investigation produces discrepancies in their findings.

Penalties for failing to file reports range from $100 to $25,000 per transaction.

Frank Keith, IRS spokesman in Washington D.C., said the IRS is not considering a nationwide crackdown on car dealerships.

Wreford said the Massey investigation was not a sting operation like the "Operation Drug Wheels." Last October, that operation led to charges of money laundering and violations of cash reporting laws against five New York City-area car dealerships.

On May 24, Bronx Acura and Bronx Honda pleaded guilty to money laundering and cash reporting violations. Earlier in the year, Manhattan Mazda and Manhattan Nissan Inc. pleaded guilty to similar charges. Criminal charges against Manhattan Mercedes-Benz were dismissed.

Wreford said "We are not expecting merchants to ask customers, 'Are you a doctor, lawyer, drug dealer?' All we are saying is that if you get $10,000 or more in cash — report it."

The Associated Press contributed to this report.

INDEX

Auction dates	27	Legal briefs	16
Classifieds	28-32	Letters	13
Coming events	18	Obituaries	37
Dealing with dealers	19	Opinion	12
Incentive watch	36	Personnel	15
Keith Crain	12	Production	37
Late news	8	Service management	14

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Corrections

- A timeline chart in the May 27 issue had an incorrect introduction date for the Jeep ZJ sport-utility. It goes into production in January 1992 and should go on sale several months later.
- A story in the May 27 issue on Ford Motor Co. warranties listed a $50 deductible with the one-year/12,000-mile warranty on all Ford and Mercury products. There is no deductible on those products. The story also did not mention that all Ford and Mercury products carry a four-year/50,000-mile warranty on powertrains.

Nissan's swap of converter metal rocks markets

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Nissan Motor Co. roiled world commodities markets last week when it announced Thursday it had developed a catalytic converter that uses palladium instead of the more expensive platinum as the key agent.

The violent market response to the announcement was puzzling, since U.S. makers have equipped tens of thousands of cars with platinum-free converters.

In frenzied trading around the globe, platinum prices crashed the daily trading limit, palladium jumped the $6-an-ounce daily limit to $99.75 and the price of rhodium, another precious metal used in catalytic converters, fell 16 percent.

Nissan announced Thursday that it would have a palladium-based device available in 1994. The company estimated that production costs would be about one-third the cost of a conventional platinum-loaded catalyst, assuming palladium prices do not rise significantly.

The metals serve as the active material in automotive catalytic converters, which convert the tailpipe gases hydrocarbon, carbon monoxide and oxides of nitrogen into less harmful gases.

Palladium rose over $6 an ounce in one day of futures trading after Thursday's announcement. The more volatile platinum, a speculator's favorite that has traded above $600 an ounce, fell from almost $400 to around $375.

At Nissan, the new catalytic converter will be used at first only in the company's minicars.

In finding ways to meet stricter clean-air rules, auto engineers have looked at ways to pre-heat catalysts, which work only at very hot operating temperatures.

Besides their lower cost, some experts say that palladium offers the possibility of more quickly reaching operating temperatures.

Palladium has a slightly lower conversion efficiency than platinum, and would likely have to be used in combination with expensive rhodium, which fetches more than $3,000 an ounce.

Staff Reporter Mary Ann Maskery in Tokyo contributed to this report.

Chrysler, Ford already cut platinum

Chrysler Corp. and Ford Motor Co. already have production vehicles equipped with platinum-free catalysts:

- Chrysler uses palladium-loaded catalysts on its 2.5-liter, four-cylinder-powered minivans.
- Ford has a fleet of more than 50,000 1990 Thunderbird/Cougar models with palladium-loaded catalysts. Ford owns two patents and expects two more on a palladium-only catalyst for cars and light trucks.

In 1989, Toyota Motor Co. said it had developed a palladium-loaded catalyst. But the unit uses some platinum, and the company still hasn't set a date for introduction.

— Jack Keebler

GM Service Technology Group tackles technical challenge

By Dale Jewett
SERVICE EDITOR

WARREN, Mich. — Meeting future challenges of fuel economy, emissions control and ease of service is going to take lots of smarts.

"Smart cars, smart tools and smart people, that's what we're about," says Richard Lannen, general director of General Motors' Service Technology Group.

Working with GM's car marketing and engineering groups, the service brain trust pulls together the technical resources to create diagnostic capabilities and tools.

Those include the Tech 1 hand-held diagnostic computer, T-15 technical information and diagnostic terminal, the T-100, T-100/20 and T-100/70 series of service systems for North America, and the recently introduced Tech 15 system for GM Europe.

A key component of the diagnostic systems is a portable data recorder that allows technicians or owners to capture engine computer information to help locate intermittent problems, which Lannen says is the biggest challenge facing service technicians.

More importantly, the group writes and updates the service computer software that is the heart of the diagnostic systems, a library of information that covers GM cars from the past decade.

Software writers in Romulus, Mich., produce a series of seven different compact discs of service information for both GM and aftermarket diagnostic equipment. On the discs are service bulletins, service manuals and vehicle specifications.

While it probably won't make the *Billboard* magazine charts, the group puts out 4,600 discs each month.

The goal is to improve the quality of the product and the ownership experience, Lannen says. "I think some of the volume-oriented ways of the past have come back to haunt us."

The Service Technology Group was formed in 1989 with bits and pieces from GM's car and component divisions to concentrate technical resources. It has a separate board of directors, comprising representatives of the different car and components groups, and reports to corporate through Chevrolet-Pontiac-GM Canada engineering.

But key elements of the group's work were put in place before its formation, beginning with the installation of assembly line data links in 1980. The links allowed technicians to retrieve electronic information from engine computers.

The developments continued in 1985 with the addition of two-way communications with engine, and later body-control, modules. It made possible the GM-CAMS (T-100) diagnostic service system, giving GM a four-year head start over Ford Motor Co. and Chrysler Corp., which just introduced their own service diagnostic systems this year.

There are now about 4,400 CAMS units at GM dealers, covering about half the dealer body, Lannen said, but that group accounts for about 80 percent of sales.

A training network completes Lannen's "smart cars-smart tools-smart people" troika.

Lannen says one of the biggest changes at GM has been his group's involvement in the Four Phase program process, the system for designing and building new cars.

Through its Service Readiness Group, service and diagnostic requirements are considered in some of the earliest plans and decisions made for a new model, allowing for simultaneous development of service techniques and special tools, if needed. Service people now work in the engineering groups. And feedback from service actions is directed to engineering groups working on new cars.

"It didn't always used to be that way," Lannen said. "I remember when we were given new products sometimes only six months or so before introduction to develop service procedures. Today we're there two or three years ahead of introduction."

And working on future models poses a new host of challenges. Among them:

- New on-board diagnostic regulations, proposed by the California Air Resources Board and known as OBD II, will require a standardized data link in new cars beginning in 1994. The link will let technicians access diagnostic data from emissions-related control modules.

The regulations, which are almost certain to be approved and will be used as a nationwide pattern by EPA, call for monitoring a variety of conditions including catalyst efficiency and misfires and monitoring imputs and outputs for the control module.

In conjunction with the rules, the group is working on a system that will electronically reprogram the memory chips in the computer control module. Such "flash" chips will be soldered to the circuit board, preventing aftermarket tuners from replacing them with "hot" performance chips that may not meet emission regulations.

- Meeting new emissions limits mandated by the Clean Air Act, and a possible increase in the corporate average fuel economy standard. Those changes mean more sensors and wiring have to be added to cars, increasing costs and the potential for problems.

"It isn't a question of technology, the difficult question is cost effectiveness," said Jack Schickler, director of marketing and consumer relations.

- The Service Technology Group is working with the GM Electric Vehicles Group to develop an electric car that will be built in Lansing, Mich.
- The group is currently conducting a study to determine which recycling methods work best to provide a radiator coolant that equals the purity standards of new coolant.

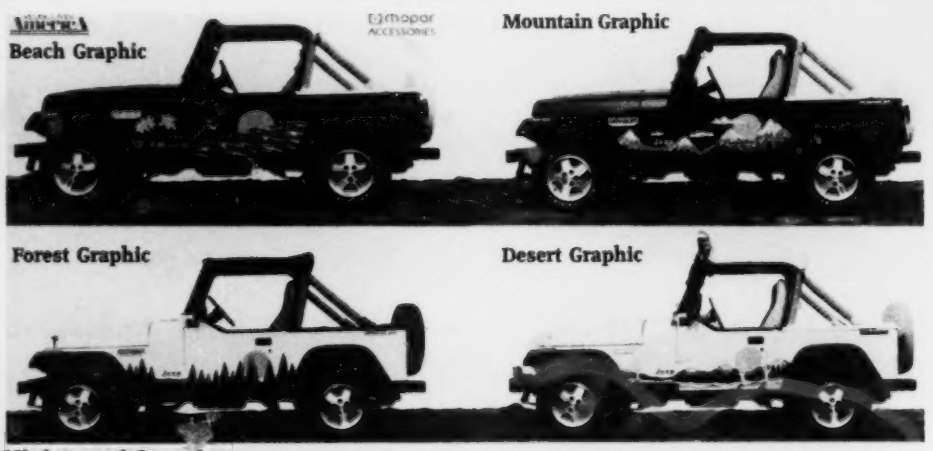
The Service Technology Group is working with the GM Electric Vehicles Group to develop an electric car.

The study is using coolant samples from more than 200 vehicles owned by GM employees, the majority of which are several years old. Samples were treated by current recycling methods. After recycling, coolant from more than half the methods failed to meet GM standards for corrosion.

Coolants that did pass are being used in a two-month simulated service test in GM vehicles.

- The group is developing testing, service and recovery procedures for HFC-134a, the refrigerant that will replace R-12 in automotive air conditioners. The planned conversion begins in fall 1992 on 1993 models.

Among the findings and recommendations is a need for more sensitive refrigerant leak detection devices.



Visions of America

Chrysler Corp.'s Service and Parts Operations is offering four graphic decal kits for Jeep Wranglers as a tie-in to the automaker's "Rediscover America" marketing campaign. Available as dealer installed accessory options, the graphics feature beach, mountain, forest and desert scenes.

Dealers report increase in service, parts business

The end of the Persian Gulf war and more marketing of service contributed to an increase in parts and service business in April from the same month a year earlier.

Shop business for the month was 101 percent of that in April 1990, as measured by the Automotive News Service Index. Of the five categories tracked, only repair orders written declined in the month-to-month comparison.

For the first four months of the year, parts and service business was 101.7 percent of that reported from the same period a year earlier, with all five indicators posting increases.

Shop parts and sales had the highest increase for April, rising 10.9 percent; the year-to-date figure is up 5.1 percent from 1990.

Dealers who reported an increase in service business gave reasons such as:

- Use of direct mailers to advertise service specials, including use of discount coupons to win new business.
- Increase in labor rates.
- Better management of business and inventories.
- The end of the Persian Gulf war.

Some dealers reported a decline in business. One noted no growth in his business due to the state of the economy, adding that the business did not seem to be attracting any new working-class customers.

Another dealership reported that its service, body shop and parts sales business were all weak.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross section of the nation's new-car dealers.

SERVICE INDEX 101★

	April, '91 vs. April, '90	Jan.-April, '91 vs. Jan.-April, '90
Gross Profit on All Labor and P&A Sales	+ 0.7%	+ 0.5%
Repair Orders Written	– 0.1%	+ 0.5%
Total Labor Sales (Customer & Warranty)	+ 2.5%	+ 2.4%
Shop Parts Sales (Customer & Warranty)	+10.9%	+ 5.1%
Sales of All P&A	+ 0.1%	+ 2.1%

★ Survey by Automotive News shows that dealers' service and parts business in April 1991 was 101 percent of business in April 1990. Service business in the first four months of 1991 was 101.7 percent of business in the corresponding period in 1990.

BRIEFS

MEMA begins survey of fuel injection market

ENGLEWOOD CLIFFS, N.J. — Eleven manufacturers of fuel injection parts and equipment will participate in a statistical reporting program sponsored by the Motor and Equipment Manufacturers Association.

The program will help participating manufacturers better estimate the size of the fuel injection parts and equipment market, develop market share and document sales trends.

To guarantee confidentiality, the participants' quarterly reports will be sent to a big six accounting firm and all original reports destroyed after consolidated reports are published.

More than 100 association members are currently participating in one or more of the group's statistical report programs.

Peugeot, Interstate add battery program

LYNDHURST, N.J. — Peugeot Motors of America Inc. has completed an agreement with Interstate Batteries for a program to help Peugeot dealers dispose of old batteries.

The removal of old batteries under the program does not cost dealers anything, said Ed Benz, Peugeot parts and service manager. Interstate will send dealers' used batteries to EPA-approved recycling centers. The program also includes delivery of new Interstate batteries to dealers. There are 180 U.S. Peugeot dealerships.

Nissan offers service program for used cars

CARSON, Calif. — Nissan Motor Corp. in U.S.A. has launched QualityGuard Plus, a service agreement program for used non-Nissan vehicles sold by Nissan and Infiniti dealers.

To support the program, Nissan has established Nissan Motor Insurance Holding Corp., a holding company; Nissan Motor Casualty Insurance Corp., a casualty insurance company; and Nissan Motor Insurance Services Corp., an insurance agency.

The program covers major mechanical systems of a vehicle. Coverage is available for 12 months/12,000 miles, 24 months/24,000 miles and 36 months/36,000 miles.

Orders for Ford diagnostic system top 1,000

DEARBORN, Mich. — More than 1,000 Service Bay Diagnostic Systems have been ordered by Ford and Lincoln-Mercury dealers since the first of the year, said Ford Motor Co.

The computerized information and diagnostic system, introduced at the National Automobile Dealers Association convention in February, can help pinpoint intermittent and hard-to-find driveability problems. Each unit is priced at $35,000, or dealers can rent units for as little as $19,000 a year, based on dealership size.

Ford said it plans to install 150 units a month.

CHANGE

FROM PAGE 1

just a day or two, while other plants will combine new-model changeover with vacation shutdowns.

There are notable exceptions to the quick changeover rule:

- General Motors' Lansing, Mich., assembly plants A and B will each be down about 16 weeks. as GM revamps the plants in an $89 million renovation and changeover to the all-new larger N-body cars.

The plants built Buick Skylark, Oldsmobile Calais and Pontiac Grand Am in the 1991 model year, but the Calais name will disappear for 1992, replaced by Achieva.

- GM's Wilmington, Del., plant, which built the 1991 Corsica/Beretta, will be retooled for more volume in the 1992 model run.

The additional volume will be necessary because the Linden, N.J., plant that also built Corsica/Beretta for 1991 will go down for more than a year to be equipped for S-truck output, scheduled to begin at Linden in fall 1992.

- GM's Flint, Mich., truck plant will go down at the end of the summer as its Jimmy, Blazer and Suburban tooling is transferred to Janesville, Wis. Flint will be outfitted for full-sized van production, scheduled to begin in fall 1992.
- Chrysler Corp.'s Newark, Del., plant will be down four weeks to be retooled for all Chrysler LeBaron J output after the company indefinitely idled its St. Louis (No. 1) assembly plant last month. Dodge Daytona tooling will go from the shuttered St. Louis plant to the Sterling Heights, Mich., factory.

Chief Statistician Anne E. Wright contributed to this report.

SELECT MINIVANS, 1987-1990 UNIT SALES

Vehicle (price*)	1990	1989	1988	1987
Dodge Caravan ($14,123)	195,276	206,426	210,918	153,191
Ford Aerostar ($15,613)	177,860	188,130	184,578	159,149
Chevrolet Lumina ($15,560)	53,141	9,776	—	—
VW Vanagon ($16,900)	6,643	5,147	5,416	10,656
Mazda MPV ($15,714)	**43,147**	**37,274**	**5,717**	—
Toyota Previa ($17,198)	**42,199**	—	—	—

*Price is for base model with radio, air conditioning, automatic transmission.

DUMPING

FROM PAGE 1

and in Japan.

The announcement of the filing came as no surprise in light of Big 3 pressure on the Bush administration for help against Japanese imports.

"Minivan dumping by Japanese producers is causing injury to the U.S. industry, consumers and workers," said the Motor Vehicle Manufacturers Association, which handled the announcement for the Big 3. Honda of America Manufacturing Inc., which is also a member of MVMA, was not involved in the petition.

The domestics estimate — on an annualized basis — they will lose sales of 100,000 minivans this year to Toyota and Mazda because of unfair pricing, said MVMA President Thomas Hanna.

MVMA said the Japanese minivan production was clearly destined for the U.S. market because from 1988 to 1990, minivan exports here increased from 38,900 to 95,363 units. In that two-year period, the Japanese market share grew from 4 percent to 12 percent.

The Big 3 charge that the short-term effect has been "serious distortions and injury to the U.S. market."

"Over the longer term, rising imports of dumped Japanese minivans seriously risk present and future investment by U.S. producers," the companies said in the the MVMA statement.

Dumping charges are complex. In its only previous complaint, the U.S. industry lost a 1975 case against cars from Europe and Japan.

A spokesman for Mazda said he has not had an opportunity to review the filings, but he said the MPV was not being dumped.

The Big 3 petition was filed with the Department of Commerce and the International Trade Commission, an independent body of six presidential appointees. The Commerce Department determines whether dumping exists; the ITC determines injury. If both occur, duties matching the "unfair pricing" are assessed on the imports.

It could take 10 months to wrap up the case. But if there is no preliminary determination of dumping within 45 days, the investigation will be terminated.

For months, there have been rumors that the Big 3 were preparing a case. Sources said the Big 3 also looked at filing a light-truck and sport-utility dumping petition but determined they had a better case with minivans. Hanna said the Big 3 chose minivans because of the substantial percentage of overpricing on the vehicles.

The Big 3 have been pressuring the Bush administration to take action against Japan for months — when the Big 3 chairmen came to Washington on two separate visits, and again in late April when 41 members of Congress went to Detroit.

Chrysler Chairman Lee Iacocca hinted at the impending action during the congressional visit.

"My Jeep Cherokee jumps from $25,400 to $38,800 (in Japan) — fees and distribution costs, they tell me — while the Toyota Previa heading this way drops from $22,808 to $19,590. The American consumer can buy most Japanese cars here, even after the boat ride, for less than the Japanese consumer can buy it right off the assembly line," Iacocca said.

"It could be that the Japanese automakers just have a soft spot in their hearts for American consumers," Iacocca told the Congress members. "Under those rules, dumping cars here to keep their people employed and to 'buy' a bigger share of the market is tough to prove, and everybody knows it's going on."

"The administration tells us, 'Give us a good dumping case and we'll move on it.' Why do we, the victims, have to take the lead? Why doesn't the government do its own investigation and enforce the law?" The petition was prepared by a prestigious Washington law firm, Wilmer, Cutler & Pickering. Lloyd Cutler was counsel to President Jimmy Carter.

Staff Reporter Kristine Breese in Los Angeles contributed to this report.

MODEL CHANGEOVER DATES FOR U.S. AND CANADA ASSEMBLY PLANTS

Plant	Build-out	Job 1
CHRYSLER MOTORS		
Belvidere, Ill.	7/12	8/12
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Bramalea, Ontario	7/7	7/29
Dodge Monaco		
Eagle Premier		
Brampton, Ontario	7/12	8/5
Jeep Wrangler		
Newark, Del.	7/12	8/12
Dodge Spirit		
Chrysler LeBaron A		
Plymouth Acclaim		
St. Louis (No. 1)	5/23	*
Chrysler LeBaron J		
Dodge Daytona		
St. Louis (No. 2)	7/26	8/5
Chrysler Town & Country		
Dodge Caravan C/V		
Dodge Grand Caravan		
Plymouth Grand Voyager		
Sterling Heights, Mich.	7/12	7/29
Dodge Shadow		
Plymouth Sundance		
Toledo, Ohio	7/12	7/29
Jeep Cherokee		
Jeep Comanche		
Jeep Grand Wagoneer		
Warren, Mich.	7/19	8/5
Dodge full-sized pickups		
Dodge mid-sized pickups		
Windsor, Ontario	7/12	7/29
Dodge Caravan		
Dodge Caravan C/V		
Plymouth Voyager		
Windsor, Ontario (Pillette Road)	7/12	8/5
Dodge Ram Van		
Dodge Ram Wagon		
FORD MOTOR CO.		
Atlanta	7/19	7/22
Ford Taurus		
Mercury Sable		
Chicago	8/2	8/5
Ford Taurus		
Mercury Sable		
Dearborn, Mich.	8/9	8/12
Ford Mustang		
Edison, N.J.	8/9	8/12
Ford Ranger		
Kansas City, Mo.	8/2	8/5
Ford Tempo		
Mercury Topaz		
Ford F-series light trucks	8/9	8/12
Lorain, Ohio		
Ford Thunderbird	8/2	8/5
Mercury Cougar		
Ford Econoline	8/23	9/3
Ford Club Wagon		
Louisville, Ky.	7/26	7/29
Ford Explorer		
Ford Ranger		
Mazda Navajo		
Oakville, Ontario	8/16	8/19
Ford Tempo		
Mercury Topaz		
Oakville, Ontario (Ontario Truck)	8/16	8/19
Ford F-series light trucks		
Wayne, Mich.	8/2	8/5
Ford Escort		
Wayne, Mich. (Mich. Truck)	7/26	7/29
Ford Bronco		
Ford F-series light trucks		
Norfolk, Va.	8/16	8/17
Ford F-series light trucks		
St. Louis	8/9	8/12
Ford Aerostar		
St. Paul, Minn. (Twin Cities)	8/16	8/17
Ford F-series light trucks		
Ford Ranger		
St. Thomas, Ontario		
Ford Crown Victoria	12/21/90	1/14
Mercury Grand Marquis	12/21/90	2/4
Wayne, Mich.	8/2	8/5
Ford Escort		
Wixom, Mich.	8/9	8/12
Lincoln Continental		
Lincoln Mark VII		
Lincoln Town Car		
GENERAL MOTORS		
Arlington, Texas	7/12	7/16
Cadillac Brougham		
Chevrolet Caprice		
Baltimore	7/26	8/12
Chevrolet Astro		
GMC Safari		
Bowling Green, Ky.	7/18	8/12
Chevrolet Corvette		
Detroit	7/26	8/12
Commercial, recreational, specialty vehicle chasis		
Detroit-Hamtramck, Mich.		
Buick Riviera	5/16	7/8
Cadillac Eldorado	5/16	7/8
Cadillac Seville	5/16	7/8
Olds. Toronado	5/16	7/8
Cadillac Allante	4/22	4/23
Doraville, Ga.	7/19	8/9
Olds. Cutlass Supreme		
Fairfax, Kan.	8/6	8/6
Pontiac Grand Prix		
Flint, Mich. (Buick City)	3/1	4/15
Buick LeSabre		
Olds. 88 Royale		
Flint, Mich.	8/30	**
Chevrolet Blazer		
Chevrolet Suburban		
GMC Jimmy		
GMC Suburban		
Fort Wayne, Ind.	7/26	7/26
Chevrolet C/K pickup		
GMC Sierra		
Janesville, Wis.		
Chevrolet Kodiak	7/25	8/12
GMC Topkick	7/25	9/3
Lake Orion, Mich.	7/19	7/22
Cadillac DeVille		
Olds. 98		
Lansing, Mich. (A Plant)	4/19	8/14
Buick Skylark		
Olds. Calais		
Lansing, Mich. (B Plant)	5/17	9/11
Pontiac Grand Am		
Lansing, Mich. (Reatta Craft Centre)	5/14	*
Buick Reatta		
Linden, N.J.	8/30	**
Chevrolet Corsica		
Chevrolet Beretta		
Lordstown, Ohio	7/19	8/5
Chevrolet Cavalier		
Pontiac Sunbird		
Chevrolet full-sized vans		
GMC full-sized vans		
Moraine, Ohio	7/26	8/12
Chevrolet S10 pickup		
Chevrolet Blazer		
Chevrolet postal vehicles		
GMC Sonoma		
GMC Jimmy		
Oldsmobile Bravada		
Pontiac, Mich. (East)	8/6	8/6
Chevrolet C/K pickup		
GMC Sierra		
Pontiac, Mich. (West)	7/26	8/12
Chevrolet S10 pickup		
Chevrolet S10 Blazer		
GMC Sonoma		
GMC S15 Jimmy		
Oklahoma City	7/19	8/5
Chevrolet Century sedan		
Chevrolet Century wagon		
Olds. Cutlass Ciera sedan		
Olds. Cutlass Ciera wagon		
Pontiac 6000 sedan		
Pontiac 6000 wagon		
Oshawa, Ontario	7/19	8/5
Chevrolet full-sized pickups		
GMC Sierra		
Oshawa, Ontario (No. 1)	7/19	8/7
Chevrolet Lumina		
Oshawa, Ontario (No. 2)	7/19	8/7
Buick Regal		
Chevrolet Lumina		
Ste. Therese, Quebec	7/19	*
Olds. Cutlass Ciera		
Scarborough, Ontario	7/26	8/15
Chevrolet full-sized vans		
GMC full-sized van		
Shreveport, La.	8/6	8/6
Chevrolet S10 pickup		
Chevrolet S10 Blazer		
GMC Sonoma		
GMC S15 Jimmy		
Tarrytown, N.Y.	7/19	8/15
Chevrolet Lumina		
Olds. Silhouette		
Pontiac Trans Sport		
Van Nuys, Calif.	7/19	8/5
Chevrolet Camaro		
Pontiac Firebird		
Westzville, Mo.		
Buick Park Avenue	3/29	4/22
Olds. 88 Royale	3/29	7/1
Pontiac Bonneville	3/29	5/6
Willow Run, Mich.	7/11	7/12
Buick Roadmaster		
Estate Wagon		
Chevrolet Caprice sedan		
Chevrolet Caprice wagon		
Olds. Custom Cruiser wag.		
Wilmington, Del.	7/13	9/5
Chevrolet Corsica		
Chevrolet Beretta		
CAMI AUTOMOTIVE INC.		
Ingersoll, Ontario	7/12	7/29
Geo Metro		
Geo Tracker		
Suzuki Swift		
Suzuki Sidekick		
DIAMOND-STAR MOTORS		
Normal, Ill.	6/14	6/24
Eagle Summit		
Eagle Talon		
Mitsubishi Eclipse		
Mitsubishi Mirage		
Plymouth Laser		
HONDA OF AMERICA MFG.		
Marysville, Ohio	**	**
Honda Civic		
Honda Accord		
East Liberty, Ohio	**	**
Honda Civic		
Alliston, Ontario	**	**
Honda Civic		
HYUNDAI AUTO CANADA		
Bromont, Quebec	5/6	6/5
Hyundai Sonata		
MAZDA MOTOR MFG. (U.S.A.)		
Flat Rock, Mich.	6/27	7/9
Ford Probe		
Mazda MX-6		
Mazda 626		
NEW UNITED MOTOR MFG.		
Fremont, Calif.	8/23	8/23
Geo Prizm		
Toyota Corolla		
NISSAN MOTOR MFG. CO. U.S.A.		
Smyrna, Tenn.		
Nissan Sentra	7/31	7/31
Pickup trucks	9/3	9/3
SUBARU-ISUZU AUTOMOTIVE INC.		
Lafayette, Ind.		
Subaru Legacy sedan	6/25	6/26
Subaru Legacy wagon		
Isuzu Rodeo	8/5	8/6
Isuzu Pickup	8/19	8/20
TOYOTA MOTOR MFG. U.S.A.		
Georgetown, Ky.	8/16	9/3
Toyota Camry		
Cambridge, Ontario	**	9/18
Toyota Corolla		
VOLVO		
Halifax, Nova Scotia	9/9	9/9
740 series		
940 series		

*Plant idled indefinitely at the end of the 1991 model year.
**To be announced

All dates refer to 1991 except where noted.

GMAC offers service contract for used vehicles

DETROIT — General Motors dealers who currently offer Value Guard service contract plans for new vehicles have a new weapon to help sell used vehicles.

General Motors Acceptance Corp. and its Motors Insurance Corp. unit introduced a new service contract plan June 1, called Value Guard Extra.

The service plan is for buyers of used vehicles with GM "Bumper to Bumper Plus" warranties that are still in effect.

Value Guard Extra, approved for sale in 37 states so far, supplements the warranty.

The warranty plan pays the deductible on the Bumper to Bumper Plus warranty, provides rental vehicle coverage up to $30 per day (maximum $150 per visit), and towing allowance up to $35 per disablement, said GMAC spokesman John Andrews.

He said the average cost to dealers is expected to be about $200.

GMAC said some dealers may want to give the plan away as an incentive for buying a used car, while others may mark it up 40 percent to 50 percent, using it to raise margins.

Bob House, owner of House Chevrolet Co. in Stewartville, Minn., said the plan has some marketing merits, especially because used cars are increasingly important to his business.

"In our particular area," House said, "we would probably sell it close to our cost and look at it as a way for the customer to gain that confidence in the used vehicle.

"The other thing we like is that it's an extended warranty from our manufacturer, rather than one of the independent companies," House said.

— Phil Frame

Mitsubishi rebates mean cash for dealers

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Mitsubishi Motor Sales of America Inc. is offering consumer rebates in California and Hawaii and dealer rebates in all its regions through June 30. The payments apply to 1990 and 1991 models.

California buyers will receive $500 on Galant and Eclipse; $650 on pickups. In Hawaii: $500 on Mirage; $750 on Eclipse, Galant and pickup, and $1,500 on Montero.

Dealer rebates vary from region to region. The payments are:

- California — $250 to $750 on Eclipse, Galant, Mirage, Montero and pickup, based on quota.
- Southwest — $200 to $1,500 on Eclipse, Galant, Montero and pickup; quota. Bonuses of $1,600 to $2,500 on Galant, pickup and Montero, based on number sold.
- North Central — $500 on Eclipse, $1,000 on Galant and $1,800 on Montero. Also, $250 on Eclipse starting with 13th sale.
- Southeast — $500 to $1,200 on Eclipse, Galant, Mirage, Montero and pickup, based on number sold.
- Northeast — $200 to $1,700 on Eclipse, Galant, Montero and pickup, based on number sold.

INCENTIVE WATCH
DEALER INCENTIVES

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HONDA (expires June 3)

1991 Accord (excludes EX)	$400
1991 Civic 4-door	$400
1990 Accord	$400

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

MITSUBISHI* (1990-91 models; expires June 30)

Mirage	$250-1,200
Galant	$200-1,700
Eclipse	$200-1,700
Pickup	$200-1,500
Montero	$200-1,800

*Mitsubishi rebates differ by region. Some are flat payments; some are based on number sold; some are based on performance against quota.

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

TOYOTA (expires June 3)
All rebates are based on performance against quota.

Corolla (1989-91)	$200-1,000
Camry (1989-91)	$200-1,000
Celica (1989-91)	$300-1,200
4x2 pickups (1989-91)	$300-1,100
4x4 pickups (1989-91)	$200-1,000

VOLKSWAGEN

Golf, Jetta (1991, expires June 30)	$500, based on number sold
All cars (1990, no expiration date)	$500-1,500

INCENTIVE WATCH
CUSTOMER INCENTIVES

CHRYSLER CORP.
Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700-1,000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.
Finance rates in lieu of rebates range from 4.8 to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire July 7 on 1991 models.

Buick (1991)*	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,000
Other 1991	$300-1,000
GMC	
Suburban (1991)**	$1,000
Other 1991	$500-1,000
Oldsmobile (1991)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Based on option package selected.
**Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

MAZDA (expires June 3)

1991 trucks	$500-1,000*

*Based on region

MITSUBISHI (1990-91 models; expires June 30)

California	
Base Galant	$500
Base Eclipse	$500
Base pickup	$650
Hawaii	
Mirage	$500
Eclipse, Galant, pickup	$750
Montero	$1,500

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Sp' Sed.	$1,000
XT, XT6	$2,000

MAZDA

FROM PAGE 3

McCabe said dealers also expressed an almost unanimous desire for more regional programs and promotions, but he would not reveal what Mazda has planned.

Mazda did increase its outlays for dealer association advertising in the first quarter, while spending on national ad programs was reduced.

The downside to Mazda's increase is that May sales, which will be announced this week, are expected to show a decline from last year, McCabe said.

The reason: depleted inventories of some volume lines, especially the 626 and MX-6. Since Jan. 1, Mazda's supply of cars has fallen from 99 days to 55 days for U.S.-built models and from 72 days to 55 days for imports.

With the leaner inventories, the company has tightened the incentives.

During the first four months of this year, Mazda concentrated on customer rebates. In addition to the $1,500 on the MX-6 and 626, trucks carried a $500 rebate for most of the period.

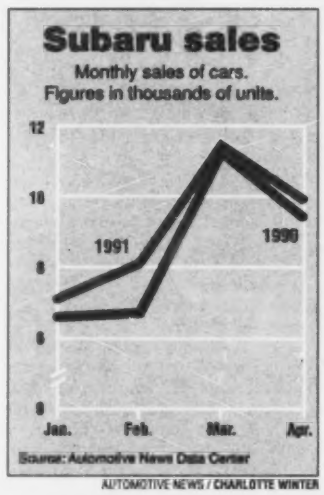
To help clear out 1990 models, Mazda offered buyer rebates of $750 to $1,500 on cars, $1,000 to $1,500 on trucks and $886 to $1,246 on MPV minivans in January and February.

But now Mazda has gone back to dealer cash.

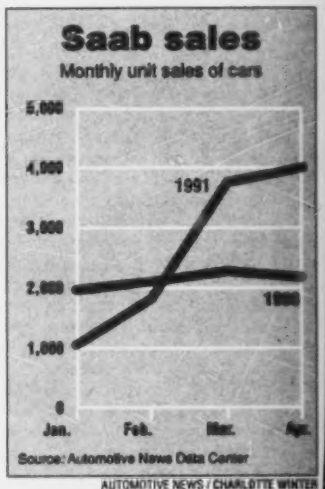
McCabe stressed that the short-term strategies worked in concert with long-term changes at the company. They include new advertising strategies, more emphasis on image building, new dealer development programs and increased factory-dealer communication.

Saab and Subaru thrive on 'more car for less'

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER



AUTOMOTIVE NEWS / CHARLOTTE WINTER



AUTOMOTIVE NEWS / CHARLOTTE WINTER

NEW YORK — Saab Cars USA and Subaru of America Inc., two other companies that have increased sales this year, gave new life to models with long, gray beards by selling a package of more content for less money.

Both companies added features and options on bread-and-butter models for 1991 without raising prices, or at least holding price hikes to a minimum. And both have made use of incentives.

"There is a real price-value consciousness," said William S. Kelly, Saab vice president of sales and marketing.

"People are looking at things in a little different way than they did in the '80s."

Through April, when industry car sales were down 16.6 percent, Saab sales were up 24.6 percent and Subaru sales were up 7.3 percent.

Although sales are up, they have risen over a weak 1990 period. In the first four months of 1990, Saab sales were down 19.7 percent from 1989, and Subaru sales were down 30.8 percent.

Remarkably, Saab's biggest improvement this year has been in the 900 model, a line that was introduced in 1978.

Saab sales started jumping in March after the company offered financing as low as 2.15 percent on the 900 and 4.35 percent for the 9000, as well as low-cost leases.

Sales of the 900 were up 34.4 percent through April to 7,550, comprising 71.2 percent of Saab's sales, compared to 65.7 percent for all of last year. The relatively spry 9000, introduced in 1985, made up 28.7 percent of sales, compared to 33.7 percent last year.

At Subaru, the star of the lineup is the Loyale, which was new in late 1984 and rebadged two years ago.

Subaru almost doubled Loyale sales through April to 11,298 cars — or 31 percent of the company's U.S. sales, compared to 16.7 percent at the same time last year.

The biggest change on the Loyale has been the addition of formerly optional features like air conditioning and power door locks and windows as standard equipment. The base Loyale wagon, for example, got an option package as standard equipment that would have cost $1,745 on last year's model.

Thomas R. Gibson, Subaru's president and chief operating officer, said Subaru took most of the money the company had been spending on incentives for the Loyale and put it into the equipment upgrade instead. Subaru is still offering a $500 incentive on some Loyale models.

Besides the lease and finance incentives that have worked so well for Saab, the company also introduced a 6-year/80,000-mile warranty last fall.

Optional features like anti-lock brakes were added to some models as standard equipment. And during the last two years, every model has gotten a slightly more powerful engine.

Saab also introduced a plain-wrapper 9000 last fall and a cheaper, non-turbo 900 convertible earlier this year.

LEASE

FROM PAGE 3

creases in retail lease activity this year, according to Joe McPartlin, director of GMAC's retail lease department, and Roger K. Meline, Chrysler Credit vice president of sales and marketing.

But now foreign manufacturers are really stirring up the market.

American Honda Motor Co.'s program is probably the most dramatic example. From April 4 to June 30, the company is promoting lease rates of $199 a month for a 60-month contract on its $15,000 Accord LX sedan, $219 a month on 48-month leases, and $249 a month on 36-month leases.

Dave Spyra, Honda Division ad manager, said that, although Honda's luxury Acura Division has had lease promotions, this was a first for the Honda brand.

The very attractive rates are the result of a combination of dealer and factory contributions, ranging from about $1,900 on a 36-month lease to about $2,500 on a 60-month lease, according to a Honda dealer. Dealers contribute the lion's share, though their participation in the program is optional.

Honda's lease program covers all Accords, though only LX was advertised in *USA Today* and on radio in top markets, Spyra said.

The program's been quite successful, according to dealers. Dana Martin, general manager at Southeastern Honda in Palm Bay, Fla., said his leasing business has doubled to 40 percent of his transactions during the promotion.

Some dealers question the wisdom of the 60-month offer because getting people back to showrooms quickly is leasing's major benefit. They are also concerned that many of the first-time lessees the program is drawing may not fully understand how difficult it is to get out of a five-year plan after three or four years.

Spyra said ads were intended only to get people into showrooms, and it is up to dealers to "take over and guide the customer" through the transaction. He also noted that the 60-month-lease ad is only one of three ads that highlight different prices and time periods.

Toyota Motor Sales U.S.A. Inc.'s promotion for a Toyota like Camry is also a first, according to Jim Hart, new-car sales manager for Page Toyota in Southfield, Mich. The importer is subsidizing the leases by offering what amounts to 6 percent financing, he said.

Toyota officials were unavailable for comment.

Toyota has been promoting its Camry leases through *USA Today*. They are available for 24 or 36 months, with a base Camry at $210 for 36 months and a well-equipped Camry Deluxe for $259.

To help reduce monthly payments, Nissan Motor Corp. in U.S.A. is giving dealers a $1,000 incentive on every Maxima they lease and $1,500 on the 300ZX, according to Oscar Li Donni, new-car sales manager for Newton Nissan in Newton, Mass.

Dealers can use the money to write whatever lease terms they want, depending on how much of the incentive they want to give away, he said.

OBITUARIES

Roger Rinke

GROSSE POINTE SHORES, Mich. — Roger Rinke, owner and president of Roger Rinke Cadillac in Warren, Mich., died May 30. Rinke, who opened the dealership in 1964, was 62.

BIG 3

FROM PAGE 1

the recession continues through the fourth quarter. (See story, Page 2.)

Analysts estimate the Big 3 will have to make capital expenditures of about $80 billion between 1991 and 1995 to stay in business, Robert Stempel, chairman of General Motors, told the Congressional visitors. "Obviously, you can't finance product programs out of current earnings when there aren't any," he said. GM lost $1.17 billion on operations in the first quarter.

But borrowing money has become tougher for the Big 3 because credit ratings have been downgraded, he said. "That means we pay a higher rate of interest when we borrow, draining resources that could have gone to product programs and other investments."

Ford Chairman Harold Poling told the Caucus that the Big 3's negative net cash flow — before borrowing — increased to $7.5 billion in 1990, up from $4.7 billion a year earlier, meaning the companies' spending continues to outstrip revenues.

"We are concerned that the Japanese will take advantage of their financial strength in their home market to increase their U.S. market share as they did in the early 1980s," Poling said.

"The weak economy and its impact on corporate profitability pose the risk of delays and reductions in product spending," he added.

Chrysler Corp. is hurrying to crank out badly needed new products but worries that it may not be able to keep its plan on track.

"Our $16.4 billion product plan is what we feel we need to invest in our business to compete in the years ahead. But it's also a tremendous drain on our resources," said President Robert Lutz.

"Considering the economic and market environment in which we have to generate our revenues, it's going to be tough to keep this aggressive product program intact," Lutz said.

● **General Motors** argued against a proposed corporate average fuel economy increase of 40 percent by 2001.

GM, whose domestic car fleet fell below the 27.5 mpg standard in the 1990 model year, said even its European fleet averages only 33 mpg, an area of the world where gasoline costs $3 to $4 a gallon.

The improvement in fuel economy is only 16.6 percent despite the fact that 90 percent of GM's European cars are the same size or smaller than the compact Chevrolet Cavalier. In addition, the cars sold in Europe generally have four-cylinder engines, 8 percent have a diesel engine, 97 percent have a manual transmission (which improves fuel economy) and fewer than 3 percent have fuel-eating air conditioning.

To meet some proposed CAFE requirements, GM would have to downsize cars, Stempel argued. "To put it more bluntly, we'd have to rip up our product plans and start over."

● **Ford** is attempting to cut 25 percent off the time it takes to produce a new car, squeeze 20 percent out of its product investment cost and improve supplier efficiency, said Alexander J. Trotman, executive vice president for North American Automotive Operations.

But the economy and regulations stand in the way of Ford's cost-cutting efforts. Complying with the new Clean Air Act, for example, will require a $2.6 billion investment by Ford and cost $600 per car, Trotman said.

● **Chrysler** faces staggering health care and retirement costs that make it difficult to compete with Japanese transplants.

Health care costs at Chrysler average about $700 for each vehicle built, said Robert Miller, vice chairman.

Retiree costs also amount to $700 per car, compared with $30 at Japanese transplants, Miller said. "That's the advantage of locating in a green field," he said, "and of hiring young, strapping workers who are a whole generation away from retirement."

PRODUCTION

U.S. CAR

	Week Ended June 1, 1991	Week Ended May 25, 1991	May Est.	Jan. 1 to June 1, 1991	Jan. 1 to June 2, 1990
Horizon	0	0	0	0	4,327
Sundance	0	0	4,501	16,586	32,186
Acclaim	2,200	2,537	9,006	34,151	39,891
Total Plymouth	**2,200**	**2,537**	**13,507**	**50,737**	**76,404**
LeBaron A	0	0	0	0	9,410
LeBaron J	0	1,021	4,428	18,697	18,556
N. Yorker C-Class	150	158	745	3,269	16,996
Fifth Avenue	800	1,061	4,573	13,076	12,649
Imperial	150	211	903	3,106	7,430
Total Chrysler	**1,100**	**2,451**	**10,648**	**38,148**	**65,041**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	13,401
Shadow	0	0	5,011	19,149	37,197
Dynasty	2,750	3,508	15,433	50,059	48,941
Spirit	2,000	2,349	7,906	30,478	39,845
Total Dodge	**4,750**	**5,857**	**28,350**	**108,152**	**143,482**
CHRYSLER CORP.	**8,050**	**10,845**	**52,504**	**197,037**	**284,987**
Escort	0	0	14,871	76,745	88,888
Mustang	2,964	3,725	10,289	32,155	61,970
Tempo	2,586	3,142	10,877	45,557	58,929
Taurus	7,648	8,444	38,309	139,061	157,606
Thunderbird	2,078	0	8,301	32,666	51,052
Total Ford Div.	**15,276**	**15,311**	**82,648**	**326,184**	**418,447**
Topaz	934	1,062	3,800	18,807	22,259
Cougar	1,378	0	6,117	24,531	32,290
Sable	2,360	2,529	11,593	44,414	45,609
Total Mercury	**4,672**	**3,591**	**21,510**	**87,752**	**100,158**
Continental	945	1,182	5,189	24,434	24,917
Mark VII	166	209	913	4,279	10,987
Town Car	2,217	2,782	12,217	57,476	71,645
Total Lincoln	**3,328**	**4,173**	**18,319**	**86,189**	**107,549**
Total L-M Div.	**8,000**	**7,764**	**39,829**	**173,941**	**207,707**
FORD MOTOR CO.	**23,276**	**23,075**	**122,476**	**500,125**	**626,154**
Skylark/Somerset	0	0	0	34,929	38,465
Century	2,645	2,643	11,752	36,861	29,003
Riviera	0	0	744	4,204	10,246
Electra/Park Ave.	2,255	2,611	12,975	42,773	14,312
LeSabre (fwd)	128	0	1,066	34,603	71,926
Roadmaster Wagon*	325	327	1,386	9,891	3,600
Reatta	0	0	192	1,206	3,844
Total Buick	**5,353**	**5,581**	**28,115**	**164,626**	**171,396**
Eldorado	0	0	955	6,395	9,396
Seville	0	0	1,344	12,909	16,115
Brougham (rwd)	385	419	2,052	8,609	13,065
DeVille (fwd)	2,910	3,581	16,247	60,466	74,238
Allante	51	64	281	1,318	1,621
Total Cadillac	**3,346**	**4,064**	**20,879**	**90,455**	**114,435**
Cavalier	4,172	5,223	23,766	115,549	137,830
Camaro	1,368	1,553	6,709	19,769	26,963
Corsica/Beretta	5,873	6,785	32,229	105,654	120,562
Caprice	3,110	3,277	15,259	58,976	88,588
Corvette	376	509	2,128	9,962	10,292
Total Chevrolet	**14,899**	**17,347**	**80,091**	**309,910**	**384,235**
Calais	0	0	0	34,616	42,204
Cutlass Ciera	1,845	1,865	9,250	32,339	33,582
Cutlass Supreme	2,052	2,582	10,897	44,876	36,336
Toronado	0	0	403	2,778	7,995
88 (fwd)	2,112	2,029	5,711	25,153	43,149
Custom Cruiser Wag.**	145	118	580	4,498	2,295
98	1,234	1,557	6,391	31,830	24,730
Total Oldsmobile	**7,368**	**8,151**	**33,232**	**176,096**	**190,291**
Sunbird	2,124	2,657	12,008	52,907	64,476
Grand Am	0	0	13,378	87,060	64,698
Firebird	392	522	2,262	6,435	16,717
Grand Prix	2,345	2,274	10,726	41,554	47,043
Pontiac 6000	1,180	941	4,789	15,244	25,065
Bonneville	272	126	480	21,432	35,408
Total Pontiac	**6,313**	**6,520**	**43,643**	**224,632**	**273,407**
Total Saturn†	**1,312**	**1,642**	**7,216**	**25,789**	**0**
GENERAL MOTORS	**38,611**	**43,303**	**213,176**	**992,582**	**1,133,764**
DIAMOND-STAR	**2,563**	**3,188**	**13,856**	**86,591**	**61,862**
Civic	1,025	1,907	7,929	38,973	52,585
Accord	6,960	7,378	33,697	153,314	136,544
HONDA	**7,985**	**9,285**	**41,626**	**192,287**	**189,129**
MAZDA*†	**2,680**	**3,346**	**13,460**	**63,049**	**71,796**
NISSAN	**2,104**	**2,648**	**11,581**	**59,048**	**43,643**
Corolla	1,700	2,148	9,496	44,749	45,645
Geo Prizm/Nova	1,600	1,990	8,776	43,253	44,604
NUMMI	**3,300**	**4,138**	**18,273**	**88,002**	**90,249**
SUBARU-ISUZU	**1,176**	**891**	**4,776**	**23,938**	**11,898**
TOYOTA	**3,480**	**4,323**	**19,073**	**94,209**	**94,550**
TOTAL BIG 3	**69,937**	**77,223**	**388,157**	**1,689,664**	**2,044,825**
TOTAL TRANSPLANT	**23,228**	**27,860**	**122,597**	**587,116**	**561,547**
TOTAL CARS, U.S.	**93,165**	**105,023**	**510,754**	**2,276,780**	**2,606,372**
TOTAL CARS, CANADA	**26,872**	**22,671**	**114,965**	**457,256**	**441,282**
U.S., CANADA CARS	**120,037**	**127,694**	**625,719**	**2,734,046**	**3,047,654**
U.S., CANADA CARS AND TRUCKS	**295,982**	**221,864**	**1,052,213**	**4,415,491**	**5,167,258**

Monthly estimates may contain error of one or two units due to rounding.
†Estimate *1990 totals reflect the LeSabre (rwd)
**1990 totals reflect Olds. 88 (rwd) ***Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended June 1, 1991	Week Ended May 25, 1991	May Est.	Jan. 1 to June 1, 1991	Jan. 1 to June 2, 1990
Monaco	869	0	1,214	2,548	5,132
Premier	438	0	951	3,663	2,808
CHRYSLER CORP.	**1,307**	**0**	**2,165**	**6,211**	**7,940**
Tempo	3,205	2,355	12,889	47,336	55,074
Topaz	1,375	1,018	5,493	15,081	20,376
Crown Victoria	1,565	1,622	7,652	37,791	53,083
Grand Marquis	2,265	2,050	10,961	35,358	48,876
FORD MOTOR CO.	**8,410**	**7,045**	**36,995**	**135,566**	**177,409**
Celebrity	0	0	0	0	11,559
Cutlass Ciera	2,002	1,466	8,172	28,544	35,102
Lumina	6,391	5,681	26,089	89,091	93,530
Regal	2,937	2,734	12,803	48,830	32,728
GENERAL MOTORS	**11,330**	**9,881**	**47,064**	**169,257**	**172,919**
CAMI	**2,000**	**1,953**	**10,250**	**53,188**	**0**
HONDA†	**2,100**	**2,200**	**10,053**	**46,124**	**45,330**
HYUNDAI	**150**	**276**	**1,388**	**13,987**	**7,924**
TOYOTA	**1,395**	**1,162**	**6,248**	**29,231**	**25,909**
VOLVO	**180**	**144**	**792**	**3,742**	**3,851**
TOTAL CARS, CANADA	**26,872**	**22,671**	**114,965**	**457,256**	**441,282**

U.S. TRUCK

Caravan	1,800	2,330	11,044	45,729	49,158
Dakota	1,600	2,015	9,484	32,764	32,536
Caravan C/V	50	93	425	1,856	3,085
Ram pickups	1,600	2,015	9,542	32,715	48,077
Total Dodge	**5,050**	**6,453**	**30,495**	**113,064**	**132,856**
Cherokee	3,250	3,416	13,335	48,539	72,120
Comanche	100	95	398	2,225	3,327
Grand Wagoneer	250	330	797	1,007	2,305
Wagoneer/Briarwood	50	37	175	1,215	1,714
Total Jeep	**3,650**	**3,878**	**14,705**	**52,986**	**79,466**
Voyager	1,350	1,754	8,492	36,628	47,003
Town & Country	50	63	322	1,415	1,523
Total C-P Div.	**1,400**	**1,817**	**8,814**	**38,043**	**48,526**
CHRYSLER CORP.	**10,100**	**12,148**	**54,015**	**204,093**	**260,848**
Aerostar	3,760	4,400	18,620	63,716	87,556
Bronco	550	336	1,773	5,479	23,400
Bronco II/Explorer	4,511	5,658	25,591	116,273	62,928
Navajo	120	187	819	5,397	0
Econoline	3,269	3,697	13,502	52,960	85,318
Mediums/Heavies	827	1,021	3,480	15,172	22,964
Light trucks	7,373	8,119	33,538	116,981	199,908
Ranger	4,921	6,242	27,639	106,074	128,657
Total Ford Div.	**25,331**	**29,660**	**124,961**	**482,072**	**609,731**
FORD MOTOR CO.	**25,331**	**29,660**	**124,961**	**482,072**	**609,731**
Astro	1,997	2,044	11,469	41,443	50,438
Blazer	176	208	893	3,254	7,614
Lumina APV	1,032	1,218	5,507	16,199	42,579
Mediums/Heavies	103	198	761	1,473	4,114
P-Model	354	489	1,716	6,785	10,786
Pickups	5,239	6,970	28,814	105,046	151,128
S10	4,406	5,840	28,585	107,873	100,662
S10 Blazer	1,473	1,297	7,204	18,301	56,576
Sportsvan/Van	750	954	4,192	17,676	29,740
Suburban	485	584	2,526	10,539	29,274
Total Chevrolet	**16,015**	**19,802**	**91,667**	**328,589**	**482,911**
Jimmy	44	25	165	944	2,421
Mediums/Heavies	370	367	1,805	3,541	6,881
P-Model	46	22	188	1,312	1,357
Pickups	1,693	1,774	9,013	47,119	530,547
S15/Sonoma	1,016	1,712	4,643	23,610	24,668
S15 Jimmy	308	736	2,005	5,899	17,474
Safari	877	1,463	4,890	17,017	17,069
Suburban	517	578	2,662	10,373	13,368
Vandura/Rally Vans	371	536	2,408	8,401	10,316
Total GMC	**5,242**	**7,213**	**27,778**	**118,216**	**146,888**
Silhouette	548	763	2,995	8,332	14,044
Bravada	168	247	879	7,904	0
Total Oldsmobile	**716**	**1,010**	**3,873**	**16,236**	**14,044**
Pontiac Trans Sport	**686**	**830**	**3,719**	**10,382**	**23,454**
GENERAL MOTORS	**22,989**	**28,855**	**127,037**	**473,423**	**667,917**
NAVISTAR	**1,316**	**1,231**	**6,378**	**31,974**	**31,216**
NISSAN	**2,152**	**2,654**	**11,898**	**57,902**	**65,873**
SUBARU-ISUZU	**956**	**833**	**4,244**	**21,137**	**10,858**
AM GENERAL	**406**	**460**	**1,948**	**8,858**	**9,990**
MISCELLANEOUS	**2,120**	**2,650**	**11,660**	**58,120**	**66,600**
TOTAL TRUCKS, U.S.	**65,038**	**78,481**	**341,943**	**1,337,571**	**1,722,133**

CANADIAN TRUCK

Caravan	4,193	2,311	15,125	61,044	70,591
Caravan C/V	259	152	986	11,519	5,787
Ram Wagon	0	553	2,251	9,044	12,770
Ram Van	0	1,015	4,001	15,917	25,155
Total Dodge	**4,452**	**4,031**	**22,362**	**97,524**	**114,303**
Voyager	3,016	1,706	10,576	45,274	57,378
Total Plymouth	**3,016**	**1,706**	**10,576**	**45,274**	**57,378**
Wrangler	1,733	1,115	6,724	23,592	24,465
Total Jeep	**1,733**	**1,115**	**6,724**	**23,592**	**24,465**
CHRYSLER CORP.	**9,201**	**6,852**	**39,662**	**166,390**	**196,146**
FORD MTR. (E. Mfg.)	**3,006**	**2,277**	**12,341**	**39,987**	**63,392**
Light trucks	3,487	2,902	13,547	57,221	74,646
Vans	1,302	1,249	6,491	21,891	20,734
Total Chevrolet	**4,789**	**4,151**	**20,038**	**79,112**	**95,380**
Light trucks	1,188	1,021	5,149	22,605	28,413
Vans	648	421	2,168	8,989	9,539
Total GMC	**1,836**	**1,442**	**7,317**	**31,594**	**37,952**
GENERAL MOTORS	**6,625**	**5,593**	**27,355**	**110,706**	**133,332**
CAMI	**1,910**	**840**	**4,648**	**23,635**	**0**
NAVISTAR	**185**	**127**	**554**	**3,156**	**4,982**
TOTAL TRKS., CANADA	**28,967**	**15,089**	**84,561**	**343,874**	**397,472**
U.S., CANADA TRKS.	**85,045**	**94,178**	**426,494**	**1,681,445**	**2,119,605**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Holiday cuts U.S. output

By Bob DeMayer
SPECIAL CORRESPONDENT

U.S. car production dipped last week, due principally to last Monday's holiday.

Model changeover downtime at three GM plants also played a part in the dip. The plants are Detroit-Hamtramck, Mich.; and Lansing, Mich., A and B.

U.S. carmakers scheduled 93,165 units last week, 11.29 percent below the preceding week and 23.33 percent below last year.

Year-to-date U.S. car production is 2,276,780, down 12.65 percent from 1990.

Truckmakers planned to build 65,038 units last week, 17.13 percent below the prior week and 18.21 percent below the comparable week last year.

So far this year, 1,337,571 trucks have been assembled, 22.33 percent behind 1990.

Mack Trucks Inc.'s decision to halt production at its Hagerstown, Md., plant for a second week this spring reflects slowing heavy-duty truck sales throughout the industry, analysts say.

General Motors scheduled one shift of overtime last Saturday at four car plants: Linden, N.J.; Arlington, Texas; Fairfax, Kan.; and Oklahoma City.

The Chevrolet Corsica and Beretta are produced at Linden, and the Cadillac Brougham and the Chevrolet Caprice sedan are made at Arlington. The Pontiac Grand Prix is produced at Fairfax, and the Buick Century sedan and wagon, the Oldsmobile Cutlass Ciera sedan and wagon and the Pontiac 6000 sedan and wagon are made at Oklahoma City.

Chrysler's St. Louis (No. 2) truck plant worked two shifts of Saturday overtime.

CANADA: Canadian car production was estimated at 26,872 last week, up 18.53 percent from the prior week and up 4.37 percent from the year-ago week.

Truck production last week was estimated at 20,007, up 27.52 percent from the prior week and 5.16 percent above the year-ago week.

Year-to-date, truck production in Canada is down 13.48 percent.

GM scheduled overtime last Saturday at its Oshawa, Ontario, truck plant.

The Associated Press contributed to this report.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Norfolk, Va.	**6/3**	**3,200**
Ford F series		
GENERAL MOTORS		
Detroit/Hamtramck, Mich.	**6/3**	
Buick Riviera		*
Cadillac Eldorado		
Cadillac Seville		
Oldsmobile Toronado		
Lansing, Mich. (A plant)	**6/3**	*
Buick Skylark		
Oldsmobile Calais		
Lansing, Mich. (B plant)	**6/3**	*
Pontiac Grand Am		
CHRYSLER		
Belvidere, Ill.	**6/3**	
Chrysler Fifth Ave.		1,000
Chrysler Imperial		180
Chrysler New Yorker		165
Dodge Dynasty		3,250
Sterling Heights, Mich.	**6/3**	
Dodge Shadow		1,500
Plymouth Sundance		2,000
Total U.S. car		**8,095**
Total U.S. truck		**3,200**
Total units lost week of 6/3		**11,295**

*Model changeover
Source: Automotive News Data Center

NOTE

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Chrysler's Francois Castaing, left, and Robert Lutz, check out the liftgate of the 1993 Grand Cherokee. Senior managers hold quarterly reviews of product development and test-drive prototype and pilot vehicles.

Teams are tops now at Chrysler

Grand Cherokee ripens as first fruit of platform approach

In recent years, automakers have developed new products and delegated authority in new ways. Last week, we reported on General Motors H-cars; next week, we look at Ford's Econoline and Honda's Accord station wagon.

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

How POWER works at:
GM
CHRYSLER
FORD
HONDA

In February 1990, the team developing the 1993 Jeep four-door sport-utility met at Chrysler Corp.'s proving ground in Chelsea, Mich.

People like Bernard Robertson, general manager of Jeep-truck engineering, were driving prototypes of the new Jeep Grand Cherokee, code-named ZJ, around the track surrounded by Michigan farmland. They were comparing the dully painted prototype to its predecessor, Jeep Cherokee, and to competing sport-utilities.

During a point-by-point evaluation, several members of the group started talking about the rear seat. Soon, a consensus developed that it needed improvement.

So the team set to work. They tried reshaping the seat, bringing the cushion closer to the side of the vehicle. They worked until they were satisfied that a bigger, reshaped rear seat enhanced the vehicle.

The larger seat carried an extra cost, but the team kept within the overall budget by making small cuts elsewhere.

"The whole team agreed that was something we wanted to do, and we just agreed to do it and executed it," said Robertson.

That, he added, is the way Chrysler operates today under its new platform team organization.

"In the old days — not so very long ago — something like that seat would have gone to several product decision meetings; (former Chrysler Motors President) Harold Sperlich would have looked at it; it all would have been done in a studio on a clay model that you couldn't sit in and couldn't drive," Robertson said. "In the end, we'd have gotten whatever we got. Today, we are empowered enough to actually *do* something to the product early enough so that the customer benefits."

Notes spokesman Tom Kowaleski: "This really reflects where the decision-making ability rests today. Bernard Robertson and

see CHRYSLER, page 10

Dealers cut back: 1991 model output tumbles 1.1 million

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

The Big 3 and their dealers have written off the 1991 model year and are hunkered down for a long, hot summer, hoping for recovery when the 1992 model year begins this fall.

Dealers say they are ordering only select, proven good-selling models, and factories are obliging them by not foisting unwanted, slow-selling product on the dealers. Some manufacturers have altered buildout policies to allow dealers to maintain lean, fast-moving inventories.

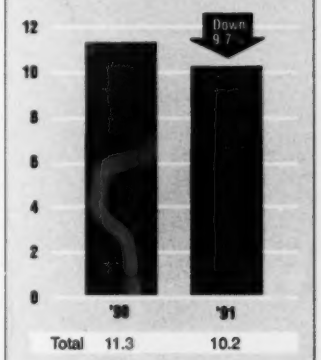
Imports, Ford add rebates, Page 46

That could mean a fast start for 1992 models if the economy and consumer confidence oblige.

Chrysler Corp. has dropped some buildout stipulations. It no longer requires dealers to order slow-moving vehicles when they order

see BUILDOUT, page 43

1991 model year production
Cars and light trucks built in Canada and United States, in millions of units.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

Mercedes, Mitsubishi discuss plan for sharing new sport-utility

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

SINDELFINGEN, Germany — Mercedes-Benz AG and Mitsubishi Motors Corp. are discussing a plan to jointly develop and produce a new sport-utility that would replace Mercedes' four-wheel-drive Gelaendewagen, officials of the German automaker confirmed at the company's annual financial meeting here last week.

Mercedes bolsters veto power, Page 3

According to a company source, meanwhile, the automaker has selected next January's Detroit auto show for the world launch of its new S-class coupe. The decision to unveil the coupe in Detroit — in either a V-8 500SEC or V-12 600SEC version — was reached at a senior management confab in early June, the source said.

The Mitsubishi talks were confirmed by Mercedes Chairman Werner Niefer, who offered no details. "There is no conclusion," sa. Niefer. "All possibilities are open, nothing is settled."

According to a Mercedes official, each company would badge a version of the 4wd vehicle for itself

see MERCEDES, page 41

Big 3's van-dumping complaint shows fear, frustration

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Big 3 say they may delay or cut investment in minivan programs unless the government keeps Japanese companies from dumping minivans in the United States.

They also say the job-security provisions of last fall's UAW contract are in jeopardy in subsequent contracts if dumping isn't stopped.

General Motors, Ford Motor Co. and Chrysler Corp. say they fear that Japanese minivans will duplicate the pattern of other automotive segments such as luxury cars: One or two companies lead the way and others follow in short order.

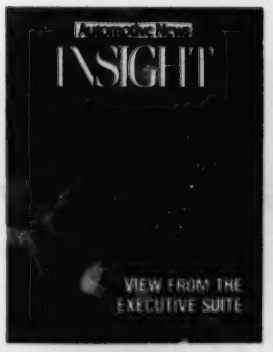
The allegations come from the domestic makers' petitions to U.S. Commerce Secretary Robert A. Mosbacher and U.S. International Trade Commission Secretary Kenneth R. Mason, asking for relief from what the Big 3 allege is unfair pricing by Mazda and Toyota. Nissan and Mitsubishi also were named because they sold a small number of minivans in the United States during the three-year period discussed in the complaint. The petition was filed May 31.

Crucial to the domestics' case is their allegation that wholesale prices for minivans sold in the United States are substantially below comparable prices in Japan.

The petition reveals the fears and frustrations of a domestic industry that has been losing market share to the Japanese for a decade:

- The dumping is one cause of a

see DUMPING, page 45



Cautious optimism
Big 3 presidents assess the prospects for recovery from the recession, pending legislation and foreign competition in *Automotive News Insight*, which follows Page 24.

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Corvette lovers trek to Kentucky:
Ten years after it opened, the Corvette plant in Bowling Green, Ky., is an automotive mecca for sports car fans. Story on Page 3.

Watchdogs say Ford fixing cars in Canada under secret warranty

Company considers fuel pump repairs to be goodwill

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. calls it goodwill assistance, but consumer watchdog agencies in the United States and Canada say it amounts to secret warranties.

At issue is what the Automobile Protection Association in Canada says amounts to excessive fuel pump failure on the 315,000 1988 to 1990 Ford Tempo and Mercury Topaz models sold in Canada. The failure causes the vehicles to stall during warm weather.

George Iny, president of the consumer watchdog agency, estimates that at least 20 percent of the vehicles have been affected after the warranty expires, yet Ford has failed to notify owners and has paid for out-of-warranty repairs inconsistently.

"It appears that consumers who complain loud and clear have a decent chance of getting secret warranty coverage," Iny said.

Ford has paid for all or some of the repair costs in 35 percent of the fuel pump cases reviewed by Iny's organization under a goodwill assistance plan that has been in existence since 1983, said Ford of Canada spokesman John Jelinek. Dealers have goodwill forms that they submit to the factory at their discretion.

Jelinek said goodwill kicks in when a warranty expires and is granted based on how well a dealer presents the customer's argument. Jelinek said Ford is aware of the fuel pump problems, but denied Iny's allegations. "We wouldn't risk the goodwill of our customers by running secret warranties."

Jelinek said there hasn't been a similar problem with the 978,000 1988 to 1990 Tempos and Topazes that were sold in the United States. Doug Nelson, an investigator with the Center for Auto Safety in Washington, says he isn't so sure.

"Tempos, Topazes have always had trouble with chronic stalling," Nelson said. "The fuel pump could be the problem."

Nelson said the cases may not have been reported because generally when cars stall and motorists get them started again, they tend not to think it's a serious problem.

Nelson said he received a few complaints from consumers regarding fuel pump failure on 1986 and 1987 Tempos and Topazes. "A few were multiple failures," Nelson said. "I am going to have to look into this more."

Nelson said several million cars, at any one time, may be covered by what manufacturers call goodwill assistance. "We call them secret warranties," Nelson said. "We see it more as unequal treatment."

Iny demanded that Ford treat all customers equally in a May 31 letter sent to Ford of Canada President James O'Connor.

Ford called attention to the problem on 1988 to 1990 models in an April 1990 service bulletin issued to its Canadian dealers.

An earlier bulletin was issued regarding 1986 and 1987 Ford Tempo, Taurus and Escort and Mercury Topaz and Lynx models.

The bulletins noted that the vehicles tended to stall during the transition period between winter and spring, and on hot days.

Jelinek said it appears to be a fuel problem rather than a fuel pump failure because the replacement of the pump did not solve the problem in some instances. He explained that Canadians use a more volatile fuel during the winter months, and that fuel could be the

see FORD, page 46

HIDDEN IMAGE/HANS G. LEHMANN

Ford's new Sierra

Ford of Europe is finishing development of the next generation Sierra, a car that is expected to bow at the Geneva auto show in 1993. Wagon, coupe, hatchback and sedan (pictured here) versions are planned. Power will come from a variety of four- and six-cylinder engines. The current generation Sierra will be nearly 10 years old when the new model is introduced.

Toyota plant to have the amenities

Air conditioning, lounges, shorter lines should help boost output

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Air conditioning. Soothing background music. Comfortable staff lounges for hourly breaks. Spa-like bath and shower rooms. Flowers. Quiet.

No, not a law office.

Toyota Motor Corp. is building these amenities and more into a $1.1 billion, greenfield factory in western Japan that will turn out 200,000 cars a year while maintaining the gentle illusion that hammering steel into automobiles is about as difficult and dirty as shuffling paper.

More than $7 million of the investment will be spent on such quality-of-life features as shower and bath facilities, according to Toyota officials.

"We want to create a completely new type of plant, entirely different from the blunt, drab effect of plants now," says director Tadaaki Jagawa, who oversees engineering of the new factory in Fukuoka Prefecture, about 700 miles southwest of Tokyo on the island of Kyushu.

Toyota's motives for its largess are simple: to boost output in the face of Japan's declining, increasingly choosy labor force.

Like all manufacturers in Japan, Toyota is finding it increasingly difficult to attract new line workers and to hold on to older ones. The automaker, Japan's biggest, says it is coping with annual turnover of 10 percent a year on its production lines, or between 4,000 and 5,000 workers a year.

"The rate is almost double what it was five or six years ago, especially among younger people," Jagawa says. "You can increase productivity by 5 percent if workers are more experienced," he said.

But Jagawa thinks of Fukuoka as more than just a solution to the labor shortage. From a production engineering point of view, Jagawa said, "Fukuoka will be the model plant for Toyota," designed to appeal to workers but also to assure higher quality and efficiency.

The new plant, which will produce a Cressida-level model starting in 1993, will use 2,000 workers, in both blue and white collar jobs, a savings of 500 jobs over a typical Toyota plant, Jagawa said.

The resulting gain in productivity means that each Fukuoka worker, on average, will be turning out 100 cars a year, a rate of output that compares with 79 to 93 cars a year at other Toyota plants in Japan.

To be sure, the planned-for efficiency gains will not be realized through happier workers alone. Because the plant is being built in an uncrowded rural area and will be able to spread out, Toyota will be able to design in more efficient manufacturing processes than it can in its congested Toyota City complex in central Japan.

To replicate what it is planning in Fukuoka, Jagawa says, Toyota would have to combine two of its older plants into one complex to get enough space to work with.

To begin with, the dies at Fukuoka will be about double the size of the machines used at the company's Toyota City plants, re-

see TOYOTA, page 46

Saturn duplicates factory in the office

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — Now that its $1.9-billion car factory is up and running, Saturn Corp. is building another version of the plant inside its Spring Hill, Tenn., complex.

The carmaker is constructing a 20,000-square-foot mock-up within its Northfield administration building, where engineers will study new tooling options and proposed process changes for the actual plant nearby.

The facility will contain a mock assembly line that includes Saturn line tooling, the "three-rail" overhead chassis carriers common in assembly plants, as well as a line of 10 of Saturn's unique "skillets," the individual platforms that raise and lower Saturn vehicles to adjust to Saturn workers' needs.

The line will move at Saturn's actual factory line speed — about 50 cars an hour eventually — to ensure its realism, said Larry Mahoney, director of industrial engineering for General Motors' Chevrolet-Pontiac-Canada Group.

The "other" Saturn factory will also include a simulated engine assembly line, transmission assembly, chassis construction and final car assembly.

"If someone thinks of a way to perform a job better than we're already doing it, he can come in here and try it out without disrupting production," Mahoney said. "This will be where we work out new ideas and learn how to implement them."

Among its first questions will be whether the assembly line should somehow tilt or flip the space frames on which Saturns are built as they move through the plant. Saturns are built as aluminum space frames with plastic and steel panels hung on. Mahoney indicated that certain jobs could be better performed if the frames were positioned differently.

Mahoney said he is on loan to Saturn from C-P-C to build the Workplace Development Center, and that similar centers may be developed at other GM plants.

The Saturn center, scheduled to be completed in August, will double as a training center for the 5,000-member Saturn work force.

Two of GM's in-house component makers, Paccard Electric Division and AC Rochester, have long operated factory mock-ups to develop component-assembly ideas. But Mahoney said the Saturn center is the only such facility for total car assembly.

He declined to reveal the cost of the center, but said it is "considerable."

INDEX

Auction dates	33	Letters	14
Classifieds	34-39	Obituaries	34
Coming events	39	Opinion	12
Dealing with dealers	28	Personnel	26
Incentive watch	46	Production	47
Insight	follows page 24	Recreation on wheels	20
Keith Crain	12	Sales, domestic cars	42-43
Late news	8	Sales, imported cars	44
Legals	24	Sales, truck	43

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Corrections

- A story in the June 3 issue incorrectly stated that Buick was not among the top 10 nameplates in J.D. Power and Associates' 1991 Initial Quality Survey. Buick tied for 10th place, with Mazda and Oldsmobile. (Survey results are on Page 8.)
- A bill in the California legislature would allow a buyer to cancel a new-car purchase within 24 hours if the buyer leaves the car with the dealer and pays a cancellation fee. A June 3 story incorrectly said buyers would have to leave their vehicles before a deal is final.

May sales offer glimmer of hope to automakers

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Automakers sold more vehicles in May than in any other month this year — but sales still were 11.7 percent below the 1990 figure.

May's total of 1,156,954 cars and light trucks topped April by more than 100,000 units, and it was more than 300,000 better than January's disastrous tally.

Nevertheless, the 11.7 percent decline was measured against a poor performance a year ago.

Car sales and truck sales declined about equally. Cars dropped 11.8 percent, to 769,500. Trucks were down 11.5 percent, to 387,454, as usual comprising about one-third of the industry total.

May was "no blockbuster," said Tom Webb, chief economist for the National Automobile Dealers Association. But he noted that the annual selling rate improved from 11.6 million units in April to 12.3 million in May. And that, said Webb, could signal "the beginning of a long-awaited, if gradual recovery for retail auto sales."

The sales figures were released amid some hopeful signs in the economy at large, in housing sales and housing starts for instance. But economic news was mixed and consumer confidence remained flat — slightly below April, in fact, and still well below pre-Gulf war numbers.

Japan-based manufacturers continued to gain market share by outperforming the industry as a whole. Their car-truck sales were off 5.7 percent for May and were down 8.8 percent for five months. Overall U.S. sales were down 15.9 percent for the five-month span.

TOP 10 SELLERS, MAY 1991

	Sales
1. Honda Accord	39,654
2. Chevrolet C/K pickups	38,176
3. Ford F-series pickups	36,695
4. Ford Taurus	27,959
5. Toyota Camry	26,402
6. Chevrolet Cavalier	25,960
7. Chev. Corsica/Beretta	25,693
8. Honda Civic	24,166
9. Ford Explorer	22,508
10. Chevrolet Lumina	22,505

Source: Automotive News Data Center

Honda, Nissan and Toyota all reported single-digit declines for the month.

As a group, Japanese brands picked up 1.6 points of market share in May, grabbing 25.9 percent compared to 24.3 percent last year. Through May, their share rose 2.0 points to 25.3 percent.

Subaru continued to outrun most of the industry, with May sales up 7.9 percent to 7,690. But in May 1990, Subaru was down 30 percent from 1989.

The Big 3 were down more than the industry average in May, falling 12.6 percent. For five months, Big 3 sales were off 17.8 percent.

Chrysler Corp. sales plunged 15.5 percent in May. As they often do, Chrysler's light trucks and minivans outsold its cars. Sales for the Chrysler make were off 40 percent for the month.

Both American Honda Motor Co. Inc. (Honda-Acura) and Toyota Motor Sales U.S.A. Inc. (Toyota-Lexus) sold more cars than Chrysler Corp. in May. American Honda also leads Chrysler for the calendar year.

Ford Motor Co. sales were down 12.8 percent in May, despite a 14.6 percent increase by Mercury. General Motors was off 11.9 percent, but Buick sales rose 8.1 percent.

see SALES, page 42

Nissan's new Vanette Serena will compete against Ford and Chrysler minivans in Europe.

Nissan unveils minivan for Japan, Europe

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Nissan Motor Co. last week introduced a mid-engined eight-seat minivan that will be sold only in Japan and Europe.

The vehicle, named the Vanette Serena, was developed independently of the 3.0-liter V-6 Nissan Quest/Mercury Villager that Nissan will co-produce with Ford Motor Co. for the U.S. market. The front-wheel-drive Quest/Villager, which is virtually identical in size to Chrysler Corp.'s standard-sized minivan, will be built by Ford at Avon Lake, Ohio.

Smaller than the Quest and its targeted competition, the Toyota Estima/Previa, Serena's front axle is positioned 34 inches ahead of the engine to permit an extended wheelbase of 109.4 inches.

Nissan engineers say the unconventional layout provides handling that is on a par with a passenger car and flexible arrangement of the rear seats. The minivan is offered in a four- and five-door version.

The rear-wheel-drive Serena is available with three versions of a four-cylinder, 16-valve twin-cam gasoline engine, in 1.6- and 2-liter versions, and two diesel engines, including a turbocharged unit. Four-wheel drive and four-wheel steering are optional.

Nissan said it hopes to sell 4,500 units a month in Japan at prices ranging from 1.14 million yen (about $8,150) for a commercial version to 2.8 million yen ($20,000) for a top-line passenger model.

Although the new vehicle will not reach U.S. shores, it will compete head on with Ford and Chrysler in the key European market, where both U.S. automakers have hopes of cashing in on the fast-growing minivan segment.

Serena will be produced for the European market at Nissan Motor Iberica SA in Spain, starting in the summer of 1992, Nissan said. The automaker said it expects European sales to hit about 3,000 units a month shortly after launch.

Mercedes tightens control over sale of dealerships

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — In an effort to control the "haphazard" erosion of its dealership presence, Mercedes-Benz of North America Inc. will play a much more active role in monitoring the sale of Mercedes dealerships.

The company is giving itself more power to veto the sale of any of its 408 U.S. outlets. And it wants more say-so in reviewing potential buyers who want a franchise.

Mercedes may even buy stores in key markets.

The company is particularly keen to keep real estate developers from buying dealerships and using the properties for other purposes, said Michael Jackson, senior vice president of marketing and sales.

The plan, called the "Network Investment Program," serves as an acknowledgement that the dealer network needs shoring up.

Ralph Gaden, chairman of the Mercedes dealer council, said the council encouraged the company to come up with a program that would keep dealerships open and ensure that only high-quality dealers can acquire the franchise. Gaden owns Autohaus Inc. in Dallas.

He said it is in the dealers' best interest to raise the standards of the dealer network, because a dealer that "doesn't quite fit the image" reflects badly on the others and could affect the value of the franchise.

"I would much rather have a good strong competitor than a weak one, or what we call in the trade a 'schlock operator.' Not that we have many, because we don't. But if there's a good, solid qualified operator in my market, we both sell more cars and make more money," he said.

Mercedes has already set aside money to buy dealerships and expects to buy two or three a year.

"The alternative of letting events unfold haphazardly is something we can no longer afford," Jackson said. The Network Improvement Program is expected to be in place by the end of the year.

The changes come as Mercedes sales have fallen 22.9 percent so far this year, along with other luxury brands that have been hit hard by the recession and luxury tax.

In such tough times, dealers might be more inclined to sell to a real estate developer or simply quit and relinquish the franchise, and Mercedes wants to be prepared.

From a longer-term perspective, Mercedes feels its dealer network is spread thin geographically. That makes it important to keep open certain small dealerships in out-of-

see DEALERSHIPS, page 41

Chrysler bond rating lowered again

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Citing the "rapid depletion" of Chrysler Corp.'s cash reserves, Standard & Poor's Corp. has downgraded the rating on $21 billion worth of Chrysler debt for the second time this year.

Standard & Poor's warned that further downgrades could occur unless the automotive market revives or Chrysler raises cash through asset sales.

In February, Standard & Poor's downgraded Chrysler's long-term debt to speculative, or junk bond, status, which restricts Chrysler's access to credit markets and raises borrowing costs.

Standard & Poor's last week said it had further lowered the senior debt ratings of Chrysler and its financial subsidiary, Chrysler Financial Corp., to BB− from BB+ ratings. The action moves Chrysler's rating deeper into the speculative grade.

Similarly lowered was the rating on the Auburn Hills Trust, a trust formed to sell bonds to finance the $1 billion Chrysler Technology Center under construction in Auburn Hills, Mich.

Standard & Poor's placed the ratings of Chrysler Financial Corp. and Chrysler Credit Canada Ltd. on its CreditWatch list "with developing implications." That means ratings could be raised or lowered. The ratings of Chrysler Corp. and Auburn Hills Trust were placed on CreditWatch "with negative implications."

"Persisting weak cash flow from operations heightens uncertainty about Chrysler's ability to continue funding critical new product development programs," said Standard & Poor's. "Moreover, CFC faces debt maturities over the next 18 months that could necessitate substantial asset sales."

Chrysler's cash dipped from $3.36 billion at the end of 1990 to $2.55 billion at the end of the first quarter of 1991.

The company could raise an estimated $500 million from the sale of assets now on the block.

Chrysler termed the rating "extremely disappointing" and said the timing was surprising.

"The overall economy appears to be on the rebound, and Chrysler's car and truck sales are finally beginning to show some signs of improvement," the company said.

"We remain confident that we have the financial resources necessary to continue to support our aggressive new product programs," Chrysler said, adding that the company believes "the worst is behind us and that brighter days are ahead."

SPORTS CAR MECCA

Thousands trek to Kentucky each year to pay homage at Corvette birthplace

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

BOWLING GREEN, Ky. — Religious pilgrims have their rocks and shrines. American car buffs have the Corvette factory here.

Despite its seemingly abandoned ambiance outside, the weedy parking lot, its rusty and battered fences and a human-less reception room where visitors have to figure out for themselves how to get into the inner sanctum, the Corvette factory is an automotive mecca.

Every year, some 50,000 Corvette lovers, sports-car clubs and sweaty tourists off the adjacent interstate make pilgrimages to the out-of-the-way factory, 70 miles north of Nashville, Tenn. The badges of Corvette fan clubs from Hawaii to Switzerland — there are some 635 around the world — adorn one plant wall. The factory is the seventh most visited tourist site in Kentucky, ranking behind such national treasures as Churchill Downs and Abraham Lincoln's birthplace.

It is, after all, the Corvette — 38 years old and "the only true American sports car," its disciples claim.

The Corvette is nothing if not an image-builder for General Motors. With its ZR-1 version carrying a base price of $64,138, the Corvette remains the most expensive mass-produced car in America. Its 375-hp V-8 is topped in the United States only by certain Ferrari and Lamborghini products. With first crack at much of the newest technology in GM's arsenal, it is arguably the most advanced

see CORVETTE, page 9

LATE NEWS

VW recalls 7,000 Corrados

TROY, Mich. — Volkswagen United States Inc. is recalling about 7,000 of its 1990 and 1991 Corrados to check fuel pumps for a possible defect.

VW said the fuel filter connected to the fuel pump assembly could deform, causing the fuel pump to come loose. That may cause the car to stall. The company noted that a number of the affected vehicles are still in dealers' inventories.

Sinclair leaves Saab USA Sept. 1; Helling to CEO, Halbach chairman

Saab Cars USA Inc. Chairman Robert Sinclair will retire Sept. 1, after 12 years as head of the company.

Sinclair, 59, said in a letter to dealers Friday that President Sten Helling will also become CEO. Hans Halbach, executive vice president at Saab Automobile AB in Sweden, will succeed Sinclair as Saab Cars USA's chairman. Halbach will remain based in Sweden.

Sinclair stepped back from day-to-day duties last July, when Helling became president and Sinclair was named to the new position of chairman.

— David Versical

Korea's Kia to assemble Mazda 929 next year

SEOUL, South Korea — Kia Motors Corp. said last week that it will begin assembling the Mazda Luce/929 from kits beginning in the spring of 1992.

Production plans call for starting with 2,000 units monthly, Kia said. The Luce, equipped with a 3.0-liter V-6, will compete against Daewoo Motor's Imperial and Hyundai Motor's Grandeur models.

Mazda Motor Corp. this month introduced its all-new replacement for the Luce/929, a longer and wider car that will be called the Sentia in Japan and the 929 in the United States. It was not immediately clear whether Kia will assemble the all-new car or the old Luce.

Kia is 8 percent owned by Mazda and 10 percent by Ford Motor Co.

— Oles Gadacz

Brazil allows 6.5% price hike

SAO PAULO, Brazil — Brazil's new economic team last week gave the country's automakers permission to raise passenger-car prices by an average 6.5 percent and rebated to the industry a part of the Industrialized Products Tax manufacturers pay every month.

The measure acts to give the automakers an infusion of working cash during the current wage and price freeze.

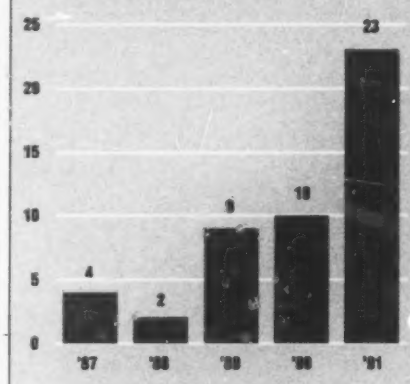
— Rik Turner

J.D. Power 1991 Initial Quality Survey

Results based on survey of 33,137 car buyers were released May 31.

Number of models

with less than 100 problems per 100 cars



Ranking by brand

Problems per 100 cars. Average = 140.

Lexus	55	Plymouth	156
Infiniti	69	Nissan	160
Toyota	90	Pontiac	164
Mercedes-Benz	99	Geo	167
Acura	109	Mitsubishi	168
Honda	111	Audi	169
Subaru	126	Chrysler	179
Ford	127	Saab	180
Lincoln	131	Isuzu	181
Mazda	134	Volvo	181
Buick	134	Chevrolet	182
Oldsmobile	134	Dodge	182
Mercury	138	Porsche	186
Cadillac	138	Jaguar	195
BMW	141	Volkswagen	240
Saturn	151	Hyundai	249
Eagle	155	Alfa Romeo	321

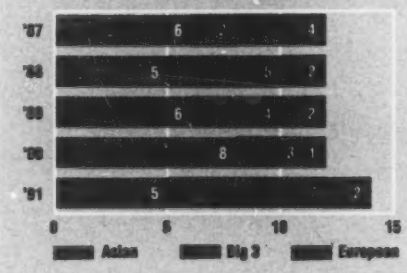
Top 10 1991 models

and past scores

	'88	'89	'90	'91
1 Lexus LS400	—	—	74	47
2 Acura NSX	—	—	—	71
3 BMW 750iL	—	—	—	74
4 Lexus ES250	—	—	101	76
5 Mercedes S-class	116	93	76	77
6 Pontiac 6000	>121	124	102	78
6 Infiniti Q45	—	—	91	78
8 Toyota Camry	121	92	72	79
9 Toyota Cressida	80	96	63	80
10 Mercedes 190E	104	100	>114	89
10 Honda CRX	>121	110	109	89

Number of brands

with models in top 20



Source: J. D. Power and Associates (USA Today for brand rankings below average)

AUTOMOTIVE NEWS / MARTHA GRATTAN

Nissan to build electric cars

Nissan Motor Co. Ltd. will manufacture an electric car starting in 1997.

The company said last week in Tokyo that in partnership with Kyushu Electric Power Co. of Tokyo it will begin commercial production in 1997.

The company did not say whether the vehicle would use the Super Quick Charge battery system it announced two weeks ago.

Nissan announced no specifics of the project, but reports in Japanese media late last week said the car will have a range of 120 miles at 25 mph on a single electrical charge.

— Lindsay Chappell

2 GM vice presidents reassigned at C-P-C

WARREN, Mich. — General Motors vice presidents David D. Campbell and Arvin F. Mueller have been reassigned to give them control over product platforms at the Chevrolet-Pontiac-Canada Group.

Campbell, 61, who had been C-P-C group director of operations since 1984, now is general manager of rear-wheel-drive platforms. He is responsible for the Chevrolet Caprice sedan and wagon, Buick Roadmaster sedan and wagon and Oldsmobile Custom Cruiser wagon (B-body); Cadillac Brougham (D-body); Chevrolet Corvette (Y-body), and Chevrolet Camaro and Pontiac Firebird (F-body) platforms.

Mueller, 59, who had been C-P-C group director of engineering since 1988, now is general manager of mid-sized products. He is responsible for the Buick Century and Oldsmobile Cutlass Ciera (A-body); Buick Regal, Oldsmobile Cutlass Supreme, Pontiac Grand Prix and Chevrolet Lumina (W-body) platforms and the Chevrolet Lumina, Pontiac Trans Sport and Oldsmobile Silhouette minivans.

— Phil Frame

Fuji loses $620 million for year; U.S. Subaru units are in red

TOKYO — Fuji Heavy Industries, the maker of Subaru vehicles, reported a consolidated net loss of 86.9 billion yen (about $620 million at current exchange rates) for the fiscal year ended March 31 despite a 23.9 percent increase in sales, to 819 billion yen ($5.8 billion).

The company also reported that its consolidated operating loss widened to 79 billion yen ($564 million) from 38 billion yen the previous year. Consolidated results include the parent firm and subsidiaries.

Fuji said the parent company accounted for 66.4 billion yen of the net loss. Subaru of America and the company's joint manufacturing venture with Isuzu Motors Ltd. in Indiana accumulated the remaining 20 billion yen deficit, the company said.

Fuji said most of the loss occurred in the first half of the year. It attributed the loss to heavy depreciation costs, the high cost of selling in the United States and investment for new products in Japan.

Fuji said it expects to earn about 2 billion yen ($14.3 million) during the current fiscal year on an unconsolidated basis. But it indicated it would be difficult to finish in the black on its U.S. operations.

— Mary Ann Maskery

NADA's Green calls on makers, dealers to rethink ties

THE HAGUE, Netherlands — It is time for automobile dealers around the world to re-evaluate their relationships with manufacturers, according to Ray Green, immediate past president of the National Automobile Dealers Association.

In remarks to the New Vehicle Committee of the International Organization of Motor Trades, Green urged dealers and their national associations to meet with manufacturers to revise franchise agreements.

In a global economy, he said, dealers must be a part of the manufacturers' decision-making process in matters that affect the products they sell.

BRIEFLY: *Problems of the inner city outweigh Ford-Buick rivalry*

A **Buick** dealer helping a rival **Ford** store sell cars? Yes. And it happened in Detroit, where the Big 3 these days work together on projects like batteries and wiring harnesses to get an edge on foreign competition.

Nate Conyers, the only black Ford dealer in the Motor City, held a week-long party to celebrate the opening of his new retail truck center, and he invited various politicians, business people and media folk to sell cars for a day.

Last Monday was dealer day at Conyers' dealership, Riverside Ford, and pulling sales duty along with the many Michigan Ford dealers who attended was Prat Parekh, owner of Prat Buick.

Parekh sold an Escort and said he had a lot of fun doing so. "The inner city dealers face a far greater problem than most dealers who are in competition," Parekh said. "Since Nate and I are the only two minority dealers in Detroit, we work well with each other. This is not a Ford or Buick situation, it's a Detroit city program. We must work together to keep traffic in the city."

Parekh said it seems easier to sell Escorts than Buicks because Escorts are less expensive and appeal more to inner-city customers, the majority of whom are looking for entry level vehicles.

NISSAN TEES OFF: Employees at **Nissan** Research & Development Inc. will be tempted to break away for a *quick* game of golf when an $80 million technical headquarters opens in Farmington Hills, Mich., this fall. The complex, on land that was once a country club, will include a three-hole golf course.

PLANS UNDECIDED: Yoshira Kimbara, senior managing director of **Toyota Motor Corp.**, says the company has not decided what, if anything, it will do with 1,000 acres on which it holds options in suburban Detroit.

The automaker was to present plans to township officials April 24, but canceled the presentation without saying why. Speculation was the project included a test track and office and laboratory space.

"No decision has been made," said Kimbara, following a dedication ceremony of a $45 million parts and materials evaluation facility at Toyota's technical center in Ann Arbor, Mich., on June 6.

He said the company's "long-range plans" are being reviewed, including whether or not the Lyon Township property "can be used for product-development activities." He said a decision will be made by year's end.

Wild West scene hiked Toyota truck sales in Hollywood, Fla.

TUMBLEWEEDS IN FLORIDA? Toyota of Hollywood in Hollywood, Fla., took a cue from California's Tinsel Town to convey the excitement of owning a Toyota pickup truck. The dealership built a three-dimensional diorama featuring a pickup in an Arizona sunset. The display is complete with cactus, boulders, small animals and a male mannequin sporting Levis and a bandana. Customers were drawn to it like magnet. Protective glass had to be put up after the first day, a salesman said, because kids were jumping into the scenery.

U.S. CAR AND LIGHT-TRUCK SALES, MAY — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	116,239	136,961	15.1	15.7	104,548	118,303	27.0	27.0	220,787	255,264	19.1	19.5	−0.4	−13.5
Ford	93,681	114,130	12.2	13.1	111,359	128,550	28.7	29.3	205,040	242,680	17.7	18.5	−0.8	−15.5
Toyota	67,212	72,189	8.7	8.3	24,663	27,004	6.4	6.2	91,875	99,193	7.9	7.6	0.4	− 7.4
Dodge	31,570	32,994	4.1	3.8	42,056	47,540	10.9	10.9	73,626	80,534	6.4	6.1	0.2	− 8.6
Honda	66,272	70,411	8.6	8.1	—	—	—	—	66,272	70,411	5.7	5.4	0.4	− 5.9
Pontiac	48,885	62,353	6.4	7.1	1,995	3,041	0.5	0.7	50,880	65,394	4.4	5.0	−0.6	−22.2
Nissan	34,500	38,702	4.5	4.4	14,861	13,742	3.8	3.1	49,361	52,444	4.3	4.0	0.3	− 5.9
Buick	48,585	44,960	6.3	5.2	—	—	—	—	48,585	44,960	4.2	3.4	0.8	8.1
Oldsmobile	36,682	46,330	4.8	5.3	2,765	1,872	0.7	0.4	39,447	48,202	3.4	3.7	−0.3	−18.2
Mercury	35,216	30,725	4.6	3.5	—	—	—	—	35,216	30,725	3.0	2.3	0.7	14.6
Mazda	21,850	21,237	2.8	2.4	11,758	14,712	3.0	3.4	33,608	35,949	2.9	2.7	0.2	− 6.5
Plymouth	17,298	25,042	2.2	2.9	15,601	15,584	4.0	3.6	32,899	40,626	2.8	3.1	−0.3	−19.0
GMC	—	—	0.0	0.0	27,318	31,634	7.1	7.2	27,318	31,634	2.4	2.4	−0.1	−13.6
Cadillac	20,143	24,373	2.6	2.8	—	—	—	—	20,143	24,373	1.7	1.9	−0.1	−17.4
Lincoln	18,976	21,649	2.5	2.5	—	—	—	—	18,976	21,649	1.6	1.7	0.0	−12.3
Jeep	—	—	0.0	0.0	16,333	19,250	4.2	4.4	16,333	19,250	1.4	1.5	−0.1	−15.2
Mitsubishi	13,070	14,789	1.7	1.7	1,916	3,597	0.5	0.8	14,986	18,386	1.3	1.4	−0.1	−18.5
Acura	13,906	13,792	1.8	1.6	—	—	—	—	13,906	13,792	1.2	1.1	0.1	0.8
Chrysler	12,799	21,669	1.7	2.5	345	226	0.1	0.1	13,144	21,895	1.1	1.7	−0.5	−40.0
Isuzu	1,894	335	0.2	0.0	9,208	9,920	2.4	2.3	11,102	10,255	1.0	0.8	0.2	8.3
VW	9,875	14,343	1.3	1.6	687	811	0.2	0.2	10,562	15,154	0.9	1.2	−0.2	−30.3
Hyundai	9,237	13,322	1.2	1.5	—	—	—	—	9,237	13,322	0.8	1.0	−0.2	−30.7
Subaru	7,690	7,128	1.0	0.8	—	—	—	—	7,690	7,128	0.7	0.5	0.1	7.9
Saturn	6,832	0	0.9	0.0	—	—	—	—	6,832	0	0.6	0.0	0.6	—
Volvo	6,734	9,885	0.9	1.1	—	—	—	—	6,734	9,885	0.6	0.8	−0.2	−31.9
Eagle	6,010	5,775	0.8	0.7	—	—	—	—	6,010	5,775	0.5	0.4	0.1	4.1
Mercedes	5,644	6,585	0.7	0.8	—	—	—	—	5,644	6,585	0.5	0.5	0.0	−14.3
Lexus	5,204	5,102	0.7	0.6	—	—	—	—	5,204	5,102	0.4	0.4	0.1	2.0
BMW	4,437	5,746	0.6	0.7	—	—	—	—	4,437	5,746	0.4	0.4	−0.1	−22.8
Infiniti	2,783	2,115	0.4	0.2	—	—	—	—	2,783	2,115	0.2	0.2	0.1	31.6
Suzuki	562	515	0.1	0.1	1,569	1,423	0.4	0.3	2,131	1,938	0.2	0.1	0.0	10.0
Saab	1,750	1,932	0.2	0.2	—	—	—	—	1,750	1,932	0.2	0.1	0.0	− 9.4
Audi	1,280	2,060	0.2	0.2	—	—	—	—	1,280	2,060	0.1	0.2	0.0	−37.9
Daihatsu	500	721	0.1	0.1	245	455	0.1	0.1	745	1,176	0.1	0.1	0.0	−36.6
Jaguar	525	1,575	0.1	0.2	—	—	—	—	525	1,575	0.0	0.1	−0.1	−66.7
Porsche	483	911	0.1	0.1	—	—	—	—	483	911	0.0	0.1	0.0	−47.0
Alfa Romeo	370	148	0.0	0.0	—	—	—	—	370	148	0.0	0.0	0.0	150.0
Peugeot	299	443	0.0	0.1	—	—	—	—	299	443	0.0	0.0	0.0	−32.5
Range Rover	—	—	0.0	0.0	227	367	0.1	0.1	227	367	0.0	0.0	0.0	−38.1
Sterling	196	320	0.0	0.0	—	—	—	—	196	320	0.0	0.0	0.0	−38.8
Yugo	116	608	0.0	0.1	—	—	—	—	116	608	0.0	0.0	0.0	−80.9
Other*	195	245	0.0	0.0	—	—	—	—	195	245	0.0	0.0	0.0	0.0
TOTAL	**769,500**	**872,120**	**100.0**	**100.0**	**387,454**	**438,031**	**100.0**	**100.0**	**1,156,954**	**1,310,151**	**100.0**	**100.0**	**0.0**	**−11.7**
TOTAL BIG 3	**492,916**	**566,961**	**64.1**	**65.0**	**322,320**	**366,000**	**83.2**	**83.6**	**815,236**	**932,961**	**70.5**	**71.2**	**−0.7**	**−12.6**
TOTAL JAPAN	**235,443**	**247,036**	**30.6**	**28.3**	**64,220**	**70,853**	**16.6**	**16.2**	**299,663**	**317,889**	**25.9**	**24.3**	**1.6**	**− 5.7**
TOTAL EUROPE	**31,904**	**44,801**	**4.1**	**5.1**	**914**	**1,178**	**0.2**	**0.3**	**32,818**	**45,979**	**2.8**	**3.5**	**−0.7**	**−28.6**
GM	277,366	314,977	36.0	36.1	136,626	154,850	35.3	35.4	413,992	469,827	35.8	35.9	−0.1	−11.9
Ford	147,873	166,504	19.2	19.1	111,359	128,550	28.7	29.3	259,232	295,054	22.4	22.5	−0.1	−12.1
Chrysler	67,677	85,480	8.8	9.8	74,335	82,600	19.2	18.9	142,012	168,080	12.3	12.8	−0.6	−15.5
Toyota/Lexus	72,416	77,291	9.4	8.9	24,663	27,004	6.4	6.2	97,079	104,295	8.4	8.0	0.4	− 6.9
Honda/Acura	80,178	84,203	10.4	9.7	0	0	0.0	0.0	80,178	84,203	6.9	6.4	0.5	− 4.8
Nissan/Infiniti	37,283	40,817	4.8	4.7	14,861	13,742	3.8	3.1	52,144	54,559	4.5	4.2	0.3	− 4.4
VW/Audi	11,155	16,403	1.4	1.9	687	811	0.2	0.2	11,842	17,214	1.0	1.3	−0.3	−31.2
†Geo	*21,990*	*26,201*	*2.9*	*3.0*	*3,436*	*3,356*	*0.9*	*0.8*	*25,426*	*29,557*	*2.2*	*2.3*	*−0.1*	*−14.0*
***Made by Japan*	*262,821*	*277,310*	*34.2*	*31.8*	*67,315*	*75,258*	*17.4*	*17.2*	*330,136*	*352,568*	*28.5*	*26.9*	*1.6*	*− 6.4*

*Includes 1991 estimated sales of 80-Ferrari, 50-Rolls/Bentley, 27-Lotus, 20-Maserati, 12-Lamborghini, and 5-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 5 MONTHS — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	447,526	579,958	13.3	14.6	477,863	594,614	28.9	29.8	925,389	1,174,572	18.4	19.7	−1.2	−21.2
Chevrolet/Geo†	487,781	600,251	14.5	15.1	434,733	543,526	26.3	27.2	922,514	1,143,777	18.4	19.2	−0.8	−19.3
Toyota	266,967	305314	7.9	—	104,922	109,080	6.3	5.5	371,889	414,394	7.4	6.9	0.5	−10.3
Dodge	139,913	145,862	4.2	3.7	188,865	221,902	11.4	11.1	328,778	367,764	6.5	6.2	0.4	−10.6
Honda	259,984	289,276	7.7	7.3	—	—	—	—	259,984	289,276	5.2	4.8	0.3	−10.1
Buick	224,245	222,502	6.7	5.6	—	—	—	—	224,245	222,502	4.5	3.7	0.7	0.8
Pontiac	213,754	267,987	6.3	6.7	8,551	12,722	0.5	0.6	222,305	280,709	4.4	4.7	−0.3	−20.8
Nissan	144,455	179,598	4.3	4.5	66,637	74,075	4.0	3.7	211,092	253,673	4.2	4.2	0.0	−16.8
Oldsmobile	170,120	223,968	5.1	5.6	10,838	9,069	0.7	0.5	180,958	233,037	3.6	3.9	−0.3	−22.3
Mercury	155,560	163,665	4.6	4.1	—	—	—	—	155,560	163,665	3.1	2.7	0.4	− 5.0
Mazda	107,264	99,459	3.2	2.5	46,083	50,838	2.8	2.5	153,347	150,297	3.1	2.5	0.5	2.0
Plymouth	79,435	110,664	2.4	2.8	68,901	78,723	4.2	3.9	148,336	189,387	3.0	3.2	−0.2	−21.7
GMC	—	—	0.0	0.0	112,785	141,182	6.8	7.1	112,785	141,182	2.2	2.4	−0.1	−20.1
Cadillac	88,449	113,047	2.6	2.8	—	—	—	—	88,449	113,047	1.8	1.9	−0.1	−21.8
Mitsubishi	68,627	75,033	2.0	1.9	12,463	17,547	0.8	0.9	81,090	92,580	1.6	1.6	0.1	−12.4
Lincoln	80,070	104,565	2.4	2.6	—	—	—	—	80,070	104,565	1.6	1.8	−0.2	−23.4
Jeep	—	—	0.0	0.0	67,019	85,572	4.1	4.3	67,019	85,572	1.3	1.4	−0.1	−21.7
Acura	57,767	58,109	1.7	1.5	—	—	—	—	57,767	58,109	1.2	1.0	0.2	− 0.6
Chrysler	53,346	78,601	1.6	2.0	1,580	1,320	0.1	0.1	54,926	79,921	1.1	1.3	−0.2	−31.3
Hyundai	46,768	58,144	1.4	1.5	—	—	—	—	46,768	58,144	0.9	1.0	0.0	−19.6
Isuzu	5,048	1,465	0.1	0.0	39,743	44,632	2.4	2.2	44,791	46,097	0.9	0.8	0.1	− 2.8
Subaru	44,145	41,112	1.3	1.0	—	—	—	—	44,145	41,112	0.9	0.7	0.2	7.4
VW	40,650	53,729	1.2	1.4	2,347	2,929	0.1	0.1	42,997	56,658	0.9	0.9	−0.1	−24.1
Volvo	32,244	40,321	1.0	1.0	—	—	—	—	32,244	40,321	0.6	0.7	0.0	−20.0
Mercedes	23,613	30,615	0.7	0.8	—	—	—	—	23,613	30,615	0.5	0.5	0.0	−22.9
Eagle	23,560	24,784	0.7	0.6	—	—	—	—	23,560	24,784	0.5	0.4	0.1	− 4.9
Lexus	21,751	23,386	0.6	0.6	—	—	—	—	21,751	23,386	0.4	0.4	0.0	− 7.0
BMW	19,933	26,062	0.6	0.7	—	—	—	—	19,933	26,062	0.4	0.4	0.0	−23.5
Saturn	18,654	0	0.6	0.0	—	—	—	—	18,654	0	0.4	0.0	0.4	ERR
Saab	12,359	10,450	0.4	0.3	—	—	—	—	12,359	10,450	0.2	0.2	0.1	18.3
Infiniti	11,401	7,471	0.3	0.2	—	—	—	—	11,401	7,471	0.2	0.1	0.1	52.6
Suzuki	1,976	2,568	0.1	0.1	7,589	7,007	0.5	0.4	9,565	9,575	0.2	0.2	0.0	− 0.1
Audi	4,909	8,526	0.1	0.2	—	—	—	—	4,909	8,526	0.1	0.1	0.0	−42.4
Daihatsu	2,483	5,180	0.1	0.1	1,353	1,837	0.1	0.1	3,836	7,017	0.1	0.1	0.0	−45.3
Jaguar	3,451	7,918	0.1	0.2	—	—	—	—	3,451	7,918	0.1	0.1	−0.1	−56.4
Porsche	2,032	4,282	0.1	0.1	—	—	—	—	2,032	4,282	0.0	0.1	0.0	−52.5
Alfa Romeo	1,680	904	0.0	0.0	—	—	—	—	1,680	904	0.0	0.0	0.0	85.8
Peugeot	1,618	2,021	0.0	0.1	—	—	—	—	1,618	2,021	0.0	0.0	0.0	−19.9
Range Rover	—	—	0.0	0.0	1,208	1,724	0.1	0.1	1,208	1,724	0.0	0.0	0.0	−29.9
Sterling	1,099	2,025	0.0	0.1	—	—	—	—	1,099	2,025	0.0	0.0	0.0	−45.7
Yugo	1,004	3,192	0.0	0.1	—	—	—	—	1,004	3,192	0.0	0.1	0.0	−68.5
Other*	1,125	1,225	0.0	0.0	—	—	—	—	1,125	1,225	0.0	0.0	0.0	0.0
TOTAL	**3,366,766**	**3,973,239**	**100.0**	**100.0**	**1,653,480**	**1,998,299**	**100.0**	**100.0**	**5,020,246**	**5,971,538**	**100.0**	**100.0**	**0.0**	**−15.9**
TOTAL BIG 3	**2,182,413**	**2,635,854**	**64.8**	**66.3**	**1,371,135**	**1,688,630**	**82.9**	**84.5**	**3,553,548**	**4,324,484**	**70.8**	**72.4**	**−1.6**	**−17.8**
TOTAL JAPAN	**991,868**	**1,087,971**	**29.5**	**27.4**	**278,790**	**305,016**	**16.9**	**15.3**	**1,270,658**	**1,392,987**	**25.3**	**23.3**	**2.0**	**− 8.8**
TOTAL EUROPE	**145,717**	**191,270**	**4.3**	**4.8**	**3,555**	**4,653**	**0.2**	**0.2**	**149,272**	**195,923**	**3.0**	**3.3**	**−0.3**	**−23.8**
GM	1,203,003	1,427,755	35.7	35.9	566,907	706,499	34.3	35.4	1,769,910	2,134,254	35.3	35.7	−0.5	−17.1
Ford	683,156	848,188	20.3	21.3	477,863	594,614	28.9	29.8	1,161,019	1,442,802	23.1	24.2	−1.0	−19.5
Chrysler	296,254	359,911	8.8	9.1	326,365	387,517	19.7	19.4	622,619	747,428	12.4	12.5	−0.1	−16.7
Toyota/Lexus	288,718	328,700	8.6	8.3	104,922	109,080	6.3	5.5	393,640	437,780	7.8	7.3	0.5	−10.1
Honda/Acura	317,751	347,385	9.4	8.7	0	0	0.0	0.0	317,751	347,385	6.3	5.8	0.5	− 8.5
Nissan/Infiniti	155,856	187,069	4.6	4.7	66,637	74,075	4.0	3.7	222,493	261,144	4.4	4.4	0.1	−14.8
VW/Audi	45,559	62,255	1.4	1.6	2,347	2,929	0.1	0.1	47,906	65,184	1.0	1.1	−0.1	−26.5
Geo†	*96,619*	*110,538*	*2.9*	*2.8*	*12,571*	*13,682*	*0.8*	*0.7*	*109,190*	*124,220*	*2.2*	*2.1*	*0.1*	*−12.1*
***Made by Japan*	*1,110,570*	*1,216,476*	*33.0*	*30.6*	*289,214*	*325,518*	*17.5*	*16.3*	*1,399,784*	*1,541,994*	*27.9*	*25.8*	*2.1*	*− 9.2*

*Includes 1991 estimated sales of 400-Rolls/Bentley, 135-Lotus, 100-Maserati,65-Lamborghini, and 25- Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

SALES

FROM PAGE 3

Buick's gain pushed it 0.8 percent above last year's five-month total and made it the only Big 3 make that is up for the year.

European imports continued to struggle; their sales were down 28.6 percent for the month, probably due to the recession and the five-month-old luxury tax on cars over $30,000.

Jaguar, for example, sold only 525 cars in May, a 66.7 percent drop from the year-ago month. Porsche sold only 483, down 47 percent.

Saab stumbled in May, with sales off 9.4 percent. It was still one of the few makes whose five-month sales were up.

The mediocre May numbers were posted amid mixed signals from the U.S. economy. During the month, the government announced that consumer spending, for instance, dropped 0.1 percent in April, while personal incomes rose by the same amount.

In an unambiguous piece of good news, sales of new homes rose 1.2 percent in April, the third consecutive monthly increase.

The conflicting messages indicate anxiety about the economy, as reflected in the consunmer confidence survey compiled by The Conference Board. Analysts say there's a strong correlation between consumer confidence and auto sales.

The Conference Board reported that consumer confidence declined to an index of 74.2 in May from 79.4 in April. Last July, before Iraq's invasion of Kuwait, the index was 101.7.

The number of people who said they intend to buy an automobile within six months also declined, from 7.7 percent of all respondents in April to 6.5 percent in May, the lowest it has been since January.

"People are increasingly nervous about prevailing economic conditions, and they are less optimistic in their outlook for the future," the board said in its monthly report. The survey covers 5,000 households.

NHTSA downplays Saturn crash, says consumer group

The Consumer Federation of America says federal safety officials are "giving lip service" to consumers by clarifying information surrounding a government crash of a Saturn sedan.

In May, the National Highway Traffic Safety Administration released crash results that gave the Saturn SL2 a passenger head injury score of 1,018, worst among eight subcompacts. The car had a driver's score of 918, third highest. A score above 1,000 indicates that serious head injury is possible.

But NHTSA Administrator Jerry R. Curry later clarified the report, saying the results alone can be "misleading and demonstrate a failure to understand the safety standard compliance test results."

Jack Gillis, director of public relations for the consumer federation, said the clarification means NHTSA "is clearly more interested in protecting the car company than they are in providing the consumer with valuable information."

Saturn officials have said the test results are misleading because the dummy inside did not hit anything, making the 1,000 threshold on the index irrelevant.

— The Associated Press

DOMESTIC CAR SALES, MAY & YTD

	May 1991	May 1990	Jan. 1 to May 31, 1991	Jan. 1 to May 31, 1990
Summit	753	0	2,829	0
Talon	3,132	3,147	13,103	11,706
Premier	1,339	1,258	4,365	6,193
Total Eagle	**5,224**	**4,405**	**20,297**	**17,899**
Horizon	51	1,201	352	9,098
Laser	3,259	4,423	11,992	21,018
Sundance	4,410	7,008	17,166	25,713
Reliant	0	150	0	2,074
Acclaim*	7,992	10,413	43,836	44,276
Total Plymouth	**15,712**	**23,195**	**73,346**	**102,179**
LeBaron A*	1,636	4,736	7,428	11,064
LeBaron J	5,294	6,679	18,640	26,011
LeBaron GTS	0	132	0	1,115
Fifth Avenue (rwd)	0	49	0	620
Fifth Avenue (fwd)	3,591	3,509	16,234	14,908
Imperial	1,073	1,038	4,390	5,259
New Yorker C	1,108	5,166	5,976	17,023
Total Chrysler	**12,702**	**21,309**	**52,668**	**76,000**
Omni	44	1,278	378	9,094
Shadow*	7,999	7,635	29,678	29,513
Monaco	782	492	2,101	1,420
Daytona	1,579	3,810	6,573	15,785
Aries	0	118	0	1,636
Lancer	0	79	0	813
Spirit*	5,995	9,519	37,146	38,767
Dynasty	11,369	7,902	48,613	40,080
Total Dodge	**27,768**	**30,833**	**124,489**	**137,108**
CHRYSLER CORP.	**61,406**	**79,742**	**270,800**	**333,186**
Escort*	18,727	24,867	96,522	116,080
Mustang	7,783	11,998	31,027	52,925
Tempo	14,325	16,460	79,748	100,066
Taurus	27,959	24,129	128,318	139,473
Thunderbird	7,293	9,337	32,810	48,004
Probe	8,161	13,998	32,670	50,836
Crown Victoria	5,946	9,018	30,225	46,823
Total Ford Div.	**90,194**	**109,807**	**431,320**	**554,207**
Topaz	5,652	6,366	24,848	34,088
Sable	9,168	7,330	39,884	41,734
Cougar	5,587	7,016	23,686	35,780
Grand Marquis	10,246	9,122	40,510	44,185
Total Mercury	**30,653**	**29,834**	**128,928**	**155,787**
Continental	5,656	4,374	23,168	27,536
Town Car	12,376	14,864	52,972	65,657
Mark VII	944	2,411	3,930	11,372
Total Lincoln	**18,976**	**21,649**	**80,070**	**104,565**
Total L-M Div.	**49,629**	**51,483**	**208,998**	**260,352**
FORD MOTOR CO.	**139,823**	**161,290**	**640,318**	**814,559**
Skyhawk	0	46	0	631
Roadmaster	4,322	0	8,242	0
Somerset/Skylark	3,932	9,078	39,739	43,876
Century*	13,694	9,526	48,930	49,796
Regal	9,949	7,882	44,113	28,126
LeSabre	7,357	13,039	42,564	66,717
Reatta	274	601	1,214	2,923
Electra/Park Ave.	7,706	2,979	32,799	21,678
Riviera	1,351	1,709	6,644	8,755
Total Buick	**48,585**	**44,860**	**224,245**	**222,502**
Allante	403	241	1,174	1,281
Seville	4,293	6,190	15,109	16,203
DeVille	12,409	13,227	55,449	71,174
Brougham	1,596	2,263	9,544	13,955
Eldorado	1,442	2,452	7,173	10,434
Total Cadillac	**20,143**	**24,373**	**88,449**	**113,047**
Geo Metro	4,699	2,885	28,247	7,126
Geo Prizm	6,702	9,666	30,869	45,792
Cavalier*	25,960	23,143	125,470	128,426
Camaro	5,459	9,289	20,121	33,067
Celebrity	66	3,365	581	13,411
Corsica/Beretta	25,693	29,650	90,998	133,288
Lumina	22,505	22,013	89,801	99,172
Caprice	12,855	20,390	56,662	73,254
Corvette	1,711	2,910	7,529	9,746
Total Chevrolet	**105,650**	**123,311**	**450,278**	**542,631**
Calais	3,897	9,373	31,194	43,746
Cutlass Ciera*	13,152	18,093	45,271	60,401
Cutlass Supreme	9,434	6,676	38,157	50,225
88	4,485	6,850	30,016	42,436
98	4,682	3,959	21,475	20,968
Toronado	1,032	1,379	4,007	6,192
Total Oldsmobile	**36,682**	**46,330**	**170,120**	**223,968**
Sunbird	8,786	9,884	39,726	44,719
Firebird	2,319	4,399	8,932	16,995
Grand Am	18,186	22,071	77,613	90,606
Pontiac 6000	3,677	4,786	12,763	22,360
Grand Prix	9,272	10,815	39,396	50,353
Bonneville H	3,302	5,776	21,319	28,589
Total Pontiac	**45,542**	**57,731**	**199,749**	**253,622**
Total Saturn	**6,832**	**0**	**18,654**	**0**
GENERAL MOTORS	**263,434**	**296,605**	**1,151,495**	**1,355,770**
Civic	16,559	21,196	51,923	80,762
Accord	33,982	25,641	130,435	110,304
HONDA	**50,541**	**46,837**	**182,358**	**191,066**
MX-6	2,161	2,195	14,986	12,016
626	5,004	3,113	29,087	12,282
MAZDA	**7,165**	**5,308**	**44,073**	**30,798**
MITSUBISHI	**5,061**	**4,972**	**31,045**	**22,564**
NISSAN*	**11,732**	**8,527**	**51,075**	**39,173**
Corolla	12,960	15,866	46,332	58,996
Camry	20,733	22,023	74,078	89,743
TOYOTA	**33,693**	**37,889**	**120,410**	**148,739**
SUBARU	**3,598**	**579**	**17,743**	**1,441**
DOMESTIC TOTAL	**576,453**	**641,749**	**2,509,318**	**2,937,296**
IMPORT TOTAL	**193,047**	**230,271**	**857,448**	**1,035,943**
INDUSTRY TOTAL	**769,500**	**872,020**	**3,366,766**	**3,973,239**

*Includes units produced in Mexico.

BUILDOUT

FROM PAGE 1

other models.

"I think they realize how bad everyone has been hurting," said Art Clemmer, general manager at Axelrod Chrysler-Dodge in Wadsworth, Ohio. "Not making us order poor-selling models will really help us out this summer."

Oldsmobile will not warehouse any vehicles for "as-needed" orders from dealers this buildout season, limiting the number of vehicles available, according to Jerry Bessen, president of Courtesy Oldsmobile Inc. in Bronx, N.Y.

"Olds is not going to build cars and put them against the wall this year," he said. "If dealers don't order them now, Olds isn't going to build them."

The Automotive News Data Center projects that 1991 model year production of cars and light trucks in U.S. and Canadian factories will total 10.2 million units, a decline of 9.7 percent from 1990-model output of 11.3 million. Besides ordering fewer vehicles than last year, dealers are being more selective in what they do order.

"We are ordering only those models that have good track records with us," said Peter Griffin, president of Griffin Ford Inc. in Greenwich, Conn. "We spent a lot of time selecting colors, upholstery, equipment packages on every car order." Griffin said he has changed the way he orders cars because he still has half a dozen 1990 models.

Lynn Voss, sales manager for George Ballas Buick-Pontiac in Kansas City, Kan., said Buick cut back on build numbers this year, and he is afraid that he and other dealers "could be hurting for cars in July if things should pick up."

Pontiac and Buick also compensated their dealers $100 a car to offset some floorplan expense when Grand Ams and Skylarks were ordered early in the buildout period, according to Voss.

Despite the optimistic projections about the end of the recession coming from the White House and some analysts, many dealers, like Dave Towell, owner of Dave Towell Cadillac Inc. in Akron, Ohio, expect a tough summer.

"I'm not expecting the summer to take off in sales, and I don't think the manufacturers are expecting that to happen either, based on their production schedules," Towell said. "The intelligent dealer better be looking at the market and what he has done the first five months of the year and order based on the conservative sales pattern we have seen."

Jim Phelps, sales manager of Preston Ford in Preston, Md., said he, too, has been more selective in his orders this year. "We got hurt last year, ordering too heavy in certain lines, overloading ourselves, expecting better summer sales," he said. "We're going to avoid that this year."

Kyle Hobson, general manager at McKenney Chevrolet in Cherryville, N.C., said he is looking at a long, hot summer, but expects things to pick up by September with the 1992 models.

Sales of cars and light trucks in May were down 11.7 percent from last year, with domestic car sales dipping 10.2 percent and imported car sales plunging 16.2 percent.

Although factories and dealers don't like to admit that they have written off the 1991 model year, inventories and buildout orders certainly don't reflect any optimism. But there is a potential upside: The combination of lean 1991 model inventories and possibly fat cleanup rebates could set the stage for the 1992 models because there is unlikely to be a glut of 1991s to interfere with the launch.

General Motors and Ford Motor Co. dealers will get another break on 1991 inventories in the form of the 5 percent carryover allowance on vehicles left in stock when the 1992 model year begins. The GM payment covers all 1991 models; the Ford payment covers all except the 1991 Mercury Grand Marquis and Ford Crown Victoria and Explorer.

Jack Wells, general sales manager for Beach Lincoln-Mercury in Huntington Beach, Calif., believes there is an epidemic of conservatism among car dealers across the country. "I believe most dealers are going to grow at the rate the economy grows — if the economy grows slowly, so will car inventories."

Wendy Beale Needham, auto analyst at Smith Barney in New York, said, "There is no reason to produce a lot of cars now to make earnings look good. You can't — they look terrible."

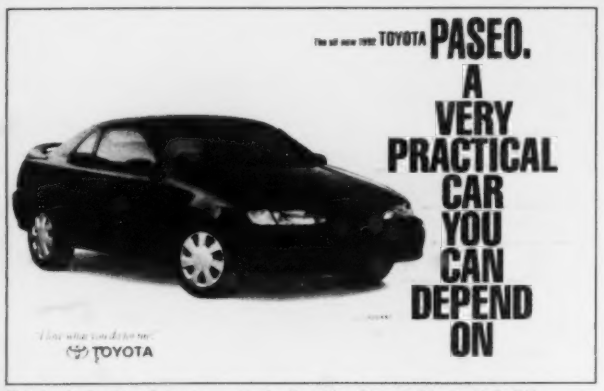
Don Warnock, chairman of the Dodge National Dealer Council, is another who doesn't expect a summer upturn. "I don't foresee much of an uptick in market demand until 1992," he said.

LIGHT-DUTY TRUCK SALES, MAY & YTD

	May 1991	May 1990	5 Mos., 1991	5 Mos., 1990
Vans	9,444	14,918	41,222	65,481
Aerostar	15,680	18,000	60,067	78,701
Club Wagon	2,539	2,012	8,960	9,640
Ranger	22,206	25,457	100,574	119,910
Bronco	2,287	4,354	10,724	24,766
Bronco II/Explorer	22,508	15,706	99,258	49,819
Pickups	36,695	48,103	157,058	246,297
Ford	**111,359**	**128,550**	**477,863**	**594,614**
Vans	7,874	10,145	31,522	45,441
Sportsvan	1,217	1,130	4,068	4,075
Geo Tracker	3,436	3,356	12,571	13,682
Astro	12,718	11,993	46,716	55,838
Lumina APV	6,122	7,374	19,872	25,920
S10	19,500	18,592	86,182	75,824
S10 Blazer	10,561	14,332	49,518	60,186
Blazer	972	1,252	4,646	8,313
Suburban	3,972	4,855	15,541	26,125
Pickups	38,176	45,274	164,097	228,122
Chevrolet	**104,548**	**118,303**	**434,733**	**543,526**
Pontiac Trans Sport	**1,995**	**3,041**	**8,551**	**12,722**
Olds Silhouette	**2,765**	**1,872**	**10,838**	**9,069**
Vans	4,721	6,345	19,747	25,428
Ram Wagon	2,094	2,909	8,415	10,880
Voyager	15,601	15,584	68,901	78,723
Caravan	18,313	17,195	83,936	89,029
Caravan C/V	1,076	1,891	4,649	6,311
Town & Country	345	226	1,580	1,320
Ram 50	393	983	1,899	5,968
Raider	0	66	0	852
Ramcharger	508	1,045	2,689	4,936
Dakota	7,409	7,410	32,484	35,452
Pickups	7,542	9,696	35,044	43,046
Chrysler	**58,002**	**63,350**	**259,346**	**301,945**
Vans	3,001	4,059	12,406	16,161
Safari	3,551	3,364	13,203	13,877
S15/Sonoma	3,992	4,521	18,432	17,682
S15 Jimmy	2,633	3,866	11,983	15,058
Jimmy	224	401	1,189	2,550
Suburban	1,667	1,912	6,163	10,617
Pickups	11,963	13,031	48,027	63,506
P Model	191	323	857	1,172
W4	96	157	525	559
GMC	**27,318**	**31,634**	**112,785**	**141,182**
Wrangler	5,368	6,042	17,959	21,805
Wagoneer	0	0	0	0
Cherokee	9,975	11,572	44,570	54,326
Grand Wagoneer	308	541	1,608	2,741
Comanche	682	1,095	2,882	6,700
Jeep	**16,333**	**19,250**	**67,019**	**85,572**
Daihatsu	**245**	**455**	**1,353**	**1,837**
Pickup*	4,281	5,231	16,586	17,353
Amigo	736	1,145	3,267	4,634
Trooper	1,735	3,544	10,389	22,645
Rodeo	2,456	0	9,501	0
Isuzu	**9,208**	**9,920**	**39,743**	**44,632**
Pickup	5,086	10,989	21,027	35,007
MPV	5,938	3,723	21,010	15,831
Navajo	734	0	4,046	0
Mazda	**11,758**	**14,712**	**46,083**	**50,838**
Pickup	1,061	2,718	8,171	12,268
Montero	852	803	4,238	4,881
Van	3	76	54	398
Mitsubishi	**1,916**	**3,597**	**12,463**	**17,547**
Pickup*	11,513	10,155	50,887	57,059
Pathfinder	3,044	2,733	14,675	12,375
Axxess	39	679	286	3,651
Van	1	4	4	35
Hawaii	264	171	785	955
Nissan	**14,861**	**13,742**	**66,637**	**74,075**
Range Rover	**227**	**367**	**1,208**	**1,724**
Samuari	496	481	2,237	2,348
Sidekick*	1,073	942	5,352	4,659
Suzuki	**1,569**	**1,423**	**7,589**	**7,007**
Pickups	15,256	17,448	62,947	74,016
Previa	5,074	4,805	21,883	12,215
4Runner	3,694	4,179	16,717	20,490
Land Cruiser	639	564	3,375	2,141
Van	0	8	0	218
Toyota	**24,663**	**27,004**	**104,922**	**109,080**
Volkswagen	**687**	**811**	**2,347**	**2,929**
Imports	**65,134**	**72,831**	**282,345**	**308,669**
Industry Total	**387,454**	**438,831**	**1,653,488**	**1,998,290**

*Includes domestic vehicles

Sales charts compiled by Karen Dellowski



Print ads for the Paseo appear in *People, Sports Illustrated, GQ, Rolling Stone* and car enthusiast magazines.

PRACTICAL PASEO

Ads pitch 'smart buy' and sex appeal

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Toyota Motor Sales U.S.A. Inc. is seeking a larger chunk of the young men's market by touting its new 1992 Paseo as a practical car that appeals to the emotions.

Ren Rooney, Toyota corporate marketing manager, said the entry-level sporty coupe is practical because it is a quality car with a base price of $9,988, yet it delivers the fun and excitement that young men aged 18 to 29 want.

Toyota's entry level Tercel has a good young women's audience, he added.

Paseo is competing with other entry-level coupes such as Geo Storm, Hyundai Scoupe and Honda CRX.

"It makes a statement," said Rooney. "It's a car you want to be seen in, and at the same time it says 'I'm a smart buyer.' We feel Paseo will give us the extra edge in getting males into the showroom."

Advertising began last Wednesday on national television during the National Basketball Association finals. The ads also are appearing on spot television and cable television's MTV.

The two 30-second commercials parody the notion that some advertising is interspersed with subliminal messages.

One spot, entitled "Flashing Images," begins with a still shot of the car. While the first announcer explains that the Paseo is "a practical, sensible car/so don't expect a lot of excitement/just good basic transportation," a second, muted voice interjects phrases accompanied by a scene or word flashed across the screen.

With the phrase "women dig it," the flash scene is two sexy-looking women; with "let's party," the flash is a picture of a man in swimming trunks dancing with a bikini-clad woman.

The words wild, sexy and hot and a closeup of a man screaming also flash during the spot.

The spots end with the Toyota tagline, "I love what you do for me."

Print ads appear in *People, Sports Illustrated, GQ* and *Rolling Stone* magazines and car enthusiast publications.

The campaign is scheduled to run through August.

IMPORTED CAR SALES, MAY & YTD

	May 1991	May 1990	5 Mos., 1991	5 Mos., 1990
Acura	13,906	13,792	57,767	58,109
Alfa Romeo	370	148	1,680	904
Aston Martin*	5	5	25	25
Audi	1,280	2,060	4,909	8,526
BMW	4,437	5,746	19,933	26,062
Chevrolet/Geo	10,589	13,650	37,503	57,620
Chrysler	97	360	678	2,601
Daihatsu	500	721	2,483	5,180
Dodge	3,802	2,161	15,424	8,754
Eagle	786	1,370	3,263	6,885
Ferrari*	80	80	400	400
Ford	3,487	4,323	16,206	25,751
Honda	15,731	23,574	77,626	98,210
Hyundai+	9,237	13,322	46,768	58,144
Infiniti	2,783	2,115	11,401	7,471
Isuzu	1,894	335	5,048	1,465
Jaguar	525	1,575	3,451	7,918
Lamborghini*	13	13	65	65
Lexus	5,204	5,102	21,751	23,386
Lotus*	27	27	135	135
Maserati*	20	20	100	100
Mazda	14,685	15,929	63,191	68,661
Mercedes-Benz	5,644	6,585	23,613	30,615
Mercury	4,563	891	26,632	7,878
Mitsubishi	8,009	9,817	37,581	52,469
Nissan	22,768	30,175	93,380	140,425
Peugeot	299	443	1,618	2,021
Plymouth	1,586	1,847	6,089	8,485
Pontiac	3,343	4,622	14,005	14,365
Porsche	483	911	2,032	4,282
Rolls/Bentley*	50	100	400	500
Saab	1,750	1,932	12,359	10,450
Sterling	196	320	1,099	2,025
Subaru	4,092	6,549	26,402	39,671
Suzuki	562	515	1,976	2,568
Toyota	33,519	34,300	146,557	156,575
Volkswagen	9,875	14,343	40,650	53,729
Volvo+	6,734	9,885	32,244	40,321
Yugo	116	608	1,004	3,192
TOTAL	193,947	230,271	857,448	1,035,943

*Estimate +Includes units produced in Canada

Luxury cars prop up Japan sales

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japanese car buyers continued to indulge themselves with high-powered luxury models in May, helping to prop up a market that remained weak overall, according to preliminary figures released last week.

In its monthly report, the Japan Automobile Dealers Association said sales of cars above 2 liters, the segment that includes most imports and cars like the hot-selling Mitsubishi Diamante, surged 39.2 percent in May, to 43,844 units.

But sales overall, excluding minicars, slipped 2.6 percent, to 432,377 units. Demand in the 660-cc-to-2.0-liter class, Japan's biggest segment, slid 10 percent.

Even sales of mini-vehicles (under 660 cc) slid 11 percent in May, to 145,614, the first decline in that segment in 14 months.

Minicar sales, which began taking off after the engine size for the vehicles was increased a year ago, have buoyed overall demand by bringing buyers into sales outlets. But the effect is fading, and the future of the segment is not good, analysts say.

"Growth in the mini sector is through for now, and the next 12 months could be difficult," said Steve Usher, who follows the industry for Kleinwort Benson International in Tokyo.

The overall decline in May continues what has been a downward trend since the beginning of the year, interrupted briefly by a slight increase in April.

Most manufacturers are forecasting an upturn for the second half of the year, when several new models are introduced. But the assumption receives a mixed response from analysts.

Keith Donaldson of Salomon Brothers says he is "beginning to think along those lines" and is becoming more optimistic about a possible recovery.

But Usher says the new models might do well without arousing new demand in the overall market. Usher says he sees "no reason for joy later this year."

Toyota Motor Corp., Nissan Motor Co. Ltd., Mazda Motor Corp., Isuzu Motors Ltd. and Daihatsu Motor Co. reported lower sales in May. Mitsubishi Motors Corp. again bucked the trend, reporting a 24.5 percent rise, to 34,368 units, on the strength of demand for its Diamante, Pajero and new RVR minivan. In contrast, the company's mini-car sales slid 22.3 percent, to 19,394.

Honda Motor Co. sales, largely pushed by demand for the end-of-cycle Civic, rose slightly last month. Honda said sales increased 2 percent, to 35,390.

Import sales fell again in May, the fifth consecutive monthly decline. Sales were off 4.3 percent, to 15,616 units, as demand for the segment-dominating German marques fell 8 percent, to 8,700.

General Motors sales were up 10.8 percent, to 759; Ford Motor Co. was off 28 percent, to 236, and Chrysler Corp. sales rose 17.5 percent, to 114.

Honda again was the biggest importer from the United States, reporting a 59.7 percent increase in sales, to 1,595.

Self-financing system hooks car dealers

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Dennis Murphy has two dealerships in New Port Riley, Fla.

He sells about 75 shiny new Lincolns and Mercurys and 65 used cars a month at his New Port Lincoln-Mercury store.

But next door, he has a different type of used-car business. Last month, he delivered 30 used cars that he financed with his own money.

Murphy, 42, is one of 23 new-car dealers around the country who have invested in a used-car dealership franchise operated by J.D. Byrider Systems Inc. of Marion, Ind. Dealers with a Byrider store sell used cars in the $3,000 to $6,000 range and finance the sales themselves.

Murphy says he could have sold 60 cars last month at his Byrider lot, but since he's a neophyte (he opened the store in April), he wants to be a bit cautious before putting too much of his money on the line.

"There's more business out there than I really expected," Murphy says. "It's almost the reverse of the retail market.

"In the new-car market, I'm advertising to get people in, but in the used (market), I'm turning people away."

The Byrider concept was put forth in 1989 by James DeVoe, president of DeVoe Cadillac-Chevrolet in Marion, Ind., who says that "banks and finance companies not buying deals is truly the problem in the car industry." DeVoe, 47, contends that at least 30 percent of the people who apply for vehicle loans each year are turned down.

Dennis Brown, chief operating officer of Byrider, says many of those credit rejects are people with steady jobs, who may have had credit difficulty in the past, or may be looking for a second car. "They have the ability to pay, but conventional lenders don't see it that way," Brown says.

Since 1986, DeVoe has conducted what he calls buy-here-pay-here seminars for 550 dealer organizations. In February, he addressed a standing-room-only crowd at the National Automobile Dealer Association convention.

> "We would put a mirror under their noses, and if it fogged up we would sell them a car. We're a lot smarter now."
>
> **Mark Maguire**
> Byrider franchiser

Jerry Smith, owner of Smith Volkswagen-Mitsubishi in Wilmington, Del., says, "Jim (DeVoe) has taken an old concept and brought it to a level of sophistication and professionalism."

Byrider services include how to purchase inventory, how to screen customers, computer equipment and twice-monthly consultant visits.

Smith opened his Byrider store last year, and his used-car sales increased from 300 in 1989 to 500 last year. He says at least 25 percent of his prospective customers are turned down by banks. "We hope to be able to convert these people to conventional financing, create an additional owner base for ourselves and create customer loyalty," Smith says.

Byrider dealers say profits are much higher than in the new-car business, but the risks are great as well.

Jim Maguire, a former Dodge dealer in Louisville, Ky., began financing his own cars in 1987 and opened a Byrider store in 1989. Maguire says he had to repossess 840 of the 2,400 used cars he financed from 1987 to 1989.

His son, Mark, said the biggest problem was selling to anyone who came along and not being able to collect the payments. "We would put a mirror under their noses, and if it fogged up we would sell them a car. We're a lot smarter now," Mark Maguire said.

Repossessions have declined from a third of all cars sold to about 15 percent.

Last month, the Maguires sold 119 cars, had gross payments of $260,000 and net profit of $80,000, said Jim Maguire. He said the company had 38 chargeoffs in May for a total of $68,000.

Chargeoffs are delinquent payments.

Maguire says overhead and chargeoffs generally amount to about 60 percent of gross sales. He says the company collected $1 million in payments last year and has $1.7 million on the books in receivables so far this year.

Maguire says he pays an average of $1,800 for a car, sells it for an average of $3,500 and tries to make an average profit of $2,200, with interest.

"I can take $1,800 and make $2,200, instead of spending $18,000 for a new car to make $2,200," he says. "My risk is a whole lot less."

Maguire says he pays Byrider Systems $37.50 a month for services, which he says helped turn his company around. "J.D. Byrider is quite sophisticated," he says.

Dealers pay $29,000 for a Byrider franchise, plus 3 percent of gross receipts and another 2 percent of gross receipts for advertising fees. Franchisees not only operate a lot but a separate finance company called Credit Now Acceptance Co.

Brown says franchisees need $250,000 to $1.25 million to open the standard-looking blue and white Byrider store and for initial cash to buy cars and operate the credit company.

Dealers buy vehicles through auctions; some of them are obtained through trade-ins.

Vehicles generally sell for $3,000 to $6,000 retail and are usually not older than 10 years. Customer payments range from $40 to $60 a week, but some pay semimonthly or monthly.

DeVoe opened a buy-here-pay-here lot next to his new-car dealership in 1979. Last year, he sold 1,300 new cars, 700 used cars through conventional lending and 650 used cars through his Byrider lot.

DeVoe says he "totally, absolutely" would have lost those 650 sales had it not been for his own finance company. "Banks and other finance companies are under a lot of stress," DeVoe says. Byrider "provides a new lending source."

INCENTIVE WATCH
CUSTOMER INCENTIVES
NEW PROGRAMS

FORD MOTOR CO.
(1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.)

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Escort wagon, GT	$750
Tempo	$600
Thunderbird	$600-750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Tracer LTS and wagon	$750
Topaz, Capri	$600
Cougar	$600-1,000
Sable	$750
Grand Marquis (1991)	$1,000

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*

*Based on region

CONTINUING PROGRAMS

CHRYSLER CORP.
Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700-1,000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire July 7 on 1991 models.

Buick (1991)*	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,000
Other 1991	$300-1,000
GMC	
Suburban (1991)**	$1,000
Other 1991	$500-1,000
Oldsmobile (1991)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Based on option package selected.
**Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

MITSUBISHI (1990-91 models; expires June 30)

California	
Base Galant	$500
Base Eclipse	$500
Base pickup	$650
Hawaii	
Mirage	$500
Eclipse, Galant, pickup	$750
Montero	$1,500

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,000
XT, XT6	$2,000

Ford, imports beef up rebates; GM ends '90 payments

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

General Motors did not renew rebates on its 1990 models, but Ford Motor Co. and five imports added fuel to the fire with new and adjusted consumer and dealer incentives.

The imports are Honda, Suzuki, Saab, Mazda and Volvo.

It is unclear whether the GM divisions will reinstitute incentives on 1990 models, but many dealers don't mind because they have sold all those vehicles.

"I don't have any 1990s — I've been out for about 3½ months," said a Kentucky Oldsmobile dealer.

"We're all out of 1990s," said a Michigan Cadillac dealer.

Ford's new consumer rebate program applies to 1990 and 1991 models.

Consumer rebates on 1990s and 1991s are:

- $500 to $1,600 on **Ford** cars
- $500 to $1,000 on **Mercury** cars
- $500 to $1,500 on **Ford trucks.**

In lieu of rebates, consumers may choose cut-rate financing of 4.8 percent or 7.9 percent, determined by the model or region. The rates apply to 24-, 36- and 48-month contracts.

Some rebates vary by region:

- Thunderbird — Southeast and West, $600 or 7.9 percent financing; Great Lakes, Central and Northeast, $750 or 7.9 percent.
- Cougar — in the Southeast and West regions, $600 or 7.9 percent; for Great Lakes, Central and Northeast, $1,000 or 7.9 percent.
- Mustang — West and Southeast, $500 or 4.8 percent; Great Lakes, Central and Northeast, $500 or 7.9 percent.
- F-series pickups over 8,500 pounds gross vehicle weight — Central and West only, $1,000 or 7.9 percent.

The retail rebates are $1,500 on the 1991 Crown Victoria and $1,000 on the 1991 Grand Marquis.

Ford's program expires July 30.

American Honda Motor Co. Inc. added a $750 dealer rebate on the 1991 Accord wagon and extended the entire program until July 3.

Through Aug. 2, **American Suzuki Motor Corp.** is paying rebates to dealers on Swift cars and Sidekick sport-utilities.

Dealer cash on the 1990 and 1991 Swift ranges from $400 to 1,000. Sidekick payments are $1,000 on the 1990 and $300 to $1,000 on the 1991.

Saab-Scania of America Inc. discontinued its cut-rate leasing program on 1991 models in the 9000 series and adjusted the finance plan on the purchase of the vehicle.

Through July 31, Saab is offering 3.5 percent financing on all 9000 models for 24, 36 and 48 months with a down payment of 25 percent.

The previous program carried 4.35 percent and 5.35 percent financing with 20 percent down.

Mazda Motor of America Inc. is offering consumer rebates of $500 to $1,300 on 1991 trucks until Aug. 2. The truck rebates vary from region to region.

Also, Mazda is paying dealers $1,000 on sales of 1991 models in the 626 and MX-6 lines through July 2 and $800 on 1991 MPV minivans through Aug. 2.

Volvo Cars of North America dealers earn $1,500 on sales of 740 and 940-SE cars (1991 models) through June 30.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH
DEALER INCENTIVES
NEW PROGRAMS

HONDA (expires July 3)

Civic 4-door (1991)	$400
Accord (1990)	$400
Accord (1991, except EX)	$400
Accord wagon (1991)	$750

MAZDA (expires July 2 on cars, Aug. 2 on MPV)

626, MX-6 (1991)	$1,000
MPV (1991)	$800

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

VOLVO (expires June 30)

740 and 940-SE (1991)	$1,500

CONTINUING PROGRAMS

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

MITSUBISHI* (1990-91 models; expires June 30)

Mirage	$250-1,200
Galant	$200-1,700
Eclipse	$200-1,700
Pickup	$200-1,500
Montero	$200-1,800

*Mitsubishi rebates differ by region. Some are flat payments; some are based on number sold; some are based on performance against quota.

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

VOLKSWAGEN

Golf, Jetta (1991, expires June 30)	$500, based on number sold
All cars (1990, no expiration date)	$500-1,500

TOYOTA

FROM PAGE 2

versing a trend toward lighter, more flexible units begun years ago, Jagawa says. Where a unit now stamps one door at a time, for example, the heavier equipment will turn out two, he explains.

But speed in the die-change process — a hallmark of Japanese manufacturing competitiveness — will not be sacrificed, Jagawa said. Because the heavy equipment will be shifted by automated cranes, die changes will still be accomplished within the company's standard of 20 minutes, he said.

Additionally, the stamping process itself will be simplified at Fukuoka, Jagawa said.

Where five years ago it typically required six steps to stamp a given part, Jagawa said, Toyota can now do it in four.

But at Fukuoka, the process will be reduced to three steps — besting Honda Motor Co.'s new world standard of 3½, Jagawa said.

The Toyota engineers also hope to increase efficiency by upgrading welding robots to higher speeds, and by looking for greater ways to save energy in painting.

Final assembly at Fukuoka will be 10 to 15 percent automated when production starts up in early 1993, a level that compares with Japan's current manufacturing standard of 5 percent, Jagawa said. After three to five years, Toyota hopes to raise that to 30 percent.

Fukuoka's engineers cannot design in a 30-percent level of automation from the beginning because the cost would be prohibitive with current technology, he explained. But in the near future, he said, Toyota expects the technology-to-cost ratio to improve, making a 30 percent level attainable.

To build one line with 30 percent automation based on current technology would cost about 10 billion yen (about $72 million), or about 50 million yen per worker replaced, he estimates.

"Even if the technology is feasible, the cost is too high," he said.

To be feasible, the cost has to be brought down to about 35 million yen per worker, which is what Toyota will spend when the plant starts up with 15 percent automation, he said.

Beyond relying on intensive automation, Fukuoka's assembly lines also will be shorter than normal in a bid to raise output and quality.

Instead of the usual five or six lines, with about 70 workers each, the new plant will have perhaps 14 lines of 30 workers each, Jagawa said. The segments will be connected by buffer zones, or turntable areas able to hold several cars before moving them from one line to the next.

The new system will make it easier for a worker to stop the line to fix a problem, Jagawa said, because a stoppage of several minutes will not affect the next line, which can be supplied with cars and components stocked in the buffer zone.

That will minimize the time the line is down and also improve quality because there will be an inspection at each line segment, Jagawa says.

Worker morale should also be improved because it will give individual workers more responsibility, Jagawa said. Each group of 30 will be responsible for one complete job, and good work can be more readily recognized and rewarded.

Toyota's engineers are not the only ones looking at the Fukuoka plant as an opportunity to explore fresh ideas.

The personnel division hopes to come up with a new system for the plant aimed at speedier promotions for workers.

Where a worker at Toyota City can expect to take 10 years to reach the level of assistant manager, a Fukuoka employee might attain the title in seven or eight years because the employee would be competing plantwide instead of companywide, a personnel specialist said.

Many of the ideas for improvements at Fukuoka have come directly from workers now on Toyota's production lines. One request they have is to work alongside women, Jagawa said.

Although women hold some auto plant jobs in subsidiary positions, none work on the line in Japan because of laws regulating women working on late night shifts. Most Japanese auto workers alternate between the day and night shift every other week, effectively excluding women from line work by putting them in conflict with convention and the law.

In Toyota company dormitories, for example, women face a 10 p.m. curfew.

But perhaps, Jagawa said, if the two-hour buffer between shifts that is usually used for overtime were eliminated, the second shift could be ended in time for women to qualify. If that is what it takes to attract young workers, he suggests, Toyota is ready to consider it.

FORD

FROM PAGE 2

culprit. "We are investigating the problem," Jelinek said. "We are trying to determine whether we need a special response beyond goodwill assistance."

The problem has been almost exclusively with the Tempo and Topaz models, Iny said.

Meantime, dealers were told to advise owners to keep a full tank of gas to help alleviate stalling.

Iny says it's not the goodwill program, but the administration of the program that is the problem. "How come goodwill only works in 35 percent of the cases?" Iny wants to know from Ford officials.

Iny says Ford has not been consistent in awarding warranty payments with the fuel pump situation.

For example, an owner of a 1988 Topaz with 10,680 miles got no assistance from Ford, but another 1988 Topaz owner with 46,200 miles got $129.19 Canadian (about $112.39 U.S.)

The average cost to fix the fuel pump is $342 Canadian (about $297.54 U.S.)

"Ford appears to have stopped notifying owners of warranty extensions and has abandoned its position as Canada's leader in customer service campaigns," Iny wrote. "We believe this policy will prove to be detrimental to Ford in the long run."

Iny is asking Ford to extend the warranty coverage on the fuel system to five years/80,000 kilometers, to notify all owners of record and to reimburse consumers who have paid for repairs.

Ford spokesman Jelinek says that O'Connor will respond to Iny's letter. "We are interested in maintaining a dialogue with George," Jelinek said. "We want him to be pleased with our response."

Court clears way for Audi runaway suit

By Helen Kahn
SENIOR CORRESPONDENT

Rhode Island's highest court has ruled that there is enough evidence for the driver of a 1978 Audi 5000 to proceed with her unintended acceleration suit.

The driver, Rose Ferro, said she remembers leaving her parents' home, driving about one-tenth of a mile at about 15 mph and then waking up in the hospital. One witness, a gas station worker, said he saw the car moving at an "excessive speed" and hit a tree.

The witness testified that as he came to the scene he noticed Ferro's foot was not on the gas pedal but the engine continued to race. Another witness who had not seen the accident said he heard the engine racing both before and after the impact. An expert witness stated the collision was caused by "one or more design defects" in the Audi.

Ferro also used as evidence a recall notice from Volkswagen of America Inc., which she received about a year after the June 1981 accident. It noted that an improperly placed floor mat might interfere with the gas pedal.

Ferro filed suit in June 1984. [illegible] mid-1989, VWoA moved for a verdict in its favor and in July 1989 the trial judge exonerated VWoA on grounds the expert's view was speculative and there was not enough evidence of unintended acceleration.

In her appeal, Ferro said that even without the expert's opinion, there was enough evidence from lay witnesses to deserve a trial. The Rhode Island court agreed, saying that the affidavits of the two nearby witnesses plus the recall notice was "sufficient to establish a genuine issue of a material fact" without examining the question about the expert witness opinion.

The National Highway Traffic Safety Administration closed its investigation of the Audi 5000 in 1989 without finding a defect that causes unintended acceleration.

New GM stock catches eye of fund managers

By Curtis Vosti
CRAIN NEWS SERVICE

Institutional investors are intrigued with General Motors' proposed special convertible preferred stock offering that is expected to raise $600 million.

The Preference Equity Redemption Cumulative Stock is awaiting clearance from the U.S. Securities and Exchange Commission. It would make available 16 million shares of a special GM stock that would pay a higher dividend than the common stock and could be converted one-for-one into shares of GM common stock three years from now. Those features would give investors downside protection

But upside potential is limited: The stock can be called by GM on 15 days' notice at any time before July 1, 1994.

"It's an interesting concept," said Michael McCowin, principal and portfolio manager at Harris Bankcorp. of Chicago, which owned 1.5 million shares of GM as of Dec. 31, according to SEC filings. "It's very much like common stock but with a buy-write strategy," he said, referring to the call feature. "Any corporate issuer who would consider preferred stock ought to consider it. It won't be very volatile."

The Teacher Retirement System of Texas will wait and see, according to George Reagan, acting chief executive officer. The system, which is valued at $23.7 billion, owned more than 2.1[illegible] million shares of GM common stock as of March 31.

"We're not pathfinders. We want to see how it trades," Reagan said. "We're a public pension fund; we're not in the business of breaking new ground."

GM announced the offering in May, three months after it cut its quarterly common stock dividend to 40 cents a share from 75 cents.

PRODUCTION

U.S. CAR

	Week Ended June 8, 1991	Week Ended June 1, 1991	May Total	Jan. 1 to June 8, 1991	Jan. 1 to June 9, 1990
Horizon	0	0	0	0	4,327
Sundance	0	0	4,501	16,586	34,289
Acclaim	2,200	1,835	8,751	35,986	42,086
Total Plymouth	**2,200**	**1,835**	**13,252**	**52,572**	**80,702**
LeBaron A	0	0	0	0	9,325
LeBaron J	0	0	4,431	18,697	19,962
N. Yorker C-Class	0	132	745	3,251	18,028
Fifth Avenue	0	752	4,540	13,028	14,154
Imperial	0	158	911	3,114	7,570
Total Chrysler	**0**	**1,042**	**10,627**	**36,090**	**69,059**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	14,375
Shadow	0	0	5,011	19,149	39,701
Dynasty	0	2,656	15,323	49,965	51,577
Spirit	2,100	2,048	7,835	32,626	41,195
Total Dodge	**2,100**	**4,704**	**28,169**	**110,286**	**150,926**
CHRYSLER CORP.	**4,300**	**7,581**	**52,048**	**200,868**	**300,667**
Escort	5,767	0	14,849	82,512	93,150
Mustang	3,608	2,886	10,211	35,685	65,635
Tempo	3,076	2,484	10,770	48,531	62,330
Taurus	9,451	7,5[illegible]	38,241	148,376	165,462
Thunderbird	2,591	2,024	8,227	35,203	53,514
Total Ford Div.	**24,493**	**14,986**	**82,298**	**350,307**	**440,091**
Topaz	1,329	937	3,811	20,139	23,258
Cougar	1,729	1,363	6,101	26,245	35,397
Sable	3,181	2,296	11,443	47,531	48,292
Total Mercury	**6,239**	**4,596**	**21,355**	**93,915**	**105,947**
Continental	1,111	946	5,185	25,546	26,436
Mark VII	188	160	908	4,461	11,331
Town Car	2,613	2,222	12,219	60,094	74,645
Total Lincoln	**3,912**	**3,328**	**18,312**	**90,101**	**112,412**
Total L-M Div.	**10,151**	**7,924**	**39,667**	**184,016**	**219,359**
FORD MOTOR CO.	**34,644**	**22,830**	**121,965**	**534,323**	**659,450**
Skylark/Somerset	0	0	0	34,929	40,555
Century	2,390	2,546	11,133	39,152	30,755
Riviera	0	0	735	4,204	10,725
Electra/Park Ave.	2,905	2,330	13,056	45,753	15,570
LeSabre (fwd)	160	0	7,420	34,635	76,284
Roadmaster Wagon*	330	260	940	10,156	3,857
Reatta	0	0	193	1,206	4,055
Total Buick	**5,785**	**5,136**	**33,477**	**[illegible]**	**181,881**
Eldorado	0	0	944	6,395	9,859
Seville	0	0	2,310	12,909	17,240
Brougham (rwd)	330	405	2,034	8,959	13,065
DeVille (fwd)	3,411	2,868	16,279	63,835	78,035
Allante	64	51	282	1,382	1,712
Total Cadillac	**3,805**	**3,324**	**21,849**	**94,238**	**119,911**
Cavalier	6,090	4,143	23,737	121,610	147,039
Camaro	1,490	1,248	6,646	21,139	29,118
Corsica/Beretta	7,700	5,829	31,702	113,310	126,675
Caprice	3,205	2,936	14,647	62,007	94,276
Corvette	468	378	2,126	10,432	10,831
Total Chevrolet	**18,953**	**14,534**	**78,858**	**328,496**	**407,938**
Calais	0	0	0	34,615	44,836
Cutlass Ciera	1,578	1,774	8,806	33,946	35,680
Cutlass Supreme	2,305	2,034	10,820	47,163	38,324
Toronado	0	0	403	2,778	8,248
88 (fwd)	2,865	1,483	5,084	27,389	45,747
Custom Cruiser Wag.**	275	121	520	4,749	2,295
98	1,789	1,096	6,105	33,481	26,152
Total Oldsmobile	**8,812**	**6,508**	**31,738**	**184,022**	**291,282**
Sunbird	3,092	2,100	11,985	55,975	68,723
Grand Am	0	0	13,617	87,060	89,965
Firebird	590	410	2,256	7,043	17,990
Grand Prix	2,438	2,401	10,258	44,048	50,118
Pontiac 6000	1,563	1,032	4,453	16,659	26,511
Bonneville	0	238	446	21,398	37,163
Total Pontiac	**7,683**	**6,181**	**43,015**	**232,183**	**296,470**
Total Saturn†	2,131	1,640	8,525	29,248	0
GENERAL MOTORS	**47,169**	**37,323**	**217,402**	**1,038,393**	**1,291,394**
DIAMOND-STAR	**3,160**	**2,496**	**13,783**	**69,744**	**63,988**
Civic	2,080	1,185	8,408	41,213	55,089
Accord	7,465	5,788	32,545	159,607	142,391
HONDA	**9,545**	**6,973**	**40,953**	**200,820**	**197,480**
MAZDA* **	**2,450**	**2,463**	**13,868**	**85,282**	**78,982**
NISSAN	**2,685**	**2,121**	**11,806**	**61,758**	**45,196**
Corolla	2,100	1,760	9,480	46,909	47,648
Geo Prizm/Nova	2,000	1,620	8,723	45,273	46,896
NUMMI	**4,100**	**3,380**	**18,203**	**92,182**	**94,544**
SUBARU-ISUZU	**1,155**	**1,072**	**5,[illegible]**	**24,961**	**11,567**
TOYOTA	**4,325**	**3,473**	**19,056**	**96,527**	**96,953**
TOTAL BIG 3	**86,113**	**67,734**	**391,475**	**1,773,574**	**2,161,531**
TOTAL TRANSPLANT	**27,420**	**21,978**	**122,378**	**613,286**	**590,605**
TOTAL CARS, U.S.	**113,533**	**89,712**	**513,853**	**2,386,860**	**2,752,136**
TOTAL CARS, CANADA	**28,511**	**26,217**	**113,441**	**485,122**	**467,000**
U.S., CANADA CARS	**142,044**	**115,929**	**627,294**	**2,871,982**	**3,219,216**
U.S., CANADA CARS AND TRUCKS	**246,217**	**201,586**	**1,053,312**	**4,658,212**	**5,452,502**

Monthly estimates may contain error of one or two units due to rounding.
†Estimate *1990 totals reflect the LeSabre (rwd)
**1990 totals reflect Olds. 88 (rwd) ***Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended June 8, 1991	Week Ended June 1, 1991	May Total	Jan. 1 to June 8, 1991	Jan. 1 to June 9, 1990
Monaco	720	769	1,136	3,168	5,132
Premier	555	541	1,022	4,321	2,806
CHRYSLER CORP.	**1,275**	**1,310**	**2,158**	**7,489**	**7,940**
Tempo	3,702	2,990	12,603	50,823	58,602
Topaz	999	1,282	5,372	15,987	21,589
Crown Victoria	1,513	1,492	7,548	39,231	55,602
Grand Marquis	2,807	2,144	10,766	38,044	51,217
FORD MOTOR CO.	**9,021**	**7,908**	**36,289**	**144,085**	**187,010**
Celebrity	0	0	0	0	12,631
Cutlass Ciera	2,003	1,925	8,129	30,470	37,452
Lumina	7,045	6,358	25,498	96,103	99,205
Regal	3,237	2,856	12,487	51,986	35,461
GENERAL MOTORS	**12,285**	**11,139**	**46,114**	**181,391**	**184,749**
CAMI†	**2,000**	**1,970**	**10,250**	**55,158**	**0**
HONDA†	**2,200**	**2,216**	**10,063**	**48,440**	**47,519**
HYUNDAI	**156**	**79**	**1,520**	**13,986**	**8,561**
TOYOTA	**1,469**	**1,415**	**6,255**	**30,651**	**27,270**
VOLVO	**180**	**180**	**792**	**3,922**	**4,831**
TOTAL CARS, CANADA	**28,511**	**26,217**	**113,441**	**485,122**	**467,000**

U.S. TRUCK

Caravan	3,400	2,321	11,213	49,650	51,460
Dakota	2,000	1,607	9,692	34,771	34,078
Caravan C/V	200	92	453	2,098	3,147
Ram pickups	2,000	1,615	9,709	34,730	50,335
Total Dodge	**7,600**	**5,635**	**31,867**	**121,249**	**139,020**
Cherokee	4,200	4,188	14,333	53,677	76,150
Comanche	100	121	412	2,346	3,596
Grand Wagoneer	0	266	818	1,023	2,673
Wagoneer/Briarwood	50	46	162	1,261	1,819
Total Jeep	**4,350**	**4,621**	**15,725**	**58,307**	**84,238**
Voyager	4,300	1,820	8,607	41,398	48,807
Town & Country	100	70	325	1,535	1,565
Total C-P Div.	**4,400**	**1,890**	**8,932**	**42,933**	**50,372**
CHRYSLER CORP.	**16,350**	**12,146**	**55,724**	**222,489**	**273,630**
Aerostar	4,950	3,565	18,461	68,471	92,121
Bronco	342	493	1,707	5,764	24,618
Bronco II/Explorer	6,773	4,406	25,432	122,941	70,269
Navajo	122	137	868	5,536	0
Econoline	4,133	3,218	13,458	57,062	90,047
Mediums/Heavies	1,034	825	3,469	16,204	24,302
Light trucks	4,969	7,267	33,440	121,844	209,626
Ranger	6,596	4,867	27,589	112,616	135,467
Total Ford Div.	**28,919**	**24,778**	**124,424**	**510,438**	**646,450**
FORD MOTOR CO.	**28,919**	**24,778**	**124,424**	**510,438**	**646,450**
Astro	2,764	2,094	11,605	44,304	52,946
Blazer	226	167	884	3,471	7,913
Lumina APV	1,365	1,028	5,536	17,560	45,026
Medium/Heavies	152	152	0	1,674	4,411
P-Model	518	343	1,705	7,292	11,462
Pickups	6,487	5,548	34,745	111,842	158,210
S10	5,762	3,775	27,963	113,004	105,499
S10 Blazer	2,013	1,440	2,399	20,281	60,690
Sportsvan/Van	900	557	4,086	18,484	31,629
Suburban	928	[illegible]	2,646	11,585	30,635
Total Chevrolet	**21,115**	**15,[illegible]**	**91,569**	**349,497**	**508,421**
Jimmy	55	34	154	989	2,525
Mediums/Heavies	195	291	0	3,657	7,581
P-Model	46	53	195	1,365	1,386
Pickups	2,075	1,750	11,693	48,991	55,935
S15/Sonoma	508	356	5,239	23,458	25,515
S15 Jimmy	1,507	1,641	911	8,739	19,156
Safari	[illegible]	944	4,9[illegible]	18,588	18,924
Suburban	489	40[illegible]	2,5[illegible]	10,747	14,332
Vandura/Rally Vans	497	368	2,398	4,995	10,981
Tot[illegible]	6,816	5,[illegible]	28,101	125,[illegible]	156,365
Silhouette	473	[illegible]	2,947	8,[illegible]	15,252
Bravada	231	[illegible]	895	8,[illegible]	0
Total Oldsmobile	**704**	**[illegible]**	**3,84[illegible]**	**16,9[illegible]**	**15,252**
Pontiac Trans Sport	**933**	**675**	**3,[illegible]**	**11,294**	**24,641**
GENERAL MOTORS	**29,568**	**22,828**	**127,[illegible]**	**503,150**	**704,[illegible]**
NAVISTAR	**1,645**	**1,318**	**6,382**	**33,621**	**32,874**
NISSAN	**2,682**	**2,112**	**11,752**	**60,544**	**69,[illegible]**
SUBARU-ISUZU	**1,140**	**877**	**4,336**	**22,284**	**11,321**
AM GENERAL	**400**	**400**	**1,840**	**9,250**	**10,4[illegible]**
MISCELLANEOUS	**2,859**	**2,120**	**11,660**	**60,770**	**69,600**
TOTAL TRUCKS, U.S.	**83,354**	**66,579**	**343,310**	**1,422,466**	**1,818,838**

CANADIAN TRUCK

Caravan	3,468	4,145	14,723	64,464	73,048
Caravan C/V	102	260	967	11,622	5,619
Ram Wagon	670	0	2,249	9,714	12,572
Ram Van	1,250	0	4,008	17,167	27,294
Total Dodge	**5,490**	**4,405**	**21,947**	**102,967**	**118,533**
Voyager	2,574	2,522	9,814	47,354	59,256
Total Plymouth	**2,574**	**2,522**	**9,814**	**47,354**	**59,256**
Wrangler	1,500	1,574	6,536	24,933	25,765
Total Jeep	**1,500**	**1,574**	**6,536**	**24,933**	**25,765**
CHRYSLER CORP.	**9,564**	**8,501**	**38,297**	**175,254**	**203,554**
FORD MTR. (lt. trks.)	**3,040**	**2,970**	**12,357**	**42,991**	**67,001**
Light trucks	3,756	3,133	12,968	60,623	78,034
Vans	1,380	1,349	6,610	23,318	22,113
Total Chevrolet	**5,136**	**4,482**	**19,578**	**83,941**	**100,147**
Light trucks	1,344	1,487	5,303	24,248	29,873
Vans	570	464	1,986	9,375	10,075
Total GMC	**1,914**	**1,951**	**7,289**	**33,623**	**39,948**
GENERAL MOTORS	**7,050**	**6,433**	**26,867**	**117,564**	**140,095**
CAMI†	**1,000**	**1,010**	**4,640**	**24,635**	**0**
NAVISTAR	**165**	**164**	**547**	**3,329**	**4,598**
TOTAL TRKS., CANADA	**28,819**	**19,078**	**82,788**	**363,764**	**415,248**
U.S., CANADA TRKS.	**104,173**	**85,657**	**426,018**	**1,786,230**	**2,233,286**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May output best of year, but trails '90

By Bob DeMayer
SPECIAL CORRESPONDENT

May car and truck production in the United States was the highest of any month this year, but the car total was the lowest for that month since 1982.

Car production was 513,853 in May, down 17.19 percent from the year-ago month. This was the lowest May total since 1982 when 499,242 cars were built.

Truck production last month was 343,310, down 15.81 percent from 407,765 last year.

Carmakers scheduled 113,533 units last week, 26.55 percent above the preceding holiday week but 21.98 percent below 1990.

Year-to-date, U.S. car production is 2,386,860, down 13.27 percent from 1990.

Truckmakers planned to build 83,354 units last week, 25.20 percent above the prior week but 12.10 percent below last year.

So far this year, 1,422,466 trucks have been assembled, 21.76 percent below 1990.

General Motors' Saturn car plant in Spring Hill, Tenn., will be down for model changeover from July 22 to Aug. 5.

GM scheduled one shift of overtime last Saturday at its No. 2 truck plant in Flint, Mich., and two shifts of overtime at its Lordstown, Ohio, and Wilmington, Del., car plants and Baltimore truck plant.

Chrysler's St. Louis (No. 2) minivan plant worked two shifts of overtime last Saturday.

CANADA: In May, car production was 113,441 units, up 8.08 percent from last year. This was the highest May since 1977 when 117,13[illegible] were assembled.

Last month, truck production was 82,708 units, down 3.83 percent from last year. This was the lowest May total since 80,443 in 1988.

Canadian car production was estimated at 28,511 units last week, up 8.75 percent from the prior week and up 13.13 percent from the year-ago week.

Truck production last week was estimated at 20,819 units, up 9.13 percent from the prior week and 6.71 percent above the 1990 week.

Year-to-date, truck production in Canada is down 12.40 percent.

Ford Motor Co. has scheduled daily overtime this week at its St. Thomas, Ontario, car plant.

GM scheduled one shift of overtime last Saturday at its Oshawa, Ontario, truck plant.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Lorain, Ohio	**6/10**	
Ford Thunderbird		2,310
Mercury Cougar		1,885
Ford Econoline		2,965
Ford Club Wagon		
GENERAL MOTORS		
Detroit/Hamtramck, Mich.	**6/10**	*
Buick Riviera		
Cadillac Eldorado		
Cadillac Seville		
Olds. Toronado		
Lansing, Mich. (A plant)	**6/10**	*
Buick Skylark		
Olds. Calais		
Lansing, Mich. (B plant)	**6/10**	*
Pontiac Grand Am		
Total U.S. car		**4,195**
Total U.S. truck		**2,965**
Total units lost week of 6/10		**7,160**

*Model changeover
Source: Automotive News Data Center

NOTE

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Automotive News

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Orbital seeks 'front' to raise CAFE

Firm recruits groups to thwart Big 3

By David Barkholz
CRAIN NEWS SERVICE

Orbital Engine Co. USA has secretly enlisted environmentalists to "front" for it in fighting for tough, new fuel-economy standards.

Orbital, the American subsidiary of Australian Ralph Sarich's two-stroke engine company, is trying to keep the effort quiet so it doesn't alienate its key U.S. customers: Ford Motor Co. and General Motors.

A Washington consultant for Orbital is suggesting to environmentalists that the automakers have downplayed or misrepresented the advantages of Orbital technology in order to fight increases in corporate average fuel economy rules.

"Orbital has been politely warned off trumpeting its breakthrough by its licensees/clients Ford and GM," consultant Anthony Stout wrote in a memo to one influential environmentalist.

Stout's information has already been forwarded to the Sierra Club, Greenpeace and the Natural Resources Defense Council in New York.

The strategy could peril Orbital's standing with Ford and GM.

Crain's Detroit Business, a sister publication to *Automotive News*, learned of Orbital's efforts to shape congressional debate on fuel-economy standards by obtaining copies of memos written by Stout to Washington environmental consultant Roger Craver and to Orbital USA Chairman Kenneth Johnsen.

Stout works for Government Investment Management Corp., a Washington-based consulting firm. In one of the memos to Johnsen, he describes himself as "your government advisor."

Congress is debating whether to increase CAFE standards from the current 27.5 mpg.

Stout is recruiting environmentalists to push that average higher, arguing that Orbital's newest engine developments offer much higher fuel efficiency than current four-stroke engines.

But the Orbital engine has yet to undergo rigorous federal testing for fuel economy and emissions over a long period.

Support for radical increases in CAFE — especially a bill sponsored by Sen. Richard Bryan, D-Nev., has begun to run out of steam on Capitol Hill as the automakers

see ORBITAL, page 5

AUTOMOTIVE NEWS/JOE WILKINS

"It will take two to three months to crank up a big environmental group to 'discover' Orbital and then front for you. Their fronting is important to preserve your relationship with your customers."

— Orbital adviser Anthony Stout in a May 16 memo to Ken Johnsen (above), chairman of Orbital Engine Co. USA.

2-stroke maker has fan club in Washington

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Although it hasn't yet found an environmental group to "front" for it, Orbital Engine Co. USA has already gained support from consumer groups in Washington.

And environmentalists have hopes for two-stroke technology as the "silver bullet" that could allow automakers to meet much higher fuel economy standards without reducing the size of cars.

In April, Clarence Ditlow, director of the Ralph Nader-affiliated Center for Auto Safety, used Orbital in a well-publicized report on how fuel economy improvements of 40 percent can be achieved without sacrificing safety or auto size — a claim vigorously disputed by Orbital customers General Motors and Ford Motor Co.

Ditlow's report used a conservative estimate that a two-stroke engine would yield only a 2-3 percent improvement. He said Orbital met with environmentalists in Washington six months ago.

Orbital's claims to have developed a two-stroke that meets strict new emission regulations and also improves fuel economy by 30 percent is the kind of ammunition that U.S. Sen. Richard Bryan, D-Nev., could use to get his proposed 40

see FAN CLUB, page 5

Questionnaire leads off minivan dumping battle

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

The first deadline in the minivan dumping case hits Tuesday when all nine Japanese importers have to return a 41-page questionnaire to the International Trade Commission in Washington. The document asks for detailed information about importation and sales of minivans, full-sized vans, station wagons and sport-utilities.

Toyoda, Kume deny dumping, Page 44

If the trade commission investigation reveals that the Japanese dumped minivans at unfairly low prices and that the Big 3 suffered because of it, tariffs could be imposed on minivan imports.

The Japanese companies seem to be clear on the seriousness of the charges and the political pressure involved, but they reject the premise of dumping petition.

"It's hard to make an argument that you're being injured when you've got 90 percent of the market," said Richard Recchia, chief operating officer of Mitsubishi Motor Sales of America Inc. "Secondly, the two vehicles that they're focusing on, the (Mazda) MPV and the Toyota (Previa), are higher priced than the domestics."

At Mazda, a group of Japanese and American executives huddled behind closed doors last week with attorneys peering over the document.

Mazda's official statement was

see DUMPING, page 44

Corolla Sedan SE-G, a right-hand model Toyota will market in Japan.

Toyota shows restyled Corolla

Toyota Motor Corp. last week introduced a longer, wider and fully restyled Corolla series that will offer the industry's first production four-cylinder engine with 20 valves. Making 160 horsepower, the in-line 1.6-liter engine tops a range that includes 1.3- and 1.5-liter variants, and a 2-liter diesel.

The car will retail in Japan for between 898,000 yen and 2.2 million yen (about $6,415 to $15,765). It is expected to debut in September 1992 in the U.S. market, along with the redesigned Geo Prizm, the GM version based on the Corolla. Corolla and Prizm are expected to be built at the NUMMI plant in California.

The new Corolla sedan is larger than the current model. The car measures 170.8 inches in length, is 67.4 inches wide and 55.2 inches high. The wheelbase is stretched nearly three inches, to 98.6.

Asians restrain franchise gains after '80s binge

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — During the go-go 1980s, Asian makers were as aggressive adding dealers as they were introducing products. But now, like so many things that slowed with the turn of the decade, most Asian companies selling vehicles in the United States have scaled back on dealer expansion.

Hyundai's plans: Page 43
12 Japanese brands: Page 42

After increasing nearly 10 percent annually in the late 1980s, the number of Asian franchises grew only 4 percent last year. If early 1991 trends continue, that number will increase less than 2 percent this year.

A survey of the nine Japanese companies, their three luxury divisions and the one Korean carmaker

see DEALERS, page 43

June starts with pop
For the first time this year, a month starts with momentum. Car and truck sales for June 1-10 were up 3.5 percent. Page 4.

Bricklin ordered to pay $17 million to backers

By Charles M. Thomas and Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTERS

A federal judge has ordered Malcolm Bricklin to pay $17.3 million to a Maryland couple who invested $350,000 in a company founded by the flamboyant automobile entrepreneur that they believed would import the ill-fated Yugo as well as exotic Italian sports cars.

The multi-million dollar award against Bricklin for fraud and breach of contract in U.S. District Court for the Southern District of New York results largely from Bricklin's failure to defend himself after his attorney was disbarred for reasons not pertaining to this lawsuit.

Bricklin: plans appeal

Bricklin last Friday called the order a "joke," saying he would appeal the judge's ruling. He didn't defend himself, he says, because going to court in New York is too costly.

But lawyers for the plaintiffs said they will try to collect from Bricklin even though they are uncertain of his whereabouts.

Bricklin recently moved from his Meeker, Colo., ranch to Scottsdale, Ariz. A recording at his phone number gives a post office box for all correspondence, and records messages.

In 1983, John and Rebecca Bednarik invested in a venture led by Bricklin to import Italian sports cars — the Pininfarina Spider and Bertone — and recruit dealers to sell the vehicles.

According to the lawsuit, the venture also included plans to import and sell a lower-priced vehicle for the Bednariks to distribute.

But in 1985 Bricklin formed Yugo of America Inc. to distribute the Yugoslavian subcompact, leaving the Bednariks on the sidelines.

"The Bednariks' claims are false and have no merit," said Bricklin. "I chose not to defend myself against their blatant lies in New York and in the end they will get what they deserve — nothing."

He said mounting a defense in New York would cost a fortune in legal fees. "We will win on appeal," he said. "We didn't even defend ourselves because it would cost too much to win in New York."

Bricklin said the firm he started in 1983, International Automobile Importers Inc., did import Italian sports cars, which were distributed by the Bednariks, but that the Yugo was never part of that plan.

> "I chose not to defend myself against their blatant lies in New York and in the end they will get what they deserve — nothing."
>
> **Malcolm Bricklin**
> Auto entrepreneur

"We had never even heard of the Yugo in 1983," he said.

Still, the Bednariks say Bricklin financed negotiations to import Yugos with assets from International Automobile Importers, in which the Bednariks had invested.

The Yugos were initially successful and Bricklin paid himself royalties of more than $9 million for Yugos sold through dealers the Bednariks had recruited, according to their attorney, David U. Fierst from the Washington firm of Stein, Mitchell and Mezines.

Fierst contends the Bednariks had a five-year contract with Bricklin that he breached. Bricklin says the Bednariks breached it by failing to buy the agreed number of Italian cars.

The Bednariks sued, claiming that failure of International Automobile Importers to deposit required sums of money and import

see BRICKLIN, page 46

Volvo goes front-wheel drive

Volvo Car Corp. last week took the wraps off its new 850-GLT in Europe, but the sedan will not be sold in the United States until the fall of 1992. Although the 850 bears a close family resemblance to its 940/960 big brothers, it is an all-new model below the skin. A front-wheel-drive layout permits more interior space than the 900 series despite shorter overall length. The 850-GLT incorporates several technological innovations including a new transversely mounted, 2.5-liter, 20-valve in-line five-cylinder engine. The light alloy, twin-cam engine is from the same family as the in-line six introduced last fall on the 960.

Ford of Europe stokes r&d fires

Halstead aims to recapture customers with faster model changes

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Ford of Europe, jarred by a Europe-wide loss of share last year and an 88 percent skid in profit, will pour $15 billion into new products and research and development by 1995 in a bid to woo back buyers with an upgraded model line.

Ford has four all-new models set to bow in Europe by the mid-1990s and will have new powertrains by that time, the fruits of a separate development program.

But many analysts say the new products are already late or dated, an assessment increasingly shared by senior management. At a meeting in Cologne, Germany, late last month, Ford of Europe Chairman Lindsey Halstead ordered his lieutenants to slash new-product development time to four years from five or more now, or face the prospect of falling even farther down the sales ladder.

To be sure, the automaker was hit hard last year by a severe recession, strikes and falling market share in its best market, the United Kingdom; a disappointing launch last fall of its top-volume Escort; and the continuing cash drain of its Jaguar unit, which Ford acquired for $2.5 billion in late 1989.

Sales slipped 3.1 percent, and the automaker surrendered its fourth-place share of market to archrival General Motors, although it has since recovered.

Net income slid to $145 million last year from $1.19 billion in 1989 as Ford's largest European unit, Ford of Britain, posted a pre-tax loss of £274 million pounds (about $443 million at current rates), its first deficit in almost 20 years.

And late last week, Ford Werke AG, the German unit, reported that its 1990 earnings fell 25 percent, to 270 million marks (about $152 million), despite a slight increase in revenue.

But analysts point out that even though Ford's sales and profits were hammered by special factors last year, the automaker historically has relied on long product cycles to sustain its profits. And that strategy has now come home to roost as consumers spurn its aging lineup for newer products elsewhere, they contend.

"The malaise goes deeper" than labor problems or Jaguar's losses, the London-based Automotive Research Unit says in a newly issued report. Rather, it says, Ford's problems stem from "a model range which is looking increasingly tired, at a time moreover when some of Ford's archrivals are looking fresh and exciting."

Beyond a doubt, Ford is playing product catch-up in Europe. At the Frankfurt auto show in September, it will unveil a station wagon version of the Scorpio — six years after the original five-door bodystyle was introduced. A four-door Scorpio sedan was not unveiled until last year.

Ford also was several years late with a notchback version of the Sierra. Worse, it has not responded to GM Europe's snappy Opel/Vauxhall Calibra coupe — even though its Capri once dominated the segment.

"Their cycle is out of kilter with their major competition," said an-

see EUROPE, page 47

INDEX

Auction ads	32-33	Letters	14
Auction dates	38	Obituaries	30
Classifieds	34-38	Opinion	12
Dealing with dealers	29	Personnel	40
Incentive watch	46	Production	47
Inventories	39	Sales, Canada	39
Keith Crain	12	Sales, imports by model	28
Late news	8	Sales per dealer	4
Legal briefs	30	Sales, 10-day	4

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Correction

A story in the June 10 issue should have said the pickup proposed by Kelpie North America Holdings Ltd. would be built on a Kelpie-designed and engineered chassis, rather than on a Dodge Dakota chassis.

GM eliminates deductible on warranty

By Dale Jewett
AUTOMOTIVE NEWS STAFF REPORTER

General Motors upped the ante in the customer satisfaction game last week by eliminating the $100 deductible from its warranty coverage for all 1992 cars and light trucks.

The change puts GM on par with the large Japanese and European automakers, which have pursued a policy of comprehensive warranties with no deductibles.

There was no immediate rush by Ford Motor Co. and Chrysler Corp. to respond in kind, but a Ford spokesman said the company was studying the move.

The revised "Bumper to Bumper Plus" warranty will cover Chevrolet, Pontiac, Buick, Oldsmobile and GMC vehicles for three years or 36,000 miles, whichever occurs first. While the change eliminates the deductible, it also trims the mileage limit from 50,000 miles.

GM's six-year/100,000 mile corrosion and five-year emissions system warranties are unchanged.

In announcing the change, GM President Lloyd Reuss cited customer preference for no-deductible warranties offered by Saturn Corp. and Cadillac.

Saturn buyers are covered by a three-year/36,000-mile warranty. Cadillacs carry a four-year/50,000-mile warranty. The Allante luxury convertible carries a seven-year/100,000-mile warranty on major assemblies.

"Customers responded very favorably in surveys after Cadillac dropped its deductible in 1990," Reuss said.

Since 1989, GM's standard warranty coverage has been three years/50,000 miles, but customers were charged a $100 deductible on repairs after 12 months/12,000 miles.

Ford offers a 12-month/12,000-mile warranty with no deductible on all Fords and Mercurys, and a four-year/50,000-mile powertrain warranty. All Lincolns carry a four-year/50,000-mile warranty with no deductible.

In May, the Ford Dealer Council urged Ross Roberts, the division's new general manager, to adopt a three-year/36,000-mile warranty with no deductible for 1992 products. The council said the current warranty trails industry standards.

Chrysler spokesman Tom Jakobowski said the company is satisfied with its current warranty coverages, which are divided between vehicle warranties and powertrain warranties. The powertrain warranties have a $100 deductible.

Most domestically built Chrysler cars carry a 12-month/12,000-mile warranty; large luxury cars and the Town & Country minivan are covered by a five-year/50,000-mile warranty; captive imports have three-year/36,000-mile coverage.

The $100 deductible with Chrysler's seven-year/70,000-mile powertrain warranty applies only after the basic warranty expires, Jakobowski said.

"For us, the deductible has been a non-issue," Jakobowski said. "When you consider the cost of some engine and transmission repairs, customers don't mind the $100 compared to the full bill."

Car-truck sales post year's 1st 10-day gain

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

With General Motors leading the way, 10-day car and truck sales topped last year's for the first time in 1991. Every GM division posted a gain.

Industry sales of 311,015 domestic and imported cars and light trucks were up 3.5 percent. The increase was stronger for light trucks, which were up 6.9 percent. Cars rose 1.7 percent. There were eight selling days in the June 1-10 period, the same as last year.

Tom Webb, chief economist for the National Automobile Dealers Association, characterized early June sales as "very encouraging." He said increases by GM and Toyota "support anecdotal evidence from dealers that we have indeed reached a turning point and that a modest recovery is now under way."

GM sold 129,833 cars and light trucks for the period, an increase of 14.8 percent.

As has been typical of 1991's bright spots, though, stronger sales were in comparison to a weak 1990 period. Last year, GM's domestic car sales fell 29.1 percent from 1989.

Terrence P. Sullivan, GM's manager of sales reporting, expressed "cautious optimism" about the results, which he attributed in part to strong fleet sales. "We would have to see several of these 10-day periods strung together before we could make a serious evaluation of where and when the industry will break out of the sales slump," he said.

Ten-day sales for Buick rose 58.4 percent. Buick has consistently performed better than other domestic makes this year.

Ford Motor Co. sales slipped 3.3 percent and Chrysler Corp.'s were down 4.1 percent. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Sales were up 25.8 percent for Toyota Motor Sales U.S.A. Inc. (Toyota-Lexus). American Honda Motor Co. Inc. (Honda-Acura) reported a 10.5 percent decline.

10-DAY CAR AND TRUCK SALES, BY MAKE

	June 1-10 1991	June 1-10 1990
ALFA ROMEO (imp. car)*	74	38
Acura (imp. car)	3,183	2,918
Domestic car	10,321	9,054
Imported car	2,731	6,160
Honda	13,052	15,214
AMERICAN HONDA	16,235	18,132
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	887	1,149
Domestic car*	3,426	5,982
Imported car*	19	72
Domestic truck*	110	55
Chrysler Division*	3,554	6,109
Domestic car*	6,619	7,092
Imported car*	760	432
Domestic truck*	12,417	11,713
Imported truck*	79	210
Dodge*	19,875	19,447
Domestic car*	1,535	882
Imported car*	157	274
Eagle*	1,692	1,156
Domestic truck*	4,796	4,479
Jeep*	4,796	4,479
Domestic car*	3,920	5,230
Imported car*	317	369
Domestic truck*	4,577	3,619
Plymouth*	8,814	9,218
Domestic car*	15,499	19,186
Imported car*	1,254	1,148
Domestic truck*	21,900	19,866
Imported truck*	79	210
CHRYSLER CORP.*	38,731	48,409
Imported car*	100	144
Imported truck*	49	91
DAIHATSU*	149	235
FERRARI (imp. car)*	16	16
Domestic car	27,449	28,836
Imported car	919	933
Domestic truck	33,103	33,184
Ford Division	61,471	62,953
Domestic car	6,836	6,312
Lincoln	6,836	6,312
Domestic car	4,738	7,081
Imported car	1,201	466
Mercury	5,939	7,547
Domestic car	39,023	42,229
Imported car	2,120	1,399
Domestic truck	33,103	33,184
FORD MOTOR CO.	74,246	76,812
Domestic car	15,434	9,744
Buick	15,434	9,744
Domestic car	6,187	5,401
Cadillac	6,187	5,401
Domestic car	36,737	32,327
Imported car	3,168	3,768
Domestic truck	32,015	28,727
Imported truck	1	16
Chevrolet	71,921	64,838
GMC	7,176	6,936
Domestic car	11,346	11,447
Domestic truck	793	522
Oldsmobile	12,139	11,969
Domestic car	13,298	12,891
Imported car	983	581
Domestic truck	1,127	721
Pontiac	15,408	14,193
Domestic car	1,568	0
Saturn	1,568	0
Domestic car	84,570	71,810
Imported car	4,151	4,349
Domestic truck	41,111	36,906
Imported truck	1	16
GENERAL MOTORS	129,833	113,081
HYUNDAI*†	1,847	2,864
Imported car*	379	67
Domestic truck*	1,298	262
Imported truck*	1,842	1,984
ISUZU*	3,518	2,313
JAGUAR (imp. car)*	105	315
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	734	728
Imported car*	2,937	3,186
Domestic truck	209	0
Imported truck*	2,352	2,942
MAZDA*	6,232	6,856
MERCEDES-BENZ (imp. car)*	1,129	1,317
Domestic car	1,680	1,180
Imported car*	1,602	1,963
Imported truck*	383	719
MITSUbiSHI*	3,665	3,863
Infiniti	557	423
Domestic car	1,874	1,517
Imported car*	4,554	6,035
Domestic truck	2,061	1,922
Imported truck*	2,972	2,748
Nissan*	11,461	12,222
NISSAN MOTOR CORP.	12,017	12,645
PEUGEOT (imp. car)*	60	89
PORSCHE (imp. car)*	97	182
RANGE ROVER (imp. truck)*	45	73
ROLLS/BENTLEY (imp. car)*	10	20
SAAB (imp. car)*	350	386
STERLING (imp. car)*	39	64
Domestic car	929	212
Imported car*	818	1,310
SUBARU*	1,747	1,522
Imported car	112	103
Imported truck	314	285
SUZUKI†	426	388
Lexus (imp. car)	1,506	831
Domestic car	4,943	3,842
Imported car	5,316	4,559
Imported truck	4,293	3,537
Toyota	14,552	11,938
TOYOTA MOTOR SALES	16,058	12,769
Audi (imp. car)*	258	412
Imported car*	1,975	2,869
Imported truck*	137	162
Volkswagen*	2,112	3,031
VWoA*	2,368	3,443
VOLVO*†	1,347	1,977
YUGO (imp. car)*	23	122
Domestic car	158,574	149,758
Imported car	30,292	45,087
TOTAL CAR	196,866	196,565
Domestic truck	99,682	92,149
Imported truck	12,457	12,760
TOTAL TRUCK	112,149	104,908
TOTAL CAR & TRK	311,015	300,474

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

Chrysler, Cummins widen turbodiesel use

By Joseph Bohn
TRUCK EDITOR

Chrysler Corp. will sign a new six-year contract this week with Cummins Engine Co. of Columbus, Ind., giving it exclusive rights to Cummins' B-series six-cylinder turbodiesel engine for Dodge pickups under 16,000 pounds gross vehicle weight.

As part of the contract that runs through 1997, Chrysler also is expected to get exclusive rights to the engine for its sport-utilities, though this was still being negotiated last week, according to Chrysler insiders.

The contract leaves the door open for Cummins to supply Ford Motor Co. in medium- and heavy-duty trucks, but protects Chrysler in the light-duty segments where it competes.

Dodge dealers have worried about losing one of their most successful products ever since Ford purchased a 10 percent interest in Cummins last July with an option to increase that to 20 percent.

Their fears were exacerbated recently when Chrysler explored alternatives to the Cummins engines. Chrysler officials held talks with, among other people, Roger Penske, chairman of Detroit Diesel Corp., who has been seeking to expand sales of the light-duty Phaser engine that the company distributes.

The new contract will allay such concerns and give Chrysler a predictable source of engines for, among other products, the new T-300 line of full-sized pickups due in the 1994 model year.

Chrysler sold 30,000 pickups with turbodiesel engines in the 1990 model year, and will sell about 44,000 in the 1991 model year, according to estimates made earlier this year by Troy Simonson, Chrysler's product planning manager.

Company insiders project 50,000 sales for the 1992 model year when the engine becomes available in extended-cab, as well as regular cab, models of the D-250, D-350, W-250 and W-350 series.

The company does not now plan to offer the diesel in sport-utilities. Its full-sized Ramcharger is basically an under-8,500-pound gvw vehicle, and Cummins is only certified for applications over that gvw limit.

But that could change. The company has been looking at trends in the diesel engine market, and one of them is General Motors' plan to offer its 6.5-liter turbodiesel in sport-utilities and vans during the 1993 to 1995 model years.

Ford will continue using the 7.3-liter diesel it has been buying from Navistar International Corp. Navistar has been working on an upgrade of that engine, with turbocharging, to meet the new emissions standards that took effect in January 1991.

The upgraded engine is expected to become available in Ford trucks by March or April, according to Ford sources.

Ford wants happy Explorer, Capri owners

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has extended to owners of Ford Explorer and Mercury Capri models a policy of paying up to $200 if they have service difficulties with their vehicles.

The cash payment policy had been restricted to Lincoln owners.

Owners of Explorer, Capri and Lincolns can get up to $200 to cover services such as car rentals or towing while their vehicles are out of service. Lincoln owners have had this benefit since September.

Says Al White, manager of Ford's owner relations operations department: "From a competition standpoint and what these owners pay and mean to us, the analogy is like travelers flying first class or coach on an airplane."

White says all Ford owners get good service, "but the level of service is a little different."

Explorer and Capri owners can get up to $200 to cover such expenses as a rental car or towing.

Explorer owners were added to the elite list because of strong sales and the fiery competition in the sport utility category. Through May 31, Ford had sold 99,288 Explorers, compared to 49,819 combined sales of the Explorer and its predecessor, the Bronco II to this point last year. The Explorer was introduced last April and is one of the top 10 selling vehicles in the United States for the calendar year through May.

White says the Australian-built convertible Capri has attracted a different type of customer. For the first five months of the year, L-M dealers sold 7,995 Capris.

When these owners call White's department via an 800 number, customer service representatives can approve the $200 on the spot.

White says $200 to keep a current customer happy is money well spent. "We're spending $2,000 on incentives just to get new people through the door," he said.

Toyota is tops in sales per dealer; Saturn, Honda share car honors

A substantial swing in Toyota's month-to-month fortunes propelled the No. 1 Japanese brand to a 10-unit lead in the *Automotive News* sales-per-dealer calculation for May.

The average Toyota dealer's May score of 78 units comprised 57 cars and 21 trucks. In April, when they sold 68 vehicles on average, Toyota dealers' total sales were half a percentage point worse than the overall automotive market compared to the year earlier, and in May they were 3.3 points ahead of average.

Honda and Saturn, neck-and-neck for the second straight month, sell only cars, and they lead that category at 68 each. Ford dealers sold more trucks per capita than anyone else, at 25 units.

Saab dealers, who sold at a torrid pace in March and April, fell back to a more normal level in May, the average dealer moving just five units, down from 12 a month earlier.

Metropolitan Motorcars in Marlow Heights, Md., was close to the Saab average for both months, selling four cars (all 900s) in May and nine in April. The store also sells Mercedes-Benz, Porsche, Audi and Subaru.

Saab "just about sold out their stock" during a two-month promotion of 2.5 percent financing on the 900 that ended after April, said general sales manager Rich Jensen. He predicted 900 buyers would be back when inventory becomes available. "Saab owners are loyal," he said. "They'll wait."

— William R. Diem

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Cars	Trucks	May Total	April Total
Toyota	57	21	78	60
Saturn	68	—	68	58
Honda	68	—	68	58
Chevrolet	25	22	47	41
Ford	21	25	46	43
Acura	46	—	46	41
Nissan	31	13	44	43
Lexus	42	—	42	38
Mazda	25	13	38	35
Infiniti	33	—	33	29
Mitsubishi	26	4	30	37
Dodge	11	14	25	21
Hyundai	20	—	20	20
Isuzu	3	16	19	16
Pontiac	17	1	17	16
Buick	17	—	17	16
Volvo	17	—	17	18
VW	14	1	15	13
Mercedes	14	—	14	13
Mercury	13	—	13	13
Oldsmobile	12	1	13	12
Cadillac	12	—	12	10
BMW	12	—	12	13
Lincoln	12	—	12	9
GMC	—	12	12	10
Plymouth	6	5	11	9
Subaru	11	—	11	14
Jeep	—	10	10	9
Suzuki	2	5	7	6
Saab	5	—	5	12
Chrysler	4	0	4	4
Jaguar	4	—	4	6
Audi	4	—	4	3
Eagle	4	—	4	3
Range Rover	—	3	3	4
Daihatsu	2	1	3	4
Porsche	2	—	2	2
Peugeot	2	—	2	2
Sterling	2	—	2	2
Alfa Romeo	2	—	2	2
Yugo	1	—	1	1

Import sales fall 16% in May, much steeper than U.S. dip

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Sales of imported cars fell 16.2 percent during May. That compares with a decline of 10.2 percent for domestic cars and 11.8 percent for domestics and imports combined.

Double-digit drops were more the rule than the exception. Hyundai's Excel sales fell 53.8 percent and its Sonata plunged 41.6 percent. Both the Audi 80 and 90 dropped more than 70 percent. The Jaguar XJ6 and XJ-S each fell more than 60 percent, as did the Volvo 700 series.

The Infiniti Q45 dropped 31.0 percent. And the M30, even with the addition of a convertible, fell 7.3 percent to 506 units. Dealers say they could sell more convertibles if they were available.

The Toyota Supra was down 48.0 percent, and the MR2 dipped 41.2 percent. After some strong months, the Nissan Stanza fell 35.1 percent.

In spite of the generally grim picture, there were some bright spots. A number of new models entered the marketplace and met with reasonable success, although sales will have to pick up if companies expect to reach stated goals.

Acura sold 1,301 of its new Vigor models, and Mitsubishi sold 1,668 Diamante sedans.

Honda's Accord was the country's best-selling nameplate in May with 39,654 sales, U.S.-built and imported. Like other Japanese companies that are putting more emphasis on U.S. production, Honda is selling more U.S.-built cars and fewer of the corresponding Japanese-built models. In May, 14.3 percent of the Accords sold were imported; a year ago, 31.7 percent were.

Nissan is doing the same with its Sentra. Domestic sales were up 37.6 percent; import sales fell 61.6 percent.

The Subaru Legacy is another example. Last year Subaru sold only 579 U.S.-built units in May out of total sales of 2,193. This year, 3,598 of the 4,703 Legacys sold were U.S.-built. Legacy sales were up 114.5 percent.

IMPORT SALES BY MODEL

	May 1991	May 1990	5 Mos., 1991	5 Mos., 1990
ACURA	**13,906**	**13,782**	**57,767**	**58,109**
Integra	6,233	8,076	30,055	34,980
Legend	6,120	5,716	25,200	23,129
NSX	252	0	1,019	0
Vigor	1,301	0	1,493	0
ALFA ROMEO	**370**	**148**	**1,680**	**904**
Milano	1	4	2	22
Spider	149	144	686	882
164	220	0	992	0
ASTON MARTIN*	**5**	**5**	**25**	**25**
AUDI	**1,280**	**2,050**	**4,909**	**8,526**
5000	0	1	0	11
80	138	469	880	1,874
90	82	343	605	1,442
V8 Quattro	36	154	235	703
Coupe Quattro	28	100	158	385
100/200	933	820	2,631	3,378
100/200 Quattro	63	173	400	733
BMW	**4,437**	**5,746**	**19,933**	**26,062**
3 series	2,138	2,885	9,707	12,314
5 series	1,614	1,979	7,167	9,605
635 CSi	2	20	6	184
7 series	482	726	1,771	3,499
850i	126	0	931	0
M3	41	79	174	354
M5	34	57	177	100
M6	0	0	0	6
CHEVROLET/Geo	**10,589**	**13,650**	**37,503**	**57,620**
Geo Storm	9,455	9,680	32,158	46,663
Geo Metro (Import)	1,134	3,970	5,345	10,957
Geo Metro (Domestic)	*4,699*	*2,885*	*28,247*	*7,126*
CHRYSLER MOTORS	**6,271**	**5,738**	**25,454**	**26,725**
Colt	2,838	3,568	10,568	14,638
Conquest	0	65	0	728
Medallion	0	32	0	349
Stealth	1,841	0	7,991	0
Summit (Import)	786	1,338	3,263	6,536
Summit (Domestic)	*753*	*0*	*2,829*	*0*
Vista	709	440	2,954	2,601
TC	97	295	678	1,873
DAIHATSU	**500**	**721**	**2,483**	**5,180**
FERRARI*	**80**	**80**	**400**	**400**
FORD Festiva	**3,487**	**4,323**	**16,206**	**25,751**
HONDA	**15,731**	**23,574**	**77,626**	**98,210**
Civic/CRX (Import)	7,607	6,984	28,841	26,485
Civic (Domestic)	*16,559*	*21,196*	*51,923*	*80,762*
Accord (Import)	5,672	11,897	38,890	56,158
Accord (Domestic)	*33,962*	*25,641*	*130,435*	*110,304*
Prelude	2,452	4,693	9,895	15,567
HYUNDAI	**9,237**	**13,322**	**46,768**	**58,144**
Excel	4,733	10,254	26,193	44,897
Sonata*	1,792	3,068	8,730	13,247
Scoupe	2,712	0	11,845	0
ISUZU	**1,894**	**335**	**5,048**	**1,485**
I-Mark	1	129	64	827
Impulse	385	206	1,639	638
Stylus	1,508	0	3,345	0
INFINITI	**2,783**	**2,115**	**11,481**	**7,471**
M30	506	546	2,239	2,349
Q45	1,083	1,569	4,000	5,122
G20	1,194	0	5,162	0
JAGUAR	**525**	**1,575**	**3,451**	**7,918**
XJ6	360	1,125	2,455	5,773
XJ-S	165	450	996	2,145
LAMBORGHINI*	**13**	**13**	**65**	**65**
LEXUS	**5,204**	**5,102**	**21,751**	**23,390**
ES250	1,739	1,860	7,916	7,611
LS400	3,465	3,242	13,835	15,779
LOTUS*	**27**	**27**	**135**	**135**
MASERATI*	**20**	**20**	**100**	**100**
MAZDA	**14,685**	**15,929**	**63,191**	**68,661**
323	1,468	2,126	8,453	8,978
Protege	4,964	4,736	19,313	18,309
626 (Import)	1,243	1,163	8,334	13,365
626 (Domestic)	*5,004*	*3,113*	*29,512*	*15,870*
MX-6 (Import)	205	20	652	70
MX-6 (Domestic)	*2,161*	*2,195*	*14,561*	*14,928*
Miata	4,316	4,103	17,140	16,449
929	1,645	2,321	6,170	6,879
RX-7	844	1,460	3,129	4,611
MERCEDES BENZ	**5,644**	**6,585**	**23,613**	**30,615**
190	1,420	1,093	6,351	5,279
300E 2.6/260E	507	157	1,840	920
300	1,125	2,189	5,820	10,253
300SE	426	618	1,393	2,844
350SDL Turbo	160	66	559	66
350SD	174	0	523	0
300SEL	131	322	548	1,603
420SEL	493	605	1,576	2,793
560SEL	278	377	963	1,986
SL Coupe	800	780	3,571	3,609
560SEC	56	163	259	745
Tourist	74	215	210	517
MERCURY	**4,563**	**891**	**26,632**	**7,878**
Tracer	2,654	555	18,637	5,256
Capri	1,909	0	7,995	0
XR4Ti	0	0	0	198
Scorpio	0	336	0	2,424
MITSUBISHI	**8,009**	**9,817**	**37,581**	**52,469**
Starion	0	1	0	12
Diamante	1,668	0	1,688	0
Mirage (Import)	2,210	4,230	13,782	29,396
Mirage (Domestic)	*1,446*	*0*	*7,895*	*0*
Galant	2,714	4,865	15,058	19,077
Sigma	18	268	110	978
Precis	77	361	1,060	2,524
3000GT	1,306	0	5,724	0
Wagon	16	92	159	92
NISSAN	**22,768**	**30,175**	**93,300**	**140,425**
Sentra (Import)	1,907	4,967	8,982	31,718
Sentra (Domestic)	*11,732*	*8,527*	*51,075*	*39,173*
Pulsar	5	382	25	3,122
NX	733	0	1,813	0
Stanza	5,677	8,744	27,126	29,532
Maxima	9,513	8,556	35,729	43,057
240SX/200SX	3,348	5,088	12,733	20,842
300ZX	1,321	2,120	5,870	9,963
Hawaii	264	318	1,102	1,481
PEUGEOT	**299**	**443**	**1,618**	**2,021**
PONTIAC LeMans	**3,343**	**4,622**	**14,005**	**14,366**
PORSCHE	**483**	**911**	**2,032**	**4,282**
924S/944	0	0	0	133
944	0	0	0	54
944S/Cabriolet	91	255	359	1,505
911 Carrera 2	244	399	1,038	1,704
911 Turbo	74	0	198	6
911 Carrera 4	54	200	322	755
928S/GT	20	57	115	312
ROLLS/BENTLEY*	**50**	**100**	**400**	**500**
SAAB	**1,750**	**1,932**	**12,350**	**10,450**
900	240	431	2,659	1,801
900S	489	578	3,428	2,106
900 Turbo	300	514	2,492	3,232
9000S	340	122	1,705	812
9000CD	214	191	1,187	1,468
9000 Turbo	157	73	854	969
Tourist	10	23	34	56
STERLING	**196**	**320**	**1,099**	**2,025**
SUBARU	**4,092**	**6,549**	**28,402**	**39,671**
Legacy (Import)	1,105	1,614	8,497	21,749
Legacy (Domestic)	*3,598*	*579*	*17,743*	*1,441*
Loyale	2,380	4,164	13,678	10,118
XT/XT6	108	78	842	677
Justy	499	556	3,385	7,127
SUZUKI	**562**	**515**	**1,976**	**2,568**
TOYOTA	**33,519**	**34,300**	**146,557**	**156,575**
Corolla (Import)	5,776	7,167	30,065	38,472
Corolla (Domestic)	*12,960*	*15,866*	*46,332*	*58,996*
Paseo	1,251	0	1,251	0
Tercel	10,222	9,040	44,658	42,826
Celica	8,251	8,066	31,176	35,889
Supra	330	634	1,547	3,352
Camry (Import)	5,669	6,485	28,315	26,338
Camry (Domestic)	*20,733*	*22,023*	*74,078*	*89,743*
Cressida	907	1,016	4,340	4,204
MR2	1,113	1,892	5,205	5,224
VOLKSWAGEN	**9,875**	**14,343**	**48,650**	**53,729**
Cabriolet	586	1,113	2,457	3,649
Corrado	529	562	2,808	2,089
Jetta	4,677	6,900	15,992	25,632
Golf/GTI	1,560	1,564	5,918	5,928
Passat	1,301	1,660	6,812	5,633
Quantum	1	3	2	25
Scirocco	0	1	0	9
Fox	1,221	2,540	6,661	10,764
VOLVO	**6,734**	**9,585**	**32,244**	**40,321**
240 series	3,063	3,251	14,143	14,757
700 series*	2,597	6,500	12,563	25,199
940 series*	1,020	0	5,412	0
Tourist	54	134	126	365
YUGO	**116**	**688**	**1,004**	**3,192**
IMPORT TOTAL	**193,047**	**230,271**	**857,448**	**1,036,947**

* Includes units produced in Canada

*Estimate NOTE: Domestic cars not included in imported totals.

Compiled by Karen Detkowski

1991

NEW CAR DEALERS DIRECTORY

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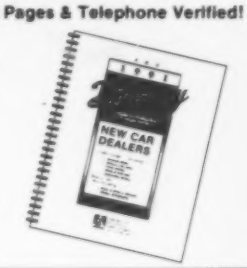

Title	Count	Price	Title	Count	Price
New Car Dealers (Total U.S.)	27,682	$ 620	Ford	4,863	$ 200
(Also available by region)			Honda	1,093	95
Eastern Region (East of the Mississippi)	17,431	565	Isuzu	573	95
Western Region (West of the Mississippi)	10,251	345	Jeep	1,540	115
(Also available by make brand sold)			Lincoln-Mercury	2,687	120
Buick	3,023	140	Mazda	933	95
Cadillac	1,719	115	Oldsmobile	3,270	140
Chevrolet	5,053	220	Pontiac	3,052	140
Chrysler-Plymouth	3,216	140	Subaru	847	95
Datsun-Nissan	1,263	95	Toyota	1,237	95
Dodge	2,891	120	Volkswagen	817	95

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3 GM Lordstown workers face drug-dealing charges

LORDSTOWN, Ohio — An undercover narcotics investigation at the General Motors assembly complex here has resulted in the arrest of three workers.

Each pleaded innocent earlier this month during arraignment in Trumbull County Common Pleas Court.

Sheriff Richard Jakmas said the charges stemmed from undercover work that involved GM security personnel and the Lordstown police. Jakmas said the drugs included marijuana and cocaine.

Plant spokesman Robert Jones confirmed that the three arrested are GM employees.

Lordstown Police Chief William Catlin said the probe began with a call from plant administrators who suspected drug activity. Jakmas said evidence was obtained through recording devices, photography and observation of places "where the improper sale of drugs took place in the plant, on the premises."

— The Associated Press

May sales in Canada match 1990

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Light-vehicle sales in Canada in May were virtually the same as in the year-ago month. The total of 145,720 was down 173 units.

Car sales in May were 102,228, just above the 1990 total. Truck sales were 43,492, down 2.5 percent.

Mazda continued to notch hefty gains in both car and truck sales. Cars increased 35.2 percent over May 1990, and trucks were up 71.2 percent. For five months, Mazda sales were up 25.8 percent.

Other importers reporting sales gains for May included: BMW (6.0 percent), Honda (21.2 percent), Nissan (14.0 percent), Subaru (31.9 percent) and Suzuki (12.2 percent).

General Motors posted a 6.5 percent gain in car sales, countering a 1.6 percent drop in truck sales. That lifted GM's total sales 4.0 percent over May 1990.

Chrysler Corp. reported a 2.6 percent gain in truck sales while cars slipped 11.7 percent, leaving the company 6.0 percent behind the year-ago month. Ford Motor Co. reported double-digit drops for both cars and trucks, putting it 14.9 percent below May 1990.

Despite the bright spots, there is still widespread concern over the general softness of the market. Interest rates are falling, the economy is recovering and the market is awash in rebates and incentives. Yet five-month sales were down 4.1 percent from last year.

"We're not sure what they're waiting for," said a Ford spokesperson. "Incentives used to be used to get people off the dime; now, it's not working."

Staff Correspondent Alex Law in Toronto contributed to this report.

CANADIAN CAR AND TRUCK SALES

MAY 1991

	May 1991	May 1990	5 mos., 1991	5 mos., 1990
BMW (imported car)	426	402	1,650	1,517
N.A. car	10,795	13,124	44,550	50,715
Imported car	1,911	1,271	8,406	6,353
N.A. truck	9,700	9,385	41,360	35,257
Imported truck	143	210	538	936
CHRYSLER	22,549	23,990	94,854	93,261
N.A. car	15,009	17,316	59,625	66,846
Imported car	823	362	3,477	2,648
N.A. truck	10,879	13,697	42,024	56,198
FORD	26,711	31,375	105,126	125,692
N.A. car	35,015	32,972	122,595	133,151
Imported car*	845	510	2,118	1,825
N.A. truck	14,583	14,984	59,856	67,064
Imported truck	418	263	1,685	1,969
GM*	50,661	48,729	186,254	204,009
N.A. car	3,245	3,316	10,398	13,867
Imported car	9,758	7,417	34,977	28,846
HONDA	13,003	10,733	45,375	42,713
N.A. car	499	605	2,178	2,309
Imported car	1,705	1,887	7,159	7,276
HYUNDAI	2,204	2,492	9,337	9,585
JAGUAR (imported car)	75	120	301	520
Imported car	56	60	198	271
Imported truck	14	18	77	68
LADA	70	78	275	339
LAND ROVER (imported truck)	9	0	57	0
N.A. car	951	308	1,643	902
Imported car	3,055	2,655	14,573	12,118
Truck**	3,197	1,867	9,851	7,696
MAZDA	7,203	4,830	26,067	20,716
MERCEDES-BENZ (imported car)	409	436	1,530	1,782
N.A. car	961	0	2,786	0
Imported car	2,373	2,706	9,747	10,304
Truck**	1,227	1,295	5,265	6,217
NISSAN	4,561	4,001	17,798	16,521
PEUGEOT (imported car)	20	13	88	42
SUBARU (imported car)	861	653	3,749	2,987
N.A. car	178	34	581	90
Imported car	596	716	2,382	3,336
N.A. truck	559	196	1,831	389
Imported truck	337	543	1,786	2,742
SUZUKI	1,670	1,489	6,580	6,557
N.A. car	2,515	1,615	9,180	4,456
Imported car	6,103	8,367	22,366	29,988
Imported truck	2,291	2,026	8,482	7,805
TOYOTA	10,909	12,008	40,028	42,249
Imported car	3,737	3,806	14,709	14,316
Imported truck	135	130	349	357
VOLKSWAGEN	3,872	3,936	15,058	14,673
N.A. car	188	370	856	1,396
Imported car	319	238	1,171	1,049
VOLVO	507	608	2,027	2,445
N.A. car	69,356	69,660	254,392	273,732
Imported car	32,872	31,619	128,581	125,178
TOTAL CAR	102,228	101,279	382,973	398,910
N.A. truck	35,721	38,262	145,071	158,908
Imported truck	7,771	6,352	28,090	27,790
TOTAL TRUCK	43,492	44,614	173,161	186,698
TOTAL CANADA SALES	145,720	145,893	556,134	585,608

*Includes Passport and Saab sales.
**Breakdown of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Association of Intl. Automobile Mfrs. of Canada

DOMESTIC CARS, INVENTORY

	Units	Day's Supply June 1, 1991	Day's Supply May 1, 1991
Summit	4,400	152	149
Talon	9,700	80	90
Premier	2,700	53	72
Total Eagle	16,800	84	95
Horizon	200	78	96
Laser	12,500	99	137
Sundance	15,400	91	124
Acclaim	16,000	52	76
Total Plymouth	44,000	73	104
LeBaron A	5,500	88	114
LeBaron J	11,300	56	81
Fifth Avenue (fwd)	7,300	53	64
Imperial	2,600	62	104
New Yorker C	3,700	87	89
Total Chrysler	30,400	62	83
Omni	200	108	79
Shadow	19,200	62	91
Monaco	1,700	57	79
Daytona	9,000	148	185
Spirit	15,200	66	87
Dynasty	15,200	35	50
Total Dodge	60,400	57	82
CHRYSLER CORP.	151,700	64	89
Escort	62,100	80	100
Mustang	24,500	82	102
Tempo	33,100	60	53
Taurus	54,600	51	51
Thunderbird	20,800	74	95
Probe	21,900	70	86
Crown Victoria	22,200	97	79
Total Ford Div.	239,200	69	74
Topaz	12,100	56	52
Sable	18,000	51	50
Cougar	15,600	73	60
Grand Marquis	20,100	51	52
Total Mercury	65,800	56	55
Continental	7,600	35	59
Town Car	15,600	33	41
Mark VII	2,900	80	107
Total Lincoln	26,100	36	49
Total L-M Div.	91,900	48	53
FORD MOTOR CO.	331,100	62	66
Roadmaster	4,200	75	45
Somerset/Skylark	14,000	90	45
Century	17,600	50	49
Regal	26,500	69	56
LeSabre	20,600	73	82
Reatta	1,100	104	123
Electra/Park Ave.	24,200	82	86
Riviera	4,500	87	97
Total Buick	112,700	60	62
Allante	1,300	84	148
Seville	4,200	25	140
DeVille	27,200	57	61
Brougham	9,100	148	135
Eldorado	4,600	83	76
Total Cadillac	46,400	60	78
Geo Prizm/Nova	31,400	122	154
Cavalier	49,800	50	58
Camaro	16,900	80	88
Celebrity	0	0	27
Corsica/Beretta	47,800	48	62
Lumina	35,800	41	42
Caprice	36,400	74	81
Corvette	4,900	74	75
Total Chevrolet	223,000	55	62
Calais	20,100	134	103
Cutlass Ciera	29,500	58	61
Cutlass Supreme	22,500	62	71
88	22,300	129	106
98	14,800	82	75
Toronado	1,800	45	73
Total Oldsmobile	111,000	79	79
Sunbird	22,300	66	66
Firebird	9,900	111	134
Grand Am	45,100	64	76
Pontiac 6000	5,900	42	60
Grand Prix	21,800	51	73
Bonneville H	14,[illegible]	[illegible]	105
Total Pontiac	119,[illegible]	[illegible]	78
Total Saturn	10,400	40	51
GENERAL MOTORS	623,300	62	68
HONDA	80,000	46	61
MAZDA	14,000	54	66
MITSUBISHI	19,000	102	88
NISSAN	24,400	54	54
TOYOTA	41,500	32	54
SUBARU	24,100	174	150
DOMESTIC TOTAL	1,319,400	60	66

Car stockpile dips to 65 days; imports fatter

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

An upturn in May sales combined with lean production helped most manufacturers reduce inventories of unsold cars significantly.

The industry had a 65-day supply of cars on June 1, compared to 75 days a month earlier. The year-ago figure was 63 days.

Domestic manufacturers, including transplants, showed a 60-day supply, down from 68 on May 1 and 60 on June 1, 1990. Imports had an 82-day supply. That was down from 93 days on May 1, but it was higher than the year-ago import figure of 74 days.

Inventories fell as May car sales topped April by about 79,000. Meanwhile, U.S. car production was the lowest for May since 1982.

Chrysler Corp. had the heaviest days' supply of the Big 3 — 73 days vs. 65 days each for General Motors and Ford Motor Co.

Toyota Motor Sales U.S.A. Inc. had the leanest supply of any major manufacturer, at 32 days (U.S.-built and imported).

Nissan Motor Corp. in U.S.A. had the fattest inventory of the leading Japanese makers at 92 days. Its inventory of U.S.-built cars was 54 days, and its stockpile of import cars was 109 days.

Mitsubishi Motor Sales of America Inc. jumped to [illegible]-day supply from 29 a month earlier. Mitsubishi imports were stable at 97 days, but its inventory of U.S.-built cars grew to 102 days from 60.

IMPORTED VEHICLES, INVENTORY

	Units	Day's Supply June 1, 1991	Day's Supply May 1, 1991
Car			
Chevrolet	56,500	139	141
Chrysler	29,200	307	257
Dodge	5,500	38	93
Acura	32,500	61	67
Daihatsu	800	39	46
Honda	25,700	43	58
Infiniti	5,100	48	48
Isuzu	11,600	159	270
Lexus	7,600	38	46
Mazda	26,200	46	55
Mitsubishi	30,000	97	98
Nissan	102,800	117	149
Subaru	16,800	107	84
Suzuki	2,500	117	179
Toyota	41,300	32	47
JAPAN	394,000	73	88
Audi	9,300	188	257
BMW	11,100	65	87
Mercedes-Benz	11,700	54	59
Mercury	22,500	128	115
Porsche	2,000	110	126
VW	52,000	137	151
GERMANY	108,000	107	119
Alfa Romeo	2,000	140	112
Ford	17,200	128	121
Hyundai	31,600	89	82
Jaguar	2,900	146	97
Peugeot	800	70	71
Pontiac	10,700	83	84
Eagle	5,700	189	215
Saab	5,100	76	34
Sterling	500	60	54
Volvo	27,800	107	106
Yugo	900	205	180
Other Countries	105,200	102	91
Total Import Cars	607,900	82	93
Truck			
Daihatsu	500	48	59
Chevrolet	11,700	89	130
Isuzu	39,500	112	137
Mazda	25,300	56	88
Mitsubishi	8,600	117	87
Nissan*	53,400	93	69
Range Rover	800	87	97
Suzuki	4,700	78	86
Toyota	33,200	35	44
Dodge	2,700	181	212
Total Imp. Trucks	180,400	89	78
Total Imp. Vehicles	788,300	78	88

*Includes domestic vehicles

Ceramics called diesel fuel saver

But MIT researchers find few benefits for gasoline engines

By A.S. Plotkin
SPECIAL CORRESPONDENT

CAMBRIDGE, Mass. — Research at Massachusetts Institute of Technology's Sloan Automotive Laboratory has concluded that the use of ceramic materials could lead to significant fuel savings in big diesel engines — but not in automotive gasoline engines.

Professor John B. Heywood, the lab's director, said that despite earlier optimism for use of ceramics in auto engines, "the benefits would not be big."

"I am not saying that ceramics are dead for such uses," Heywood said. "There are opportunities, but they would be piece by piece." He cited as possibilities the use of small ceramic components in the valvetrain and piston rings.

But the institute's work with ceramics led unexpectedly to discoveries in another area: lubrication.

"Our work emphasized that we did not understand very well the lubrication of pistons and rings inside the cylinders," said Heywood. "With ceramic diesels, the components would run several hundred degrees (Celsius) hotter."

The big push for research in thermal insulation with ceramics came about 10 years ago, he said.

The idea was that there would be less loss of energy to the walls of the cylinder and the cylinder head, that some of that energy could be converted to work and that efficiency would go up.

But Heywood said researchers found that gasoline-fueled engines developed severe engine knock.

"Also, if the walls get hot, you get less air into the cylinder, and the power level drops," he said.

Heywood said a better payoff is more likely with big diesels, which have turbochargers, "so you can counter the effect of the hot walls, by running the turbocharger at higher pressure."

David Hoult, a Sloan lab specialist in lubrication, worked on lubricating problems associated with ceramics engines, said Heywood.

"Dr. Hoult looked particularly at the critical area where the lubricant flowed between the piston rings and the cylinder linings," said Heywood.

"He measured how thick the lube film is between the liner and the rings and the piston. That developed in a major way — a laser-based optical system that gives a direct measurement of how thick the oil flow actually is. We can do that while the engine is running. And we now have a five-year program in this area."

Asian franchise plans for the '90s

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

A company-by-company look at franchise growth strategies:

Acura

Acura is looking to fill "some gaps in the map," says Ed Taylor, Acura Division's vice president of sales. With more than 600,000 Acuras on the road today and the total increasing, the division will need more dealers to handle increased parts and service business.

Taylor: filling in the gaps

Non-metro markets will get the bulk of Acura's attention. Although Taylor says the division is not planning to grow beyond its current 302 dealers immediately, Acura's staff is doing the groundwork now "to add dealers in 1992, on the assumption that the economy will have turned the corner."

Daihatsu

Daihatsu America Inc. is stuck in a Catch-22. The company has only two products, limited advertising resources, a 17,000-car import quota and little name recognition. It has 235 dealers in 22 states, and while it needs national distribution in order to make real sales gains, Daihatsu can't hope to expand without lifting other constraints on its business.

Brown: hopes for 750 dealers

Executive Vice President C.R. "Dick" Brown says he'd eventually like to have 750 dealers in all 50 states. More immediately, he wants to get 1992 products launched on time so that current dealers can begin to count on Daihatsu.

Honda

Honda has added an average of 20 dealers a year for the last 10 years but only three dealers so far in 1991, for a total of 977. According to Bob Rivers, the division's Western regional sales manager, Honda hopes to have "upward of 1,000 dealers."

"We feel adequately represented in every market," he says. "We're looking more at upgrading dealers and expanding facilities now."

Hyundai

See story on Page 43.

Infiniti

Infiniti plans to add 20 dealers this year and in each of the next four, says Bill Bruce, the division's general manager. Under that plan, Infiniti would have 160 dealers in 1994.

Bruce: goal is 160 by '94

Infiniti entered the market in 1989 with 50 dealers in 25 states and aimed to penetrate key metro markets in the first two years. Now, Infiniti will start moving into smaller markets with populations of 500,000 to 1 million, such as Memphis, Tenn.

Bruce would like to have Infiniti retailers in 34 states by Dec. 31. Decisions on a third tier of markets and dealers will be part of the next five-year plan.

Isuzu

A 16,800-car import quota restricted American Isuzu Motors Inc.'s plans during its early years in the market. The company countered by opening truck outlets, which helped spread Isuzu's name.

O'Connor: new showroom plan

From 1982 to 1985, Isuzu's only dealer growth came from adding truck dealers. The last of those truck-only dealers will be converted to full-line dealers this year, according to Jerry O'Connor, Isuzu's vice president of marketing and service.

Over the years, Isuzu has also moved from requiring free-standing separate showrooms for its full-line dealers to simply requiring separate showrooms. Now, it's accommodating dealers who must put more than one nameplate in a single showroom. Isuzu is working on an "environmental showroom" to help dealers create a distinct Isuzu look in a dualed situation.

Lexus

Lexus wants to have at least one dealer in every state 12 months from now, says J. Davis Illingworth, the division's general manager. Currently, Lexus dealers are in 39 states. The division wants to enter markets like Mobile, Ala., and Little Rock, Ark., while increasing its presence in key metro markets.

Illingworth: one for every state

Illingworth says he's more concerned with maintaining "a consistent look" to Lexus' dealerships instead of demanding exclusives.

While the official company line still rules out dualed showrooms, Illingworth concedes that exceptions have been made.

At the high-volume Westlake Auto Center in Westlake Village, Calif., for example, Lexus allowed a dual with Acura in order to sign the dealer and get freeway exposure.

Mazda

Mazda's most immediate concern is working with dealers to launch five new products effectively in the next 12 to 18 months. George McCabe, group vice president of operations at Mazda Motor of America Inc., admits that all the new products will stretch Mazda and its dealers.

McCabe: focus on new cars

McCabe says he'd like to "sell 500,000 units annually with 900 dealers in the next few years. Last year Mazda sold almost 350,000 with 876 dealers. "We have no master plan to expand," he says. "But we know we're light in some areas, especially where we're out-dealered by the competition, where we're losing market share or where there's significant population growth."

McCabe says Mazda needs more representation in Los Angeles, for example, where its bigger Japanese competitors have more dealers.

Mitsubishi

Mitsubishi Motor Sales of America Inc. had a big surge in the late 1980s as it prepared to absorb production from its U.S. assembly plant. But that growth has been slowed by the recession and as the company concentrates on moving the group upscale to sell such products as the Diamante.

The soft market is making it harder and harder for dealers to give the company the exclusivity that it has asked for. Mike Raumschuh, manager of dealer development, says Mitsubishi will continue to require separate sales areas but will relax certain rules that require dealers to have separate parts and service facilities.

Raumschuh says the company would like to add 40 dealers by the end of the year, mostly in metro markets. With the arrival of new products during the next several years, Mitsubishi will also have to decide whether to expand into much smaller markets.

A key part of Mitsubishi's arsenal is a franchise investment program in which the company actually controls a dealership, or at least the land, in order to ensure representation in key markets. The company will use the relatively new program more and more, according to Raumschuh.

Nissan

Nissan has no plans to increase its dealer count, says Jules Clavadetscher, the division's general sales manager. Instead, Nissan is working on a new "market representation program" that will help the company work with dealers to upgrade their facilities. Clavadetscher says Nissan is not concerned with having as many dealers as Toyota and "looks at each market on its own to decide if we need more representation."

While a number of dealers are involved in disputes with Nissan Motor Corp. in U.S.A. about Nissan's push for upgraded stores or its intention to add some points, Nissan insists that its primary concern is dealer profitability. New incentive programs and infrastructure changes are helping dealers make more money and get it faster. As an example, Nissan has started depositing incentive money directly into dealership bank accounts.

Subaru

Subaru of America Inc. says its 729 dealers are enough. Whether they're all the right type or in the right place is another question. Subaru's four-wheel drive prowess has given the company an almost cultish following in places like West Virginia, New England and Colorado. But Subaru needs to become stronger in other markets.

Wackman: happy with 729

"If we're going to be successful with the SVX (Subaru's slick new sports car), we're going to have to rely on dealers who haven't typically been big sellers," says Chris Wackman, vice president of marketing. He cites California as a perfect example. "The car is perfect for L.A., but we have to get the word out and help our dealers do that.

"We know we're not going to be anybody's primary franchise, but we need to get them to put some effort behind it. We still have some 'why not' dealers out there, dealers who took on the line because they figured it'd be easy enough to stick on their lot with another franchise. But we need more from them than that now."

Suzuki

As a small player in the United States, American Suzuki Motor Corp. is between that proverbial rock and a hard place. It tries to grow, but is hampered by a limited lineup and an overburdened production system. While it has gotten around tight import quotas by building Swifts in Canada, the company is at the mercy of its Japanese parent, which determines how to balance allocation between Suzuki and its partner, General Motors. In addition, all but five of its dealers share space with other brands.

Anderson: modest requests

In spite of that, Suzuki has added 15 dealers since the beginning of the year. National sales manager Gary Anderson says he hopes to continue to expand and cites the Northwest, Utah and some Eastern states as needs.

Anderson says he thinks dealers are approaching Suzuki because the company makes relatively modest requests in terms of capital or facility. In fact, all Suzuki asks is that a prospective dealer has room enough to display two Suzuki products in his showroom. In small markets, Suzuki will drop the requirement to one.

Toyota

Toyota calls itself "a 1,200-dealer operation," says Al Wagner, group vice president of sales. But the division actually has 1,181 dealers, down eight from the beginning of the year. Wagner admits that "the number changes every day" and that "there have been some dealers lost to the recession."

Wagner: lost eight this year

"Truthfully, we're where most of the market is right now," he says. Wagner says Toyota will add dealers to "accommodate population shifts in different regions and in areas where we suddenly need service support."

Wagner would like to see some dealers in better facilities. "But when business is difficult, it's not a good time for us to talk to dealers about expansion," he says.

Like other companies, Toyota has a dealer development program that gives financial help to select dealer candidates. In some instances, Toyota in effect becomes the dealer principal's partner.

Asian carmakers map dealer strategy
Dealer numbers and states served as of June 1991
Acura
302 in 44 states
Looking to fill in "gaps in the map."
Daihatsu
235 in 22 states
Dilemma: too few dealers, too few products and quota restraints.
Honda
977 in 50 states
"Second-generation" plan looks to upgrade, not expand, dealer body.
Hyundai
459 in 48 states
"Pushing hard" to get more dealers, especially in secondary markets.
Infiniti
89 in 30 states
Looking to add "20 a year," especially in markets with 500,000 to 1 million people.
Isuzu
594 in 50 states
Converting remaining truck-only dealers this year as part of modest growth and upgrade plan.
Lexus
123 in 39 states
Expects to have dealer in every state within 12 months.
Mazda
876 in 50 states
Focus is on new products more than on new dealers, although Mazda doesn't like being "out-dealered by Honda, Toyota and Nissan."
Mitsubishi
503 in 50 states
Looking to upgrade dealers and guarantee representation in key markets with franchise investment program.
Nissan
1,107 in 50 states
Will assess growth market by market.
Subaru
729 in 50 states
Knowing it's "not going to be a primary franchise," Subaru looks for new dealers and new commitment from old dealers.
Suzuki
305 in 48 states
Product availability holding back expansion.
Toyota
1,184 in 50 states
Growth possible in new population centers or where there's untapped service business.
AUTOMOTIVE NEWS / DAVID L. BURNHAM

INCENTIVE WATCH
CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700-1,000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.
(1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.)

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Escort wagon, GT	$750
Tempo	$600
Thunderbird	$600-750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Tracer LTS and wagon	$750
Topaz, Capri	$600
Cougar	$600-1,000
Sable	$750
Grand Marquis (1991)	$1,000

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire July 7 on 1991 models.

Buick (1991)*	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,000
Other 1991	$300-1,000
GMC	
Suburban (1991)**	$1,000
Other 1991	$500-1,000
Oldsmobile (1991)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Based on option package selected.
**Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

MAZDA (expires Aug. 2)

Trucks (1991)	300-1,300*

*Based on region

MITSUBISHI (1990-91 models; expires June 30)

California	
Base Galant	$500
Base Eclipse	$500
Base pickup	$650
Hawaii	
Mirage	$500
Eclipse, Galant, pickup	$750
Montero	$1,500

SAAB
3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with downpayment of 25 percent. Expires July 31.

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,000
XT, XT6	$2,000

INCENTIVE WATCH
DEALER INCENTIVES

NEW PROGRAMS

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.

Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

CONTINUING PROGRAMS

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HONDA (expires July 3)

Civic 4-door (1991)	$400
Accord (1990)	$400
Accord (1991, except EX)	$400
Accord wagon (1991)	$750

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

MAZDA (expires July 2 on cars, Aug. 2 on MPV)

626, MX-6 (1991)	$1,000
MPV (1991)	$800

MITSUBISHI* (1990-91 models; expires June 30)

Mirage	$250-1,200
Galant	$200-1,700
Eclipse	$200-1,700
Pickup	$200-1,500
Montero	$200-1,800

*Mitsubishi rebates differ by region. Some are flat payments, some are based on number sold; some are based on performance against quota.

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

VOLKSWAGEN

Golf, Jetta (1991, expires June 30)	$500, based on number sold
All cars (1990, no expiration date)	$500-1,500

VOLVO (expires June 30)

740 and 940-SE (1991)	$1,500

Ford revives dealer rebates

By Darrell Pressley
SPECIAL CORRESPONDENT

Ford Division has returned to dealer rebates with a program that pays up to $30,000 to outlets that sell 120 percent of their quota of Escort and Crown Victoria cars and F-series pickup trucks.

Toyota Motor Sales U.S.A. Inc. also has a dealer cash program. It applies to Corolla and Camry cars and to trucks.

Ford Motor Co. dropped dealer incentives April 8 in favor of an extensive program of customer rebates. Those payments were extended or sweetened June 5.

Ford Division's dealer rebates differ from the norm in that they involve a lump-sum payment rather than a per-vehicle payment. The program ends July 31.

Dealerships are divided into seven groups, based on the number of units in their quotas. There is no payment unless the dealership reaches 100 percent of its quota. Reaching 110 percent of quota brings a 50 percent bonus; reaching 120 percent brings a 100 percent bonus.

A dealership in the lowest quota group (12 units of less) can earn $500-$750-$1,000 for hitting 100-110-120 of quota. A dealership in the top segment (115 units or more) can get $15,000-$22,500-$30,000 for reaching 100-110-120 percent.

Vehicles in the program are the 1991 Escort, 1990 to 1992 Crown Victoria and 1990 to 1991 F-series pickups. For Ford-**Mercury** duals, the 1991 Tracer and the 1990 to 1992 Grand Marquis are included. This is the first rebate, either customer or dealer, on the 1992 Crown Victoria and Grand Marquis.

Toyota dealer bonuses are based on vehicles sold through Aug. 2. Dealers will receive $300 to $900 on Camry and Corolla models with an added $200 bonus on Camrys.

The rebates are $300 to $700 on pickup trucks, with a bonus $200 to $400 on base models. Payments are determined by the number of vehicles sold.

Japan's Big 3 lower U.S. forecasts

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japan's three biggest carmakers tentatively acknowledged last week that the cuts they made in U.S. exports during the Persian Gulf war are not going to be recouped anytime soon.

Toyota Motor Corp., Nissan Motor Co. and Honda Motor Co. cut U.S. shipments by a combined 70,000 units earlier this year in response to weak demand in the American market. At the time, the companies said they would maintain output and absorb the surplus in the home market.

Honda, the first Japanese carmaker to respond to the lower sales that accompanied the Gulf crisis, cut production by 20,000 units in Japan and 5,000 units in Ohio from January to March, but did not lower its original U.S. sales goal of approximately 900,000 units.

A Honda spokesman said last week that although conditions in the United States are improving, "it would be very difficult to achieve" its sales goal. Honda's U.S. sales through May were off 8.5 percent from a year earlier.

A spokesman for Nissan, which trimmed production by about 5,000 units in March, said the company now expects U.S. sales for the fiscal year ending in September to fall 70,000 short of its target of 670,000 units. The company said it does not now foresee a rebound in the American market until October at the latest.

A Toyota spokesman said last week that the automaker, which has reduced U.S.-bound production by 40,000 units through June, continues to take a "wait-and-see" approach to the U.S. market and that it has not revised its calendar 1991 forecast of 1.07 million sales.

According to Japanese press reports, however, company President Shoichiro Toyoda conceded that U.S. sales would fall about 70,000 short of target for the year. Toyota was off 9.1 percent through the first 10 days of June.

Luxury tax repeal has retroactive clause

By Diana T. Kurylko
and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

A bill that would repeal the federal luxury tax has been written in a way that would keep buyers from putting off purchases while waiting to see if the tax disappears.

Senate Minority Leader Robert Dole, R-Kan., introduced a bill that would repeal the tax on high-priced automobiles, boats, jewelry and furs. If it passes, it would be retroactive to June 11, the date of its introduction.

Dole was swayed at the last minute to make June 11 the enactment date instead of the customary date of signature by the president, said Robert McElwaine, executive director of the Federation Against Inequitable and Regressive Taxation.

"Auto dealers feared the entire year's luxury car sales would have been shot otherwise, because buyers would have put off purchases to see if the bill is passed," said McElwaine, former president of the American International Automobile Dealers Association.

The tax, which took effect Jan. 1, adds a 10 percent surcharge to the amount of a car's purchase price over $30,000. It has been widely blamed for a sharp drop in luxury car sales, particularly European models, this year.

But that view was challenged by an administration official.

"The tax has been in effect for less than six months, a period which coincided with the economic downturn," Kenneth W. Gideon, assistant secretary of the treasury for tax policy, told the Senate Finance subcommittee on taxation. "It is simply too early to assess what its actual impact will be."

Gideon said the administration was opposed to repeal of the tax on boats.

A companion bill in the House of Representatives was introduced on June 10 by Rep. Dick Armey, R-Texas, but his bill would not repeal the tax until enacted.

Meanwhile, two of the companies which feel they've been most hurt by the luxury tax, Jaguar Cars Inc. and Rolls-Royce Motor Cars Inc., have begun paying the luxury tax for their customers.

Through May, Jaguar's 1991 sales were down 56.4 percent. Rolls-Royce only reports sales figures once a year, but the company acknowledges its 1991 sales are down "more than 50 percent." Rolls-Royce previously averaged about 100 cars a month.

Jaguar had been paying the luxury tax on its XJ-S coupes and convertibles already, but as of June 1 the company expanded the offer to its XJ6 sedans as well. The offer lasts through July 31. If Jaguar had paid the luxury tax on all models sold in May, it would have cost the company at least $1 million.

The Rolls-Royce luxury tax offer began June 10 and runs through July 15. The luxury tax on the least expensive model in the lineup, the Bentley Eight, is $9,350, so assuming the company sold 50 of those last month, the offer would have cost the company at least $467,500. The luxury tax on the most expensive model, the Corniche convertible, is $19,590.

BRICKLIN

FROM PAGE 2

Bertones after October 1984 and Pininfarinas after February 1985 constituted a breach of contract.

Showing typical bravado, Bricklin took a cavalier attitude toward the Bednariks' lawsuit. The court noticed and observed in the ruling that Bricklin and his companies exercised bad faith conduct, which included concealing evidence and giving false testimony. It described Bricklin's action as a "classic pattern of tactically motivated obstruction."

As a result, sanctions of $39,479 against Bricklin and his disbarred lawyer were ordered and the judge dismissed Bricklin's $3 million suit against the Bednariks.

In 1988, Bricklin sold his share in Yugo America reportedly for $20 million, but sources say he received only a portion of that money.

Bricklin has had a series of automotive-related ventures. He founded Subaru of America in 1968. He launched his own carmaking company several years later to build a gull-winged sports car, but that venture ended in bankruptcy.

In recent years, Bricklin has tangled with the Internal Revenue Service and was mired in a myriad of lawsuits relative to his Colorado ranch.

Two years ago he planned to create the first national dealership chain comprising 1,000 points. But he failed to gain the support of manufacturers for the venture or the financing.

Earlier this year he announced yet another venture — a national chain of 50 used-car lots and remanufacturing centers to recondition the vehicles.

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
GENERAL MOTORS		
Detroit/Hamtramck, Mich.	**6/17**	
Buick Riviera		*
Cadillac Eldorado		
Cadillac Seville		
Olds. Toronado		
Lansing, Mich. (A plant)	**6/17**	*
Buick Skylark		
Oldsmobile Calais		
Lansing, Mich. (B plant)	**6/17**	*
Pontiac Grand Am		

*Model changeover

Source: Automotive News Data Center

EUROPE

FROM PAGE 2

alyst Philip Wylie of Salomon Brothers in London. "But it's not just a matter of meeting the competition faster. If you cut a year off the cycle time you've cut a year off engineering costs."

The lack of a timely response to the red-hot Opel Vectra/Vauxhall Cavalier, introduced in the fall of 1988 — only seven years after its predecessor — has hurt most. The Sierra replacement is considered crucial, but industry observers say it already is two years too late.

Indeed, in a bid to get product to market as quickly and as cheaply as possible, Ford has moved to co-develop some of its new vehicles.

In a major venture that began taking shape last year, Ford and Volkswagen AG have agreed to build a new plant in Portugal to produce minivans for both brands.

A Ford spokesman confirmed last week that Portugal had agreed to pay one-third of the project's $2.6 billion cost. The agreement must now be approved by the European Commission, the executive arm of the European Community, to determine whether the subsidy violates EC rules.

The jointly owned facility, including stamping plant, will be located in Palmela, about 20 miles southeast of Lisbon, and will employ about 5,200. Production will begin in the summer of 1995, with an annual output of 170,000 units reached by 1996 and split 50-50 between the partners.

Detailed engineering work on the new minivan is scheduled to begin this summer, but the basic plan calls for a front-wheel-drive, high-roof vehicle with transverse-mounted engine and optional seat configurations for six to eight.

The Ford/VW minivans will share bodyshells, all sheet metal and glass components, but have different grilles, headlights and wheels. Each will install its own engines.

In a similar venture, Ford also has agreed to co-develop a new sport-utility with Nissan Motor Co. to compete with GM Europe's forthcoming Frontera rather than rebadge the 11-year-old Nissan Patrol. The new vehicle, to be produced in Spain, will be on the market in 1993.

In another example of an interim step the company has taken to fill product gaps in Europe, Ford of Germany last year began importing the U.S.-built Probe to take on GM's hot-selling Calibra. In the wake of tepid response to the car, the company no longer characterizes the car as its Calibra fighter.

The minivans will benefit heavily from Ford development work on the new mid-sized model that late next year or in early 1993 will replace the nine-year-old Sierra. The multi-billion-dollar project, dubbed CDW27 internally, also will replace the North American Tempo/Topaz.

The car represents the first example of Ford's Centers of Responsibility approach, which assigns development of specific product segments to different engineering units around the world.

The CDW27 program is on schedule and, according to a Ford of Germany official, "It is important to us that it stays on time."

Ford has decided to stick with the Sierra name in Europe and has opted for "evolutionary" styling changes in contrast to the revolutionary design of the 1982 Sierra. The U.S. version will have different front and rear treatments. But unlike the current Sierra, the new model will have fwd and transverse engine for more interior space.

The new Sierra, which has a longer wheelbase and shorter overhangs, will be offered as a four-door sedan, five-door hatch, four-door station wagon and a coupe that will become the new Capri.

Ford's Zeta four-cylinder engine range that debuts in the Escort this fall will be used. The new MTX75 transmission and a forthcoming, higher-torque continuously variable automatic transmission fitted to the Zeta also will be available on the Sierra replacement.

U.S. CAR

	Week Ended June 15, 1991	Week Ended June 8, 1991	June to Date	Jan. 1 to June 15, 1991	Jan. 1 to June 16, 1990
Horizon	0	0	0	0	4,327
Sundance	1,900	0	1,900	18,486	36,701
Acclaim	2,500	2,523	5,023	38,809	46,451
Total Plymouth	**4,400**	**2,523**	**6,923**	**57,295**	**87,479**
LeBaron A	0	0	0	0	9,325
LeBaron J	0	0	0	18,697	21,414
N. Yorker C-Class	300	0	300	3,551	19,578
Fifth Avenue	1,100	0	1,100	14,128	15,046
Imperial	200	0	200	3,314	7,842
Total Chrysler	**1,500**	**0**	**1,500**	**36,690**	**73,205**
Omni	0 *	0	0	0	4,078
Daytona	0	0	0	4,936	15,313
Shadow	2,800	0	2,800	21,949	42,704
Dynasty	2,000	0	2,000	51,965	54,266
Spirit	2,200	2,284	4,484	35,010	44,355
Total Dodge	**7,000**	**2,284**	**9,284**	**117,300**	**160,716**
CHRYSLER CORP.	**13,000**	**4,807**	**17,807**	**214,375**	**321,400**
Escort	5,719	5,739	11,458	88,203	98,011
Mustang	3,481	3,574	7,055	39,132	69,383
Tempo	3,004	2,927	5,931	51,386	65,501
Taurus	9,094	9,350	18,444	157,369	173,883
Thunderbird	0	2,601	2,601	35,213	56,266
Total Ford Div.	**21,298**	**24,191**	**45,489**	**371,303**	**463,944**
Topaz	1,396	1,478	2,874	21,684	24,487
Cougar	0	1,719	1,719	26,235	38,143
Sable	3,118	3,116	6,234	50,584	50,401
Total Mercury	**4,514**	**6,313**	**10,827**	**98,503**	**113,031**
Continental	1,100	1,113	2,312	26,747	27,979
Mark VII	215	191	406	4,679	11,848
Town Car	2,836	2,632	5,468	62,949	77,741
Total Lincoln	**4,250**	**3,936**	**8,186**	**94,375**	**117,568**
Total L-M Div.	**8,764**	**10,249**	**19,013**	**192,878**	**230,599**
FORD MOTOR CO.	**30,062**	**34,440**	**64,502**	**564,181**	**693,643**
Skylark	0	0	0	34,929	42,877
Century	2,488	2,402	4,890	41,652	32,401
Riviera	0	0	0	4,204	11,332
Electra/Park Ave.	2,905	0	2,905	45,753	17,151
LeSabre (fwd)	160	80	240	34,715	80,569
Roadmaster Sedan	560	560	1,120	7,860	0
Roadmaster Wagon††	288	350	638	10,464	4,165
Reatta	0	0	0	1,206	4,266
Total Buick	**6,401**	**3,382**	**9,783**	**188,783**	**192,761**
Eldorado	0	0	0	6,395	10,436
Seville	0	0	0	12,909	18,606
Brougham (rwd)	384	315	699	9,328	13,065
DeVille (fwd)	3,200	3,332	6,532	66,956	81,764
Allante	64	64	128	1,446	1,803
Total Cadillac	**3,648**	**3,711**	**7,359**	**97,782**	**125,674**
Cavalier	5,220	6,080	11,300	126,820	155,520
Camaro	1,605	1,515	3,120	22,769	31,151
Corsica/Beretta	7,536	8,161	15,697	121,307	133,004
Caprice	3,668	3,202	6,870	65,672	99,814
Corvette	502	468	970	10,934	11,373
Total Chevrolet	**18,531**	**19,426**	**37,957**	**347,582**	**436,862**
Calais	0	0	0	34,616	47,769
Cutlass Ciera	1,630	1,575	3,205	35,473	37,546
Cutlass Supreme	2,640	2,451	5,091	49,949	40,138
Toronado	0	0	0	2,778	8,562
88 (fwd)	3,400	1,877	5,277	29,801	48,030
Custom Cruiser Wag.††	230	245	475	4,949	2,295
98	2,000	1,763	3,763	35,455	27,574
Total Oldsmobile	**9,900**	**7,911**	**17,811**	**193,021**	**211,914**
Sunbird	2,650	3,061	5,711	58,594	72,552
Grand Am	0	0	0	87,060	95,110
Firebird	475	535	1,010	7,463	19,363
Grand Prix	3,072	2,373	5,445	47,055	53,351
Pontiac 6000	1,648	1,491	3,139	18,235	27,966
Bonneville	755	0	755	22,153	38,597
Total Pontiac	**8,600**	**7,460**	**16,060**	**240,560**	**306,930**
Total Saturn*	**2,131**	**2,131**	**4,262**	**31,379**	**0**
GENERAL MOTORS	**40,211**	**44,031**	**93,242**	**1,081,037**	**1,266,150**
DIAMOND-STAR*	**3,001**	**3,001**	**6,002**	**72,586**	**66,085**
Civic	1,870	2,011	3,881	43,014	57,424
Accord	6,620	7,467	14,087	166,229	148,829
HONDA	**8,490**	**9,478**	**17,968**	**209,243**	**206,253**
MAZDA*	**3,000**	**3,193**	**6,052**	**69,684**	**82,027**
NISSAN Sentra	**2,704**	**2,681**	**5,385**	**64,498**	**46,747**
Corolla	2,100	2,266	4,366	49,175	49,840
Geo Prizm	2,000	1,849	3,849	47,122	49,054
NUMMI	**4,100**	**4,115**	**8,215**	**96,297**	**98,894**
SUBARU-ISUZU Legacy	**1,100**	**1,126**	**2,292**	**28,116**	**12,821**
TOYOTA Camry	**4,300**	**4,236**	**8,536**	**102,728**	**103,372**
TOTAL BIG 3	**92,273**	**83,278**	**175,951**	**1,000,583**	**2,283,199**
TOTAL TRANSPLANT	**27,430**	**27,820**	**55,250**	**641,116**	**616,000**
TOTAL CARS, U.S.	**119,703**	**111,098**	**230,801**	**2,518,709**	**2,899,082**
TOTAL CARS, CANADA	**29,833**	**28,980**	**58,742**	**515,353**	**483,501**
U.S., CANADA CARS	**149,536**	**140,087**	**289,543**	**3,026,062**	**3,383,383**
U.S., CANADA CARS AND TRUCKS	**251,238**	**241,094**	**493,042**	**4,911,016**	**5,741,544**

*Estimate

†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended June 15, 1991	Week Ended June 8, 1991	June to Date	Jan. 1 to June 15, 1991	Jan. 1 to June 16, 1990
Monaco	720	721	1,441	3,889	5,132
Premier	555	593	1,148	4,914	2,806
CHRYSLER CORP.	**1,275**	**1,314**	**2,589**	**8,803**	**7,940**
Tempo	3,702	3,501	7,203	54,324	61,763
Topaz	928	945	1,873	16,861	22,753
Crown Victoria	2,240	1,532	3,772	41,490	58,200
Grand Marquis	3,420	2,817	6,237	41,474	53,413
FORD MOTOR CO.	**10,290**	**8,795**	**19,085**	**154,149**	**195,219**
Celebrity	0	0	0	0	13,890
Cutlass Ciera	2,003	2,050	4,053	32,520	39,940
Lumina	6,865	6,999	13,864	102,922	104,765
Regal	2,970	3,217	6,187	54,936	38,925
GENERAL MOTORS	**11,838**	**12,266**	**24,104**	**193,210**	**197,529**
CAMI*	**2,500**	**2,530**	**5,030**	**58,188**	**0**
HONDA Civic	**2,200**	**2,200**	**4,400**	**58,640**	**58,911**
HYUNDAI Sonata	**150**	**200**	**350**	**14,186**	**9,818**
TOYOTA Corolla	**1,400**	**1,425**	**2,825**	**32,676**	**28,562**
VOLVO 740 and 940	**100**	**170**	**350**	**4,101**	**4,211**
TOTAL CARS, CANADA	**29,833**	**28,980**	**58,742**	**515,353**	**483,501**

U.S. TRUCK

Caravan	2,200	2,099	4,299	50,545	53,959
Dakota	1,900	2,044	3,944	36,715	35,978
Caravan C/V	50	173	223	2,121	3,390
Ram pickups	1,900	2,029	3,929	36,659	53,160
Total Dodge	**6,050**	**6,345**	**12,395**	**126,044**	**146,526**
Cherokee	4,200	4,282	8,482	57,959	80,685
Comanche	100	125	225	2,471	3,829
Grand Wagoneer	300	0	300	1,323	2,930
Wagoneer/Briarwood	50	53	103	1,314	1,974
Total Jeep	**4,650**	**4,460**	**9,110**	**63,067**	**89,418**
Voyager	1,900	3,463	5,363	42,461	51,079
Town & Country	50	91	141	1,576	1,705
Total C-P Div.	**1,950**	**3,554**	**5,504**	**44,037**	**52,784**
CHRYSLER CORP.	**12,650**	**14,359**	**27,009**	**233,148**	**288,728**
Aerostar	4,900	4,950	9,850	73,371	97,564
Bronco	356	336	692	6,114	25,824
Bronco II/Explorer	5,856	6,723	12,579	128,747	75,719
Navajo	95	124	219	5,633	0
Econoline	4,097	3,985	8,082	61,011	94,791
Mediums/Heavies	0	1,005	1,005	16,175	25,845
Light trucks	8,226	4,942	13,168	130,043	219,912
Ranger	6,291	6,381	12,672	118,692	141,332
FORD MOTOR CO.	**29,821**	**28,446**	**58,267**	**539,786**	**681,987**
Astro	2,465	2,754	5,219	46,759	55,868
Blazer	223	275	498	3,743	8,277
Lumina APV	1,282	1,292	2,574	18,769	47,259
Mediums/Heavies	229	215	444	1,966	4,744
P-Model	735	521	1,256	8,030	12,046
Pickups	6,146	6,693	12,839	118,194	165,831
S10	6,103	5,739	11,842	119,084	109,602
S10 Blazer	2,085	2,147	4,232	22,500	64,110
Sportsvan/Van	955	1,010	1,965	19,549	33,097
Suburban	786	886	1,672	12,329	32,071
Total Chevrolet	**21,009**	**21,532**	**42,541**	**370,923**	**532,905**
Jimmy	25	16	41	975	2,637
Mediums/Heavies	355	360	715	4,177	8,271
P-Model	81	36	117	1,436	1,430
Pickups	2,579	2,135	4,714	51,690	58,420
S15/Sonoma	1,532	1,619	3,151	26,101	26,289
S15 Jimmy	578	330	908	8,140	20,657
Safari	1,250	1,521	2,771	19,855	19,346
Suburban	455	568	1,023	11,281	15,878
Vandura/Rally Vans	555	429	984	9,382	11,821
Total GMC	**7,410**	**7,614**	**14,424**	**133,837**	**164,749**
Silhouette	608	589	1,197	9,504	16,593
Bravada	238	233	471	8,390	0
Total Oldsmobile	**846**	**822**	**1,668**	**17,894**	**16,593**
Pontiac Trans Sport	898	899	1,597	11,958	25,824
GENERAL MOTORS	**29,963**	**30,267**	**60,230**	**523,812**	**746,871**
NAVISTAR	**1,645**	**1,654**	**3,299**	**35,275**	**34,424**
NISSAN Pickup	**2,704**	**2,673**	**5,377**	**63,239**	**72,270**
SUBARU-ISUZU	**1,023**	**1,160**	**2,183**	**23,247**	**11,783**
AM GENERAL	**400**	**400**	**800**	**9,050**	**10,800**
MISCELLANEOUS**	**2,050**	**2,050**	**5,300**	**83,420**	**72,500**
TOTAL TRUCKS, U.S.	**80,850**	**81,000**	**162,465**	**1,501,577**	**1,911,747**

CANADIAN TRUCK

Caravan	3,540	3,282	6,822	67,816	76,591
Caravan C/V	114	236	350	11,870	5,919
Ram Wagon	675	638	1,313	10,357	13,279
Ram Van	1,245	1,215	2,460	18,377	28,910
Total Dodge	**5,574**	**5,371**	**10,945**	**108,422**	**124,389**
Plymouth Voyager	2,610	2,584	5,294	40,984	61,940
Jeep Wrangler	1,500	1,627	3,127	26,560	27,451
CHRYSLER CORP.	**9,684**	**9,582**	**19,276**	**184,966**	**213,780**
FORD F series	**2,987**	**2,996**	**5,983**	**45,944**	**70,535**
Light trucks	3,443	3,205	6,648	63,515	81,943
Vans	1,520	1,276	2,796	24,734	23,436
Total Chevrolet	**4,963**	**4,481**	**9,444**	**88,249**	**105,379**
Light trucks	1,232	1,108	2,340	25,244	31,328
Vans	625	666	1,291	10,006	10,630
Total GMC	**1,857**	**1,774**	**3,631**	**35,340**	**41,958**
GENERAL MOTORS	**6,820**	**6,255**	**13,075**	**123,589**	**147,337**
CAMI*	**1,100**	**1,181**	**2,301**	**25,986**	**0**
NAVISTAR	**165**	**164**	**329**	**3,494**	**4,823**
TOTAL TRKS., CANADA	**20,846**	**20,186**	**41,034**	**383,979**	**436,494**
U.S., CANADA TRKS.	**101,702**	**101,707**	**203,409**	**1,885,556**	**2,348,241**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output passes 4 million; trails '90 by 3 weeks

By Bob DeMayer
SPECIAL CORRESPONDENT

Total car and truck production in the United States surpassed four million units for the year last Friday. In 1990, the four-million mark was reached three weeks earlier.

Carmakers scheduled 119,703 automobiles last week, 7.75 percent above the preceding week but 17.16 percent below the year-ago week.

Year-to-date, U.S. car production is 2,510,709, down 13.42 percent from last year.

Truckmakers planned to build 80,856 trucks last week, 0.92 percent below the prior week and 14.76 percent below last year.

So far this year, 1,501,577 trucks have been assembled, 21.46 percent below last year's total at this time.

Automakers split last week's estimated production as follows: General Motors, 41.11 percent; Ford Motor Co., 25.11 percent; Chrysler Corp., 10.86 percent; Honda of America Manufacturing Inc., 7.09 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.59 percent; New United Motor Manufacturing Inc., 3.43 percent; Mazda Motor Manufacturing (USA) Corp., 3.07 percent; Diamond-Star Motors Corp., 2.51 percent; Nissan Motor Manufacturing Corp., 2.26 percent, and Subaru-Isuzu Automotive Inc., 0.97 percent.

GM scheduled two shifts of overtime last Saturday at its Pontiac, Mich., (West) truck plant and one shift of overtime at its Detroit truck assembly plant.

In addition, GM scheduled two shifts of overtime last Saturday at its Arlington, Texas; Fairfax, Kan.; and Wilmington, Del., car plants. Arlington produces the Cadillac Brougham and Chevrolet Caprice sedan. The Pontiac Grand Prix is made at Fairfax, and Wilmington produces the Chevrolet Corsica and Beretta.

Ford announced that its Michigan Truck (Wayne) plant will remain on one shift until June 24. The plant builds Ford Bronco and F-series light trucks.

CANADA: Canadian car production was estimated at 29,833 last week, up 3.20 percent from the prior week and up 17.53 percent from the year-ago week.

Truck production last week was estimated at 20,846, up 3.26 percent from the previous week but 1.35 percent below the year-ago week.

Year-to-date, truck production in Canada is 383,979, down 12.03 percent from the year-ago tally.

NOTE

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Automotive News

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Feds turn up trade pressures on Japanese

Series of actions fans pro-U.S. fires

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The U.S. government struck three blows at Japan's carmakers last week, raising new trade pressure on the Japanese.

- The U.S. Customs Service confirmed that it is investigating whether Honda Motor Co. is dumping Canadian-made Civics into the United States and misreporting content information on the cars.

The not-yet-complete audit by Customs, a division of the U.S. Treasury, calculates that Honda's Civic hatchbacks contain fewer North American parts than Honda claims, a finding that could cost Honda up to $20 million in duty payments.

- Responding to a Big 3 request three weeks earlier, the U.S. International Trade Commission said it will initiate an anti-dumping investigation to determine whether Japanese manufacturers are selling minivans in this country at unfairly low prices.

The Big 3 charge is aimed chiefly at Toyota Motor Corp. and Mazda Motor Corp. and could eventually force prices higher on Japanese minivans through imposition of tariffs.

- The U.S. Treasury Department indicated that it would officially reject claims by CAMI Automotive Inc., a Canadian joint venture between Suzuki Motor Co. Ltd. and General Motors, that it is meeting the requirements of the U.S.-Canada Free Trade Agreement. Unless challenged by the Canadian government, that ruling would mean that most of the Suzuki cars and trucks coming into the United States will be slapped with new import tariffs, and that GM and Suzuki could be forced to pay millions in back tariffs on their CAMI cars.

Treasury's position on CAMI is expected to be stated in a draft ruling to be released this week.

Also last week, an influential industry group recommended that Congress initiate anti-dumping charges against the Japanese parts industry, saying that "Japanese dumping of auto parts is rampant."

The same group, the Auto Parts Advisory Committee, also asked Congress to begin preparing "Section 301" proceedings against Japan because of what it called the Japanese government's failure to "stop anti-competitive actions in auto parts trade." (See story on parts sales, Page 35.)

If carried out by Congress, a Section 301 action would label Japan an unfair trading partner and could severely restrict the sale of Japanese products in the United States.

Washington's moves against the Japanese auto industry follow mounting frustration

see TRADE, page 34

Mazda, Toyota deny dumping charges

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Mazda and Toyota defended themselves against dumping charges Friday, saying their minivans cost more than the competition and portraying themselves as Davids in a market dominated by Big 3 Goliaths.

In their first public response to accusations that they are dumping minivans in the U.S. market, the two companies noted that unlike their domestic competitors they have

see DUMPING, page 34

New turbocharged Cedric Brougham VIP will be widely used as a taxi and company car in Japan.

Nissan plays it conservative with Cedric update

TOKYO — Nissan Motor Co. last week introduced its newly remodeled luxury entry, the Cedric-Gloria, with hopes of taking a commanding lead in what has become the strongest selling segment of the Japanese market.

But the throw-back look of the new model surprised observers, who had been expecting Nissan to use the Cedric-Gloria as a signpost to the company's next-generation styling direction. Instead, in an apparent nod to what is still a very conservative segment of the Japanese market, the new version clings to the 1970s lines of its predecessor.

The car, Nissan's top-of-the-line model before the launch of the Infiniti, is widely used as a taxi and company car in Japan.

At 191.2 inches long, a width of 69.8 inches and height of 55.6, the new Cedric/Gloria is larger overall than its predecessor. It will be priced at 1.9 million yen to 4.3 million yen (about $13,600 to $31,000) in Japan. Nissan said it expects to sell 12,000 units a month in Japan.

— Mary Ann Maskery

Orbital 'advisor' touts firm as hot investment

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

A Washington investment firm, which is trying to persuade Congress to raise fuel economy standards on behalf of Orbital Engine Co. USA, is promoting Orbital as a hot financial opportunity.

Orbital is involved in a web of governmental and financial activities that might be aimed at making the two-stroke engine developer a more appealing investment. The company acknowledges it is looking at financial markets.

Orbital "is the hottest property since the birth control pill," claims a written statement submitted to *Automotive News* last week by Government Investment Management Corp.

Memos from Government Investment Management President Anthony Stout to Orbital Chairman Ken Johnsen and to an influential Washington environmentalist show that Stout has been trying to enlist environmental groups to scuttle any compromise on raising fuel economy standards.

Automotive News and its sister publication, *Crain's Detroit Business*, disclosed last week that Stout is Orbital's self-described "government advisor." The memos to Johnsen show that Stout has been trying to line up environmental groups to "front" for Orbital to persuade Congress to raise corporate average fuel economy standards substantially.

The campaign was being conducted quietly so Orbital wouldn't upset its two main North American customers, General Motors and Ford Motor Co., which hold licenses for Orbital technology and which oppose increases in CAFE. Last week, GM and Ford declined comment on the campaign to use Orbital as an argument for a much higher CAFE.

Meanwhile, both Orbital and Stout's firm say Orbital is not paying Stout. Orbital President William Kaska said he knows Stout, but that Stout is acting on his own. The companies have refused to discuss their relationship.

see ORBITAL, page 35

White's exit fuels Iacocca rumors

Chrysler VP's retirement may signal coming end of Iacocca era

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Glenn E. White's decision to retire from Chrysler Corp. by year end is fueling speculation within the company that Chairman Lee Iacocca is considering reducing his day-to-day role in the corporation.

The company confirmed last week that White, vice president of personnel, administration and development, will retire by the end of 1991. He will be 65 on Aug. 21.

White has served as a valued adviser and counselor to Iacocca over the years and is one of less-than-a-handful of executives within Chrysler to have abundant access to the chairman. That group has dwindled in recent months.

White has abundant access to Iacocca

White's impending retirement will leave only corporate planning vice president Thomas G. Denomme remaining in the unofficial role of "cabinet" member advisor to Iacocca, according to one well-placed company source.

Iacocca, who will turn 67 Oct. 15, has never made clear his own plans for retirement. Under an agreement reached with the company's board of directors last June, Iacocca agreed to remain chairman indefinitely beyond the expiration of his present contract on Dec. 31, 1991.

Iacocca has suggested that he might consider a reduced role in the corporation but has not delin-

see CHRYSLER, page 35

Workers take Saturns home, rack up miles, check for bugs

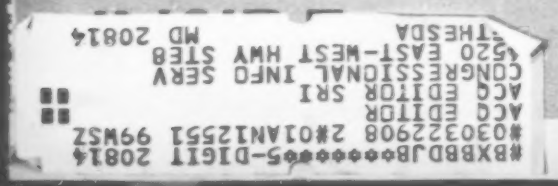
By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SPRING HILL, Tenn. — Saturn Corp. hopes to revise slightly the definition of "new car."

Many Saturn buyers will soon discover that somebody has already put as many as 100 miles on their supposedly brand-new cars. They will even learn that their spotless sedan or coupe sat in somebody else's driveway — maybe even with somebody else's family cat asleep on the roof.

The innovative General Motors subsidiary is launching a program that will send its cars

see SATURN, page 37



Green sweep

The high costs of meeting existing federal, state and local environmental regulations can cost dealers hundreds of thousands of dollars, and have forced many dealers out of the body shop business. Story on Page 3.

Adam Opel posts record profit

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Adam Opel AG, the German-based core operation of General Motors Europe, last week reported record profit, revenue and production for 1990.

The company said net income increased 18.1 percent, to 1.327 billion marks (about $740 million at current exchange rates) on a 13.9 percent increase in revenue, to 23.7 billion marks ($13.2 billion).

Louis Hughes, chairman and managing director, said the results marked the "best business year ever in the company's history."

Opel's biggest gains were made in the western German market, where it increased penetration to 17.1 percent from 16.1 percent in 1989.

In the new eastern federal states, Opel achieved a market-leading share of 21.1 percent, giving it a combined German penetration of 17.4 percent.

Registrations for Opel and GM's Vauxhall Motors unit in the United Kingdom increased 5.4 percent last year, to 1.55 million units, giving GM a European-wide market share of 11.6 percent.

Opel last year built 1,048,772 vehicles at its plants in Germany and Antwerp, Belgium.

Hughes said Opel will invest 1.3 billion marks ($726 million) in 1991, mostly for product development and more capacity.

A new plant in Eisenach in Eastern Germany will open in late 1992. Capacity will be 150,000 units annually.

JAVIER MENDOZA

Chairman Kenji Shimizu leads a team of Japanese executives trying to revive American Suzuki in the U.S. market.

Suzuki happy to play second fiddle

Importer still trying for comeback, 3 years after Samurai crisis

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

BREA, Calif. — Three years ago, what executives refer to soberly as "the crisis" or "the situation" hit American Suzuki Motor Co.

Consumer Reports charged that Suzuki's Samurai was prone to roll over. Despite denials, a model crisis control campaign and a "no-defect" finding by the U.S. government, the event crippled Suzuki. Sales dropped 75.4 percent between 1987 and 1990, to just 20,504 last year.

But like a patient that has a brush with death but lives to tell about it, Suzuki has emerged sobered and more focused.

The company is positioning itself to prospective dealers as an accommodating partner and a profitable supplementary franchise that is relatively inexpensive. Rather than deny its second-fiddle status, Suzuki embraces it.

"We're young and small, and we don't feel we can require facilities right now. We're not planning to change that in the near future," says Gary Anderson, Suzuki's national sales manager and marketing director.

Anderson stresses that the strategy shift has not lessened Suzuki's commitment to North America. Since the Samurai episode, Suzuki has opened a joint-venture assembly plant in Canada, introduced the two-door and four-door Sidekick sport-utilities and the Swift sedans and hatchbacks, expanded dealer advertising and incentives and enlarged the dealer body.

As a result, "American Suzuki is a substantially different company than it was five years ago," says Executive Vice President Yoshi Fujii, who replaced the company's highest ranking American, Doug Mazza, after he resigned in September 1989.

"We are not trying to return to

see SUZUKI, page 33

GREEN SWEEP

New environmental rules will hit dealers in wallet, cast cloud over body shops

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

When Alvah Bohannon built a new dealership in 1988, he didn't think twice about whether to put in a body shop. Body shops are only marginally profitable for most dealers, and the cost of meeting EPA regulations plus the associated high-tech bump equipment he needed simply cost too much.

A dealer's $25,400 tab, Page 22

A complete paint and body shop could cost a dealer upwards of $600,000. Paint booths run $60,000 each, and a big volume dealer may need four of them.

"It wasn't a hard decision to make once I started pricing things," said Bohannon, owner of Altavista Motors in Altavista, Va. "Putting in a paint booth that met all of the federal requirements, regulations on paint thinners and the cost of insurance just didn't justify the investment."

The high costs of meeting existing federal, state and local environmental regulations can cost dealers hundreds of thousands of dollars, and have forced many thousands of dealers out of the body shop business. Pending regulations will cost dealers even more when they are finalized.

According to the National Automobile Dealers Association, only 55 percent of the dealerships had body shops in 1990, down from 70 percent in 1972.

"Regulatory requirements established by the EPA and Occupational Safety and Health Administration are making it tough for body shops to be profitable," said Rolf Ruehring, NADA executive

see COSTS, page 22

FIRING LINE: *Ford reps field customer queries; comments improve future products*

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Jena Carsella, a 25-year-old graduate of the University of Southern Colorado, was tickled pink when she was hired by Ford Motor Co. last July to work in the owner relations department.

It's an entry-level job in Ford's Parts and Service Division. Carsella and 200 other employees handle inquiries from Ford's 41 million car and truck owners. But Carsella, and others like her, each handle 45 to 50 calls a day, and even when at home sleeping, Carsella sometimes has the customer foremost on her mind.

"During the middle of the night, I've answered my phone, 'Ford customer service,' " Carsella says.

The efforts of Carsella and her colleagues already have resulted in some Ford product improvements.

Because of customer comments, seat belts will be more flexible and comfortable in all 1992 Ford Motor Co. vehicles.

Standard air bags on all cars and better gas mileage on trucks are the next steps that Ford customers want the No. 2 automaker to take.

Al White, manager of owner relations, says his department met formally for the first time with Ford engineers in January to give them feedback on customer comments, and that led to the improved seat belts on 1992 models.

The next formal session will be next month when air bags, gas mileage and other issues will be presented to Ford engineers.

White says Ford "stole" the engineering feedback system from Toyota. "Toyota does that well, feeding back to the engineering community," he says.

AUTOMOTIVE NEWS/JOE WILKENS

Many of the questions Ford customer service representative Dee Snyder fields are warranty related.

But White says that in 1991 "nobody in the auto industry has been identified as first in class when it comes to customer satisfaction. If we can focus on quality and give the dealer more leeway," Ford can get to that point, White says.

White says he looks to Toyota and Chevrolet as good benchmarks in the auto industry and the Ritz-Carlton Hotels and General Electric Co. as excellent examples outside the industry.

Ford began consolidating its customer relations department from the field offices to downtown Detroit in 1987 and completed the process in March 1990. The number of employees has grown from 147 in 1987 to 200 now.

Of the 200 employees, 120, like Carsella, handle the phones. The rest answer letters or are in management positions.

White says it may be the only department, other than engineering, that is not feeling the $3 billion budget cutback that Ford Chairman Harold Poling has decreed by the end of the year.

Customer relations employees typically are recent college graduates who must work the phones before they are allowed to work in Ford Parts and Service field offices across the country.

Carsella says that "as a stepping stone, there's no better place you can learn" about the company.

The starting pay is good, and the ambiance is first-rate. Employees work out of relatively large cubicles, each with a view of the Detroit River and the skylines of Detroit and Windsor, Ontario.

"It's just beautiful to look out and see outside," Carsella says. "It's aesthetically very beautiful around here."

General Electric advised Ford to keep the environment bright and beautiful if it wants sane employees by the end of the day.

Carsella and her colleagues work from 8:30 a.m. to 5 p.m. and each fields 45 to 50 calls a day, calls that aren't all pleasant.

Craig Stacey, 23, had a husband and wife on the phone at the same time June 17, complaining about rust on their 1988 Ford product.

"Some days you get beat up, but other days are better," Stacey says.

see CUSTOMERS, page 33

INDEX

Auction ads	24-28	Legal briefs	15
Auction dates	23	Letters	14
Classified ads	29-33	Opinion	12
Coming events	28	Personnel	21
Dealing with dealers	19	Production	37
Incentive watch	36	Sales, Europe	6
Keith Crain	12	Sales, truck	18
Late news	2	Truck industry	18

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Correction

The expiration date for Jaguar Cars Inc.'s luxury tax rebate was incorrectly reported in the June 17 issue. The offer expires Aug. 31.

Strong German sales save Western Europe from dive in May

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — New-car sales in Western Europe declined fractionally in May, although volume for the first five months of 1991 was about even with 1990.

The booming German market continued to buoy the rest of Europe in May. Sales in Germany, including the five new states, surged 42.5 percent to 408,000 units for the month, according to industry estimates compiled by *Automotive News*.

But sales in Europe's other major markets — France, Italy, the United Kingdom and Spain — declined in May.

Germany accounted for precisely one-third of all Western European new-car sales during the month, up 10 percentage points from May 1990.

Outside Germany, European sales fell 14 percent.

But most analysts, citing a 7.5 percent increase in income taxes which takes effect next month and higher fuel taxes, expect a slowdown in German demand during the second half.

January-May sales in the 17 surveyed countries totaled 6,145,200, just over 10,000 units above the previous year.

Sales in May fell 0.5 percent to 1,218,500.

The recession-mired British market continued to plunge, diving 31 percent to 120,200 sales in May. For the five months, volume in the United Kingdom was off 23.8 percent, to 703,500 units.

Sales in France fell 21 percent in May, to 155,000 units, and were off 17.1 percent for the first five months, to 859,500.

Italian sales declined 2.2 percent in May, to 216,180, and were off 3 percent, to 1,119,800, for the five months.

Sales in Spain, Europe's fifth largest market, were down 16.5 percent, to 78,300, in May and were off 18.7 percent, to 366,500, for five months.

Volkswagen Group, including the VW, Audi and Seat brands, again ranked first in European sales through the first five months at 1,023,500 cars. That represented a 10.5 percent increase over 1990 and was equal to 16.7 percent of the 17-nation market.

Volkswagen also registered the largest gain during May, with an 8.5 percent rise, to 206,300. For the year to date, VW surpassed General Motors as Europe's biggest gainer.

Volkswagen has received a major boost from the German market, where it enjoyed a leading 28.1 percent share on a 51.1 percent sales increase during the first five months of the year.

All of VW's sales gain in Europe during 1991 has been achieved in Germany. In Western Europe outside the home market, VW Group sales were down 15 percent, to 493,000.

Second-place Fiat Group, including the Fiat, Alfa Romeo and Lancia brands, declined 12.1 percent during May, to 156,500 units. For five months, the automaker's sales were down 11.5 percent, to 826,600.

Two years ago, Fiat ran neck and neck with Volkswagen for the European market lead, but in recent months the company has been outsold by VW, Ford of Europe and GM Europe.

Much of Fiat's decline can be traced to plummeting sales in its home market of Italy, where its share slid to 46 percent in May from 54 percent a year ago. Sales fell 21 percent in May, to 99,100 units.

Japanese makers have not kept pace with the growth in the German market; their combined share has fallen well below the accustomed 15 percent so far this year. Japanese share there was 12.8 percent in the first five months.

For all of Western Europe, Japanese volume increased 6 percent, to 725,500 units, for five months, an 11.8 percent market share.

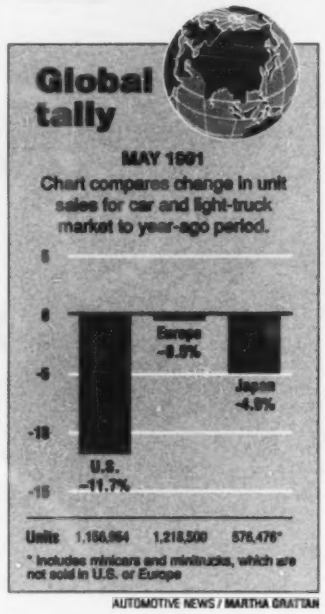
EUROPEAN SALES

Manufacturer	5 months, 1991	1991 share	5 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,023,500	16.7	926,200	+10.5
Fiat Auto[1]	826,600	13.5	934,500	−11.5
General Motors[2]	757,100	12.3	691,900	+ 9.4
Ford[3]	753,500	12.3	706,000	+ 6.7
(Jaguar)	5,900	0.1	9,200	−35.9)
Peugeot S.A.[4]	712,300	11.6	794,500	−10.3
Renault	604,100	9.8	614,700	− 1.7
Mercedes-Benz	200,500	3.3	190,600	+ 5.2
Nissan	192,400	3.1	171,900	+11.9
BMW	167,300	2.7	168,600	− 0.1
Rover	156,400	2.5	175,200	−10.7
Toyota	155,500	2.5	154,700	+ 0.1
Mazda	126,900	2.1	121,600	+ 4.4
Volvo	93,900	1.5	112,900	−18.8
Mitsubishi	79,200	1.3	76,200	+ 3.9
Honda	71,300	1.2	67,700	+ 5.3
Suzuki	43,800	0.7	44,500	− 1.6
Lada	39,400	0.6	46,500	−15.3
Subaru	24,100	0.4	23,100	+ 4.3
Daihatsu	22,700	0.4	18,200	+24.7
Saab	21,100	0.3	26,900	−21.6
Skoda	14,000	0.2	11,400	+22.8
Others	59,600	1.0	57,200	+ 4.2
Total	**6,145,200**	**100.0**	**6,135,000**	**+ 0.2**

1-Includes Alfa Romeo, Lancia
2-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
3-Includes Jaguar
4-Peugeot, Citroen, Talbot

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	5 months, 1991	Pct. change vs. 1990
Germany	1,918,500	+46.3
Italy	1,119,800	− 3.0
France	859,500	−17.1
United Kingdom	703,500	−23.8
Spain	366,500	−18.7
Netherlands	263,000	− 3.3
Belgium-Luxembourg	244,400	− 3.5
Switzerland	150,100	− 4.8
Austria	145,600	+ 3.2
Portugal	88,700	+ 1.6
Sweden	82,700	−27.0
Greece	56,200	+17.6
Finland	45,600	−37.0
Denmark	39,600	− 0.7
Ireland	38,800	−17.3
Norway	22,700	−15.3
Total	**6,145,200**	**+ 0.2**



AUTOMOTIVE NEWS / MARTHA GRATTAN

Chrysler 'family' adds members to discount roll

HIGHLAND PARK, Mich. — As part of its continuing efforts to deplete inventories of 1991 models, Chrysler Corp. has redefined the American family.

More family members can buy any 1991 Chrysler Corp. car or truck under the company's expanded employee/retiree purchase plan. And Mitsubishi products badged as Chrysler Corp. vehicles are included in the program.

In a letter to employees and retirees, Chrysler Corp. President Robert Lutz said the program is being expanded to include "sons, daughters, parents, parents-in-law, brothers, sisters, stepbrothers/sisters, half brothers/sisters, even brothers-in-law and sisters-in-law."

"The program includes just about everybody," Lutz added.

The former plan included only immediate family members of employees and retirees.

The new program runs until the end of the 1991 model year.

Buyers purchase the vehicle at the dealer's net wholesale cost and are eligible for consumer rebates or special financing.

The dealer price for the vehicle is the factory invoice price minus the 3 percent holdback and minus the dealer advertising contribution.

Buyers are limited to three vehicles per model year.

Chrysler last week also announced a $500 rebate on new cars purchased by U.S. military personnel and spouses from June 18 through Sept. 30.

The rebate is in addition to other national consumer incentive programs and applies to all 1990, 1991 and 1992 Chrysler Corp. vehicles, except 1990 Dodge Omni/Plymouth Horizon models.

Poland reported to favor GM as partner for ailing FSO

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — General Motors last week was reported to have won the upper hand in talks to co-produce passenger cars in Poland with the state-owned automaker FSO.

Italy's Fiat Group and France's Automobiles Citroen also are vying to set up ties with Warsaw-based FSO, but a Polish government spokesman quoted by the official news agency PAP said the GM proposal is favored.

GM's proposal, which is dependent on Polish government guarantees, would in effect rescue the financially troubled FSO, or Fabryka Samochodow Osobowych. Reportedly, GM could acquire a majority interest in the Polish firm.

According to reports, GM offered to invest up to $400 million in FSO by 1996, including $100 million to begin production of the forthcoming Opel Astra lower-medium-class model by 1993. The additional $300 million would be spent to start production of the Opel Vectra compact.

John F. Smith, vice president for planning at GM Europe, met last week with Polish Prime Minister Jan Krzysztof and other officials. The news agency said talks will continue this summer.

Although GM officials did not deny the report, they moved quickly to emphasize the tentative nature of the talks.

"We've made some proposals that we feel are good for our business partners and good for us," said a GM Europe spokesman. "But we are not in a bidding war. We are by no means certain that a deal will come to fruition."

The spokesman also stressed that no agreement is likely to be reached for several months.

Fiat reportedly is offering to produce its Tipo subcompact at FSO, while Citroen wants to build the new ZX model there. Citroen, a unit of Peugeot Group, has just signed a contact to deliver 10,000 1.9-liter diesel engines to FSO.

The FSO plant, which employs 11,000 workers, currently produces Fiat 125-based passenger cars under license.

Under the GM proposal, new lines would be installed at FSO to assemble the Astra from imported components.

Company officials have in the past envisioned assembly of about 15,000 units annually.

A GM spokesman said it was too early to say if local production would be exported to the West. He said GM's principal interest in producing in Poland would be to establish a local market presence.

Elsewhere in Eastern Europe, GM is preparing to produce autos and major components in eastern Germany and Hungary.

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LEGALS

Florida lemon tally finds Hyundai had most, VW had none

By Helen Kahn
SENIOR CORRESPONDENT

Hyundai fared worst and Volkswagen scored best in Florida's 1990 lemon index.

The scale is based on 230 cases that were decided in consumers' favor under Florida's Lemon Law Arbitration Program. It compares the number of lemon awards to the Florida market share of each make that sold more than 4,000 units.

In Hyundai's case, 18 owners, or 7.8 percent of the 230 cases, prevailed in arbitration. But Hyundai sales accounted for less than 1 percent of the market, giving Hyundai a score of 10.45 on the index.

Subaru (3.12) and BMW (2.86) were the only other makes that had twice as many lemons as would be expected with their market share. The General Motors makes, Honda/Acura, Toyota/Lexus and Mitsubishi had fewer. And Volkswagen/Audi had none.

The report notes that manufacturers can avoid generating lemons by prevailing in arbitration, entering into prehearing settlements or taking other measures to prevent cases from being submitted to arbitration.

Attorney General Robert A. Butterworth's report says: "In both 1989 and 1990, BMW, Chrysler, Ford and Mercedes-Benz generated more than their expected share of lemons. Conversely, General Motors, Honda and Toyota were the only three manufacturers in 1989 and 1990 to generate fewer lemons than their expected share."

1990 FLA. LEMON INDEX

Expected index score, based on registrations, would be 1.00.

Maker	Index
Hyundai	10.45
Subaru	3.12
BMW	2.86
Chrysler	1.71
Mercedes-Benz	1.67
Isuzu	1.58
Volvo	1.47
Nissan	1.43
Ford	1.01
Mazda	1.00
Mitsubishi	0.68
Toyota	0.57
Honda	0.53
General Motors	0.37
Volkswagen	0.00

The annual report on Florida's lemon law — one of the toughest in the nation — says that consumers received more than $11 million in awards and settlements for their "lemons" last year, compared to $2.9 million recovered by consumers in 1989.

In 1990, the second year of the state-run arbitration program, 726 cases were approved for arbitration compared with 206 in 1989. Of those 726 cases, 302 were settled by manufacturers before arbitration and 346 went to arbitration. Consumers won 230 of those; 116 were dismissed.

Of the remaining 78 cases, 36 were withdrawn, 41 were settled for less value than provided by the lemon law, and one was pending at the time of the report.

In 1990 prehearing settlements with vehicle makers, consumers recovered more than $6 million.

Last year, 41.6 percent of consumers received full relief under the lemon law — either a refund or a replacement vehicle. That was up from 27.2 percent over 1989.

The marked increase in the number of requests for arbitration led the state to open a regional office in Tampa, add two arbitration boards and appoint 12 additional arbitrators.

FTC sues over display of Buyers Guides

The Federal Trade Commission has taken Tasca Lincoln-Mercury and its president, Robert Tasca, to court for alleged violations of the commission's used-car rule.

The suit, filed in federal court by the Justice Department for FTC, charges the Seekonk, Mass., dealer with failing to display Buyers Guides on used cars for sale and with failing to disclose all specified data on the guides. FTC asks for a permanent injunction and monetary civil penalties.

Tasca concedes that some cars on his lot did not have stickers. But he said he didn't own them all, and they were not all for sale. They included employee cars, cars left for service, and cars that had been bought back from Ford Motor Credit Co., he said.

Now, Tasca said, all such cars are parked in one area with a sign that notes they are not for sale.

Tasca said he is trying to settle with the FTC. The commission is seeking a $60,000 penalty, he said.

The window sticker advises buyers of warranty coverage and other essential information that becomes part of the sales contract.

Tasca said the FTC inspected his dealership at the request of the Rhode Island attorney general. There were no customer complaints, Tasca said.

— Helen Kahn

K mart pays $475,000 for selling faulty signals

K mart Corp. has sent a check for $475,000 to the National Highway Traffic Safety Administration to settle a 1985 lawsuit. This is the largest civil penalty ever collected by the safety agency for noncompliance with a safety standard.

The dispute involves K mart's sale of dual-purpose turn signals and hazard warning flashers. The retailer first bought them in October 1980 from Taiwan's Gen-Star.

But K mart made no tests before imports began and received no certificate of compliance from Gen-Star. Two years later, NHTSA tested the devices and said they didn't meet federal standards.

NHTSA told K mart in May 1983 that it must warn customers and bring the flashers into compliance.

Gen-Star issued a certificate of compliance for all flashers imported after January 1983.

But on July 14 of that year, NHTSA found non-complying flashers for sale. Less than a week later, K mart issued the first of several orders to its stores to pull the items. Later that summer, NHTSA asked K mart for a recall, and K mart complied. But the company ordered new tests because it was suspicious of NHTSA's test.

In March 1984, Detroit Testing Laboratory said the flashers failed both performance and durability tests. Eighteen months later, NHTSA took K mart to court because of the failure of the flashers and K mart's apparent unwillingness to comply with further directives. K mart said it should be exempt from any penalties because it thought it was in compliance and had exercised due care. A hearing was held in April 1988.

The Maryland federal district court now has ruled K mart did not exercise due care. The court added that the six-month delay in notifying customers was not within a reasonable time.

The court noted it has been eight years since NHTSA told K mart to stop selling the flashers and although there is some dispute about when the last flashers were removed from the stores, it has been "at least five to six years."

The court dismissed NHTSA's request for an injunction, partly because K mart no longer sells the flashers. But it did set the civil penalties.

— Helen Kahn

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May orders rise; sales numbers disguise market demand

By Joseph Bohn
TRUCK EDITOR

The heavy-truck market continued to improve in May, with new-vehicle orders skyrocketing and Class 8 inventory at its lowest level in nearly eight years.

Retail sales of 8,250 Class 8 trucks in May, 27.3 percent below a year ago according to the Motor Vehicle Manufacturers Association, don't reflect real market demand yet. Industry sales typically lag new-vehicle orders by two to three months, since it takes that long to produce trucks to customer specification.

And net new orders for heavy trucks climbed to 12,559 in May, compared to 9,530 in April and 11,869 a year ago, according to the New York-based investment firm Rothschild Inc.

May 1990 was a particularly strong month for orders since the market was on an upswing prior to getting shot down by the situation in the Persian Gulf in August.

Orders last month were the strongest in the past year, according to Frank Prezelski, an analyst with Rothschild Inc.

Some of last month's order strength is due to prebuying by truck operators to avoid a 4 percent price hike announced by heavy-truck manufacturers on their 1992 products.

Typically, makers such as Ford Motor Co. begin building new-model heavy trucks in July or August.

Ford's Louisville, Ky., heavy-truck operations, for example, were down the past two weeks for an early vacation. They resume production on 1991 models today and will continue to produce 1991s until the end of July, according to spokeswoman Bonnie Daws.

Ford begins 1992-model production at Louisville July 29.

Officials at some major manufacturers, such as Navistar International Corp., Freightliner Corp. and Volvo GM Heavy Truck Corp., still express some nervousness about June because of the prebuying factor in May's order rate.

Truck manufacturing officials noted that the increase in orders was broadly based, coming from all industry groups and not just from fleet buyers.

It is still difficult to determine how much of the 4 percent increase will stick, since sales transactions in heavy trucks are heavily subject to negotiation.

Prezelski said that even without the prebuying, net new orders would have been above 10,000, a level that is still strong.

Class 8 truck inventories, totaling 14,854 at the end of May, were at their lowest level since October 1983, Prezelski pointed out.

This created a very low 1.8-month inventory-to-sales ratio on June 1, he said.

It means that if market demand continues to pick up, dealers won't have enough trucks to satisfy it. And factories will be building trucks not just to fill orders, but to rebuild inventories which they have maintained at cautiously low levels this year.

Industry officials had generally been looking for U.S. Class 8 retail sales of about 100,000 units in calendar 1991. The recent upturn indicates the sales could well reach 105,000 to 110,000 units, which means manufacturers could be building 1,000 trucks a month in the latter of part of 1991.

As previously reported, most have increased production recently by canceling planned downtime or increasing line speeds.

MAY 1991 TRUCK SALES BY GVW

	May 1991	May 1990	5 mos., 1991	5 mos., 1990
Class 1-3	109,639	126,127	469,391	582,819
Class 4	1,720	2,423	8,472	11,795
Class 6	412	512	1,990	2,020
Class 7	1,491	2,364	8,363	11,361
Class 8	864	1,388	3,340	5,748
FORD	**114,126**	**132,814**	**491,556**	**613,743**
Class 8	2,019	1,916	9,237	9,786
FREIGHTLINER	**2,019**	**1,916**	**9,237**	**9,786**
Class 1-3	104,430	118,303	434,177	545,432
Class 4	118	0	556	0
Class 5	5	25	51	137
Class 6	174	591	1,368	2,989
Class 7	532	556	2,580	2,965
CHEVROLET	**105,259**	**119,475**	**438,732**	**551,523**
Class 1-3	27,214	31,634	112,397	141,182
Class 4	104	0	388	0
Class 5	24	223	162	1,417
Class 6	239	498	1,663	1,990
Class 7	1,638	1,385	6,790	5,712
GMC	**29,219**	**33,740**	**121,400**	**150,301**
Class 7	27	28	92	193
Class 8	812	1,302	4,418	6,259
KENWORTH	**839**	**1,330**	**4,510**	**6,452**
Class 6	52	114	220	575
Class 7	70	152	296	767
Class 8	1,097	1,626	4,588	6,407
MACK	**1,219**	**1,892**	**5,104**	**7,749**
Class 6	32	54	133	220
Class 7	95	107	290	449
MERCEDES-BENZ	**127**	**161**	**423**	**669**
Class 4	6	2	13	14
Class 5	4	9	20	51
Class 6	694	1,323	3,109	6,260
Class 7	2,452	2,053	12,876	12,010
Class 8	1,360	2,437	10,090	11,502
NAVISTAR	**4,516**	**5,824**	**26,108**	**29,837**
Class 7	48	15	112	223
Class 8	810	1,064	3,743	5,230
PETERBILT	**858**	**1,079**	**3,855**	**5,453**
Class 7	153	67	299	308
Class 8	1,187	1,417	4,160	6,103
VOLVO/GM HEAVY	**1,340**	**1,484**	**4,459**	**6,411**
Class 1-3	20	31	123	145
Class 4	6	0	8	3
Class 5	21	36	162	188
Class 6	52	37	252	241
Class 7	91	60	267	441
HINO	**190**	**164**	**812**	**1,015**
Class 1-3	53	60	217	311
Class 5	66	71	306	399
Class 6	47	38	151	194
Class 7	38	33	155	224
NISSAN DIESEL	**204**	**202**	**829**	**1,128**
Class 1-3	448	651	2,857	2,826
Class 4	43	97	354	324
Class 5	135	44	454	171
Class 6	81	102	358	1,150
Class 7	16	62	88	272
ISUZU TRUCK	**723**	**956**	**4,111**	**4,743**
Class 1-3	102	157	704	766
Class 5	39	65	252	306
Class 6	15	20	150	107
Class 7	14	30	152	254
MITSUBISHI FUSO	**170**	**272**	**1,258**	**1,433**
Class 8	4	8	23	49
SCANIA	**4**	**8**	**23**	**49**
Class 1-3	—	167	—	585
Class 4	—	48	—	188
Class 5	—	26	—	88
Class 6	—	15	—	59
IVECO TRUCKS	**0**	**256**	**0**	**920**
Class 8	56	88	288	427
WESTERN STAR	**56**	**88**	**288**	**427**
Class 1-3	144,229	156,905	618,446	717,259
Class 6	0	0	0	34
Class 7	0	0	0	1
Class 8	41	79	190	331
OTHER TRUCKS	**144,270**	**156,984**	**618,636**	**717,625**
CLASS 1-3	**386,135**	**434,035**	**1,638,312**	**1,991,325**
CLASS 4	**1,997**	**2,570**	**9,791**	**12,321**
CLASS 5	**294**	**499**	**1,467**	**2,757**
CLASS 6	**1,798**	**3,304**	**9,394**	**15,839**
CLASS 7	**6,985**	**6,912**	**32,360**	**35,180**
CLASS 8	**8,250**	**11,325**	**40,877**	**51,842**
TOTAL TRUCKS	**405,139**	**458,645**	**1,731,341**	**2,109,264**

SOURCE: Automotive News Data Center and MVMA

Industry teams for low-emissions diesel

SAN ANTONIO — Southwest Research Institute has launched an international cooperative industry research program to develop a low-emissions diesel engine that will go beyond U.S. regulations mandated for 1994 to meet those anticipated for 2000.

The Clean Heavy-Duty Diesel Engine program has goals for emissions not to exceed 2 grams of oxides of nitrogen, 0.1 gram of particulates and 0.5 gram of hydrocarbons per horsepower hour.

By comparison, the current standard calls for 5 grams of nitrogen of oxides, 0.25 gram of particulates and 1.3 grams of hydrocarbons per horsepower hour.

Engine efficiency of 45 percent is another program goal, although that is not an anticipated regulation. Current diesel engine efficiency is about 42 percent.

American engine manufacturers participating include Caterpillar Co. of Peoria, Ill.; John Deere in Waterloo, Iowa; Detroit Diesel Corp. in Taylor, Mich., and Navistar International Corp. in Melrose Park, Ill. Foreign participants include Hino Motors Ltd., Isuzu Motors Ltd., Mitsubishi Motors Corp. and Nissan Diesel Motor Co. Ltd. of Japan and Volvo Truck of Sweden.

A proposal to open program membership to component manufacturers is being considered, according to Program Manager Syed Shahed of Southwest Research Institute's Engine, Fuel and Vehicle Research Division.

The program will provide participating companies with key clean diesel technologies selected by a committee composed of industry representatives and Southwest's senior technical staff members.

The advisory committee will meet quarterly. The program runs to 1995. The program's plan includes projects on intake charge expansion cooling or turbo-cooling, combustion system optimization, exhaust gas recirculation, reduction of oil consumption and oil-derived particulates, diesel spray jet development and mixing, and in-cylinder diagnostics.

The advisory committee can modify, add or delete projects within the overall scope and budget of the program. Cost of participation in the program is $65,000 the first year.

BRIEFS

Truck boom predicted

ENGLEWOOD CLIFFS, N.J. — The Heavy Duty Truck Committee of the Automotive Market Research Council predicts a two-year boom in sales of Class 8 trucks.

The consensus forecast for Class 8 North American factory sales in 1991 is 114,900 vehicles, down nearly 14.5 percent from 1990. But after bottoming out in 1991, sales are expected to jump more than 40 percent in the next two years to exceed 164,000 in 1993.

In addition to an economic recovery, the boom will be fueled largely by additional costs associated with stricter emissions standards that take effect in 1994 and are expected to generate strong pre-buying in 1993.

Another dip in sales is predicted for 1994, with another rebound, to 160,000 units, in 1996.

The Automotive Market Research Council expects North American factory sales of 139,000 Class 4-7 trucks in 1991, down 6.9 percent from 1990. The stricter emissions standards in 1994 are not expected to have as great an impact. By 1996, sales are projected to exceed 180,000 units.

Safeway inks fleet deal

BARRINGTON, Ill. — Safeway Inc. of Oakland, Calif., signed a long-term agreement with Idealease Inc. to manage Safeway's fleet of nearly 1,000 vehicles under a new Quality Assurance Program.

Idealease will control the running costs of Safeway's fleet through its dealer network and will provide the centralized services of billing, communications and purchasing from its headquarters.

It also will handle all supplier activity, including previous programs set up with Navistar International Corp. and Cummins Engine Co. in Peoria, Ill.

Fruehauf offers ABS

DETROIT — Fruehauf Trailer Corp. is making an anti-lock braking system available as a regular production option on all its truck-trailer models.

The axle-control design ABS will carry Fruehauf's Pro-Par name and will be produced by Bendix Heavy Vehicle Systems Group.

It will be available for vans, refrigerated trailers, platforms, tanks and dump trailers, according to Frank J. Miller, Fruehauf vice president of reliability, engineering and quality assurance.

The system is designed for either single- or tandem-axle control, is compatible with current seven-pin connector wiring systems and has self-contained diagnostics for on-vehicle troubleshooting.

Fruehauf and Bendix also are jointly developing in-axle anti-lock sensor capabilities for 1993.

Truck tilt studied

ANN ARBOR, Mich. — The propensity of tractor trailer rigs to tilt at precarious angles has involved the University of Michigan Transportation Research Institute in a project that is likely to affect truck operators in the near future.

As part of the Surface Transportation Assistance Act of 1991, expected to become effective Oct. 1, the trucking industry is expected to win nationwide approval for heavier and longer vehicles, including triple-trailer combinations. Triples are now legal in 17 states.

In anticipation, the National Highway Traffic Safety Administration awarded a nine-month grant to to devise minimum standards that every truck or fleet will have to pass for the heavier or longer combinations.

Using the university's commercial truck-tilt table, researchers are tipping fully loaded tractor trailers until they begin to fall to determine the exact point of rollover.

The tests being developed also will predict a truck's rearward amplification, the tendency of the last trailer in a double or triple to whip back and forth when the driver shifts lanes or makes a turn.

JAPANESE FACTORY PURCHASES OF U.S.-ASSEMBLED PARTS AND MATERIALS*
(in millions of dollars)

	FY1988	FY1989	FY1990
Engine parts	$ 376	$ 707	$1,051
Chassis/drivetrain	533	893	1,194
Body parts	1,821	2,732	3,353
Electronics	1,326	1,779	2,246
Accessories	218	202	211
Materials	635	807	1,019
TOTAL	4,908	7,121	9,074

*Figures include fiscal year exports to Japan and local purchases by Japanese transplant automakers.
Source: Japan Automobile Manufacturers Association

Japanese feel U.S. heat, promise to buy more parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Under increasing political heat, Japanese automakers plan to increase substantially their purchases of U.S.-made parts and materials.

Although the numbers are in dispute, U.S. industry sources say the increase could double Japanese sales for U.S. parts manufacturers — meaning as much as $10 billion annually in additional business by the late 1990s.

Based on Japanese industry figures, such an increase would push Japanese purchases from U.S. automotive firms from about $9 billion this year to nearly $20 billion later in this decade.

Those numbers include purchases for Japanese transplant factories in the United States, parts exported to Japan and components bought from Japanese suppliers with U.S. factories.

The plans emerged from private meetings in Las Vegas this month among top officials of Japan's 11 vehicle manufacturers and senior executives of 83 U.S. suppliers.

Japanese and U.S. industry groups arranged the meetings for the second straight year. More than 300 U.S. executives and about 180 Japanese executives attended.

"There's no question that they want to double their current purchases of U.S. parts," said John Reilly, president of Tenneco Automotive and chairman of an industry committee that is advising Washington on automotive trade issues. "They're working very aggressively to source everything they can. Unfortunately, doing that still won't solve our trade problems with Japan."

In recent weeks, Nissan Motor Co. Ltd., Mitsubishi Motors Corp. and Toyota Motor Corp. have announced independent plans to increase their U.S. purchases.

Commitments from Toyota alone will increase U.S. parts sales more than $2.3 billion in 1992 over 1988.

But the Japanese commitments are still being met by skepticism. Some industry officials have consistently called the Japanese industry figures inflated, contending that they include such misleading data as the value of subcomponents imported by U.S. subsidiaries of Japanese suppliers, then sold to transplants here.

A recent report by the University of Michigan's Office for the Study of Automotive Transportation calculated that the value of Japanese purchases of parts from traditional U.S. suppliers is less than claimed — representing about $5.7 billion in 1989, not the $7.1 billion claimed by the Japanese.

"Twenty billion dollars is ridiculous," said Sean McAlinden, a University of Michigan economist and one of the authors of its study.

"There's no way they could buy that much U.S. content. They'd have to move 600 (Japanese) suppliers to the United States."

Participants in Las Vegas downplayed the political aspects of the meetings. But the encouraging reports came as Washington and U.S. industry forces are complaining loudly about what they call Japan's slow progress in helping reduce its automotive trade imbalance with the United States.

The University of Michigan study, which was prepared for a congressional advisory committee this spring, warned that the U.S. "auto parts deficit" with Japan will increase from $10.5 billion last year to about $22 billion in 1994.

A joint statement released prior to the Las Vegas meetings by the Japan Automobile Manufacturers Association and the Motor and Equipment Manufacturers Association said that the parts trade deficit improved by $1 billion in 1990. Official U.S. Commerce Department figures indicate an improvement of only $400 million.

Using Japanese industry figures, the JAMA-MEMA statement calculated that Japanese purchases of U.S. parts and material rose from $7.1 billion in 1989 to more than $9 billion in 1990. Those figures include items used within the United States by the Japanese transplant factories, as well as exports.

However, McAlinden and others believe that the reduction in the parts trade deficit was due almost entirely to economic recession here, rather than more purchasing by Japanese carmakers.

Whatever the real figures, McAlinden predicts that last year's deficit reduction will prove temporary and that the deficit will resume its increase during the next few years.

Meanwhile, a number of Japanese companies have made independent promises in recent months to increase their U.S. purchases:

- Toyota Motor Corp. said it will increase its U.S. purchases at Toyota Motor Manufacturing U.S.A. Inc. from $700 million in 1990 to $1.2 billion by 1992. Toyota Motor Corp. said it will import another $1.5 billion worth of parts to Japan. In 1988, Toyota imported $350 million from the United States.
- Nissan Motor Ltd. will spend $900 million to import U.S. production parts to Japan in 1991, up from $763 million in 1990. In the late 1990s, the company plans to import approximately $1.5 billion in U.S. parts.

Last year, Nissan purchased an additional $650 million in domestic parts for its Smyrna, Tenn., car and truck plant.

A company spokesman said local procurement will rise, but not necessarily double while Nissan doubles U.S. output.

- Mitsubishi Motors Corp. said it will double its purchases from $170 million last year to $340 million by 1995.

CHRYSLER

FROM PAGE 1

eated a timetable. Many Chrysler watchers have suggested that the chairman would like to go out in a blaze of glory following the successful launch of the 1992 Jeep Grand Cherokee sport-utility and 1993 LH sedans being introduced next year.

In addition, Iacocca's contract with Chrysler will reward him handsomely should he stay into 1992. After Jan. 1, 1992, Chrysler will give Iacocca 62,500 shares of common stock for every additional quarter he works.

But clearly the Iacocca era is winding down at Chrysler.

Noted Iacocca protege Richard Dauch, when he resigned as executive vice president of worldwide manufacturing in April, "an end of an era is coming at Chrysler."

But an orderly succession at Chrysler was thwarted when Iacocca's annointed heir apparent Gerald Greenwald left the company in May 1990 to lead a failed union buyout of UAL Corp., parent of United Airlines. Greenwald's departure forced Iacocca to remain at the company to work out a new succession scenario.

But growing sentiment within the industry suggests that Iacocca's retirement is overdue and it is time for a new regime.

Clearly, Chrysler President Robert Lutz has stepped in to take a strong operational role and he and Vice Chairman Robert S. Miller Jr. remain the leading inside contenders to assume the chairmanship.

But rumors remain rife within automotive circles about possible outside successors to Iacocca should the board of directors decide to look past Lutz or Miller.

As in any situation where there is uncertainty, the Iacocca succession has generated many rumors linking outsiders from various backgrounds to the job. One widely reported rumor has suggested General Motors Executive Vice President William E. Hoglund as a successor to Iacocca. Hoglund publicly has denied being approached by Chrysler.

It is not surprising that White's retirement has fueled the rumor mill.

"White's (announced) departure has caused speculation within the company that Lee Iacocca may be serious about stepping out or taking a lesser role in the company," said the company source. "Iacocca is giving up someone who advised him on a lot of day-to-day things."

In the acknowledgements that opened his second book, *Talking Straight*, Iacocca described White as a friend. One source who knows both men says that does not mean White and Iacocca are social buddies. Nor would the term "cronies" apply to the two men as it does to Iacocca's relationship with Bennett Bidwell, who retired as chairman of Chrysler Motors at the end of 1990, although he remains chairman of Pentastar Transportation Group Inc.

Rather, the Iacocca/White relationship is one in which Iacocca will seek White's counsel on a range of day-to-day issues pertaining to the chairmanship but not necessarily the larger corporate strategy and policy issues. Iacocca has relied heavily on White over the years for advice on executive personnel moves and organizational matters.

A quiet executive who has long shied from press attention, White is described as one of the few at Chrysler who can "shoot the breeze" with Iacocca.

He also is the sole member of Chrysler's current executive team who was an officer when Iacocca joined the company on Nov. 2, 1978, and began firing executives.

White, who joined Chrysler in 1953, was named a vice president in 1968.

"Over a three-year period, I had to fire 33 out of 35 vice presidents," Iacocca said in his best-selling autobiography. "That's one a month. In a few cases, I tried to resurrect some of the executives, but it didn't work — they just couldn't cut it."

White did manage to cut it. His responsibilities have included general manager of the Chrysler-Plymouth Division in 1967 and vice president of Latin America operations in 1970. He moved into the personnel and organization arena in 1975.

White, who was named to his present position in 1989, is responsible for all salaried personnel policy, planning and control functions and management personnel activities. Administrative services also is under his direction.

ORBITAL

FROM PAGE 1

Johnsen is in Australia "for several weeks" and could not be reached for comment, his office said.

Kaska said Orbital stock is already available in America. Shares of Orbital Engine Co. Ltd., the Australian parent company, are listed on the "pink sheets," a minor market containing typically small companies.

Orbital has expressed an interest in marketing stock in the United States, according to a spokeswoman at the American Stock Exchange.

"We are reviewing opportunities in the financial market to see what's available," Kaska said. "Things haven't really been finalized."

Orbital USA employs 30 office people at a former GM plant in Tecumseh, Mich., 50 miles southwest of Detroit. It is the American subsidiary of Australian Ralph Sarich's Orbital Engine Co. Ltd.

The Australian company is developing a well-publicized engine breathing system that it claims will allow the two-stroke engine to meet strict U.S. emissions controls while delivering better fuel economy than four-stroke engines.

Two-strokes are accepted as more efficient, but Ford, GM and other automakers say they have not yet solved the problem of substandard emissions quality and of making a hot-running two-stroke engine meet emissions standards for 10 years or 100,000 miles.

In response to repeated requests for an interview with Stout or anyone else at Government Investment Management Corp. who could explain the relationship with Orbital or even describe Government Investment Management, the company last Thursday issued a short statement promoting Orbital as an investment.

"If (Orbital's) tests are verified, it can have more impact on global warming than all the laws passed in the last decade," the statement said. "GIM Corp. is interested in this company and continues to investigate whether the technology will pass EPA testing and whether the public policy process will accept it.

"Our interest is discovering the facts and making them available to our investment customers. We are not paid advisors to Orbital, the automotive industry or the environmental community."

Orbital recently made a big splash in Australia with claims that its two-stroke engine, installed in a Honda CRX, combined low emissions with fuel economy up to 30 percent better than the Honda engine. The EPA has not verified Orbital's findings.

Environmental groups applauded Stout and Orbital and said they will gladly support the engine company if its claims prove to be correct.

Dan Becker, director of the global warming and energy program for the Sierra Club, said he received materials from Stout concerning the Orbital two-stroke engine. As a supporter of a bill sponsored by Sen. Richard Bryan, D-Nev., which calls for a 40 percent increase in CAFE, Becker said his group is quite familiar with two-stoke engines.

"Orbital didn't enlighten us," he said. "I'm pleased the two-stoke engine is getting some publicity."

Staff Reporters Diana Kurylko and Jack Keebler contributed to this report.

Orbital's very quiet friend

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

Government Investment Management Corp. is housed in an office building a block from the swanky part of Washington's Connecticut Avenue.

Government Investment Management shares an office with the Battle of Normandy Foundation. Anthony Stout is president of both, according to a woman who works for the foundation.

Stout is the self-described government adviser to Orbital who has been trying to enlist environmentalists to "front" for Orbital Engine Co. USA in pursuit of much higher corporate average fuel economy standards.

In the reception area, only the Normandy Foundation has a plaque. The small lobby is crowded with World War II black-and-white photographs and recruiting posters.

When *Automotive News* showed up at the office, a receptionist said Stout was not available and would not be in that day (Thursday), but that Steve Goune, another officer, was in.

She said she didn't have any literature on the company.

She called Goune and said he would be available for an interview in two hours, at 3:30 p.m.

But at 3:30, she said Goune had been delayed and would not be available until the next day. She said no one else could talk to *Automotive News*, even to describe the company.

The next day, Stout's secretary said Stout was still out of town and Goune would not be able to talk.

INCENTIVE WATCH
CUSTOMER INCENTIVES
CONTINUING PROGRAMS

BMW (expires June 30)
Finance rates start at 1.9 percent on 7 series and 2.9 percent on 5 series. Special lease rates also available on 5-series and 7-series models.

CHRYSLER CORP.
Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700-1,000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.
(1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.)

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Escort wagon, GT	$750
Tempo	$600
Thunderbird	$600-750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Tracer LTS and wagon	$750
Topaz, Capri	$600
Cougar	$600-1,000
Sable	$750
Grand Marquis (1991)	$1,000

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire July 7 on 1991 models.

Buick (1991)*	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,000
Other 1991	$300-1,000
GMC	
Suburban (1991)**	$1,000
Other 1991	$500-1,000
Oldsmobile (1991)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Based on option package selected.
**Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750
All 1991 models (expire July 8)	$500 to current owners

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*

*Based on region

MITSUBISHI (1990-91 models; expires June 30)

California	
Base Galant	$500
Base Eclipse	$500
Base pickup	$650
Hawaii	
Mirage	$500
Eclipse, Galant, pickup	$750
Montero	$1,500

SAAB
3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with downpayment of 25 percent. Expires July 31.

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,000
XT, XT6	$2,000

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

BMW (expires June 30)

325iX, M3 (1991)	$2,500
7 series (1991)	$4,000*

*If buyer does not choose cut-rate finance program.

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.

Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

GENERAL MOTORS

Chevrolet Corvette	$2,000

HONDA (expires July 3)

Civic 4-door (1991)	$400
Accord (1990)	$400
Accord (1991, except EX)	$400
Accord wagon (1991)	$750

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

MAZDA (expires July 2 on cars, Aug. 2 on MPV)

626, MX-6 (1991)	$1,000
MPV (1991)	$800

MITSUBISHI* (1990-91 models; expires June 30)

Mirage	$250-1,200
Galant	$200-1,700
Eclipse	$200-1,700
Pickup	$200-1,500
Montero	$200-1,800

*Mitsubishi rebates differ by region. Some are flat payments; some are based on number sold; some are based on performance against quota.

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

Golf, Jetta (1991, expires June 30)	$500, based on number sold
All cars (1990, no expiration date)	$300-1,500

VOLVO (expires June 30)

740 and 940-SE (1991)	$1,500

GM schools Soviets in carmaking

But don't expect big Buicks to displace Ladas in Red Square

By Clinton O'Brien
THE ASSOCIATED PRESS

MOSCOW — Passing another milestone on the bumpy road toward capitalism, Soviet officials have started taking lessons in American-style carmaking from an avid teacher — General Motors.

But one of more than 100 rapt Soviet auto industry specialists who attended a recent three-day seminar on auto production and marketing in Moscow said his country won't slavishly copy America's big luxury cars.

"We don't need to build the Buick Park Avenue car here," said Soviet Automobile Ministry official Dmitri Yurushkin after GM experts explained how the car was developed and marketed.

Instead, Soviet automakers keen on grabbing a larger share of the world car market hope to use U.S. engine parts to improve their own modest "Soviet-style" cars, he said.

The seminar exposed the Soviets to such foreign concepts as customer surveys, targeting television advertisements and offering free tennis racquets to entice car buyers. It stemmed from a $1 billion deal signed a year ago by GM and the Soviet Union.

Some of the Soviet participants said they were disappointed that GM officials didn't reveal more about how free-market competition affects their operations.

Tina Poplavskaya, an auto industry economist studying at the Moscow Scientific Research Institute, asked one GM speaker what percentage of the corporation's budget is spent on marketing. The speaker declined to say.

"I thought maybe it was a war secret," Poplavskaya said. "Later, I understood that they just don't want their competition to know."

Vince Barabba, GM's worldwide marketing research director, said he was impressed at how much Soviet engineers knew about car design. But the Soviets were amazed when he talked about union officials negotiating with factory managers about quality control, asking him: "What do unions have to do with it?"

Under its five-year contract with the Volga Auto Works, known as VAZ, GM will supply 100,000 to 150,000 engine control systems annually. The deal with VAZ, the Soviet Union's biggest automaker and producer of Ladas, is by far the largest signed between a U.S. automaker and the Soviet Union. The GM systems consist of spark plugs, filters, catalytic converters and computers to regulate car emissions.

VAZ makes about 750,000 cars a year, and 40 percent are exported. Overall, about 1.3 million cars were produced in the Soviet Union last year.

Yurushkin, a senior-level official at the Ministry of Automobile and Agricultural Machinery, said VAZ needs to install the U.S. components to continue exporting cars to Europe. Clean air rules taking effect next year require that all cars sold in Europe have catalytic converters to curb emissions.

The Soviets agreed to pay precious foreign currency for the components. This made the deal a coup for GM, since the Soviets have a limited supply of foreign currency, earned mainly from oil and gold exports.

Because the ruble is not convertible, many foreign firms that do business here must settle for barter arrangements instead of cash.

Greg De Yonker, a GM negotiator of the contract and an organizer of the seminar, said the company hopes to conclude more deals with the Soviets, including a possible joint venture to produce catalytic converters.

"But we are proceeding cautiously," he said, adding that GM is concerned about the unstable Soviet economy and political situation.

The company has raised its profile recently in the Soviet Union, opening offices in Moscow and Togliatti, the city about 600 miles southeast of the Soviet capital where VAZ is located.

Italian carmaker Fiat S.p.A., which built the huge Togliatti complex for Moscow under contract, agreed late last month to take a 30 percent equity stake in VAZ, the first such deal between the Soviets and a Western company.

NADA

FROM PAGE 4

data on the volume of vehicles by manufacturer and the percentage of total new-car sales.

Other areas of concern voiced by NADA dealer-directors include financial subsidies on units sold to daily rental companies, advertising and warranties offered by manufacturers to sell the vehicles.

"Dealers are enjoying some short-term benefits from program car sales, but they are concerned about the long-term impact these sales will have on the new-car departments," said Anderson.

Program cars are sold to daily rental companies, then repurchased by the automakers at a guaranteed depreciation rate and redistributed to dealers through auto auctions.

Some industry estimates put the number of program cars by all domestic and foreign manufacturers at 1.5 million units this year.

Program cars have come under fire by dealers who say the clean, low-mileage cars steal from new-car sales even though profits on these units is higher than on the sale of new cars.

Substitution of nearly new cars for new cars by buyers can run as high as 40 percent, according to some industry estimates.

Royal Prince borrows Opel mechanicals and uses a rear-drive layout.

PRINCELY: *Daewoo revamps its popular Royal*

SEOUL, South Korea — Daewoo Motor Co. has introduced its new V-car, the Royal Prince, marking the first major change in the popular Royal series since its debut a decade ago.

The company, of which General Motors owns 50 percent, said it expects to sell about 20,000 units a month in the home market. The car will not be exported.

Based on Opel mechanicals, the rear-wheel-drive car has new skin and drivetrain improvements. It will be priced from 10 million won to 16 million won (about $13,800 to $22,100), which puts it in competition with the Hyundai Sonata and Grandeur and Kia Motors' Concord.

The high-end Prince has a 2.0-liter, four-cylinder multi-point fuel-injected engine that turns out 115 horsepower at 5,200 rpm. Anti-lock brakes are standard.

At 189 inches, the car is two inches shorter than its predecessor but has the same wheelbase, 105.2 inches. Curb weight is 2,772 pounds, 88 pounds more than its previous model.

— Oles Gadacz

BMW offers incentives; Hyundai sweetens the pot

BMW of North America Inc. and Hyundai Motor America are helping to keep the incentive fires burning.

BMW is offering buyers cut-rate loans on its 1991 5-series and 7-series cars.

The rates are 3.9 percent to 6.9 percent on the 525i, 2.9 percent to 8.9 percent on the 535i, 1.9 percent to 6.9 percent on the 735i and 735iL and 2.9 percent to 7.9 percent on the 750iL.

If customers choose not to accept the special finance program, dealers receive $4,000 on sales of 7-series cars.

Also, dealers receive a rebate of $2,500 on 1991 325iX and M3. BMW's program expires June 30.

Under its "Valued Owner Program," **Hyundai Motor America** is offering its current owners a $500 rebate on a new Hyundai car through July 8.

This rebate is in addition to Hyundai's other customer incentives, which range from $500 to $1,000 through July 2.

— Arlena Sawyers

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
GENERAL MOTORS		
Detroit/Hamtramck, Mich.	6/24	*
Buick Riviera		
Cadillac Eldorado		
Cadillac Seville		
Olds. Toronado		
Lansing, Mich. (A plant)	6/24	*
Buick Skylark		
Olds. Calais		
Lansing, Mich. (B plant)	6/24	*
Pontiac Grand Am		
CHRYSLER		
Bramalea, Ontario	6/24	750
Dodge Monaco		
Eagle Premier		
DIAMOND-STAR		
Normal, Ill.	6/24	*
Eagle Summit		
Eagle Talon		
Mitsubishi Eclipse		
Mitsubishi Mirage		
Plymouth Laser		
Total Canada car		750
Total units lost week of 6/24		750

*Model changeover

Source: Automotive News Data Center

U.S. CAR	Week Ended June 22, 1991	Week Ended June 15, 1991	June to Date	Jan. 1 to June 22, 1991	Jan. 1 to June 23, 1990
Horizon	0	0	0	0	4,327
Sundance	2,000	2,216	4,216	20,802	39,220
Acclaim	2,500	2,514	7,537	41,323	49,643
Total Plymouth	**4,500**	**4,730**	**11,753**	**62,125**	**93,190**
LeBaron A	0	0	0	0	9,325
LeBaron J	0	0	0	18,697	22,818
N. Yorker C-Class	250	286	536	3,787	21,236
Fifth Avenue	1,550	1,559	3,109	16,137	15,935
Imperial	300	296	596	3,710	8,053
Total Chrysler	**2,100**	**2,141**	**4,241**	**42,331**	**77,367**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	16,264
Shadow	2,400	2,568	4,968	24,117	45,867
Dynasty	2,500	2,757	5,257	55,222	56,872
Spirit	2,300	2,368	6,952	37,478	46,723
Total Dodge	**7,200**	**7,693**	**17,177**	**125,283**	**169,804**
CHRYSLER CORP.	**13,800**	**14,564**	**33,171**	**229,739**	**340,361**
Escort	5,724	5,705	17,168	93,913	102,009
Mustang	0	3,306	6,880	38,957	73,047
Tempo	3,041	2,920	8,888	54,343	68,778
Taurus	8,567	8,943	26,860	165,785	181,212
Thunderbird	2,560	0	5,161	37,773	59,482
Total Ford Div.	**19,892**	**20,874**	**64,957**	**390,771**	**484,528**
Topaz	1,238	1,480	4,196	23,006	25,615
Cougar	1,711	0	3,430	27,946	40,468
Sable	3,152	3,014	9,282	53,632	53,552
Total Mercury	**6,101**	**4,494**	**16,908**	**104,584**	**119,635**
Continental	1,212	1,199	3,524	27,959	29,485
Mark VII	213	213	617	4,890	12,351
Town Car	2,815	2,838	8,285	65,766	80,745
Total Lincoln	**4,240**	**4,250**	**12,426**	**98,615**	**122,581**
Total L-M Div.	**10,341**	**8,744**	**29,334**	**203,199**	**242,216**
FORD MOTOR CO.	**30,233**	**29,618**	**94,291**	**593,970**	**726,744**
Skylark	0	0	0	34,929	45,080
Century	2,686	2,437	7,725	44,487	34,077
Riviera	0	0	0	4,204	11,775
Electra/Park Ave.	2,872	2,894	5,766	48,614	16,281
LeSabre (fwd)	500	117	697	35,172	84,084
Roadmaster Sedan	560	560	1,680	8,420	0
Roadmaster Wagon†*	342	290	982	10,808	4,020
Reatta	0	0	0	1,206	4,477
Total Buick	**7,160**	**6,298**	**16,850**	**187,840**	**199,794**
Eldorado	0	0	0	6,395	10,902
Seville	0	0	0	12,909	19,695
Brougham (rwd)	313	368	996	9,625	13,065
DeVille (fwd)	3,200	2,986	9,518	69,942	85,453
Allante	64	64	192	1,510	1,892
Total Cadillac	**3,577**	**3,418**	**10,706**	**101,139**	**131,007**
Cavalier	5,215	5,205	16,500	132,020	164,216
Camaro	1,515	1,518	4,548	24,197	33,262
Corsica/Beretta	3,831	7,568	19,560	125,170	139,237
Caprice	530	3,628	7,360	66,162	105,974
Corvette	0	487	955	10,919	11,923
Total Chevrolet	**17,855**	**18,406**	**55,727**	**365,272**	**454,612**
Calais	0	0	0	34,616	50,582
Cutlass Ciera	1,692	1,593	4,860	37,128	39,536
Cutlass Supreme	2,673	2,674	7,796	52,656	41,981
Toronado	0	0	0	2,778	8,807
88 (fwd)	2,410	2,136	6,423	30,947	51,422
Custom Cruiser Wag.††	219	222	686	5,160	2,295
98	2,000	1,856	5,619	37,311	28,771
Total Oldsmobile	**8,994**	**8,481**	**25,386**	**200,586**	**223,394**
Sunbird	2,655	2,651	8,367	61,250	76,384
Grand Am	0	0	0	87,060	100,485
Firebird	565	532	1,632	8,085	20,693
Grand Prix	2,673	2,852	7,898	49,508	56,528
Pontiac 6000	2,172	1,527	5,190	20,286	29,465
Bonneville	1,364	672	2,036	23,434	40,753
Total Pontiac	**9,429**	**8,234**	**25,123**	**249,623**	**324,308**
Total Saturn*	**2,131**	**2,131**	**6,393**	**33,510**	**0**
GENERAL MOTORS	**40,186**	**46,968**	**140,185**	**1,137,980**	**1,333,115**
DIAMOND-STAR*	**0**	**3,091**	**6,092**	**72,586**	**69,229**
Civic	1,800	1,960	5,771	44,904	60,021
Accord	7,450	6,618	21,535	173,677	155,623
HONDA	**9,250**	**8,578**	**27,306**	**218,581**	**215,644**
MAZDA*	**3,699**	**4,054**	**10,996**	**73,738**	**86,447**
NISSAN Sentra	**2,726**	**2,706**	**8,113**	**67,178**	**48,480**
Corolla	2,100	2,335	6,701	51,510	51,774
Geo Prizm/Nova	2,000	1,846	5,695	48,968	51,147
NUMMI	**4,100**	**4,181**	**12,396**	**100,478**	**102,921**
SUBARU-ISUZU Legacy	**1,197**	**1,114**	**3,437**	**27,283**	**12,535**
TOYOTA Camry	**5,159**	**4,359**	**13,745**	**107,947**	**107,778**
TOTAL BIG 3	**83,219**	**91,150**	**267,647**	**1,961,000**	**2,499,220**
TOTAL TRANSPLANT	**26,992**	**27,993**	**81,995**	**667,771**	**643,634**
TOTAL CARS, U.S.	**110,211**	**119,143**	**349,552**	**2,629,499**	**3,043,254**
TOTAL CARS, CANADA	**29,589**	**29,272**	**87,770**	**544,381**	**519,595**
U.S., CANADA CARS	**140,000**	**148,415**	**437,322**	**3,173,841**	**3,561,849**
U.S., CANADA CARS AND TRUCKS	**254,778**	**258,335**	**746,917**	**5,165,493**	**6,025,645**

*Estimate

†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR	Week Ended June 22, 1991	Week Ended June 15, 1991	June to Date	Jan. 1 to June 22, 1991	Jan. 1 to June 23, 1990
Monaco	720	809	2,250	4,698	5,132
Premier	555	483	1,631	5,397	2,808
CHRYSLER CORP.	**1,275**	**1,292**	**3,881**	**10,095**	**7,940**
Tempo	3,175	3,605	10,281	57,402	64,844
Topaz	1,295	904	3,144	18,132	24,107
Crown Victoria	2,424	2,137	6,093	43,811	61,193
Grand Marquis	3,097	3,307	9,221	44,458	55,132
FORD MOTOR CO.	**9,991**	**9,953**	**28,739**	**163,803**	**205,276**
Celebrity	0	0	0	0	15,138
Cutlass Ciera	1,958	1,995	6,003	34,470	42,440
Lumina	6,865	6,449	20,313	109,371	110,029
Regal	2,970	2,989	9,176	57,925	42,241
GENERAL MOTORS	**11,793**	**11,433**	**35,492**	**204,596**	**209,848**
CAMI*	**2,500**	**2,585**	**7,615**	**88,773**	**0**
HONDA Civic	**2,200**	**2,283**	**6,983**	**52,843**	**52,002**
HYUNDAI Sonata	**250**	**200**	**650**	**14,486**	**9,857**
TOYOTA Corolla	**1,400**	**1,426**	**4,251**	**33,582**	**38,073**
VOLVO 740 and 940	**188**	**180**	**539**	**4,281**	**4,389**
TOTAL CARS, CANADA	**29,589**	**29,272**	**87,770**	**544,381**	**518,595**

U.S. TRUCK	Week Ended June 22, 1991	Week Ended June 15, 1991	June to Date	Jan. 1 to June 22, 1991	Jan. 1 to June 23, 1990
Caravan	800	1,191	4,090	50,340	56,144
Dakota	2,000	2,026	6,070	38,841	37,577
Caravan C/V	0	47	220	2,118	3,577
Ram pickups	2,000	2,015	6,044	38,774	55,562
Total Dodge	**4,800**	**5,279**	**16,424**	**130,073**	**152,860**
Cherokee	4,300	4,208	12,790	62,267	84,418
Comanche	100	112	337	2,583	4,014
Grand Wagoneer	250	317	567	1,590	3,245
Wagoneer/Briarwood	50	63	166	1,377	2,118
Total Jeep	**4,700**	**4,700**	**13,860**	**67,817**	**93,795**
Voyager	3,400	2,892	9,755	46,853	52,921
Town & Country	50	66	207	1,642	1,905
Total C-P Div.	**3,450**	**2,958**	**9,962**	**48,495**	**54,726**
CHRYSLER CORP.	**12,950**	**12,937**	**40,246**	**246,385**	**301,381**
Aerostar	4,901	4,725	14,576	78,097	102,439
Bronco	346	345	1,027	6,449	27,061
Bronco II/Explorer	5,739	5,783	18,245	134,413	82,227
Navajo	100	87	311	5,725	0
Econoline	4,117	4,010	12,112	65,041	99,214
Mediums/Heavies	0	0	1,005	16,175	27,185
Light trucks	8,600	8,176	21,718	138,593	230,626
Ranger	7,645	6,207	20,233	126,253	147,684
FORD MOTOR CO.	**31,448**	**29,333**	**89,227**	**570,746**	**716,436**
Astro	2,731	2,356	7,841	49,381	58,507
Blazer	214	231	720	3,965	8,653
Lumina APV	1,140	1,301	3,733	19,928	49,355
Mediums/Heavies	237	176	628	2,150	5,044
P-Model	637	751	1,909	8,683	12,664
Pickups	6,357	5,650	18,700	124,055	172,950
S10	6,444	6,153	18,336	125,578	115,218
S10 Blazer	1,876	2,161	6,184	24,452	69,340
Sportsvan/Van	905	1,043	2,958	20,542	35,104
Suburban	972	797	2,655	13,312	33,517
Total Chevrolet	**21,513**	**20,619**	**63,864**	**392,046**	**580,352**
Jimmy	67	28	111	1,045	2,757
Mediums/Heavies	333	409	1,102	4,564	8,684
P-Model	61	55	152	1,471	1,512
Pickups	2,289	2,844	7,268	54,244	60,913
S15/Sonoma	1,822	1,514	4,955	27,905	27,534
S15 Jimmy	895	469	1,694	8,926	21,905
Safari	1,472	1,249	4,242	21,326	21,010
Suburban	545	484	1,597	11,855	16,615
Vandura/Rally Vans	591	503	1,523	9,921	12,324
Total GMC	**8,075**	**7,555**	**22,644**	**141,257**	**173,254**
Silhouette	828	635	2,052	10,359	17,793
Bravada	246	210	680	6,608	0
Total Oldsmobile	**1,074**	**845**	**2,741**	**16,967**	**17,793**
Pontiac Trans Sport	**835**	**756**	**2,498**	**12,851**	**26,896**
GENERAL MOTORS	**31,497**	**29,775**	**91,539**	**565,121**	**778,295**
NAVISTAR	**1,845**	**1,853**	**4,952**	**36,929**	**36,997**
NISSAN Pickup	**2,726**	**2,725**	**6,124**	**65,986**	**75,827**
SUBARU-ISUZU	**1,210**	**1,133**	**3,503**	**24,567**	**12,332**
AM GENERAL	**400**	**400**	**1,200**	**10,950**	**11,349**
MISCELLANEOUS**	**2,650**	**2,650**	**7,950**	**66,670**	**75,000**
TOTAL TRUCKS, U.S.	**84,526**	**80,686**	**248,741**	**1,585,853**	**2,007,218**

CANADIAN TRUCK	Week Ended June 22, 1991	Week Ended June 15, 1991	June to Date	Jan. 1 to June 22, 1991	Jan. 1 to June 23, 1990
Caravan	3,540	3,552	10,374	71,370	79,715
Caravan C/V	114	176	526	12,046	5,619
Ram Wagon	675	727	2,040	11,084	13,995
Ram Van	1,245	1,272	3,732	19,649	30,520
Total Dodge	**5,574**	**5,727**	**16,672**	**114,149**	**129,849**
Plymouth Voyager	**2,610**	**2,469**	**7,573**	**52,453**	**64,183**
Jeep Wrangler	**1,500**	**1,610**	**4,737**	**28,170**	**29,128**
CHRYSLER CORP.	**9,684**	**9,806**	**29,982**	**194,772**	**223,080**
FORD F series	**3,000**	**2,924**	**8,928**	**48,879**	**74,127**
Light trucks	3,756	3,710	10,671	67,538	85,655
Vans	1,520	1,304	4,100	26,038	24,684
Total Chevrolet	**5,276**	**5,014**	**14,771**	**93,576**	**110,339**
Light trucks	1,344	1,271	3,723	26,627	32,924
Vans	625	835	2,126	10,931	11,058
Total GMC	**1,969**	**2,106**	**5,849**	**37,558**	**43,982**
GENERAL MOTORS	**7,245**	**7,120**	**20,620**	**131,134**	**154,321**
CAMI*	**1,250**	**1,298**	**3,729**	**27,364**	**0**
NAVISTAR	**165**	**166**	**495**	**3,950**	**5,950**
TOTAL TRKS., CANADA	**21,352**	**21,314**	**62,854**	**405,798**	**488,578**
U.S., CANADA TRKS.	**105,878**	**101,920**	**308,595**	**1,991,652**	**2,463,796**

**Includes for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

SATURN

FROM PAGE 1

home with factory workers on a regular basis — not as a company perk but simply to test-drive the cars before they are sold.

The program will let all 5,000 workers at the Spring Hill, Tenn., plant drive the cars home and tool around town. Plant officials said the test drives might last one day or over a weekend and put 50 to 100 miles on the odometer.

"Our aim is to make sure the cars going out of here are as good as they're supposed to be," said Jack O'Toole, Saturn's business team adviser for vehicle systems. "We plan to be twice as hard on ourselves as any customer would be."

> "Our aim is to make sure the cars going out of here are as good as they're supposed to be."
>
> **Jack O'Toole**
> Saturn

O'Toole said about 25 cars a day — or about one out of every 21 built — are already going home with plant workers, and the program will be expanded. It will continue indefinitely.

"The end result will be to show whoever buys a Saturn that there are real people behind the car," he said, "that it came from a factory where it was built by somebody who really cares about the quality of the product they just bought."

Saturn will track each car from the factory to the customer's driveway. The final stage of the program will require plant employees to contact the person who buys the car.

"The team member will call the customer at home and say, 'I'm the guy who put those 75 miles on your car. Here's why I did it. I built your car. How do you feel about it?' " O'Toole said.

Employees will be required to fill out a detailed four-page evaluation form, giving their impressions of the car's performance and handling and the overall driving experience.

Participating employees will meet each morning before their work shift to discuss the cars further, O'Toole said.

He said Saturn is also trying to put plant employees in closer communication with Saturn dealers. Each of the approximately 125 dealers has been "adopted" by a Saturn plant worker, who is expected to talk with the dealer frequently, answer questions and help solve any problem that arises.

Saturn has adopted a number of practices that differ from general U.S. industry procedures. Plant workers participate in such functions as car design, machinery purchases and retailer selections. Last fall, the company suffered through a slower-than-planned production startup to give workers more time to adjust to new plant assembly processes.

This spring, when the company found that more than 1,800 cars had been shipped from the plant with faulty engine coolant, Saturn informed buyers that it would replace the cars.

Second shift to return on Grand Prix

By Bob DeMayer
SPECIAL CORRESPONDENT

A ray of sunlight escaped through the dark clouds above the domestic auto industry last week.

General Motors announced that it will add a second shift and recall about 700 employees by September when 1992 Pontiac Grand Prix production accelerates in Kansas City, Kan.

"Through the last 30 days, Grand Prix's daily selling rate has been at its highest level since last October and, as a result, the number of Grand Prix models currently in dealer inventory is at the lowest level since May 1988," said John Middlebrook, Pontiac general manager.

The plant has been operating on one shift since April 2, when production was decreased and approximately 1,000 people were laid off. About 300 of those employees returned to work in May in response to improved sales.

Carmakers scheduled 119,311 automobiles last week, 0.14 percent above the preceding week but 20.03 percent below the year-ago week.

Year-to-date, U.S. car production is 2,629,460, down 13.60 percent from last year.

Truckmakers planned to build 84,526 trucks last week, 4.86 percent above the prior week but 10.23 percent below last year.

So far this year, 1,585,853 trucks have been assembled, 20.99 percent below last year's total at this time.

GM scheduled two shifts of overtime last Saturday at its Pontiac, Mich., (West) and Baltimore truck plants and one shift of overtime at its No. 2 truck plant in Flint, Mich., and its Oklahoma City and Willow Run, Mich., car plants.

Ford Motor Co.'s Louisville, Ky., truck plant was closed for vacation last week.

Chrysler Corp. scheduled two shifts of overtime last Saturday at its St. Louis (No. 2) minivan plant.

CANADA: Canadian car production was estimated at 29,589 last week, up 1.08 percent from the prior week and up 13.96 percent from the year-ago week.

Truck production last week was estimated at 21,352, up 0.18 percent from the previous week and up 6.35 percent from the year-ago week.

GM scheduled one shift of overtime last Saturday at its Oshawa, Ontario, (No. 1 and No. 2) car plants and the Oshawa truck plant.

Ford scheduled one shift of overtime last Saturday at its St. Thomas, Ontario, car plant.

Chrysler scheduled two shifts of overtime last Saturday at its two Windsor, truck plants.

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Automotive News

July 1, 1991

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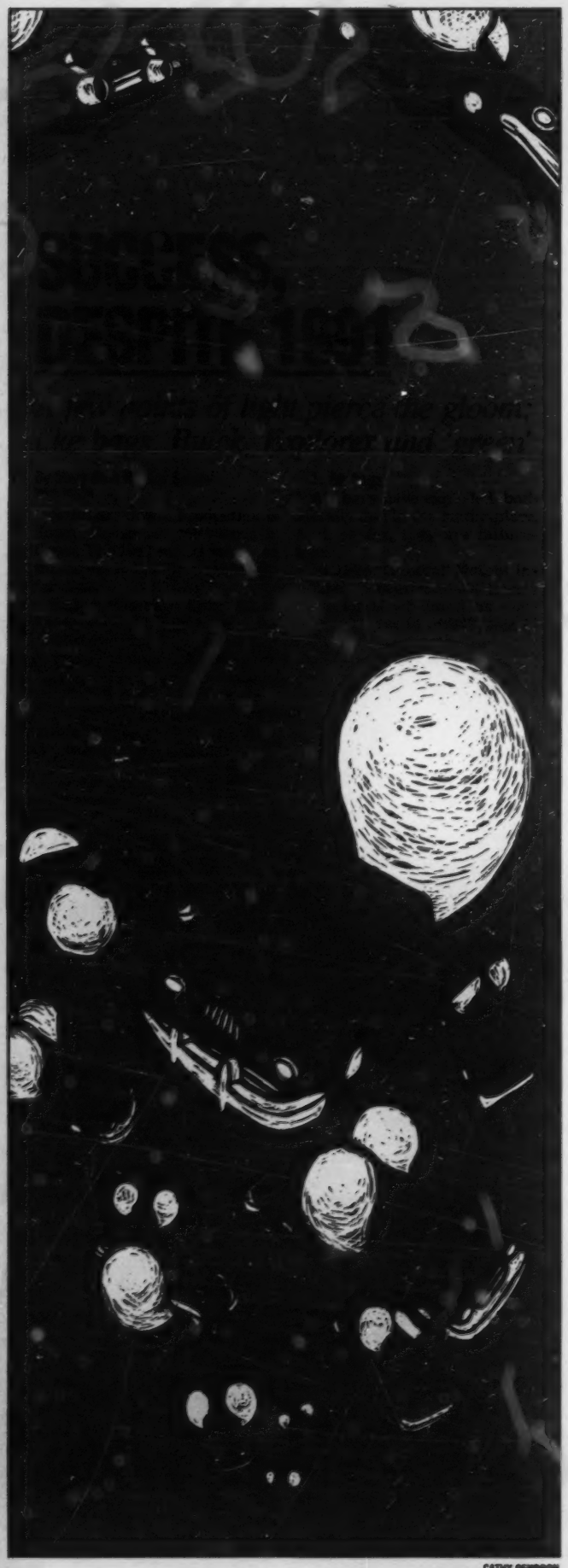


CATHY GENDRON

Pontiac, Chrysler use videos in direct-mail minivan battle

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Pontiac and Chrysler Corp. have launched new offensives in the million-unit minivan market with direct-mail videocassettes to current and prospective owners.

Pontiac fired the first salvo when it sent five-minute videos to 250,000 Dodge Caravan and Plymouth Voyager owners in mid-May.

The strategy was to capture the attention of Chrysler minivan owners who may have been concerned about a February *Consumer Reports* article that said Chrysler vehicles equipped with the A-604 Ultradrive four-speed automatic transmission were unreliable, said Art Pepin, vice president and Pontiac account director at Intergroup Marketing and Promotion, which produced the video.

Most Chrysler minivans are equipped with the transmission.

Intergroup Marketing and Promotion is a subsidiary of D'Arcy Masius Benton & Bowles Inc. in Bloomfield Hills, Mich., which handles the Pontiac advertising account.

Chrysler's share of the U.S. minivan segment slipped from 46.4 percent in January to 39.3 percent in May. Pontiac Trans Sport's share of the minivan market is less than 2.5 percent.

In 1990, about 940,000 minivans were sold in the United States.

"We thought it was a pretty good opportunity to build awareness about Trans Sport," said Pepin.

Chrysler fired back with a video of its own, touting its minivans' styling, engineering and safety features.

That video began landing in the mailboxes of 250,000 Caravan and Voyager owners as well as 140,000 owners of key competitive products in late June.

Advertising Age, a sister publication to *Automotive News*, estimates it cost Chrysler $1 million and Pontiac $600,000 to produce

see VIDEO, page 44

British makers ready price cuts

Nissan strikes first, Ford may follow

By Vaughn Freeman
SPECIAL CORRESPONDENT

LONDON — Britain's beleaguered carmakers, apparently writing off their earlier hopes of a second-half rebound in sales, are preparing across-the-board price cuts of up to 10 percent to try to jump start demand, according to industry sources.

Nissan U.K. Ltd., the privately held importer and distributor of Nissans in Britain, last week slashed its sticker prices by up to £1,100 (about $1,650) on its Micra, New Sunny and Primera/Infiniti models. The rollback follows cuts of up to £3,850 ($6,350) earlier on high-end models like the 300ZX.

Ford spruces up U.K. stores, Page 20

Ford, General Motors' Vauxhall unit, and Rover, which has announced plans to raise prices 2.5 percent, have denied that they intend to follow suit. But the denials have been nonspecific, and Ford dealer sources say they expect a price rollback to be announced at a national dealers' meeting the automaker has set for this Wednesday.

As market leader in the United Kingdom with an approximate 25 percent share, any price cut by Ford would have to be matched by the other major carmakers, analysts point out.

see PRICE CUT, page 41

Ford won't have Suburban-fighter for '93

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Faced with dwindling cash, Ford Motor Co. has rejected a proposal to introduce an oversized sport-utility in 1993 to compete with General Motors' popular Chevrolet and GMC Suburbans.

Ford may consider a Suburban-fighter for later in the decade.

The delay, combined with Chevrolet's dominance so far this year in full-sized pickup trucks, has put worry lines on the faces of some Ford engineers. They say the company needs to spend more money to speed development of new trucks and create performance models of existing trucks.

Ford's F-series pickup, the best-selling vehicle in the United States for nine straight years, has fallen behind the Honda Accord and the Chevrolet C/K pickup this year.

Ford engineers say Chevy's trucks have a fresh look and some of the C/Ks have been pumped up with more powerful engines to attract younger customers.

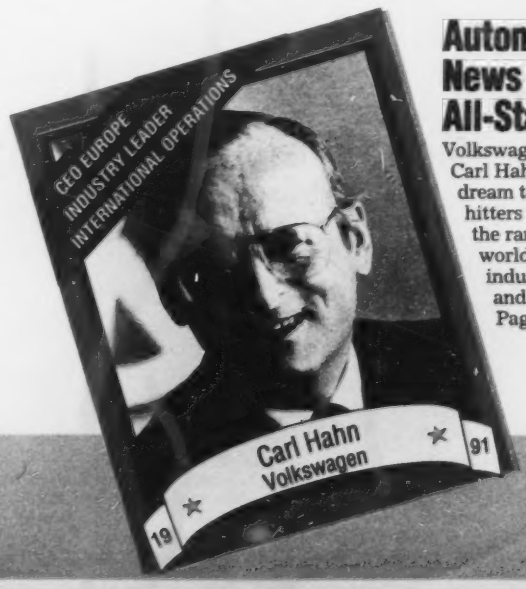
Ford's F series will get a facelift for the 1992 model year, but an all-new F series won't show till the second half of the decade.

Suggestions to rev up some F-series models to compete with the powerful Chevrolet 454 SS full-sized pickup have been all but ignored, engineers say.

"Trucks are going to be the sports cars of the '90s," said a Ford engineer. "We desperately need an image truck (like the 454 SS or GMC Syclone), but with the economic climate around here, it's like chasing a band of wild animals" to get a new program going.

Now that Chrysler Corp. has killed its Jeep Grand Wagoneer, the Suburban has the extended sport-utility market to itself. The closest competitor Ford has is the full-sized Bronco, which will be

see FORD, page 41



Automotive News 1991 All-Stars

Volkswagen Chairman Carl Hahn leads a dream team of heavy hitters drawn from the ranks of the world auto industry. Story and photos, Pages 42-43.

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Europeans use cash to spur sales

Most importers are low key about customer, dealer incentives

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Importers of European luxury cars haven't yet hung up the "We're Dealin'!" banners, but like the rest of the industry, they're putting "cash in the glovebox" to get people to buy.

The giveaways are unusual for high-line brands, which are generally too image-conscious to offer cash directly to the consumer. But nearly every one is offering dealer-cash incentives, special leases or low-interest loans.

European luxury brands have resorted to incentives before. Cut-rate loans and leases are especially common. But until recently, the Europeans saved their dealer cash for leftover models from the year before or a model that was about to be discontinued or replaced.

This year, because of the recession, competition from new Japanese entries and the six-month-old luxury tax — in short, because sales are awful — even the most stiff-necked importers are placing incentives on cars, sooner and deeper than ever.

"I don't know of anybody who's not offering cash in the glovebox in some form, and that includes Rolls-Royce," said Joseph Bennett, public relations manager for Audi of America Inc., which is itself offering special lease rates and some dealer cash.

Rolls-Royce Motor Cars Inc. and Jaguar Cars Inc. are both offering to reimburse their customers for the luxury tax on cars over $30,000. That offer could cost Jaguar $1 million a month and Rolls-Royce nearly that much, on a much smaller volume of cars.

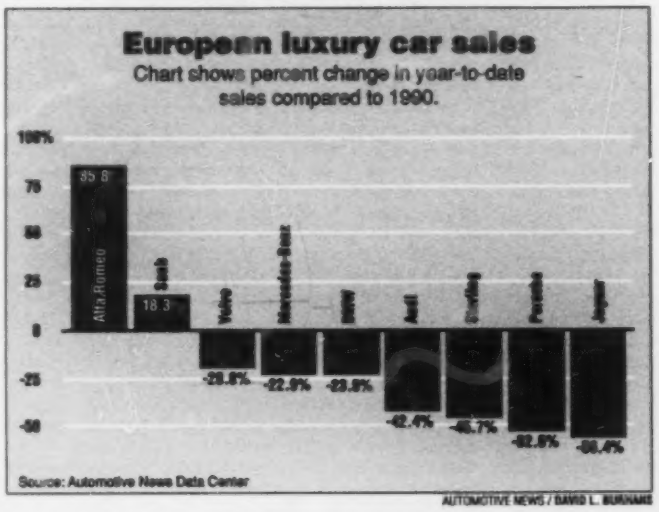
Meanwhile, Mercedes-Benz of North America Inc. has probably spent at least $10 million to $20 million since January in dealer "marketing allowances" on its top-of-the-line S class.

According to Jacobs Automotive Inc., a consulting firm in Little Falls, N.J., that pays close attention to the European luxury brands, Mercedes is offering dealers at least $2,000 to $4,000 per car on the S class. The offer has been in force since last year.

The S class will be replaced in October. Through May, Mercedes sales were down 22.9 percent, the S class was down 37.7 percent.

Michael Jackson, senior vice president of marketing and sales, declined to discuss the amount of money Mercedes is spending on marketing allowances, special leases and other incentives. "That's an issue we would prefer to keep between ourselves and our business partners, that is, our dealers,"

see EUROPEANS, page 44



Deals for European wheels

Here are incentives offered by European luxury brands, according to Jacobs Automotive. Expiration dates vary.

- **Alfa Romeo:** Special leases on the 164. Scheduled to expire yesterday were dealer rebates of $2,500 on the 164 and $1,000 on the Spider convertible, plus bonuses for sales managers and salespersons.
- **Audi:** Dealer cash up to $3,500 for each 100/200 model sold and special leases through September; floorplan assistance for certain models ordered from port stock plus incentives on used cars. Earlier this year, dealer cash ranged from $1,000 to $4,000 on certain models.
- **BMW:** Cut-rate leases and finance rates on 7-series models. Scheduled to expire yesterday were dealer rebates of $2,500 on the 1991 325iX and M3 and the 1990 325is, $4,000 on 1990 7-series cars and $4,000 on 1991 7-series models if the buyers did not choose to use the special finance plan. Other reduced leases and loan rates also were to expire yesterday.
- **Jaguar:** Buyer rebates equal to the luxury tax, through Aug. 31; special leases; dealer rebates of $4,000 on 1989-90 XJ-S models. A dealer payment of $4,000 on 1991 XJ-S coupes was scheduled to expire yesterday.
- **Mercedes-Benz:** Besides the $2,000-$4,000 dealer "marketing allowance" for the expiring S class, Mercedes is offering reduced-rate leases on the 190 and dealer lease and market allowances of $3,000 to $5,000 on the 300SE, the 350SD, the 420SEL and the 560SEL.
- **Porsche:** Bonuses to salespersons of $400 to $1,000 on 944s and $400 to $2,000 on 928s.
- **Saab:** Financing as low as 3.5 percent on all 9000 models; incentives to salespersons, sales managers and finance and insurance managers on all models. Saab struck a blow for the efficacy of cut-rate financing when its low-interest loans and leases debuted in March and sales soared. Since then, the program has been scaled back.
- **Sterling:** Scheduled to expire yesterday were dealer rebates of $2,000 on 1991s and $5,000 on 1990s; bonuses to salespersons of $250 per unit sold and bonuses to sales managers of $62.50, and a leasing program. Michael Jackling, vice president of marketing and sales, said Sterling Motor Cars is sold out of 1990 models, and dealers probably have few left.
- **Volvo:** Bonuses of $100 to $1,000 to salespersons on 240 and 700 series models. Scheduled to expire yesterday were special lease rates on certain 700 series and 900 series models and dealer rebates of $1,750 on turbo models and $1,000 on non-turbo models.

— Jim Henry

YUGO

Prior begins CPR on ailing franchise

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

UPPER SADDLE RIVER, N.J. — William E. Prior has taken over a Yugo America that isn't dead, but it sure has been comatose.

Prior: Dealers are a priority.

Since emerging from bankruptcy nearly 18 months ago, Yugo has seen its monthly sales drop from nearly 879 in January 1990 to just 116 in May.

As a result, Prior says his first mission is to grab Yugo's 175 dealers "by the lapels" and convince them that the franchise deserves some attention.

"It's a easy franchise to forget," said Prior, 45, who co-founded Yugo in 1985 and rejoined the company two months ago as its chief operating officer. In May, at least 60 Yugo dealers sold no cars at all.

But Prior hit the ground running, grinding out plans, goals, milestones and timetables.

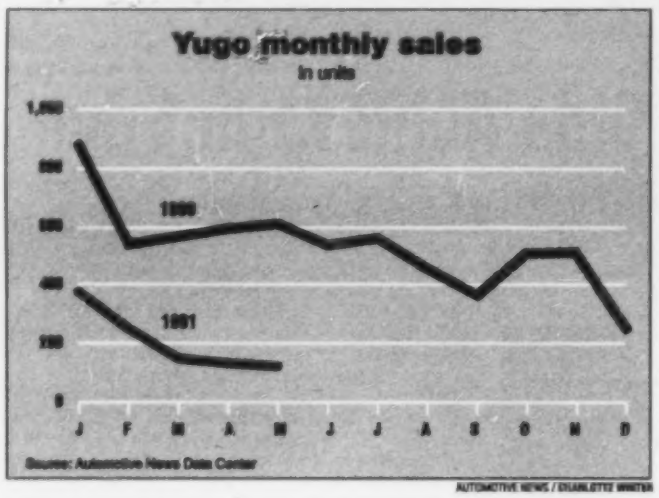
He wants the company to break even in the 1992 model year. His 1992 volume target is 12,000 to 15,000 units — a far cry from Yugo's peak of 48,812 in 1987. Even though Yugo sold only 1,004 cars through May, Prior hopes to boost that to 4,500 for this calendar year.

In the longer term, Prior also has plans for addressing Yugo's chronic problems, such as improving the quality image of the nation's lowest-priced new car ($4,825). He also wants to secure a permanent source for retail and wholesale financing.

But for now, he says Yugo is in "triage," spending money and attention only on issues of immediate survival.

Prior announced at a dealer meeting in early June that Yugo had begun offering incentives for

see YUGO, page 41



INDEX

Auction dates	26	Letters	14
Classifieds	37-41	Obituaries	26
Coming events	36	Opinion	14
Dealing with dealers	29	Personnel	27
Incentive watch	44	Production	45
Keith Crain	12	Sales, 10-day	8
Late news	2	Service management	18
Legals	23		

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Mitsubishi retreats from dumping fray, touts Expo as a car

By Kristine Sliven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Until this spring, any debate at Mitsubishi Motor Sales of America Inc. over how to classify its new Expo and Expo LRV was purely a marketing discussion.

But now that the U.S. government is looking into charges that Japanese automakers are dumping minivans, the debate has taken on a broader urgency for Mitsubishi, which launches the vehicles Aug. 1.

Pontiac, Chrysler video war, Page 1

Expos are sport wagons, Page 22

Last week Mitsubishi tried to distance itself from the melee by stressing the "wagon-ness" of the Expo — a vehicle that on the surface appears to be part wagon, part van.

"Both these vehicles are passenger cars," Mitsubishi said in a letter to the press. From the moment the vehicles were conceived, they were "designed for consumers who prefer passenger cars to minivans."

But in the eyes of the Big 3, the Expo was all minivan during June 21 testimony before the International Trade Commission, which is expected to decide by July 10 whether to proceed with the dumping case.

The Expo was mentioned as a threat that could rob the Big 3 of 60,000 minivan sales annually.

If the Expo is deemed a minivan, Mitsubishi would be subject to tariffs if the charge that the Japanese have been selling at below fair market value holds up. That could be damaging for Mitsubishi. Nissan's Axxess, a vehicle similar to the Expo, flopped in the United States partly because it was priced too high.

Mitsubishi expects the Expo LRV, a five-passenger vehicle that will be pitched for its cargo-carrying ability, to begin at less than $11,000. And the Expo, a seven-passenger people carrier, will start at $14,000. Both prices are below those of most minivans.

Exactly what makes a "minivan" depends on who's deciding. In Washington, one vehicle can sometimes be classified differently, depending on the government agency that's writing the rules.

Mitsubishi argues that the Expo is unmistakably a car: It will meet car standards for emissions, safety and fuel economy.

But the two agencies reviewing the dumping petition, the Commerce Department and the ITC, have differing views.

The original petition from the Big 3 contained a six-point definition of a minivan, since adopted by the Commerce Department:

- A gross vehicle weight of lessthan 6,000 pounds. Weights range from 3,924 pounds for the Expo LRV to 4,606 pounds for the Expo with all-wheel drive.
- Height between 62 and 74 inches. While shorter than tradi-

see EXPO, page 41

Ford, Mazda break off talks for joint venture in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

COLOGNE, Germany — Ford of Europe and Mazda Motor Corp. have ended long-term negotiations aimed at setting up a European joint production venture, leaving Mazda as the only major Japanese automaker without a firm agreement to build cars in Europe.

The two companies have discussed several joint-venture possibilities in recent years, including a plan to expand Ford's production facilities in Saarlouis, Germany, to share output of a new Mazda-based coupe. According to senior Ford executives, however, the companies could not come up with a mutually advantageous project.

Ford owns 23.4 percent of Mazda, and Mazda produces the Ford Probe in Flat Rock, Mich.

"There was an awful lot of comment about negotiations going on, the possibility of Mazda and Ford in Germany doing some sort of joint production, and our Saarlouis plant was part of that story," John Hardiman, chairman of Ford Werke AG, said last week.

"We have effectively ended those discussions, at least for the moment," he said. "Whether we will resurrect them and do something like that together or not . . . is not being actively pursued."

In the absence of an accord with Mazda, Ford has announced agreements to build niche products with other partners. Ford has agreed to design and build a minivan with Volkswagen AG at a plant in Setabul, Portugal, beginning in 1994, and will co-produce a new leisure-utility vehicle with Nissan Motor Co. in Barcelona, Spain, starting in 1993.

> We have ended those discussions, at least for the moment. Whether we resurrect them and do something like that together or not . . . is not being actively pursued.
>
> **John Hardiman**
> Ford Werke AG chairman

Hardiman would not describe the precise project under study when the Mazda talks were halted. "We were looking at different concepts," he said.

"We put it all together in different ways, and finally it was just decided that with the concept we were looking at, it was hard to make total sense of it at that time."

Hardiman said Ford and Mazda would still like to find something to do together in the future.

"I think probably the desire is there, but you have to translate the desire to a realistic project," he said.

The breakdown leaves Mazda alone among Japan's top-five carmakers in not having a set plan for production in Europe.

Nissan builds cars in the United Kingdom, and Toyota Motor Corp. and Honda Motor Co. are building car plants there. In addition, Toyota produces light pickups at Volkswagen's plant in Hannover, Germany, and Nissan builds commercial vehicles in Spain.

Mitsubishi Motors Corp. and Sweden's AB Volvo recently announced plans to build 100,000 cars a year at the Dutch government-owned Volvo Car BV plant in the Netherlands. Mitsubishi, Volvo and the government will each own one-third of the new company.

Ford expects to sell under 10,000 Explorers a year in Germany.

Explorer heads to Germany

COLOGNE, Germany — Ford Motor Co.'s German unit plans to import the Explorer beginning next year as a rapid response to Europe's emerging sport-utility segment.

"I wish I had it now," John Hardiman, chairman of Ford Werke AG, said in an interview last week. "It's been a big success (in the U.S. market) and there is a market for it here."

He sees the project that sport-utility will be a hot growth segment in Europe during the 1990s. General Motors Europe is launching the Isuzu Rodeo/Amigo-based Frontera in the segment this year, and in 1993, Ford will begin joint production with Nissan of a competitor in Spain.

But in the short term, Explorer will cover the top end of the segment. Ford expects annual sales of under 10,000 units, Hardiman said.

Ford of Germany had planned to rebadge the 11-year-old Nissan Patrol in response to Frontera, but recently canceled that plan. Still, Hardiman said Explorer is not a direct answer to the GM vehicle.

"It is not a Frontera response," he said. "The Nissan project will be directly competitive."

Late last year, Ford of Germany begin importing the U.S.-built Probe coupe as a limited response to GM's hot-selling Opel Calibra.

"We're very happy with the Probe," said Hardiman. "We could have done better than we have; we underestimated demand for it."

Hardiman predicted Probe's first-year sales will total 8,500 to 9,000 units.

— Richard Johnson

Head injuries 'possible' for Isuzu Rodeo driver

WASHINGTON — The Isuzu Rodeo was the only vehicle that scored in the "possible" head-injury range in the government's latest round of 35-mph crashes.

The Rodeo, a new sport-utility, had a head-injury score of 1,254 in the National Highway Traffic Safety Administration's 1991 New Car Assessment Program. A score above 1,000 indicates head injury is possible, NHTSA says.

Such scores are not uncommon among sport-utilities. Five of the nine sport-utilities in NHTSA's bank of results have scored above the 1,000 threshold for driver head injury. Five of their scores are above the threshold for passenger head injury, too.

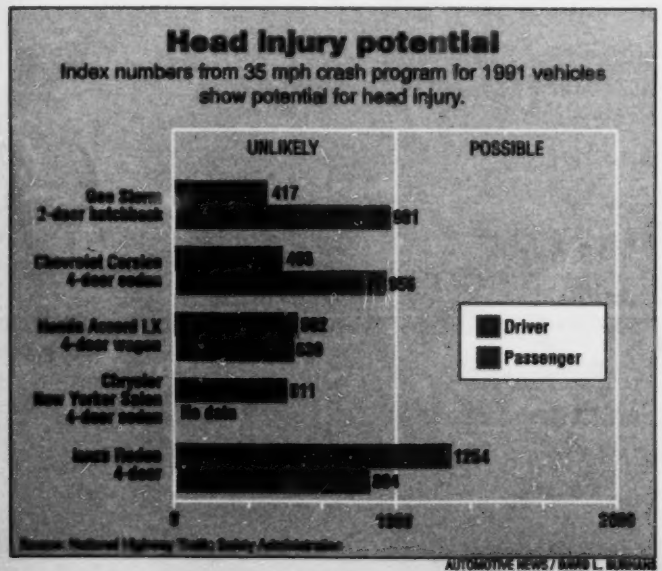
The score for the Rodeo passenger was 884, indicating head-injury was "unlikely."

Four other vehicles were crashed along with the Rodeo: the Geo Storm, Chevrolet Corsica, Honda Accord wagon and Chrysler New Yorker. Each scored in the "unlikely" range for both driver and passenger, and each has a driver-side air bag. The Rodeo has manual safety belts.

They are among 34 vehicles that will be crashed in the 1991 model year.

NHTSA crashes the vehicles to provide information to consumers about the relative safety of cars and light trucks. The agency says comparisons should be made only between vehicles of similar size and weight.

The vehicles are crashed at 35 mph into a fixed barrier.



AUTOMOTIVE NEWS / DAVID L. BURGUS

PAPIX COMMUNICATIONS

Successor to Iso unveiled

Piero Rivolta last week took the wraps off the styling mockup of his long-promised Iso Rivolta Grifo 90, now scheduled for a mid-1994 launch. If met, the launch of the Corvette-like Grifo would take place 21 years after the original Iso went out of production. The all-aluminum car, a two-seat coupe penned by Lamborghini Diablo designer Marcello Gandini, will sell in the United States for $200,000 to $240,000 at today's exchange rates. Power will come from a 440 horsepower, twin-turbo Reeves Callaway V-8, pushing the car to a top speed of about 190 mph. Production will be capped at 200 units per year, Rivolta has said.

Safety group claims automatic belts can be deadly

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Car owners should be warned that the automatic seat belts in their vehicles could become death straps, according to a petition filed last week by the Institute for Injury Reduction.

In the petition, the safety advocacy group asked the National Highway Traffic Safety Administration to require carmakers to warn owners of cars with automatic seat belts about the possible deadly defects of the systems.

The petition also called for rulemaking to require air bags and manual shoulder/lap belts in all new vehicles and to outlaw the installation of separate shoulder/lap belts, especially those that anchor to a door of a vehicle.

The group's petition to NHTSA Administrator Jerry Curry followed recent car crash deaths in which the automatic shoulder harness was in place, but the manual lap belt was unbuckled.

NHTSA says only 30 percent of persons who use the belt system buckle the lap belt.

In one crash, the front passenger was decapitated by her automatic shoulder harness, according to an investigation by Calspan Corp., a Buffalo, N.Y., company hired by NHTSA. Her lap belt was not buckled.

Legislation is currently before Congress to require air bags and manual lap/shoulder belts in all vehicles, according to Ben Kelley, president of the Institute for Injury Reduction in Upper Marlboro, Md.

But he said the task really belongs to NHTSA. He said NHTSA has not endorsed the bill even though its studies have shown that the air bag-lap/shoulder belt system is the most effective restraint. He accused NHTSA of "foot-dragging" on all motor vehicle safety.

The group also asked NHTSA to set a public hearing to investigate the hazards of automatic seat belts and to establish countermeasures for them, to publish results after reviewing its files on injuries associated with automatic belt systems and to determine if any of the systems should be recalled for design correction by manufacturers.

Ken Milton, an NHTSA spokesman, said the safety agency had not reviewed the petition and could offer no comment.

Mid-June sales trail last year, but there's a bright side

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Car and truck sales trailed last year's total in mid-June but topped early June by nearly 100,000 units, fueling continued hope that a mild recovery has begun.

Industry sales were 407,302 cars and light trucks, down 4.9 percent from mid-June 1990. But those sales were measured against a fairly strong year-earlier period. There were nine selling days in the period each year.

June 1-10 was the first selling period in 1991 in which unit sales topped the year-earlier figure. But that gain came in comparison to poor year-ago sales.

Car sales were off 3.6 percent in mid-June, and truck sales declined 7.2 percent. The combined dip of 4.9 percent was an improvement over the industry's pace through May, when sales were off 15.9 percent.

American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. turned in strong mid-June sales. General Motors' sales were off slightly, while declines at Chrysler Corp. and Ford Motor Co. were far greater than the industry average.

"This is the fourth consecutive 10-day sales report that has suggested a recovery is under way," said Tom Webb, chief economist for the National Automobile Dealers Association.

Noting the continued slow pace of improvement, Webb said, "The upturn will be modest and possibly plagued by a few setbacks along the way." He said "affordability is still a problem," and sales probably won't really take off until individual incomes start to rise.

Webb said the mid-June seasonally adjusted annual sales rate for cars was 6.5 million units, down 3 percent from 6.7 million in the year-ago period.

GM's 157,036 car and light-truck sales were off only 1.6 percent from a relatively successful year-ago period. Buick continued to shine, with a 19.4 percent increase. Oldsmobile and GMC also were up.

Ford sales fell 13.8 percent, solely because of an 18.9 percent drop for Ford Division cars and trucks. Both Lincoln and Mercury reported gains for the period.

Chrysler sales plunged 20.2 percent, with the Chrysler make falling twice that, down 40.5 percent. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Sales for American Honda shot up 30.2 percent, with the Honda brand up 33.7 percent and Acura up 16.7 percent.

Toyota reported an increase of 25.3 percent, with Lexus up 62.9 percent and the Toyota brand climbing 22.8 percent.

10-DAY CAR AND TRUCK SALES, BY MAKE

	June 11-20, 1991	June 11-20, 1990
ALFA ROMEO		
(imp. car)*	111	44
Acura (imp. car)	5,862	4,334
Domestic car	18,077	11,280
Imported car	4,590	5,676
Honda	22,667	16,956
AMERICAN HONDA	27,729	21,290
ASTON MARTIN		
(imp. car)*	2	2
BMW (imp. car)*	1,331	1,724
Domestic car*	4,177	7,083
Imported car*	29	108
Domestic truck*	111	58
Chrysler Division*	4,317	7,249
Domestic car*	8,070	9,568
Imported car*	1,141	648
Domestic truck*	12,530	15,325
Imported truck*	118	315
Dodge*	21,859	25,856
Domestic car*	1,871	1,370
Imported car*	236	411
Eagle*	2,107	1,781
Domestic truck*	4,840	5,889
Jeep*	4,848	5,889
Domestic car*	4,782	6,847
Imported car*	476	554
Domestic truck*	4,619	5,729
Plymouth*	9,877	13,130
Domestic car*	18,900	24,868
Imported car*	1,881	1,721
Domestic truck*	22,099	26,961
Imported truck*	118	315
CHRYSLER CORP.*	42,999	53,885
Imported car*	150	216
Imported truck*	74	137
DAIHATSU*	224	353
FERRARI (imp. car)*	24	24
Domestic car	31,779	42,095
Imported car	1,048	1,382
Domestic truck	40,071	46,415
Ford Division	72,898	89,892
Domestic car	6,368	5,986
Lincoln	6,368	5,986
Domestic car	11,777	10,006
Imported car	1,808	1,887
Mercury	13,585	11,893
Domestic car	49,924	58,087
Imported car	2,856	3,269
Domestic truck	40,071	46,415
FORD MOTOR CO.	92,851	107,771
Domestic car	18,146	15,194
Buick	18,146	15,194
Domestic car	4,466	7,801
Cadillac	4,466	7,801
Domestic car	43,806	43,896
Imported car	3,806	3,987
Domestic truck	37,883	40,132
Imported truck	0	22
Chevrolet	85,495	88,037
GMC	10,290	9,438
Domestic car	14,764	14,965
Domestic truck	1,451	813
Oldsmobile	16,215	15,778
Domestic car	18,068	20,525
Imported car	1,158	1,858
Domestic truck	705	895
Pontiac	19,931	23,278
Domestic car	2,493	0
Subaru	2,493	0
Domestic car	101,743	102,381
Imported car	4,964	5,845
Domestic truck	50,329	51,278
Imported truck	0	22
GENERAL MOTORS	157,036	159,526
HYUNDAI*†	2,771	3,997
Imported car*	568	101
Domestic truck	1,733	610
Imported truck*	2,762	2,976
ISUZU*	5,864	3,887
JAGUAR (imp. car)*	158	473
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,490	1,562
Imported car*	4,406	4,779
Domestic truck	305	0
Imported truck*	3,527	4,414
MAZDA*	9,728	10,754
MERCEDES-BENZ		
(imp. car)*	1,893	1,976
Domestic car	2,249	1,492
Imported car*	2,403	2,945
Imported truck*	575	1,079
MITSUBISHI*	5,227	5,516
Infiniti	835	635
Domestic car	3,634	3,162
Imported car*	6,830	9,053
Domestic truck	3,737	3,468
Imported truck*	4,458	4,123
Nissan*	18,899	19,805
NISSAN MOTOR CORP.	19,495	20,440
PEUGEOT (imp. car)*	98	133
PORSCHE (imp. car)*	145	273
RANGE ROVER		
(imp. truck)*	68	110
ROLLS/BENTLEY		
(imp. car)*	15	38
SAAB (imp. car)*	525	598
STERLING (imp. car)*	59	96
Domestic car	1,695	255
Imported car*	1,228	1,965
SUBARU*	2,923	2,220
Imported car	169	155
Imported truck	471	427
SUZUKI†	639	581
Lexus (imp. car)	2,517	1,545
Domestic car	10,387	7,936
Imported car	9,802	8,186
Imported truck	8,451	7,201
Toyota	28,640	23,323
TOYOTA MOTOR SALES	31,157	24,868
Audi (imp. car)*	384	618
Imported car*	2,963	4,303
Imported truck*	206	243
Volkswagen*	3,169	4,546
VWoA*	3,553	5,164
VOLVO*†	2,829	2,966
YUGO (imp. car)*	35	182
Domestic car	298,899	211,823
Imported car	69,219	67,242
TOTAL CAR	368,318	279,265
Domestic truck	118,274	128,752
Imported truck	29,719	21,946
TOTAL TRUCK	138,964	148,798
TOTAL CAR & TRK	407,302	428,063

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Makers increase estimates for third-quarter production

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

It may be only a glimmer of hope, but the auto industry appears to be girding for a firm launch of the 1992 model year.

The most recent U.S. and Canadian light-vehicle production schedules for the third quarter are up from earlier plans for the July-September period.

With inventories under control, model changeover downtime at a minimum and many major changes for the 1992 model year completed, manufacturers plan to build 1.46 percent more light vehicles than in the third quarter of 1990, which was the last quarter before automakers whacked schedules as a result of the sales slump after Iraq invaded Kuwait.

For the first half of 1991, production was off 15.77 percent.

The third quarter upturn is the result of a strong truck schedule and a particularly robust truck plan by Chrysler Corp.

U.S. and Canadian truckmakers plan to build 1,108,028 units this quarter, a significant gain of 11.21 percent over 1990's 996,298.

Chrysler plans to increase third-quarter truck production 60.42 percent over 1990, when it had an extensive changeover for its 1991 minivans.

U.S. and Canadian automakers have scheduled 1,585,565 cars in the third quarter, down 4.40 percent from 1,658,534 in 1990.

Strong increases scheduled by Japanese transplants and the joint-venture operations will help hold car production to a 4.4 percent slip behind 1990. CAMI, Nissan and Subaru-Isuzu have slated the heftiest gains, while Diamond-Star, Hyundai and Mazda expect to fall below 1990 totals.

THIRD QUARTER PRODUCTION FORECAST

U.S. and Canada cars and trucks

	1991	1990	Percent Change
U.S. car	125,000	169,683	-26.33
Canada car	6,000	8,295	-27.67
Total car	**131,000**	**177,978**	**-26.40**
U.S. truck	144,000	93,412	54.16
Canada truck	90,000	52,457	71.57
Total truck	**234,000**	**145,869**	**60.42**
TOTAL CHRYSLER	**365,000**	**323,847**	**12.71**
U.S. car	334,000	309,274	7.99
Canada car	98,000	75,200	30.32
Total car	**432,000**	**384,474**	**12.36**
U.S. truck	340,000	337,524	0.73
Canada truck	26,000	26,042	- 0.16
Total truck	**366,000**	**363,566**	**0.67**
TOTAL FORD	**798,000**	**748,040**	**6.68**
U.S. car	565,000	638,627	-11.53
Canada car	81,700	94,167	-13.24
Total car	**646,700**	**732,794**	**-11.75**
U.S. truck	387,000	374,528	3.33
Canada truck	67,000	65,405	2.44
Total truck	**454,000**	**439,933**	**3.20**
TOTAL GM	**1,100,700**	**1,172,727**	**- 6.14**
Canada car	20,700	10,200	102.94
Canada truck	10,800	7,800	38.46
CAMI	**31,500**	**18,000**	**75.00**
DIAMOND-STAR (U.S. car)	**32,750**	**36,227**	**- 9.60**
U.S. car	110,525	105,324	4.94
Canada car	25,843	24,366	6.06
HONDA	**136,368**	**129,690**	**5.15**
HYUNDAI (Canada car)	**5,900**	**6,953**	**-15.14**
MAZDA (U.S. car)	**43,600**	**45,086**	**- 3.30**
U.S. car	28,797	14,451	99.27
U.S. truck	29,522	27,830	6.08
NISSAN	**58,319**	**42,281**	**37.93**
NUMMI (U.S. car)	**48,500**	**44,618**	**8.72**
U.S. car	14,484	8,705	66.39
U.S. truck	13,706	11,300	21.29
SUBARU-ISUZU	**28,190**	**20,005**	**40.91**
U.S. car	28,800	53,476	-46.14
Canada car	15,966	13,890	14.95
TOYOTA	**44,766**	**67,366**	**-33.55**
U.S. car	**1,331,456**	**1,425,483**	**- 6.59**
Canada car	**254,109**	**233,071**	**9.03**
Total car	**1,585,565**	**1,658,534**	**- 4.40**
U.S. truck	**914,228**	**844,584**	**8.24**
Canada truck	**193,000**	**151,784**	**27.75**
Total truck	**1,108,828**	**996,298**	**11.21**
TOTAL VEHICLES	**2,693,583**	**2,654,832**	**1.46**

A two-man race is shaping up to succeed Chuck Jordan as vice president of design.

Cadillac design chief off to lead Europe studio

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

The person who helped lead Cadillac toward a new look with the 1992 Seville will be leaving next month to take over General Motors design operations in Europe.

GM is expected to announce this week that Dick Ruzzin, chief designer at Cadillac exterior studios, will assume his new post in Europe about July 15, according to Design Staff sources.

Ruzzin is replacing Wayne Cherry, director of design for Adam Opel AG. Cherry is due to return to this country on Sept. 1 to take over design activities for Chevrolet or the Chevrolet-Pontiac-Canada Group. Cherry's precise duties have not been disclosed, even internally.

Ruzzin is responsible for the 1992 Cadillac Seville and Eldorado, cars that the division said will redefine its image as it tries to reach younger buyers without offending present owners.

His guidance also will be evident in the 1993 Brougham and the 1994 DeVille and Fleetwood, which Cadillac hopes will make it a better competitor for Lexus, Infiniti and Acura buyers.

Design Staff insiders say Ruzzin's successor is expected to be his assistant, Larry Erickson, to provide continuity for Cadillac.

Every Opel since 1982 has been Cherry's responsibility, and during that time several Opels have won top design awards, including the Calibra introduced last year and currently a top seller in Europe.

Cherry's reassignment is viewed internally as a reward for a good job, and sets him up as one of two top candidates to replace Charles M. Jordan, GM's vice president of design. According to GM policy, Jordan must retire when he turns 65 on Oct. 21, 1992.

Cherry is handicapped by his unfamiliarity with the design staff organization at the GM Technical Center in Warren, Mich., but should have ample opportunity to learn the system over the next year, sources said. Cherry has not worked at the Tech Center since the early 1960s, when he went to work for Vauxhall Motors Ltd.

The other top candidate for Jordan's job is said to be Jerry Palmer, executive designer for advanced design and head of the Advanced Concepts Center in California.

Palmer had C-P-C design added to his responsibilities June 1 with the retirement of Stan Wylan.

Palmer has been responsible for most of GM's concept cars in recent years.

FORD

FROM PAGE 1

the more powerful powertrains are a key priority. So are plans to integrate more models and components on common platforms and assembly lines.

Examples include the smaller but stronger modular V-8 and V-6 engines, which deliver better fuel economy, improved performance and lower emissions. New modular 4.6-liter V-8s already appear on the Lincoln Town Car and the Crown Victoria/Grand Marquis line, and a 4.0-liter all-aluminum version is planned. Modular V-6s, due in such models as the 1995 Taurus/Sable redesign, are also planned.

In an internal company publication, David Hagen, general manager of Ford's Engine Division, explained that the modular concept allows the company to manufacture a variety of engine configurations on a flexible line. "New V-8 variations will cost about $60 million to develop compared to about $500 million for a typical new engine program," Hangen wrote. And the company could make the switch "in months versus years."

Ford also appears poised to switch many of its rear-wheel-drive vehicles to front-wheel drive in the 1997-98 timeframe under a program code-named DEW98. The fwd setup will help Ford's corporate average fuel economy scores, and the company would save by basing such cars as the Town Car, Crown Victoria/Grand Marquis and Thunderbird/Cougar on the same platform.

And Ford appears to be increasing its alliance with Japanese partner Mazda Motor Corp. Mazda is due to get a version of Ford's next-generation Ranger pickup, expected for the 1995 model year. Mazda already gets a version of the Explorer sport-utility, and most of Ford's small cars — Festiva, Capri, Probe and Escort/Tracer — are based on Mazda models.

In a new partnership, Ford and Nissan Motor Co. Ltd. will share a minivan that Ford is scheduled to sell as the Mercury Villager next spring.

But another international project, Ford's so-called "world car" program, has been scaled back. The CDW27 program to replace the U.S. Tempo/Topaz and the European Sierra is on track, but U.S. versions won't be built until the 1995 model year.

And what was once the second phase of the world car plan, an effort to build Europe's Scorpio and the U.S. Taurus/Sable on the same platform, has been scrapped.

Apparent delayed projects include a $530 million effort to build electronically controlled four-speed automatic transmissions for Tempo/Topaz. Retooling was planned for 1991 but has been delayed at least a year.

On the car side, analysts and company insiders say the introduction of the 1993 Lincoln Mark VIII will be moved from spring to fall 1992, and the 1995 Continental from spring to fall 1994.

A heavy cloud hangs over the future of the Mustang as the company haggles with the UAW over whether the car can be produced economically. A redesigned Mustang is due for the 1994 model year.

The next-generation Festiva, built by Kia Motors Crop. was originally due out for the 1993 model year but has been postponed a year.

Truck engineers are concerned that future programs could be in jeopardy.

The introduction of a fwd Aerostar has been delayed from the fall 1994 to spring 1995. A Chevrolet/GMC Suburban fighter, which had been expected for 1993, now won't come until late in the decade, if at all.

FUTURE PRODUCT

After Ford executives met with the securities analysts May 22 at the company's Dearborn, Mich., headquarters, Philip Fricke wrote, "There was a heavy emphasis on North American product development, especially powertrain development."

Fricke, an analyst with Prudential Securities Inc. in New York, continued that "in a nutshell, we think Ford made a convincing case that it is committed to bringing very competitive products to the North American market, both in styling and excellent performance."

But, added Fricke: "There was nothing to boost confidence that the company could return to record earnings within the next two or three years, either."

Company insiders caution that future plans can change at any time, particularly with more government regulations looming.

Here is a glimpse of Ford's future plans through the mid-1990s:

Cars

■ **Festiva** — An all-new model, code-named BT57, is due for the 1994 model year.

KGF PHOTOGRAPHY

This photograph of a Ford Probe prototype has been altered to disguise masking; the car will bow next summer and will again share a platform with the Mazda MX-6.

As Ford's smallest car, the two-door hatchback could play an important role if CAFE are dramatically increased. The car is built in South Korea by Kia Motors Corp. A convertible is on the drawing boards and could arrive for 1994.

■ **Escort/Tracer** — A redesign is expected for the 1995 model year and could cost as much as $1 billion. The current cars, now based on Mazda's 323, were introduced in spring 1990 as 1991 models.

Ford planners are concerned about future restyling of the Escort. The 1991 model, although better equipped and improved mechanically, did not go far enough in styling, and the higher price of the new models scared off some of Escort's core customers, the entry-level buyer.

■ **Mustang** — Plans to redesign the Mustang for the 1994 or 1995 model year are up in the air while Ford and the UAW discuss ways to produce the car more efficiently. Insiders say it will also be freshened for the 1993 model year as a response to GM's new Camaro/Firebird models.

Dealers who have seen the prototype for the proposed redesign say it is smaller and sportier than the current Mustangs, reminiscent of the Mustangs of the 1970s.

Ford engineers also say a new-generation Mustang, slated for 1997 or 1998, could be spun off the CDW27 platform that will carry the new Tempo/Topaz.

■ **Capri** — The sporty Capri convertible is slated for a facelift for the 1993 model year. The Australian-built model bowed in 1990 as a 1991 model. Early models were plagued with fit and finish problems that since have been corrected.

■ **Probe** — An all-new Probe is due out by next summer as a 1992½ model. The new Probe, code-named ST44, will take on a more rounded look, similar to the Toyota Celica. As with the current car, the next model will be based on the Mazda MX-6 and built by Mazda in Flat Rock, Mich.

The replacement should give some life to Probe sales, which have slipped considerably since the car bowed in spring 1988 as a 1989 model.

■ **Tempo/Topaz** — Ford and Mercury dealers are clamoring for all new versions of the Tempo/Topaz, and company planners say their wish will come true by the 1995 model year, more than a decade after the model's 1983 debut.

The project, code-named CDW27, will be built on a platform that also will carry the replacement for the European Sierra. Ford's four-cylinder Zeta engines and new modular V-6s will power the CDW27 models. Four-speed electronically controlled transmissions also may be available.

In the interim, a V-6 engine will be available as standard and optional on Tempo/Topaz for the 1992 model year.

■ **Taurus/Sable** — For the 1992 model year, consumers will notice modest exterior and extensive interior changes. An optional passenger-side air bag will be available later in the model year.

The addition of an automatic transmission to the sporty Taurus SHO, which had been due in the 1992 model year, has been delayed a year.

Taurus/Sable are slated for a redesign in 1995, and engineers say a new platform may be introduced later in the decade. The current

The only clutter a radio c

No other car dealers on the facing page. No other car dealers on the same page. On the radio, you've got sixty seconds all to yourself. So it's just you and all the people listening. And no matter how many wrappers or cups or

Ceccoli takes president's reins

Manheim completes takeover of GE auctions

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

In a seemingly effortless three-month transition, Manheim Auctions Inc. has brought 20 auto auctions from GE Capital Auto Resale Services Inc. into its fold. The merger, which also included Ford Motor Credit Co. as a partner, gives Manheim 46 locations in the United States and Canada.

"The two companies were very compatible," said Warren Young, who has been named vice chairman of Manheim, a division of Cox Enterprises Inc., based in Atlanta. "Manheim had a large dealer base and GE had a large institutional base, so there were a lot of synergies between the companies before the merger."

With Young's promotion to vice chairman from president, Darryll M. Ceccoli, 43, moves to president of Manheim Auctions. He is responsible for company operations.

Young, 64, concedes he is "winding down" after serving as president of Manheim Auctions since 1975. He will work on special projects including acquisitions and real estate.

Ceccoli joined Manheim in 1975 as general manager of its Bordentown, N.J., auction. He became executive vice president of Manheim in 1989 after serving as vice president of operations.

With the merger complete, GE Capital Auto Resale Services apparently operates with only a skeleton crew at its offices in Barrington, Ill. Of the 14 people recently promoted to vice president at Manheim only four were from GE. Stephen McNeely, former president of GE Capital Auto Resale Services, has returned to General Electric Capital Corp. of Stamford, Conn.

The merger, valued at $1.2 billion, capped months of speculation that GE wanted out of the auction business after acquiring 20 auctions in only five years beginning in 1985. Shortly thereafter, Ford took a 20 percent stake in the company. Under the merger agreement, Manheim retains its name, holds a controlling interest in the new company and appoints the majority of the six-member board of directors.

Manheim sold more than 1 million vehicles in 1990, and GE sold more than 900,000.

AUCTION BRIEFS

Auction use by banks up

Financial institutions use auto auctions more than any other method to remarket off-lease and repossessed vehicles, according to a recent survey by GE Capital Auto Resale Services Inc.

The survey included 200 financial institutions, including banks, savings banks, and savings and loans across the United States.

According to the survey, 51.4 percent of financial institutions have used wholesale auto auctions to remarket vehicles and 42.4 percent say auto auctions are the most frequently used method.

Only 11 percent of the banks surveyed said they remarket vehicles using other methods, including retail sales, public auctions, negotiated sales or sealed bid auctions to dealers and wholesalers.

Commercial banks are the heaviest users of auto auctions at 62.8 percent, savings banks at 36.1 percent, and savings and loan institutions at 4.2 percent, according to the survey.

Savings and loans traditionally haven't been in the auto lending business," said a GE Capital spokesman. "If the survey respondent said the institution is still a savings and loan, then they are most likely still focusing their business on mortgages and savings. Savings banks already have a wider product line than savings and loans, including more auto loan packages."

The primary reasons given by all institutions for using auto auctions are fast turnaround, prices, meeting legal requirements and the ease of using them.

The use of auto auctions increases with the volume of vehicles being remarketed monthly, according to the survey.

Seventy-one percent of institutions with more than 50 vehicles remarketed per month use auctions, 67.9 percent of those with 26 to 50 vehicles per month use auctions and 44.2 percent with fewer than 25 vehicles per month use auctions.

All types of financial institutions noted similar problems with the remarketing process.

Nearly half said getting the best price for their vehicles was a significant concern. Damaged vehicles and the cost of getting them repaired was cited by 20 percent as a significant concern.

Other problems mentioned include the effort and cost of reconditioning the vehicles, obtaining titles, the inconvenience of transporting vehicles from remote locations and the amount of management time consumed in the remarketing process.

NAAA convention coming

Indiana Gov. Evan Bayh is the keynote speaker for the National Auto Auction Association convention Sept. 24-29 at the Westin Hotel in Indianapolis.

"We expect to draw more than 1,200 industry officials and guests at the convention this year, making it the largest NAAA convention yet," said Pete Lukasiak, the association's executive director.

The convention and trade show is already a sellout and includes a mix of industry suppliers.

The 1991 workshop schedule includes a vehicle detailing workshop, odometer fraud prevention and regulatory workshop, and estate planning.

The workshop on detailing will discuss the effects of acid rain on vehicle finishes and how the paint can be restored without repainting the vehicle.

Domestic and foreign automakers will discuss their buyback programs for 1992, and manufacturers have been invited to display vehicles on the hotel grounds.

New auction bows

Southern Auto Auction in East Windsor, Conn., has opened a 50,000-square-foot facility housing eight auction lanes. It is located across from the auction's six-lane facility, which will continue to operate, handling factory consignment vehicles.

"As an independent auto auction, we're committed to offering a consistently high quality of service to our customers," said owner Larry Tribble.

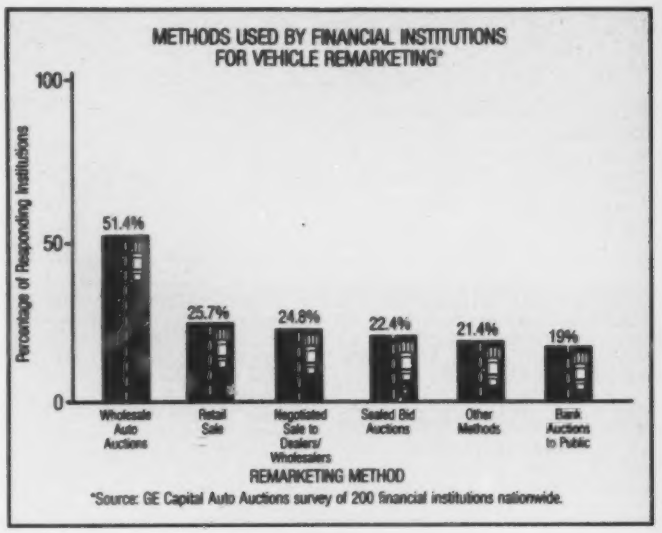
"With the completion of the new building, we're able to offer our dealers the most modern facility of its kind. We're also pleased to have a full-service auction facility dedicated to our manufacturers, who continue to play a vital role in our business," Tribble said.

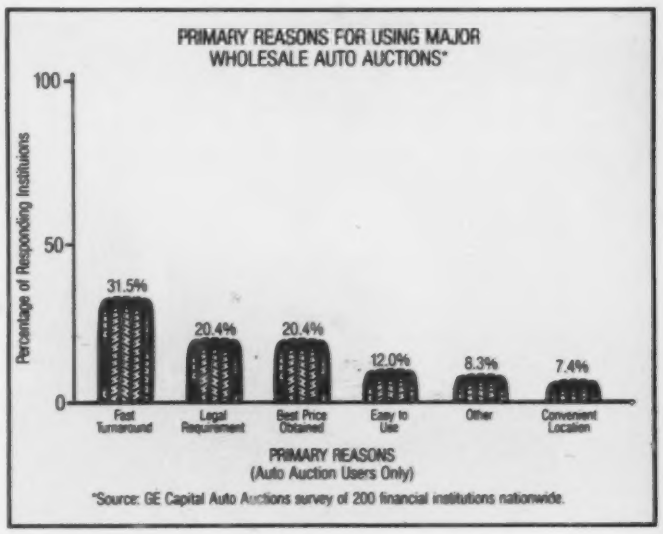
Southern holds regular auctions for such auto manufacturers as General Motors, Chrysler, Toyota, Subaru, Saab, Volkswagen and Audi.

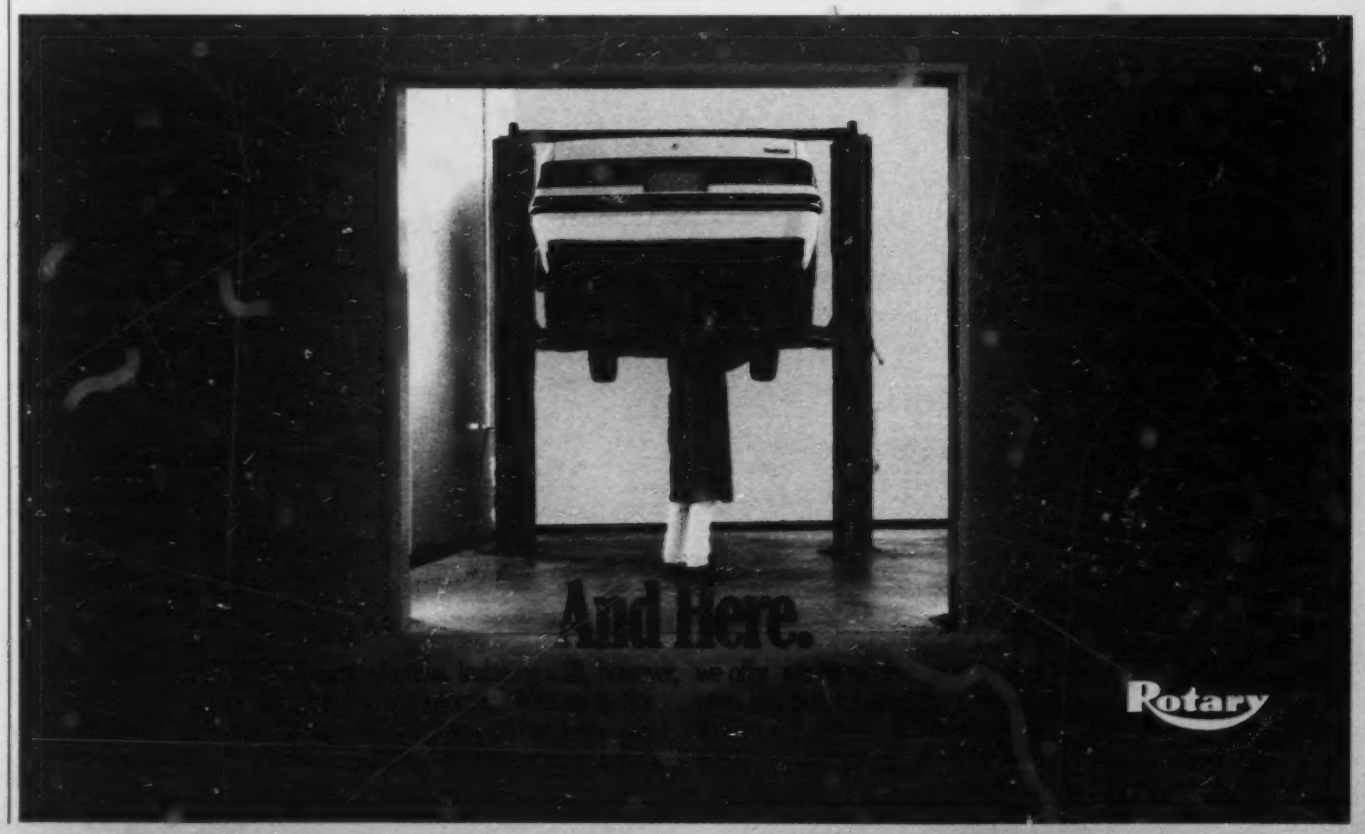
"Our factory and commercial business constitutes about 35 percent of our total volume," said Tribble.

"On auction day, our dealers can expect to find between 1,600 and 2,000 cars and trucks."

Compiled by Charles M. Thomas







Automakers stretch marketing dollars by targeting ads

By Cleveland Horton
and Raymond Serafin
CRAIN NEWS SERVICE

Automakers, once consistent underwriters of various forms of media, are playing a lot harder to get with their $3.5 billion in marketing dollars.

Facing a prolonged slump and being unable to boost ad spending to try to counteract slow sales, car marketers now insist that the media offer more than time or space. Whether it is a demand for a favorable multi-year contract or an unusual cross-media promotion, most are squeezing media reps as hard as they do any other supplier.

And in a drive to tune spending more finely and cut waste, they are building sophisticated data bases and analyzing media to match commercial messages to prospects more efficiently.

Still, the "geo-demographics" of the automobile market make waste inevitable, said Thomas F. Healey, director of media and advertising services for J.D. Power and Associates in Agoura Hills, Calif.

"At any time, only about 6 percent of the adults in the country are involved in the purchase of an automobile," he said. Even inflating that figure to 10 to 15 percent to include those not actively involved but approaching that time, a marketer can hit 100 percent of its prospect pool and still face 85 percent waste.

Nonetheless, Healey sees a trend among auto marketers toward multi-year deals similar to General Motors' recent three-year, $750 million buy from NBC-TV.

"Everyone is looking to get on the bandwagon with big deals," he said. But the byword of the next few years will be "integrated marketing," extending the national campaign with regional efforts, direct response and non-traditional media deals, he said.

Although GM is best known for megabucks deals like the NBC package, the company has been exploring more targeted options.

Buick and its agency, McCann-Erickson Worldwide in Troy, Mich., this spring came up with a magazine buy targeted at ZIP codes that presented the best prospects for its Roadmaster wagon. Saturn Corp. is airing a 30-minute "documercial" on cable networks Arts & Entertainment and VH-1.

Chrysler Corp. has adopted a strategy of going after media properties it can "own and define," said John Damoose, marketing vice president. That translates into ventures such as its sponsorship of the CBS broadcasts of the 1992 and 1994 Winter Olympics and its $50 million cross-media deal with Time Warner that features 11 advertorials in five magazines and special single-advertiser issues of *Fortune*, *People* and *Life*.

Nissan Motor Corp. in U.S.A. recently committed to a regional marketing approach. It pulled back from national print advertising to concentrate on TV, and more recently, it cut back in unrelated areas to increase spot TV advertising in regions that need help.

American Honda Motor Co. Inc. also may make a shift in media strategy. Every other year, Honda monitors media effectiveness by conducting an extensive survey of customers' media preferences.

"We are looking at spot TV more pointedly than ever before," said Gerry Rubin, president of Honda agency Rubin Postaer & Associates in Los Angeles.

Likewise, Mazda Motor of America Inc. last year conducted a proprietary study of the media habits and lifestyles of its target groups, broken down by car models, said Jan Thompson, marketing vice president. The study is the basis for plans to de-emphasize network TV in favor of cable and spot and for more focus on event sponsorships.

"Our whole media strategy is to get much more targeted," she said.

Mazda is particularly interested in value-added marketing proposals from media companies. For instance, Thompson said, a magazine that reaches Mazda's target prospects might host some event for readers that Mazda could tie into.

Another auto marketer that has adopted new media tactics is Volkswagen of America's Volkswagen United States unit. Primarily because of the high cost of network TV, VW last year began moving the $12 million or so that it had spent on network TV into spot TV, c... and radio.

For example, VW is spending about $25 million on network and spot radio this year, out of its estimated $130 million ad budget.

"In order to generate awareness we thought it was important to be big somewhere," said Ron Dusenberry, VW advertising manager.

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP.
Premier and Monaco programs expire Sept. 30.

Dodge Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.
Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

GENERAL MOTORS

Chevrolet Corvette (1991, expires July 7)	$2,000

HONDA (expires July 3)

Civic 4-door (1991)	$400
Accord (1990)	$400
Accord (1991, except EX)	$400
Accord wagon (1991)	$750

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

MAZDA (expires July 2 on cars, Aug. 2 on MPV)

626, MX-6 (1991)	$1,000
MPV (1991)	$800

MERCEDES-BENZ
(1991 models, no expiration date listed)

300SE, 300SD	$3,000
420SEL	$4,000
560SEL	$5,000
All S class	$2,000-4,000, on purchase from importer

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

INCENTIVE WATCH
CUSTOMER INCENTIVES
CONTINUING PROGRAMS

CHRYSLER CORP.
Rebates expire Sept. 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract.

Chrysler LeBaron (1991)	$1,000
Dodge Monaco (1990-91)	$1,500
Daytona (1991)	$700
Eagle Premier (1990-91)	$1,500
Jeep Grand Wagoneer (1990-91)*	$1,500

*Expires Dec. 31

FORD MOTOR CO.
(1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.)

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Escort wagon, GT	$750
Tempo	$600
Thunderbird	$600-750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Tracer LTS and wagon	$750
Topaz, Capri	$600
Cougar	$600-1,000
Sable	$750
Grand Marquis (1991)	$1,000

GENERAL MOTORS
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire July 7 on 1991 models.

Buick (1991)*	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,000
Other 1991	$300-1,000
GMC	
Suburban (1991)**	$1,000
Other 1991	$500-1,000
Oldsmobile (1991)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

*Based on option package selected.
**Expires Sept. 25

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750
All 1991 models (expire July 8)	$500 to current owners

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*

*Based on region

SAAB
3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with downpayment of 25 percent. Expires July 31.

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,000
XT, XT6	$2,000

VIDEO

FROM PAGE 1

and distribute the videos.

That figure excludes talent, scripts, sound effects and editing, which "can run tens of thousands of dollars more," said an account executive for sales promotion at a metropolitan Detroit production house.

Chrysler is and has been the minivan leader — traditionally with more than half the market — since it created the segment in 1984 with the introduction of Voyager and Caravan.

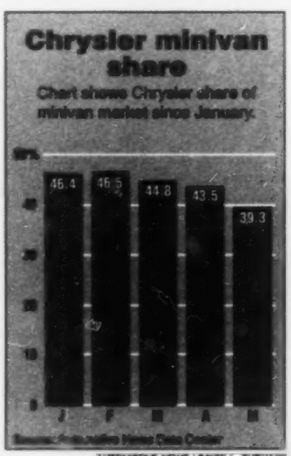
To reinforce its position, Chrysler introduced new lower-priced value versions of Caravan and Voyager in March. About $1,400 worth of optional equipment is available on the value versions for $545.

Also, Chrysler has added a driver-side air bag as a safety feature in its minivans.

The Pontiac video compares Trans Sport to competitive minivans, with a special emphasis on Chrysler products.

The Pontiac mailings include a $500 certificate that can be used toward the purchase of a 1991 Trans Sport through July 31.

Mike Kelley, Chrysler Corp. sales promotion manager, said videos are yet another dimension of telling the Chrysler minivan story. He said these videocassettes cost 75 percent less than regular videocassettes, "allowing us to be more competitive."



AUTOMOTIVE NEWS / DAVID L. BURHANS

"Demographically, it is our mainstream audience who have VCRs. We did a cross match. We're about 90 percent accurate."

Kelley said all but 25,000 videos were sent to current minivan owners whom Chrysler believes will be in the market for a new minivan in the next six months to a year, based on a study of their previous buying habits.

The remaining 25,000 were sent to a group Chrysler dubs "minivan intenders" — people who fit the demographic profile of previous first-time minivan buyers in terms of age, number and ages of children, residence and income.

Kelley said members of the group are in their late 20s to early 30s, married and have household incomes of $25,000 to $35,000.

Chrysler's mailing also includes a letter from Chrysler Chairman Lee Iacocca inviting consumers to stop by and take a look at Chrysler's minivans and a certificate that, when validated by a dealer, is good for a free "Rediscover America Road Atlas."

EUROPEANS

FROM PAGE 3

he said.

And he said Mercedes has never offered dealer incentives for an entire model year or calendar year. But he acknowledged that Mercedes is having to support its dealers "beyond what we thought we might have to do. I think the unique times called for it."

He said it's important for the Mercedes image to direct its incentives to its dealers rather than its retail customers. "Everything we do has to be commensurate with our image," Jackson said.

Sterling Motor Cars was among the first of the European luxury importers to offer a customer rebate. It happened a couple years ago and, at $5,000, it was a big one. However, Sterling discontinued its customer rebates after the 1990 model year began, and it now prefers to support dealers less publicly, said Michael Jackling, vice president of marketing and sales.

According to Jacobs Automotive, Sterling in recent months offered its dealers a wide range of financial support, including floorplan help and subsidized trade-ins, in addition to dealer cash and no-money-down leases. Those programs have expired.

Jackling said contests for salespersons are also a cost-effective way to get them to keep Sterling in mind, which is a concern for most importers, since they're usually dualed with other brands.

Susan Jacobs of Jacobs Automotive said dealers can use the manufacturers' money in many ways.

With the market this tough, she said, "it's safe to assume that most of the money is being used to move as many cars as possible."

Daewoo expects Canada sales rise

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — Daewoo Motor Co. is anticipating improved sales of its LeMans subcompact in Canada this fall when it renames the car and moves from 70 dealers to nearly 470.

Distribution of the car is being transferred to Pontiac-Buick-GMC dealers during an overhaul of GM's Passport dealer network, which has been selling the car as a Daewoo Optima.

With the changeover, Daewoo will have access to Canada's 467 Pontiac-Buick-GMC dealers.

Daewoo didn't hide its dissatisfaction with Passport's sales performance. Daewoo believed Passport's limited dealer network was the chief reason for slow Canadian sales of the LeMans. In 1990, Daewoo shipped 2,302 units to Canada, up from 1,832 in 1989.

Daewoo expects to ship 12,000 units to Canada annually. "It could be larger than that," said a Daewoo Motor executive.

This will make Canada Daewoo's second largest market after the United States, where 39,081 Pontiac LeMans were sold last year.

The 1992 LeMans will bow early this fall. The model will feature some slight "cosmetic changes" for a more sporty look, according to the executive.

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Atlanta	7/1, 7/8	*
Chicago	7/1, 7/8	*
Dearborn, Mich.	7/1, 7/8	*
Edison, N.J.	7/1, 7/8	*
Kansas City, Mo.	7/1, 7/8	*
Lorain, Ohio	7/1, 7/8	*
Louisville, Ky.	7/1, 7/8	*
Michigan Truck (Wayne, Mich.)	7/1, 7/8	*
Norfolk, Va.	7/1, 7/8	*
Oakville, Ontario	7/1, 7/8, 7/15	*
Ontario Truck (Oakville, Ontario)	7/1, 7/8	*
St. Louis	7/1, 7/8	*
St. Paul, Minn.	7/1, 7/8	*
St. Thomas, Ontario	7/1, 7/8	*
Wayne, Mich.	7/1, 7/8	*
Wixom, Mich.	7/1, 7/8	*
GENERAL MOTORS		
Detroit/Hamtramck, Mich.	7/1	
Buick Riviera		**
Cadillac Eldorado		
Cadillac Seville		
Olds. Toronado		
Lansing, Mich. (A plant)	7/1	**
Buick Skylark		
Olds. Calais		
Lansing, Mich. (B plant)	7/1	**
Pontiac Grand Am		

*Vacation
**Model changeover
Source: Automotive News Data Center

NHTSA launches inquiry on cause of Excel fires

The Associated Press

WASHINGTON — Federal investigators will take a closer look at 1986-89 Hyundai Excels to find the cause of engine fires that have prompted dozens of complaints.

The National Highway Traffic Safety Administration has received reports of 49 fires in the Korean-made cars. An estimated 837,000 are on the road in the United States.

The agency opened a preliminary investigation into the problem in January.

Now that the investigation has been upgraded, actual parts will be studied for defects. NHTSA could eventually order a recall.

NHTSA engineers believe the problem is linked to a pipe that links the air cleaner to the catalytic converter, said spokesman Tim Hurd. When valves in the pipe malfunction, exhaust gases can ignite flammable materials around the air cleaner.

"Our engineers our working on the theory that that's what is happening," Hurd said. No firm conclusion, however, has been reached.

The agency also has begun these preliminary investigations:

- Loose steering wheels in the Buick Regal, Oldsmobile Cutlass, Chevrolet Lumina and Pontiac Grand Prix, beginning with models built in the 1987 calendar year. There has been one complaint of a wheel coming unfastened.
- Gasoline leaks in 1987 Dodge Omni, Plymouth Horizon, Dodge Charger and Plymouth Turismo models. There have been 17 complaints of leaks from a reservoir connected to the mechanical fuel pump. The pump has been replaced with an electrical pump on later models.

There are an estimated 288,800 of the cars on the road.

- Failure of anti-lock brakes in 1988-91 Ford Econline vans and F-150, F-250 and F-350 pickups. There have been 20 complaints, blaming the problem for 14 accidents and seven injuries.
- Faulty headlights in the 1987-88 Ford Mustang. There have been 13 complaints of the lights flickering when the fog lights are illuminated. An estimated 338,710 cars are on the road.
- Unexpected power surges in the 1991 Dodge Spirit and Plymouth Acclaim. There have been six complaints that the engine suddenly begins racing; one case allegedly caused an accident. An estimated 83,000 cars are in use.

NHTSA also discontinued several preliminary investigations after finding no evidence of widespread defects.

The canceled investigations involved:

- Unstable engine idling in the 1990 Volkswagen Jetta
- Breaking door handles in the 1986-88 Ford Taurus and Mercury Sable
- Sliding door hinge failure in the 1990 Chevrolet-Astro van
- Broken lug nuts in the 1986-89 Isuzu Trooper II.

U.S. CAR

	Week Ended June 29, 1991	Week Ended June 22, 1991	June Est.	Jan. 1 to June 29, 1991	Jan. 1 to June 30, 1990
Horizon	0	0	0	0	4,327
Sundance	1,900	2,084	6,200	22,786	41,903
Acclaim	2,400	2,551	9,988	43,774	53,140
Total Plymouth	**4,300**	**4,635**	**16,188**	**66,560**	**99,370**
LeBaron A	0	0	0	0	9,325
LeBaron J	0	0	0	18,697	24,251
N. Yorker C-Class	300	268	854	4,105	23,068
Fifth Avenue	1,600	1,506	4,665	17,693	16,982
Imperial	300	296	892	4,006	8,298
Total Chrysler	**2,200**	**2,070**	**6,411**	**44,501**	**81,924**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	17,206
Shadow	2,800	2,820	8,188	27,337	48,519
Dynasty	2,700	2,814	8,271	56,236	59,791
Spirit	2,400	2,378	9,430	39,956	49,398
Total Dodge	**7,900**	**8,012**	**25,899**	**133,965**	**178,992**
CHRYSLER CORP.	**14,400**	**14,717**	**48,486**	**245,056**	**360,286**
Escort	5,741	5,756	22,941	99,686	107,991
Mustang	3,735	0	10,615	42,692	76,690
Tempo	3,017	2,986	11,850	57,305	71,678
Taurus	8,447	8,183	34,933	173,848	188,805
Thunderbird	2,587	2,561	7,749	40,361	63,235
Total Ford Div.	**23,527**	**19,486**	**88,078**	**413,892**	**508,399**
Topaz	1,576	1,293	5,827	24,637	27,115
Cougar	1,733	1,710	5,162	29,678	42,245
Sable	2,719	3,010	11,859	56,209	56,485
Total Mercury	**6,028**	**6,013**	**22,848**	**110,524**	**125,845**
Continental	1,200	1,208	4,720	29,155	30,988
Mark VII	216	212	832	5,105	12,837
Town Car	2,824	2,820	11,114	68,595	83,792
Total Lincoln	**4,240**	**4,240**	**16,686**	**102,855**	**127,617**
Total L-M Div.	**10,268**	**10,253**	**39,514**	**213,379**	**253,462**
FORD MOTOR CO.	**33,795**	**29,739**	**127,592**	**627,271**	**761,861**
Skylark	0	0	0	34,929	47,120
Century	3,300	2,987	11,126	47,888	35,683
Riviera	0	0	0	4,204	12,240
Electra/Park Ave.	2,713	2,571	8,178	51,026	17,575
LeSabre (fwd)	464	152	813	35,288	87,560
Roadmaster Sedan+	560	560	2,240	8,960	0
Roadmaster Wagon†	327	307	1,274	11,100	4,020
Reatta	0	0	0	1,206	4,688
Total Buick	**7,364**	**6,577**	**23,631**	**194,621**	**298,886**
Eldorado	0	0	0	6,395	11,345
Seville	0	0	0	12,909	20,796
Brougham (rwd)	387	310	1,380	10,009	13,065
DeVille (fwd)	3,250	2,773	12,341	72,765	89,401
Allante	64	64	256	1,574	1,961
Total Cadillac	**3,701**	**3,147**	**13,977**	**104,418**	**136,588**
Cavalier	5,215	5,326	21,026	137,346	172,797
Camaro	1,590	1,530	6,153	25,802	35,188
Corsica/Beretta	7,695	6,806	30,230	135,840	145,476
Caprice	4,248	3,776	14,854	73,656	111,565
Corvette	508	499	1,962	11,926	12,482
Total Chevrolet	**19,256**	**17,937**	**75,825**	**384,570**	**477,508**
Calais	0	0	0	34,616	53,163
Cutlass Ciera	2,308	2,002	7,478	39,746	41,526
Cutlass Supreme	1,893	2,567	9,585	54,443	44,373
Toronado	0	0	0	2,778	9,040
88 (fwd)	2,500	2,470	8,983	33,507	54,758
Custom Cruiser Wag.††	171	200	838	5,312	2,295
98	2,030	1,939	7,588	39,280	30,447
Total Oldsmobile	**8,902**	**9,178**	**34,472**	**209,682**	**235,602**
Sunbird	2,655	2,730	11,097	63,980	79,950
Grand Am	0	0	0	87,060	105,825
Firebird	490	520	2,077	8,530	21,937
Grand Prix	3,219	3,138	11,582	53,192	60,319
Pontiac 6000	0	1,489	4,507	19,603	30,976
Bonneville	1,593	1,219	3,484	24,882	42,689
Total Pontiac	**7,957**	**9,096**	**32,747**	**257,247**	**341,696**
Total Saturn+	**2,131**	**2,131**	**8,524**	**35,841**	**0**
GENERAL MOTORS	**40,311**	**48,096**	**188,376**	**1,186,171**	**1,408,298**
DIAMOND-STAR*	**0**	**0**	**6,902**	**72,586**	**72,357**
Civic	1,720	1,754	7,445	46,578	62,110
Accord	7,520	7,399	29,004	181,146	162,175
HONDA	**9,240**	**9,153**	**36,449**	**227,724**	**224,285**
MAZDA*	**2,923**	**3,426**	**13,586**	**76,418**	**98,194**
NISSAN	**2,791**	**2,736**	**10,818**	**68,863**	**58,949**
Corolla	2,100	2,333	9,034	53,843	53,744
Geo Prizm/Nova	2,000	1,873	7,568	50,841	53,248
NUMMI	**4,100**	**4,206**	**16,602**	**104,684**	**106,992**
SUBARU-ISUZU Legacy	**1,184**	**1,035**	**4,459**	**28,285**	**12,976**
TOYOTA Camry	**4,258**	**4,221**	**17,086**	**111,286**	**112,157**
TOTAL BIG 3	**97,586**	**82,522**	**364,458**	**2,053,486**	**2,922,427**
TOTAL TRANSPLANT	**24,396**	**24,771**	**104,982**	**698,940**	**668,920**
TOTAL CARS, U.S.	**121,984**	**117,293**	**469,436**	**2,748,346**	**3,191,347**
TOTAL CARS, CANADA	**25,153**	**28,458**	**111,792**	**568,403**	**543,233**
U.S., CANADA CARS	**147,857**	**145,751**	**581,228**	**3,317,749**	**3,734,580**
U.S., CANADA CARS AND TRUCKS	**244,700**	**251,248**	**988,888**	**5,486,684**	**6,388,414**

*Estimate
†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended June 29, 1991	Week Ended June 22, 1991	June Est.	Jan. 1 to June 29, 1991	Jan. 1 to June 30, 1990
Monaco	0	808	2,338	4,786	5,132
Premier	0	508	1,584	5,350	2,808
CHRYSLER CORP.	**0**	**1,316**	**3,922**	**10,136**	**7,940**
Tempo	3,250	2,955	13,320	60,441	68,502
Topaz	1,366	1,213	4,428	19,416	25,016
Crown Victoria	2,444	2,060	8,173	45,891	64,378
Grand Marquis	3,065	2,636	11,825	47,062	58,651
FORD MOTOR CO.	**10,134**	**8,864**	**37,746**	**172,810**	**214,547**
Celebrity	0	0	0	0	16,295
Cutlass Ciera	1,889	1,952	7,586	36,153	44,557
Lumina	4,721	6,693	24,862	113,920	114,719
Regal	2,169	2,983	11,358	60,107	45,447
GENERAL MOTORS	**8,579**	**11,628**	**43,806**	**213,812**	**221,018**
CAMI*+	**2,500**	**2,585**	**10,180**	**63,338**	**0**
HONDA Civic	**2,180**	**2,159**	**8,722**	**54,962**	**54,299**
HYUNDAI Sonata	**290**	**350**	**950**	**14,786**	**9,494**
TOYOTA Corolla	**1,400**	**1,396**	**5,647**	**34,898**	**31,366**
VOLVO 740 and 940	**180**	**180**	**719**	**4,481**	**4,580**
TOTAL CARS, CANADA	**25,153**	**28,458**	**111,792**	**568,403**	**543,233**

U.S. TRUCK

Caravan	3,300	2,799	9,389	55,639	58,569
Dakota	2,000	1,958	8,028	40,799	37,466
Caravan C/V	50	54	324	2,222	3,748
Ram pickups	2,000	1,962	8,006	40,736	55,393
Total Dodge	**7,350**	**6,773**	**25,747**	**139,396**	**155,176**
Cherokee	4,600	4,324	17,414	66,891	88,314
Comanche	150	147	534	2,780	4,215
Grand Wagoneer	0	220	537	1,560	3,560
Wagoneer/Briarwood	50	58	224	1,435	2,241
Total Jeep	**4,800**	**4,749**	**18,709**	**72,666**	**98,950**
Voyager	900	2,257	9,512	46,610	55,140
Town & Country	150	75	382	1,817	1,922
Total C-P Div.	**1,050**	**2,332**	**9,894**	**48,427**	**57,062**
CHRYSLER CORP.	**13,200**	**13,854**	**54,350**	**260,489**	**310,588**
Aerostar	4,786	4,789	19,250	82,771	107,389
Bronco	696	352	1,729	7,151	28,339
Bronco II/Explorer	5,823	5,641	23,970	140,138	87,928
Navajo	100	93	404	5,818	0
Econoline	4,374	3,893	16,262	69,191	103,634
Mediums/Heavies	1,031	0	2,036	17,206	28,440
Light trucks	9,717	8,584	31,419	148,294	241,412
Ranger	4,877	7,527	24,992	131,012	153,569
FORD MOTOR CO.	**31,404**	**30,879**	**120,062**	**601,581**	**750,741**
Astro	0	2,751	7,861	49,401	60,533
Blazer	239	257	1,002	4,247	8,922
Lumina APV	1,178	1,114	4,885	21,080	51,515
Mediums/Heavies	280	232	903	2,425	5,322
P-Model	751	647	2,670	9,444	13,158
Pickups	6,330	6,616	25,289	130,644	178,924
S10	5,588	6,271	23,751	130,993	119,428
S10 Blazer	1,846	1,576	7,730	25,998	72,419
Sportsvan/Van	942	914	3,909	21,483	36,379
Suburban	813	956	3,452	14,109	34,602
Total Chevrolet	**17,967**	**21,334**	**81,452**	**409,834**	**581,282**
Jimmy	42	39	125	1,059	2,830
Mediums/Heavies	320	336	1,425	4,887	9,109
P-Model	81	39	211	1,530	1,565
Pickups	2,382	2,186	9,527	56,503	62,892
S15/Sonoma	1,676	1,411	6,220	29,170	285,299
S15 Jimmy	718	1,138	2,655	9,887	23,888
Safari	0	1,476	4,246	21,330	21,949
Suburban	442	542	2,036	12,294	17,286
Vandura/Rally Vans	589	582	2,103	10,501	13,046
Total GMC	**6,230**	**7,749**	**28,548**	**147,161**	**188,864**
Silhouette	800	830	2,854	11,161	18,985
Bravada	243	166	852	8,771	0
Total Oldsmobile	**1,043**	**996**	**3,706**	**19,932**	**18,985**
Pontiac Trans Sport	865	834	3,354	13,715	27,335
GENERAL MOTORS	**26,185**	**30,913**	**117,060**	**595,842**	**806,386**
NAVISTAR	**1,830**	**1,645**	**6,582**	**36,558**	**37,612**
NISSAN Pickup	**2,701**	**2,736**	**10,835**	**68,897**	**79,886**
SUBARU-ISUZU	**1,210**	**1,080**	**4,583**	**25,627**	**12,841**
AM GENERAL	**400**	**400**	**1,800**	**10,450**	**11,700**
MISCELLANEOUS**	**2,600**	**2,650**	**10,600**	**68,720**	**78,000**
TOTAL TRUCKS, U.S.	**79,300**	**84,137**	**325,652**	**1,664,764**	**2,200,244**

CANADIAN TRUCK

Caravan	2,958	3,687	13,479	74,475	82,725
Caravan C/V	98	0	510	12,030	5,619
Ram Wagon	738	035	2,788	11,832	14,587
Ram Van	1,367	1,275	5,129	21,046	31,866
Total Dodge	**5,161**	**5,647**	**21,906**	**119,383**	**134,797**
Plymouth Voyager	2,164	2,598	9,777	54,557	66,255
Jeep Wrangler	1,598	1,598	6,322	29,758	30,700
CHRYSLER CORP.	**8,825**	**9,783**	**38,006**	**203,696**	**231,789**
FORD F series	**3,173**	**2,918**	**12,980**	**51,990**	**77,351**
Light trucks	2,513	3,744	13,172	70,039	88,919
Vans	1,113	1,384	5,087	27,025	26,202
Total Chevrolet	**3,626**	**5,138**	**18,259**	**97,064**	**115,121**
Light trucks	557	1,332	4,598	27,502	34,462
Vans	447	744	2,692	11,497	11,621
Total GMC	**1,334**	**2,076**	**7,290**	**38,999**	**46,083**
GENERAL MOTORS	**4,960**	**7,214**	**25,549**	**136,063**	**161,204**
CAMI*+	**1,250**	**1,278**	**5,007**	**26,642**	**0**
NAVISTAR	**144**	**161**	**636**	**3,799**	**5,275**
TOTAL TRKS., CANADA	**18,352**	**21,352**	**81,298**	**424,151**	**475,396**
U.S., CANADA TRKS.	**97,652**	**105,489**	**406,950**	**2,088,915**	**2,565,634**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Walkout shuts GM van plant

By Bob DeMayer
SPECIAL CORRESPONDENT

Production came to a halt last Monday at the General Motors minivan plant in Baltimore when 3,200 assembly line workers walked out, claiming layoffs have made the plant unsafe because there is no time for the workers to take breaks.

The UAW said 400 people were laid off in February, resulting in dangerous conditions for those still working. The union also said the company is unfairly restricting vacations.

Although the number of Chevrolet Astro and GMC Safari minivans produced per hour has been reduced from 47 to 42 since the layoffs, UAW Local 239 President Rodney Trump said about 300 workers have reported injuries since February, a tenfold increase from before the layoffs.

"We're just asking GM to recognize basic human rights, which is difficult for them," Trump said.

Negotiations to end the walkout will resume today.

U.S. carmakers scheduled 121,904 units last week, 3.93 percent above the preceding week but 12.64 percent below the year-ago week.

Year-to-date, U.S. car production is 2,749,346, down 13.85 percent from 1990.

Truckmakers planned to build 84,609 units last week, 3.00 percent below the prior week and 8.67 percent below the comparable week last year.

GM scheduled one shift of overtime last Saturday at its Detroit truck plant and two shifts of overtime at car plants in Arlington, Texas; Fairfax, Kan.; Willow Run, Mich., and Wilmington, Del. All GM and Chrysler Corp. plants will be closed July 4 in observance of Independence Day.

All Ford Motor Co. plants except Kentucky Truck in Louisville are down this week and next week for vacation. Kentucky Truck was closed for two weeks of vacation in June.

Chrysler's St. Louis (No. 2) truck plant worked two shifts of Saturday overtime.

The plant produces the Chrysler Town and Country, Dodge Caravan C/V, Dodge Grand Caravan and Plymouth Grand Voyager.

CANADA: Canadian car production was estimated at 25,153 last week, down 11.61 percent from the prior week and down 25.40 percent from the year-ago week.

Truck production last week was estimated at 18,352, down 14.05 percent from the prior week and 15.89 percent below the year-ago week.

The Associated Press contributed to this report.

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Automotive News

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SAAB

$50,000 luxury flagship axed

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

TROLLHATTAN, Sweden — Saab Automobile AB has canceled plans to build a new rear-wheel-drive luxury flagship that would have extended the Swedish carmaker into the $50,000 class.

The decision, reached two weeks ago, is a clear sign of Saab's product strategy for the 1990s. It underscores the company's determination to maintain its own brand character in the giant shadow of General Motors, which owns half of it.

The top-of-the-line model, code-named 108, would have made Saab a three car-line company and put it in direct competition with the likes of BMW's 7-series sedan — well beyond the reach of the front-wheel-drive 900 and 9000 models and their replacements.

Project 108 had been a central element of Saab's revised product strategy since GM acquired half of Saab-

see SAAB, page 42

Big 3: from adversaries to allies

Cooperation, once unthinkable, now OK to hit common goals

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The Big 3 are fast becoming the Three Musketeers. Beset with a host of common problems, they are entering a new era of "all for one and one for all" that represents a fundamental change in their relationships from adversaries to allies.

Until three years ago, General Motors, Ford Motor Co. and Chrysler Corp. mostly worked at cross purposes. In 1979, when Chrysler was struggling for survival and trying to put together a federal bailout package, then GM Chairman Thomas A. Murphy publicly opposed federal aid for Chrysler.

But times have changed. In the last decade, offshore competition has eroded the Big 3's sales, market share and profitability, forcing them to reassess their business practices.

"The industry has traditionally been concerned about doing anything that would provoke antitrust," said David Cole, director of the Office for the Study of Automotive Transportation at the University of Michigan.

"Today, with the signals coming from Washington, the attitude is, 'This is more or less the system, and if they don't like it they can tell us about it,' " Cole added.

CAPITAL CITIES/ABC INC.

Big 3 chairmen appeared on ABC's "Nightline" last month in an unprecedented gathering for TV and for the auto industry. From left are host Ted Koppel, GM's Robert Stempel, Ford's Harold Poling and Chrysler's Lee Iacocca.

Philosophically, GM, Ford and Chrysler decided they could cooperate and compete.

Dugald Campbell, a vice president at Siemens Automotive in Auburn Hills, Mich., has even coined the word "co-opetition" to describe the phenomenon.

Beginning with a major cooperative research effort in 1988, the Big 3 have now struck up five such agreements. Chrysler and GM also have set up a joint manufacturing venture.

In recent months, Detroit carmakers also have filed a common dumping charge against Japanese minivan manufacturers. They hosted a visit by a congressional contingent, and their chief executives appeared together on ABC's "Nightline" program.

"These guys would not be sitting together on the Ted Koppel show unless they had a cooperative feeling," Cole said. "Their view is, it's not a sin to have 'co-opetition.' In fact, it's a good thing."

Chrysler's Francois J. Castaing, vice president of vehicle engineering; Ford's John P. McTague, vice president of research and GM's Gary W. Dickinson, vice president and group executive in charge of the technical staffs, meet about once a month for breakfast or dinner in the Detroit area to discuss how current projects are progressing and possible future projects.

The Big 3 believe the new attitude of cooperation parallels but doesn't go as far as what Japanese makers have done for years.

"We're doing a long list of things," said Castaing. "A lot is happening. It's based on mutual trust. Antitrust law precludes us

see COOPERATE, page 41

NEW VISIONS

FUTURE PRODUCT

European automakers chart strategy to combat added competitive pressure at home and abroad in the 1990s

First in a series of articles exploring product plans of the U.S. Big 3 and Asian and European automakers.

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT — As traditional buyers of Europe's prestige brands develop an eye for Japanese cars, European product planners have turned their sights toward pleasing U.S. customers.

Europe's equip-'em-and-ship-'em attitude toward America is changing. The Japanese luxury entries were designed with U.S. buyers in mind; now, the Europeans have begun to cater to overseas tastes as well.

For example, the impetus for the new Mercedes 400E that arrives in the United States this fall came largely from Mercedes-Benz of North America Inc. And in a break with custom, the U.S. market will get the car first. The new mid-range Mercedes V-8 won't reach European dealers until the end of next year.

Moreover, a small SL based on the 190 successor — considered one of the most promising models in the Mercedes pipeline — is aimed directly at the United States.

In another U.S.-oriented move, Porsche will offer its Tiptronic automatic/manual transmission on the new four-cylinder 968. The Tiptronic-outfitted 968 convertible is expected to boost U.S. volume considerably beginning next year.

And if a new Rover MG is ever built, it will be because America wants and needs it.

In addition, auto shows in the United States —

see EUROPE, page 28

HIDDEN IMAGE HERE — LINHAM

Lamborghini is said to be readying this Marcello Gandini-designed replacement for the Jalpa, to be powered by a 320-horsepower V-10 engine.

June sales drop 9.7%, but outlook is brighter

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

New-vehicle sales took another baby step forward in June, but they still fell 9.7 percent short of the 1990 total.

Manufacturers and importers sold 1,158,882 new cars and trucks, about 2,000 more than in May, but an increase of almost 41 percent over January.

From a percentage standpoint, truck sales declined less than car sales in June, dropping 9.3 percent to 387,344. Car sales dipped 10 percent, to 771,538.

It was the second consecutive month that car-truck sales have increased. They trailed 1990's weak totals each month, but the year-to-year deficit fell from 12.6 percent in May to 9.7 percent in June.

Tom Webb, chief economist for the National Automobile Dealers Association, said he was was encouraged by the sales recovery that has been under way for more than a month, saying "it's actually beginning to pick up a little steam."

He said the seasonally adjusted selling rate in late June appears to have been one of the best in nearly nine months.

The 1991 six-month tally for total vehicle sales was 6,179,000 (preliminary figure), down 14.8 percent from a year ago. January-through-May sales were down 15.9 percent, thus the industry is reduc-

see SALES, page 42

Service pace setter

When it comes to dealership parts and service operations, the customer is in the pole position. Programs ranging from fast lubes to computerized diagnostics equipment are featured in *Automotive News Insight*, which follows Page 24.

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First looks: '92 Civic, '93 Mark VIII

Spy photographers have had hot lenses, capturing Honda's all-new subcompact and Lincoln's luxury car. See Pages 2 and 8.

Logic's fuzzy for new 929 but cruise control isn't

By William R. Diem
ASSISTANT MANAGING EDITOR

Mazda Motor Corp. will introduce a new form of cruise control this fall that exhibits less busyness in searching for the right gear and throttle opening.

The device, offered as standard on the 1992-model 929 luxury sedan set for introduction in September, has been nominated for a technological innovation award by *Discover* magazine. (See Briefly, Page 2.)

The cruise control device employs fuzzy logic, a form of artificial intelligence that lets a computer make decisions in shades of gray instead of black and white.

A typical cruise control system will downshift a four-speed automatic transmission when speed drops by 5 mph, as on a hill, and upshift 20 seconds later. That can result in a downshift just as the crest of a hill is reached, or constant gear shifting on a long grade.

The system's four-bit computer chip monitors speed and throttle opening. It downshifts when the hill has slowed the car sufficiently, then checks the throttle opening when speed has been regained. If the throttle is still open, indicating acceleration, the cruise control keeps the transmission in the lower gear. If the throttle has closed sufficiently, the hill has been crested and the transmission is allowed to shift back to fourth.

Chevy lists rules for demo use; Mom, spouse, kids don't qualify

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet dealers can't give demonstrator cars to their 84-year-old mothers and expect to get incentive money, too.

That's not new policy, but Chevrolet's Robert Starr, general sales and service manager, sent a letter last month to his 4,750 dealers restating the division's dealer-owned demo policy.

"I think it stinks, and I'll continue to do what I've done all along," said a dealer who asked not to be named. "My wife, my mother and myself have demos, but we all work here. If they catch me, I guess it will cost me some money."

The June 3 letter included two new regulations with which dealers must comply, said Ron Sobrero, Chevrolet assistant general sales manager.

Dealers now must sell the cars before they are driven 7,500 miles, and they must maintain a demonstrator activity log and keep it two years in case a vehicle's use is questioned by company auditors, Sobrero said.

Demos meeting those and other conditions qualify for divisional incentives and allowance programs when the demos are sold at retail. Such allowances include those for first-time buyers and college graduates; special finance or lease rate support; consumer, dealer and salesperson incentives, and model closeouts.

Dealers who received the letter agreed that the basic demo car policy seemed unchanged, although many want to use demos for themselves and their immediate families. Many dealers believe demos should be on the road as a rolling advertisement for Chevrolet, regardless of whether it is a family member using the vehicle.

Conditions that would make a demo ineligible for allowances include use by dealers, family members, employees and persons doing

see CHEVROLET, page 43

Slow sales of Hyundai Sonata take luster off Quebec plant

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

BROMONT, Quebec — More than two years after launching its $400-million Sonata plant, Hyundai Motor Co. is still hobbled by disappointing sales and an oversized factory the company isn't sure what to do with.

Sonata sales are running at about one-third of forecasted levels, and the Bromont plant is operating at about one-third of its 100,000-unit annual capacity.

Hyundai officials say solutions include selling Bromont cars to Chrysler Corp. or introducing a second product to the factory. More Sonata sales would help, too. But Hyundai sold 34,698 Sonatas in the United States in 1989 and only 29,840 last year.

Sonata tweaked for 1992, Page 43

"I don't know why it doesn't sell better," admits Hai Chang Lee, director of Hyundai's American export operations in Seoul. "It is the best car in the market in value. But the customer's perception is that it's not a good car. I really don't know why that is."

One problem is stiff competition in Sonata's class, which includes the Toyota Camry, Honda Accord and Ford Taurus. Nor does it help that ratings from all Hyundai nameplates put Hyundai next to last among makes in J.D. Power and Associates' 1991 initial quality survey.

More than two years after opening, the $400-million Bromont, Quebec, plant is operating at about a third of its annual capacity of 100,000 units. Hyundai is considering introducing a second product to the factory.

Lee says the company is even considering changing the name "Sonata" as a way to ignite new sales.

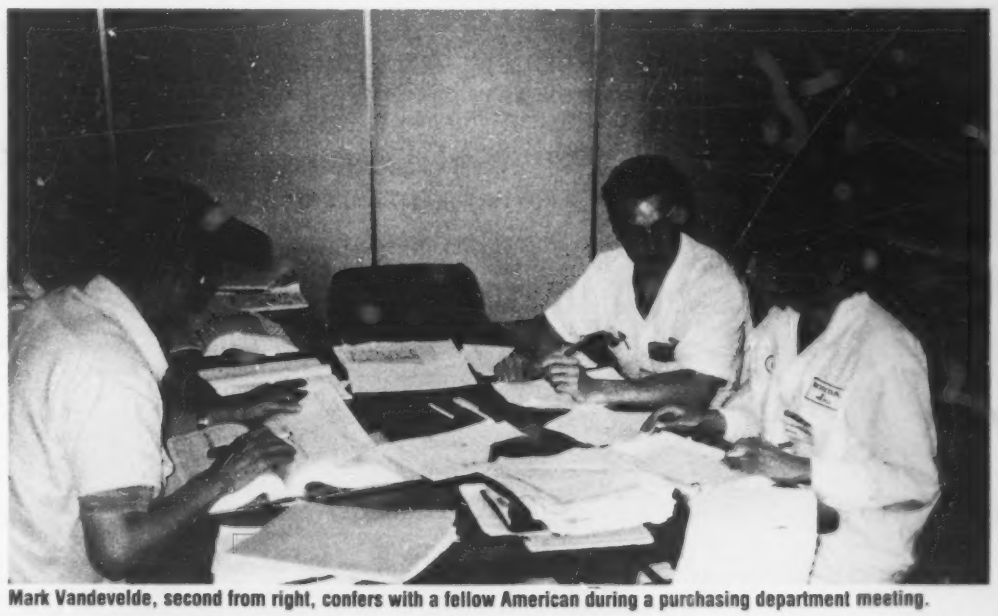
The disappointment complicates the carmaker's aggressive North American manufacturing outlook. Few companies with Hyundai's relatively low sales volume would have opted to build an overseas factory without the promise of fairly rapid growth.

Hyundai decided to build the plant shortly after it burst onto the U.S. market in 1986, selling 263,000 Excel subcompacts in its first full year on the market. The Sonata, Hyundai's first attempt at an intermediate car, looked like a sure bet.

But Hyundai's U.S. sales totaled only 137,00 last year, and the Canadian plant is producing half the 60,000 cars a year it needs to break even. Last year, the company sold 6,672 Bromont-built Sonatas in Canada.

Given the current situation, says Mark Juhn, executive vice president of Hyundai Motor America, the 60,000-mark could still be two or three years away. Plans to add a second car to bolster the plant are still under discussion, as are plans

see BROMONT, page 43



Mark Vandevelde, second from right, confers with a fellow American during a purchasing department meeting.

UNDERSTUDY: *Honda of America grooms handpicked employees in Japan*

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — When he was preparing to leave the United States, Mark Vandevelde recalls that a family friend warned him: "Don't lose your Yankee values."

But Vandevelde, a 27-year-old Honda of America Manufacturing Inc. engineer who will spend the next three years studying Japanese and Japanese business practices with Honda in Japan, isn't worried that the experience will make him less of an American.

"You don't have to become Japanese" to succeed at a Japanese company, Vandevelde said in a recent interview. The Japanese, he points out, work in the United States without becoming Americans in the process.

"But you do need to understand the culture you're doing business in," he says.

Vandevelde is one of 18 engineers from Honda's American and Canadian operations who will spend two to three years working at Honda plants in Japan.

Later this year, 14 more will join the program. Each year, a new group will be added to learn such things as how Honda deals with suppliers in Japan and how new product development is handled.

Eventually, it is hoped, the returnees can apply what they have learned in Japan to their jobs in North America.

In part, the program is an attempt by Honda to answer criticism that it has been too slow in promoting Americans to top management in its U.S. operations and that it is still overly reliant on Japanese engineers at its Marysville, Ohio, plant — even after 10 years of operating there.

According to Toshiharu Ohashi general manager of the North America production task division, the transfer program will lead to faster promotion for American employees. "It is part of the need to establish self-reliant operations in North America," he says.

A Honda spokesman says that as the North Americans acquire

see HONDA, page 25

INDEX

Auction dates	34, 39	Letters	14
Classifieds	35-39	Obituaries	43
Dealing with dealers	29	Opinion	14
Incentive watch	46	Personnel	28
Insight	follows Page 24	Production	47
Keith Crain	12	Recreation on wheels	18
Late news	2	Sales, car and truck	42
Legal briefs	19		

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Corrections

- A story in the July 1 issue should have said the EPA has told Vector Aeromotive Corp. that its V-8 supercar has passed emissions tests, but paperwork must be finished before the car is certified.
- Production of the 1992 Oldsmobile Achieva, the replacement for the Cutlass Calais, is slated to start Oct. 29. A July 1 issue story reported an incorrect date based on information from the division.

Japan's sales slide 8.3% during June, 4.1% in first half

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — New-vehicle sales, weighed down by a 17.5 percent slide in the biggest market segment, fell 8.3 percent in June from a year earlier despite continuing strong demand for luxury cars, the Japan Automobile Dealers Association reported last week.

The industry group attributed the June weakness to the introduction of tough new regulations that require all new-car owners to show certified proof of parking space, and to continuing high interest rates on car loans.

But with the exception of an uptick in April, the market's downturn, to 492,425 units in June, has continued unabated since November. The figures exclude sales of mini-vehicles, those under 660 cc in engine displacement, which are compiled separately.

The June decline was magnified by a 17.5 percent plunge in sales of cars below 2 liters in engine displacement -- the biggest segment in Japan — to 287,431 units. Demand for luxury cars continued strong, however, rising 39.2 percent last month, to 56,180 units.

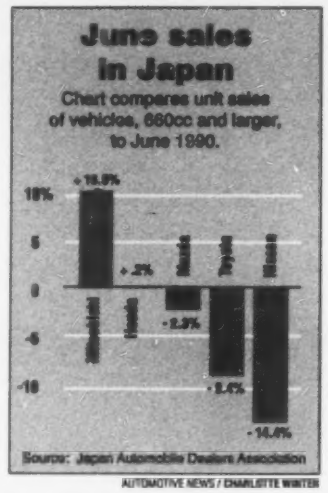
Imports, most of which are grouped in the large-car segment, fell for the sixth consecutive month in June, down 20 percent from a year earlier, to 17,805 units.

Many analysts have attributed the weaker demand for imports to a lack of new models. But Neal Doying, who follows the industry for Baring Securities Ltd. in Tokyo, says the continuing drop may reflect something more basic.

"They have an image of wealth, and with the economy slowing down, people are taking a second look," he said.

Most companies reported lower June sales. Toyota Motor Corp. fell 9.4 percent, to 203,810 units; Nissan Motor Co. fell 14.4 percent, to 107,608; Mazda Motor Corp. slipped 2.3 percent, to 41,813.

But Honda Motor Co. managed a 0.2 percent increase, to 42,894 units, while Mitsubishi Motors Corp. again posted a strong monthly gain, rising 10.5 percent, to 42,156.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

Sales for the six months were down 4.1 percent, to 2.93 million units. Most companies still expect an upturn during the second half, when a number of new models will be introduced.

Meanwhile, according to preliminary figures, mini sales fell 9 percent last month, to 167,181 units, marking the second straight month of decline.

Analysts said the new garage law, which now covers minicars in the major cities for the first time, is expected to hit sales in the segment especially hard.

Perky VW program offers credit cards to owners

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Volkswagen United States Inc. wants to give its customers credit and a whole lot more.

So it created "Club Fahrvergnugen," a two-month-old program that makes owners of VW vehicles eligible for discounts on travel and merchandise and gives them the opportunity to apply for Visa credit cards and other perks.

In May, 200,000 people who bought VW vehicles in the last two years were notified that they had been automatically enrolled in the program. By mid-July, the program will be extended to another 1.8 million VW owners.

The program is an extension of VW's *fahrvergnugen* marketing campaign. It is a way of giving customers a value-added perk for doing business with VW, said Mike Gladchun, manager of merchandising for VW United States.

VW and its upscale sister division, Audi, have not offered factory-to-customer cash rebates for about a year. Audi is not offering a similar program.

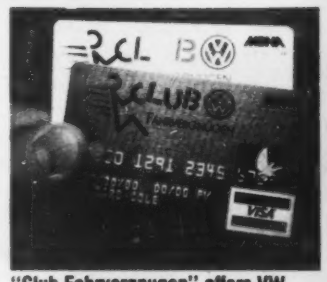
"We're trying to get to the lifestyle of our owners," said Gladchun. "Our owners are expecting a different ownership experience."

Under agreements with VW, several firms have agreed to sell their products and services at a discount to club members, he said.

For instance, club members can save 15 to 35 percent on Carnival Cruiseline cruises, up to $100 on airfare on Northwest Airlines, up to 30 percent on Sony merchandise and up to 15 percent on merchandise ordered from Sharper Image, a mail-order catalog firm.

Also, there is an agreement with Holiday Inns that gives club members complimentary memberships in the hotel chain's "frequent stayer" program, which entitles members to room upgrades and special rates.

Club members are not automatically eligible for the credit card, but are invited to apply for it.



"Club Fahrvergnugen" offers VW owners credit cards and other perks.

The Visa credit card issued under the program is an "affinity" card, which means VW will not issue the card directly and will not own the receivables. The issuer is MBNA America Bank, a Wilmington, Del., financial institution.

A more prestigious "gold" card carries a higher line of credit and other amenities not available to holders of the standard credit card. Neither the standard card nor the gold card requires an annual fee the first year, and both cards bear the "Club Fahrvergnugen" name.

Gladchun said the average Volkswagen owner is about 31 or 32. He expects many young, first-time buyers who are employed and do not have a negative credit history to obtain credit cards through Club Fahrvergnugen.

"Our position is that these people have been solid enough to be financed to buy a car," he said.

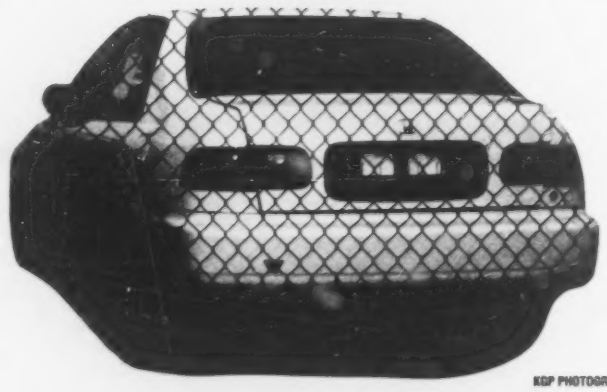
The card offers no finance charge on purchases if the balance is paid in full each month; a 90-day protection plan against accidents and theft; and a plan that doubles the regular repair warranty to up to a year on any purchased merchandise.

Card holders who use the card to purchase goods and services will receive a year-end credit equaling 3 percent of those purchases.

Additionally, each time a purchase is made using the credit card, the member is entered in a sweepstakes in which the grand prize is a 1992 VW Passat and second prize is a 53-inch Sony television. The prizes will be awarded in January 1992.

'92 Civic exposed!

Here's the first look at Honda's new 1992 Civic. Three- and four-door models bow this fall, powered by 1.3-liter sohc and 1.5-liter dohc engines. A two-door notchback price-leader version is likely for next spring.


KGP PHOTOGRAPHY

Orbital orders equipment for late-1993 production start

By David Barkholz
CRAIN NEWS SERVICE

Orbital Engine Co. USA says it has begun placing orders for equipment that would allow it to start building its two-stroke engine by late 1993.

Orbital USA will spend $75 million to $100 million to make 100,000 engines for industrial, marine and automotive uses, said Orbital President William Kaska.

The company plans to begin production in October 1993, then build up to 100,000 units over the next few months, Kaska said.

Orbital, based in Tecumseh, Mich., has recently been the focus of an environmental campaign to raise corporate average fuel economy standards.

A Washington consultant has been working with Orbital officials to push Orbital technology as the key to huge fuel-economy gains. The campaign to portray the Big 3 as foot-draggers in technology has been done quietly in an attempt not to alienate Orbital's two main American customers, General Motors and Ford Motor Co. The automakers both have licenses to work with Orbital designs.

Kaska declined to identify Orbital's customers for the engines it plans to produce. But he said the company has commitments from more than one customer to go forward with the investment in production equipment.

Initially, most of the engines produced will be used in automobiles, Kaska said.

A report last month in a metalworking newsletter said Orbital would supply three-cylinder engines from Tecumseh to Ford of Europe for use in small Ford vehicles there beginning in 1993. Kaska declined to comment on the report, but a Ford spokesman said the company is still evaluating the engine and has not made a commitment.

The main roadblock to using Orbital or other two-stroke engines is the quality of tailpipe emissions over the life of a vehicle.

Orbital USA is the America subsidiary of Australian Ralph Sarich's Orbital Engine Co. Pty. Ltd. The Orbital technology promises an engine-aspiration system that would solve the emissions problem while providing all the advantages of a two-stroke's small size, light weight and mechanical efficiency.

Ian MacPherson, director of the powertrain research laboratory at Ford Motor Co., told *Automotive News* several months ago that Orbital would likely build the "pilot vehicle" engines for a European two-stroke effort. MacPherson added that it wouldn't make sense for Ford to invest in an engine plant to build "probably less than 10,000" units.

"It could be a few thousand or even just a few hundred," McPherson said then.

Ford and GM officials have declined comment on Orbital's campaign to get environmental groups to insist on a much higher CAFE. The campaign was revealed last month by *Automotive News* and its sister publication, *Crain's Detroit Business*.

Kaska said Orbital USA has begun placing orders for machining centers and tooling and expects to employ 300 by the time it reaches full production in 1994.

That number is down significantly from the 1,900 employees anticipated for 1992 by state of Michigan officials who lured Orbital USA to Tecumseh, located southwest of Detroit, in 1989.

The company's production timetable has changed, Kaska said, though he added that Orbital USA is negotiating with a number of potential engine users for an additional 250,000 annual units.

Kaska declined to identify the prospective customers.

Crain's Detroit Business and *Automotive News* reported last month that a Washington-based investment firm involved with Orbital had begun enlisting environmental groups in the congressional fight for higher CAFE.

The actions by the firm, Government Investment Management Corp., are controversial because Orbital's key U.S. customers, Ford and GM, oppose an increase from the current 27.5 mpg.

Government Investment has promoted Orbital's two-stroke engine to environmentalists as the most fuel-efficient in the nation. But engineers for Ford and GM caution that it has yet to be proven capable of meeting U.S. emission standards over 10 years or 100,000 miles.

Chrysler Corp. is developing its own two-stroke engine and is not an Orbital licensee.

Government Investment would like environmentalists to interject discussion of the Orbital engine into Congressional debate in hopes of resuscitating waning legislative support for a big CAFE hike, internal Orbital memos show.

Orbital USA is looking at selling stock in the United States on one of the three major equity exchanges. Its parent company in Perth, Australia, already offers some shares of Orbital in America through the less-visible "pink sheets" of the National Association of Securities Dealers Automated Quotations system.

Kaska said Orbital USA's investment in Tecumseh could reach $230 million to $250 million, if it can secure contracts for an additional 250,000 engines above the 100,000 units already slated.

He said employment in Tecumseh will double over the next year to about 60 people as the company gears up for production.

12 top world producers

	1990	1989	Pct. of change
General Motors	7,451,000	7,905,000	– 5.74
Ford Motor Co.	5,872,389	6,408,044	– 8.36
Toyota Motor Corp.	4,889,414	4,447,889	+ 9.93
Nissan Motor Co.	3,063,186	3,008,750	+ 1.81
Volkswagen AS	3,057,598	2,927,000	+ 4.46
Peugeot-Citroen PSA	2,194,300	2,216,100	– 0.96
Fiat Group	2,162,900	2,436,100	–11.21
Honda Motor Co.	1,993,000	1,863,000	+ 6.98
Chrysler Corp.	1,984,333	2,381,712	–16.68
Renault SA	1,843,429	2,049,600	–10.05
Mazda Motor Corp.	1,607,054	1,488,807	+ 7.94
Mitsubishi Motor Corp.	1,332,938	1,249,510	+ 6.68
TOTAL	37,451,541	38,381,512	– 2.42

Note: No breakout of knock-down vehicles is available from manufacturers. All figures include cars, trucks and buses. Some totals include factory sales.
SOURCE: Automotive News Data Center

GLOBAL TALLY FINDS OUTPUT DIPS 2.42%

The world's major vehicle builders last year produced 2.42 percent fewer units as output slipped to 37,451,541 units from the 38,381,512 built a year earlier.

A global survey by *Automotive News* showed there were just a few changes in rankings among the top 12 vehicle makers. While the five largest producers did not change in standings, Peugeot-Citroen PSA of France moved from eighth into the sixth highest spot, pushing Italy's Fiat Group to the seventh position.

Honda Motor Co., Japan, moved up from tenth to close 1990 as the world's eighth largest vehicle maker, replacing Peugeot-Citroen. France's Renault SA slipped to tenth from ninth in the list of rankings by production totals.

Chrysler's production moved that U.S. company down the list to ninth from seventh position.

This table showing production totals for the world's 12 top vehicle builders usually runs in the *Automotive News Market Data Book*. It was omitted inadvertently in the 1991 edition.

SCHEME TO SLASH COST OF STEEL KEEPS THE SCRAP

Steel companies and the federal government are partnering in an effort to make steel directly from scrap and iron ore and to cut production cost $10 to $25 a ton.

Since steel is the most abundant material in cars and trucks, implications are enormous for automakers.

The technology would eliminate coke ovens, which are expensive and dirty, as well as blast furnaces and basic oxygen furnaces. The process would reduce energy consumed in steel making by 20 percent and, the partners hope, put the United States a step ahead of foreign competition.

The four-year, $45 million project is under way chiefly in a pilot plant at a leased USX Corp. facility at Universal, Penn., with about $10 million funded by the American Iron and Steel Institute and $35 million by the Department of Energy. International Business Machines Corp. loaned a $1 million computer system.

The process directly converts a form of iron into high-carbon liquid steel described by researchers as "a product somewhere between today's conventional iron and steel." Liquid metal is treated with oxygen to reduce carbon content, then the steel is continuously strip cast into hot-rolled coils.

When fully operational next year, the pilot plant is expected to have capacity of around 120 tons per day.

During the last 10 years, production costs of American-made steel have dropped about 30 percent as labor, energy and cost of raw materials per ton of finished product were reduced. Milton Deaner, president of the institute, says, "Equally important, the quality of that finished product is higher than ever."

During a visit to pilot plant, William Jolley, general manager of technology-quality assurance for Bethlehem Steel Corp. of Bethlehem, Pa., put the steel industry's plant closings, liquidations and financial losses into perspective.

"Adverse circumstances in the 1980s forced curtailment of many industry activities," he said, "but the industry has compensated for this to a large extent by extensive collaborative and cooperative research on generic industry problems and opportunities."

Ian Hughes, vice president of technology for Inland Steel Flat Products Co., said he envisions a steel plant producing the next generation of cold-rolled sheet steel through an almost continuous process with production time slashed to as few as 10 hours from the current six weeks.

The pilot plant, fired up a year ago, conducts experiments daily and operates two or three days a week with a staff of about 12.

While there are several direct-steel-making projects around the world, only one, in South Africa, is in production. None is continuous or uses scrap as the U.S. mill will, according to the institute.

In the United States, where 66 percent of steel produced is recycled, electricity represents a significant portion of steel making cost. The steel industry accounts for 8 percent of industrial electrical power use and energy.

MAKERS CAST AROUND FOR LIGHTWEIGHT COMPONENTS

Since the early 1980s, intensified interest in lightweight materials for autos, coupled with improvements in die-casting processes, have significantly increased the size of the die-casting industry, pushing the metal's consumption to an average annual growth rate of 9 percent.

Meanwhile, molded plastics that could replace the metal parts have increased faster, with engineering thermoplastics growing 12 percent annually since 1971, according to plastics industry estimates.

Last year in North America, die castings of lightweight metals represented a market topping 1 million tons. A big part of it, currently $5 billion in automotive, industrial equipment and appliance parts, is said to be susceptible to replacement by high-performance plastics, according to Boston's Charles River Associates, a materials and economics consulting firm.

On one hand, plastics have advantages in many applications, including light weight, corrosion and chemical resistance, sound dampening, parts consolidation, design flexibility, vibration dampening and lower finishing costs. On the other, die-cast metals have superior temperature resistance, shielding properties and other performance advantages.

A case in point is the engine intake manifold. It can be formed either from die-cast metals or plastics and represents a large market opportunity for both types of materials.

According to a new report by Charles Rivers Associates, lost-core injection molding, traditional injection and compression molding are all competing with die casting for this market with potential global sales volume of over $600 million.

Says CRA: "Die-cast parts made primarily from aluminum, zinc and magnesium are valued for their high strength-to-weight ratios. However, because the average price of these castings is over $4.80 per kilogram, they are a target for several high-strength, low-cost plastics and processes: thermoset and thermoplastic blow-molding compound; stampable thermoplastic composites; injection molded thermoplastics; long fiberglass-reinforced thermoplastics; lose-core molded thermoplastics and thermosets; sheet molding compound; resin transfer molding; and structural resin injection molding.

SENSOR MARKET ACCELERATES

Demand for automotive sensors in the United States and Japan is forecast to increase from 176 millions ($1.7 billion) to 386 million units ($2.8 billion) in the 1990 to 1985 time period, according to BIS Strategic Decisions of Luton, England, advisors on electronics information.

The U.S. automotive sensor market will show a 15.4 percent compound annual growth rate in unit demand, while Japan grows by 10 percent.

For both geographic regions, the major share of the market will be for speed and position sensors which are featured in most automotive electronic control systems, such as anti-lock braking and electronically controlled transmissions, says BIS, with the driving force being safety legislation and increased concern over fuel economy.

However, BIS predicts the sensor market showing the biggest increase in the 1990 to 1995 period will be accelerometers, dictated by the rapid growth of air-bag systems and the increased use of knock control in fully integrated engine-management systems.

In the United States, BIS says, demand for accelerometers will rise from 9 million units ($83 million) to 29 million units ($269 million) between 1990 to 1995, a compound annual growth rate of 22 percent in both units and dollars. Market demand in Japan will rise from 6 million units ($64 million) in 1990 to 22 million units ($220 million) in 1995.

JIGGERS, IT'S THE COLOR COPS

They don't carry badges, but specialists from Du Pont could easily be dubbed the "Color Police."

Last year company color specialists inspected more than 1,800 vehicles at factories, dealerships and points of entry. Their assignment is to make sure the exact color formulas are available to repair shops when vehicles require refinishing.

"Vehicles differ slightly in color from plant to plant and model to model," said Gerry Brosmer, product specialist for the company's Detroit Refinish Color Group. "So we constantly verify actual new car finishes after they come off the assembly line. If a color shift is found, we reposition the color so the paint can be easily blended."

The Du Pont library has more than 60,000 mix formulas to match virtually any OEM paint color.

Colors are developed at centers in Troy, Mich., Canada and Europe. The company also runs a Field Verified Color program to monitor and change paint formulations annually or as necessary throughout the model year.

A Mobile Color Laboratory also is used in the effort. Specialists use the lab's mixing machines, spraying area, drying oven and environmental panel testing area on sample roofs to test paint colors.

Changes in formulations are sent out via the company's ColorNet computer system and on microfiche.

DuPont color specialists examine vehicles to ensure the exact color formulas are available to repair shops when vehicles require refinishing.

Service Soothsayers

Dealership managers foresee upturn for auto market in the next two years

By: Al Fleming

In the late 1980s they predicted an auto-market downturn was coming, and they were right. Now we'll see how good they are at forecasting an upturn.

For the first time in four years, the nation's auto dealership service managers are voicing strong optimism about the outlook for the U.S. automobile business.

In an *Automotive News* survey taken in May, 62 percent of service managers polled said they expect the market will improve in the next two years. That's up from 36 percent a year ago, 34 percent in 1989, 44 percent in 1988 and 50 percent in 1987.

They're even more bullish about their local operations, 77 percent saying they expect business at their dealerships to improve in the next two years.

The majority of those surveyed indicated they believe the new-vehicle market has bottomed out, and they expect an upturn in the general economy and rising consumer confidence will boost new-vehicle sales through 1993.

Also on the positive side, more than 95 percent of survey participants said they feel their service departments offer a potential for higher profits in the future. Among the reasons cited are better cost controls and operating efficiencies, extended hours of operation, fewer but bigger dealerships and improvements in customer satisfaction.

However, more than one out of four (27 percent) said they would like to see their dealerships spend more on advertising and promoting service operations. These service managers expressed concern that their dealerships are going overboard on hyping new-vehicle sales, while not doing enough to attract new service customers, particularly at a time when competition is rising.

A continuing concern of backshop bosses is finding and hiring competent technicians.

More than half (54 percent) of those surveyed said it is tougher finding skilled help this year than last year. On the plus side, that percentage has dropped from previous years (67 percent in 1990, 71 percent in 1989 and 1988), because of better training programs and the fact that dealership failures have made more mechanics available for jobs.

By far, engine and brake work remain the biggest revenue generators: Performance is a priority. New-car warranty work continues to climb as a significant profit contributor. It's now at its highest level with nearly 43 percent of respondents labeling it "significant."

Extended service contract profitability is waning, dropping below 20 percent as a significant contributor this year from over 31 percent in 1990 and as as high as 36 percent in 1988.

Meantime, profits on general customer drive-in (77 percent say it is a significant profit contributor) and special service packages (55 percent) continue to be major profit contributors.

Asked if 1991-model cars are more difficult or more profitable to service than those of previous years, the respondents answered similarly to previous years. Only 11 percent said the current crop is more profitable. The reasons most cited: longer basic warranty periods, more expanded parts warranties, greater reliability and durability of new cars with fewer maintenance requirements and longer service intervals.

Some 42 percent said 1991 models are harder to work on, compared to 48 percent in 1990, 37 percent in 1989 and 40 percent in 1988.

In any case, business seems to be good if measured by store

our dealers' service departments have never faced stiffer competition:

Quick oil change and tune-up shops are taking away business that dealer service departments once thrived on.

R.L. Polk's Automotive Marketing Services Division can help you help your dealerships recapture some of that business. As specialists in this area, we can design, produce and execute a direct marketing program that creates qualified service department traffic and sales.

We can do it on a one-time basis, or with a continuing effort that creates traffic year 'round.

With direct marketing, you know right away that it's effective... the coupons customers bring in will tell you exactly what's working, and how well.

The tougher the times, the tougher the competition... the more you need to isolate your best customers and speak directly to them.

Contact our Automotive Marketing Services Division today, and let Polk tune up your service and parts sales.

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Toronto, Ontario 220 Bartley Drive (416) 755-7761

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hours. The number of departments open 50 hours or less is declining. In 1986, only 25 percent opened 56 hours or more; the figure is now 41 percent. This year, 18 percent are open more than 60 hours a week, compared to 8 percent in 1990.

At the same time, the number of workers in the typical service department is growing. Perhaps the longer hours and more employees are reasons why dealerships are subcontracting out less high-tech work to independents.

Last year 53 percent of those surveyed said they sent such work to specialists. This year the figure is 40 percent. A number of service managers say they are training more personnel for high-tech work such as electronic instrument clusters. They also are using factory exchange programs for high-tech componentry that goes awry. Those who send out work do so mainly on electronic instrumentation, stereos, speedometers/odometers, convertible tops, windshields and radiators.

Also subsiding are problems with high-tech basecoat/clearcoat paints. In 1988 and 1989, 40 percent of those surveyed said they were having difficulties in coping with the new paints. This year the figure is 26 percent. That is because personnel are getting used to working with the product, they are being trained better, they're working in new high-tech paint booths, or they're simply subcontracting out the work.

Nearly two-thirds (59 percent) of those surveyed said they offer detailing services. However, 31 percent said they do not plan to go take on this specialized activity. Perhaps they have more important things to think about — like an auto-market upswing during the next two years. □

Al Fleming is industry editor for Automotive News.

Automotive News Survey of Dealer Service Managers

Note: In some cases, totals do not add to 100 percent because either multiple responses to a question were given or no response was given.

Question 1: What do you consider the business outlook to be for the automobile market in general and your dealership specifically for the next two years?

Automobile Market	1991	1990	1989	1988
Improve	62.7	36.5	34.1	44.3
Same	25.4	36.5	38.6	39.2
Worse	9.5	23.3	23.5	12.4
Dealership				
Improve	77.0	62.9	74.2	78.4
Same	10.3	24.5	17.4	16.5
Worse	5.6	6.9	6.1	1.5

Question 2: Do you, as a service mnager, feel that your service department offers a potential for increased profits in the future?

	1991	1990	1989	1988
Yes	95.2	92.5	95.5	94.8
No	4.0	5.7	3.0	5.2

Question 3: Do you feel that your dealership management believes the service department offers the potential for increased profits in the future?

	1991	1990	1989	1988
Yes	92.1	88.7	95.5	92.8
No	5.6	8.2	1.5	6.2

Question 4: Do you, as a service manager, believe your dealership is spending enough on advertising and promotion to improve your service business?

	1991	1990	1989	1988
Yes	70.6	67.9	65.9	67.5
No	27.8	28.9	33.3	30.4

Question 5: Who hires the service technicians in your service department?

	1991	1990	1989	1988
Dealership owner	6.3	18.9	13.6	11.3
Dealership manager	4.2	2.5	8.3	5.7
Service manager	75.4	87.4	91.7	92.3
Other	11.3	1.3	9.8	10.8

Question 6: Compared to last year, finding competent service technicians today is:

	1991	1990	1989	1988
Less difficult	19.8	6.9	4.5	3.1
Same	25.4	25.2	22.7	23.7
More difficult	54.0	67.3	71.2	71.1

Question 7: Do you have women service technicians?

	1991	1990	1989	1988
Yes	3.2	3.8	1.5	5.2
No	95.2	96.2	98.5	92.3

Question 8: When your dealership buys new service equipment and services, are you involved?

	1991	1990	1989	1988
Yes	94.4	96.2	97.0	96.4
No	3.2	2.5	2.3	3.6

If yes, which one statement below best describes you involvement?

	1991	1990	1989	1988
Originate purchase request	61.3	54.1	59.8	57.8
Approve makes(s) selected	14.5	13.2	9.4	7.6
Negotiate terms	6.5	6.9	5.0	2.1
Give advice on needs	12.9	22.6	20.8	19.2

Question 9: Does your dealership plan to buy any service equipment this year?

	1991	1990	1989	1988
Yes	57.1	60.4	49.2	58.8
No	38.1	37.7	46.2	38.1

If so, what type?

	1991	1990	1989	1988
Tuneup	1.6	5.9	5.4	15.8
Wheel alignment	13.9	9.3	9.6	31.6
Wheel balance	5.7	2.5	2.3	12.3
Brakes	8.2	3.8	6.9	15.8
Transmissions	5.7	2.5	2.7	2.7
Engine overhaul	1.6	2.1	3.1	1.8
Refinishing	6.6	2.5	4.6	4.0
Frame-body straightening	0.9	0.3	0.2	0.7
Computerized diagnostic (console)	18.9	15.7	17.7	19.7
Computerized diagnostic (hand held)	8.2	9.3	6.2	9.3
Other	24.6	18.2	21.5	25.4

Question 10: Are 1991-model cars more profitable to service than those of previous years?

	1991	1990	1989	1988
Yes	11.9	9.4	8.3	8.2
No	49.2	41.5	37.9	43.8
Same	36.5	47.2	52.3	46.4

Question 11: Are 1991-model cars more difficult to service than those of previous years?

	1991	1990	1989	1988
Yes	42.1	48.4	37.1	40.7
No	27.8	21.4	25.8	25.3
Same	25.4	30.2	36.4	33.0

Question 12: How many hours per week is your service department open?

	1991	1990	1989	1988
Less than 45 hours	9.5	16.4	20.5	12.9
45 to 50 hours	24.6	40.3	43.9	38.7
51 to 55 hours	22.2	20.5	15.9	22.7
56 to 60 hours	23.0	14.5	11.4	11.9
More than 60 hours	18.3	8.8	8.3	13.9

Question 13: How many employees are there in your service department including parts and service personnel?

	1991	1990	1989	1988
1 to 10	18.3	26.5	29.5	23.2
11 to 20	21.4	33.4	34.1	32.0
21 to 30	24.6	10.1	10.6	15.5
31 to 40	11.9	14.5	13.6	11.3
More than 40	17.5	13.7	12.1	17.5

Question 14: What is your most profitable service operation?

	1991	1990	1989	1988
Tuneup	28.7	30.2	39.4	37.6
Wheel alignment	0.3	9.7	15.2	12.9
Wheel balance	1.3	4.5	4.5	8.2
Brakes	14.0	24.1	28.0	32.0
Transmissions	4.7	15.0	22.0	13.9
Engine overhaul	6.7	7.0	15.2	9.8
Rustproofing	0.0	2.5	3.8	12.9
Body shop	3.3	5.5	7.6	10.3
Other	35.3	29.1	20.5	14.9

Question 15: How much of the following contribute to your service profits?

1991	Significantly	Some	None
New car warranty work	42.9	50.0	4.8
Extended service contracts	19.8	71.4	4.8
General customer drive-in	77.0	18.3	4.0
Special service packages	55.6	38.9	4.8
1990	**Significantly**	**Some**	**None**
New car warranty work	38.4	53.5	4.4
Extended service contracts	31.4	61.0	3.1
General customer drive-in	64.2	32.1	0.0
Special service packages	45.9	40.9	7.5
1989	**Significantly**	**Some**	**None**
New car warranty work	37.9	56.8	1.5
Extended service contracts	25.0	65.2	6.8
General customer drive-in	77.3	21.2	0.0
Special service packages	40.2	51.5	4.5
1988	**Significantly**	**Some**	**None**
New car warranty work	41.2	50.0	7.2
Extended service contracts	36.1	56.2	3.6
General customer drive-in	73.6	23.8	0.0
Special service packages	38.7	46.9	7.7

Question 16: Do you subcontract service work to specialists for jobs involving high-tech repair (such as electronic instrument clusters)?

	1991	1990	1989	1988
Yes	40.5	53.5	41.7	—
No	57.1	45.3	58.3	—

Question 17: Has your shop had any difficulties with today's high-tech basecoat/ clearcoat paints?

	1991	1990	1989	1988
Yes	26.2	40.3	40.2	—
No	57.9	56.0	53.8	—

Question 18: Does your service department offer quick lube/oil change service?

	1991	1990	1989	1988
Yes	66.7	44.0	47.7	—
No	31.0	55.3	50.0	—

Question 19: If not, does it plan to in the near future?

	1991	1990	1989	1988
Yes	11.9	20.8	50.0	—
No	22.2	77.2	48.5	—

Question 20: Does your service department offer detailing to customers?

	1991	1990	1989	1988
Yes	59.5	50.9	65.9	—
No	37.3	48.4	32.6	—

Question 21: If not, does it plan to in the near future?

	1991	1990	1989	1988
Yes	2.4	8.8	7.0	—
No	31.7	91.2	93.0	—

Question 22: What is your age?

	1991	1990	1989	1988
18 to 24	0.0	1.3	1.5	2.1
25 to 29	3.2	3.8	13.6	8.8
30 to 34	8.7	15.1	13.6	18.6
35 to 39	34.1	28.9	21.2	20.6
40 to 44	21.4	20.1	19.7	18.6
45 to 49	15.1	10.7	14.4	12.9
50 to 54	8.7	6.3	9.8	8.8
55 to 59	4.0	6.3	2.3	5.7
60 to 64	3.2	7.5	3.0	2.1
65 or over	0.0	0.0	0.0	1.0

Question 23: Before becoming a service manager at your present or at any other dealership what type of job did you have?

	1991	1990	1989	1988
Write-up man	31.3	44.0	34.8	34.2
Mechanic	21.8	27.0	49.2	51.0
Parts manager	12.2	9.4	15.2	21.1
Other	34.7	18.9	34.1	37.1

Question 24: How many years have you been a service manager (including time spent at previous dealerships)?

	1991	1990	1989	1988
1 to 3	14.3	24.0	26.5	24.9
4 to 7	25.4	25.0	23.5	19.7
8 to 11	19.0	17.0	23.5	22.3
12 to 15	15.1	5.7	9.8	12.4
16 to 19	9.5	10.7	5.3	8.8
20 or more	15.1	17.0	10.6	11.9

Question 25: What was your total compensation last year for being a service manager?

	1991	1990	1989	1988
Less than $15,000	0.8	0.0	3.0	0.5
$15,001 to $19,999	0.8	5.0	5.3	3.1
$20,000 to $24,999	2.4	8.8	6.8	11.9
$25,000 to $29,999	4.0	13.2	12.9	11.3
$30,000 to $34,999	4.8	13.8	14.4	12.9
$35,000 to $39,999	5.6	9.4	9.1	12.9
$40,000 to $44,999	7.1	11.3	10.6	9.8
$45,000 to $49,999	20.6	9.4	7.6	5.7
$50,000 or more	49.2	27.0	26.5	25.8

Question 26: What was your total compensation for being a service manager based on?

	1991	1990	1989	1988
Salary only	6.6	13.2	15.2	12.9
Salary + overtime	0.7	0.0	0.8	0.0
Salary + bonus	38.2	40.3	34.1	42.8
Salary + incentive	35.3	39.0	35.6	30.9
Salary + stock	0.0	0.3	1.5	0.0
Salary + other	8.1	6.3	11.4	11.3

Question 27: Do you believe your salary and benefits are commensurate with your experience?

	1991	1990	1989	1988
Yes	60.3	57.9	56.8	62.9
No	36.5	39.6	40.9	33.0

Lifesavers

Contributions of parts and service to dealers' bottom lines is 'tremendous,' says NADA's chief economist

From his vantage point as chief economist for the 20,000-member National Automobile Dealers Association in McLean, Va., Tom Webb scans the broad panorama of dealerships with clear insight into developing trends are in car and truck retailing, including service and parts operations. He is interviewed by Roger Rowand, Automotive News Insight *reporter.*

What are some of the recent changes in dealership parts and service business you've been able to identify statistically?

We've seen a tremendous increase in contributions to net and gross coming from parts and service in recent years. That's basically because car sales have been down and new-vehicle departments went into the red last year. But since 1985, generally strong vehicle sales, extended factory warranties and increased service contract sales have contributed to an increase of 45 percent in the service and parts business of franchised dealers.

Webb

In March of this year, service and parts accounted for 15.6 percent of the average dealership's total sales. That was up from 14.9 percent a year before. That increase came during a decline in the average dealership's revenues from service and parts to $443,661 from $453,527 in March a year before.

In January this year, the percentage of sales from service and parts reached as high as 18.3 percent. That stands out dramatically when you look back as recently as five years ago, when the service and parts contribution to the average dealership's total sales was just 12.8 percent.

What usually happens when a recession ends?

Usually there's some fall-off in the service and parts business in the wake of a major economic downturn. That's related to the fact that primarily the vehicles dealers service are from two to three years old. If new-vehicle sales have been slow for two or three years, it may take that long for the service business to catch up. Dealers continue to primarily work on newer vehicles. Most of the work is done on vehicles with less than 50,000 miles.

Are dealers generally content with their parts and service operations, or would they rather concentrate on the showrooms?

I think there's been a tremendous change in attitude the last couple of years. I suspect that's because dealers typically are now making profits in service and parts, while they weren't a few years ago. That also is increasing customer satisfaction because now that the dealers have profits back there they are able to make investments in terms of technicians and equipment.

Dealers provided 342,000 service stalls, employed 232,000 technicians and carried a parts inventory of close to $4.9 billion in 1990. The average dealership's inventory stood at around the $200,000 mark in 1990. The average point employed 10 mechanics who manned 14 service bays, excluding body shops. The average dealership wrote a total of 8,100 service orders last year compared with the 7,925 orders that were written five years earlier.

Service and parts accounted for 15.3 percent of the average dealer's total sales and over 80 percent of total profits in 1990. Six years ago, in 1985, the average dealership's service and parts department accounted for 12.9 percent of total dealership sales and approximately the same percentage of dealership profits.

Does the fact that emission control equipment is warranted for such a long time bring more people into the dealership?

Yes, along with the overall extension of warranty and with service contracts. Consumers also correctly perceive that dealers are best qualified to handle some of today's service problems. Of course, new cars have to meet safety and pollution requirements, and it's up to the operator to maintain that equipment. □

Dealers' total service and parts sales

Scale in billions of dollars

	Amount	Percent change
1980	$22,703	– 1.9
1981	23,116	+ 1.8
1982	24,447	+ 5.8
1983	26,461	+ 8.2
1984	30,044	+13.5
1985	32,461	+ 8.0
1986	34,611	+ 6.6
1987	39,555	+14.3
1988	43,238	+ 9.3
1989	45,218	+ 4.6
1990	47,182	+ 4.3

Source: NADA

Average dealership service and parts sales

Year	Amount
1980	$827,815
1981	883,995
1982	969,607
1983	1,086,644
1984	1,240,896
1985	1,3[illegible],137
1986	1,442,515
1987	1,579,026
1988	1,733,186
1989	1,794,785
1990	1,932,671

Source: NADA

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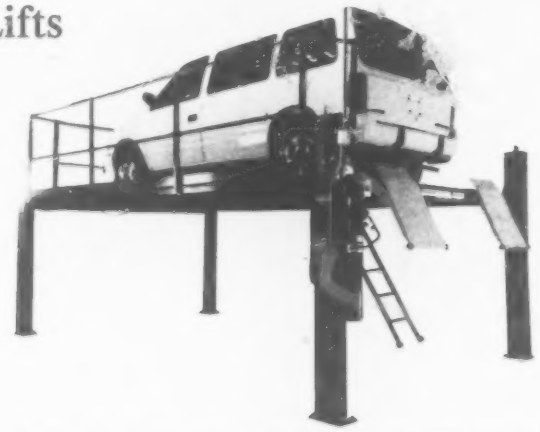

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U.S. CAR AND LIGHT-TRUCK SALES, JUNE — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	127,624	134,404	16.5	15.7	101,641	113,397	26.2	26.6	229,265	247,801	19.8	19.3	0.5	– 7.5
Ford	93,810	120,062	12.2	14.0	110,376	130,803	28.5	30.6	204,186	250,865	17.6	19.5	–1.9	–18.6
Toyota	56,193	55,102	7.3	6.4	21,634	23,411	5.6	5.5	77,827	78,513	6.7	6.1	0.6	– 0.9
Dodge	30,971	28,512	4.0	3.3	45,065	45,216	11.6	10.6	76,036	73,728	6.6	5.7	0.8	3.1
Honda	67,569	73,255	8.8	8.5	—	—	—	—	67,569	73,255	5.8	5.7	0.1	– 7.8
Pontiac	49,360	67,135	6.4	7.8	2,484	2,901	0.6	0.7	51,844	70,036	4.5	5.5	–1.0	–26.0
Buick	50,210	46,471	6.5	5.4	—	—	—	—	50,210	46,471	4.3	3.6	0.7	8.0
Nissan	34,340	37,032	4.5	4.3	13,954	14,395	3.6	3.4	48,294	51,427	4.2	4.0	0.2	6.1
Oldsmobile	40,482	45,804	5.2	5.3	3,150	2,390	0.8	0.6	43,632	48,194	3.8	3.8	0.0	[illegible]
Mercury	36,336	33,202	4.7	3.9	—	—	—	—	36,336	33,202	3.1	2.6	0.5	[illegible]
Plymouth	17,602	20,661	2.3	2.4	17,104	15,840	4.4	3.7	34,706	36,501	3.0	2.8	0.2	– 4.9
Mazda	16,093	18,327	2.1	2.1	12,158	14,049	3.1	3.3	28,251	32,376	2.4	2.5	–0.1	–12.7
GMC	—	—	0.0	0.0	27,097	27,808	7.0	6.5	27,097	27,808	2.3	2.2	0.2	– 2.6
Mitsubishi	15,141	18,098	2.0	2.1	2,078	4,073	0.5	1.0	17,219	22,171	1.5	1.7	–0.2	–22.3
Jeep	—	—	0.0	0.0	17,109	17,620	4.4	4.1	17,109	17,620	1.5	1.4	0.1	– 2.9
Cadillac	16,497	22,427	2.1	2.6	—	—	—	—	16,497	22,427	1.4	1.7	–0.3	–26.4
Lincoln	16,247	20,608	2.1	2.4	—	—	—	—	16,247	20,608	1.4	1.6	–0.2	–21.2
Acura	13,800	13,617	1.8	1.6	—	—	—	—	13,800	13,617	1.2	1.1	0.1	1.3
Isuzu	2,333	345	0.3	0.0	10,783	12,058	2.8	2.8	13,116	12,403	1.1	1.0	0.2	5.7
Chrysler	11,130	21,378	1.4	2.5	346	225	0.1	0.1	11,476	21,603	1.0	1.7	–0.7	–46.9
Subaru	11,013	10,031	1.4	1.2	—	—	—	—	11,013	10,031	1.0	0.8	0.2	9.8
Hyundai	10,322	11,729	1.3	1.4	—	—	—	—	10,322	11,729	0.9	0.9	0.0	–12.0
VW	8,751	14,710	1.1	1.7	581	728	0.1	0.2	9,332	15,438	0.8	1.2	–0.4	–39.6
Volvo	7,013	8,979	0.9	1.0	—	—	—	—	7,013	8,979	0.6	0.7	–0.1	–21.9
Saturn	6,666	0	0.9	0.0	—	—	—	—	6,666	0	0.6	0.0	0.6	—
Lexus	6,547	5,049	0.8	0.6	—	—	—	—	6,547	5,049	0.6	0.4	0.2	29.7
Eagle	5,713	5,072	0.7	0.6	—	—	—	—	5,713	5,072	0.5	0.4	0.1	12.6
Mercedes	4,806	6,692	0.6	0.8	—	—	—	—	4,806	6,692	0.4	0.5	–0.1	–28.2
Infiniti	4,188	1,789	0.5	0.2	—	—	—	—	4,188	1,789	0.4	0.1	0.2	134.1
BMW	4,006	5,425	0.5	0.6	—	—	—	—	4,006	5,425	0.3	0.4	–0.1	–26.2
Suzuki	397	589	0.1	0.1	1,295	1,254	0.3	0.3	1,692	1,843	0.1	0.1	0.0	– 8.2
Saab	1,549	2,799	0.2	0.3	—	—	—	—	1,549	2,799	0.1	0.2	–0.1	–44.7
Audi	1,335	2,567	0.2	0.3	—	—	—	—	1,335	2,567	0.1	0.2	–0.1	–48.0
Daihatsu	739	715	0.1	0.1	298	546	0.1	0.1	1,037	1,261	0.1	0.1	0.0	–17.8
Jaguar	891	1,532	0.1	0.2	—	—	—	—	891	1,532	0.1	0.1	0.0	–41.8
Porsche	410	844	0.1	0.1	—	—	—	—	410	844	0.0	0.1	0.0	–51.4
Alfa Romeo	402	484	0.1	0.1	—	—	—	—	402	484	0.0	0.0	0.0	–16.9
Peugeot	343	355	0.0	0.0	—	—	—	—	343	355	0.0	0.0	0.0	– 3.4
Sterling	286	311	0.0	0.0	—	—	—	—	286	311	0.0	0.0	0.0	– 8.0
Yugo	228	533	0.0	0.1	—	—	—	—	228	533	0.0	0.0	0.0	–57.2
Range Rover	—	—	0.0	0.0	191	350	0.0	0.1	191	350	0.0	0.0	0.0	–45.4
Other*	195	245	0.0	0.0	—	—	—	—	195	245	0.0	0.0	0.0	0.0
TOTAL	**771,538**	**856,890**	**100.0**	**100.0**	**387,344**	**427,064**	**100.0**	**100.0**	**1,158,882**	**1,283,954**	**100.0**	**100.0**	**0.0**	**– 9.7**
TOTAL BIG 3	**502,648**	**565,736**	**65.1**	**66.0**	**324,372**	**356,200**	**83.7**	**83.4**	**827,020**	**921,936**	**71.4**	**71.8**	**–0.4**	**–10.3**
TOTAL JAPAN	**228,353**	**233,949**	**29.6**	**27.3**	**62,200**	**69,786**	**16.1**	**16.3**	**290,553**	**303,735**	**25.1**	**23.7**	**1.4**	**– 4.3**
TOTAL EUROPE	**30,215**	**45,476**	**3.9**	**5.3**	**772**	**1,078**	**0.2**	**0.3**	**30,987**	**46,554**	**2.7**	**3.6**	**–1.0**	**–33.4**
GM	290,839	316,241	37.7	36.9	134,372	146,496	34.7	34.3	425,211	462,737	36.7	36.0	0.7	– 8.1
Ford	146,393	173,872	19.0	20.3	110,376	130,803	28.5	30.6	256,769	304,675	22.2	23.7	–1.6	–15.7
Chrysler	65,416	75,623	8.5	8.8	79,624	78,901	20.6	18.5	145,040	154,524	12.5	12.0	0.5	– 6.1
Toyota/Lexus	62,740	60,151	8.1	7.0	21,634	23,411	5.6	5.5	84,374	83,562	7.3	6.5	0.8	1.0
Honda/Acura	81,369	86,872	10.5	10.1	0	0	0.0	0.0	81,369	86,872	7.0	6.8	0.3	– 6.3
Nissan/Infiniti	38,528	38,821	5.0	4.5	13,954	14,395	3.6	3.4	52,482	53,216	4.5	4.1	0.4	– 1.4
VW/Audi	10,086	17,277	1.3	2.0	581	728	0.1	0.2	10,667	18,005	0.9	1.4	–0.5	–40.8
†Geo	*27,509*	*27,731*	*3.6*	*3.2*	*3,540*	*3,268*	*0.9*	*0.8*	*31,049*	*30,999*	*2.7*	*2.4*	*0.3*	*0.2*
*Made by Japan***	*261,152*	*265,822*	*33.8*	*31.0*	*65,209*	*74,089*	*16.8*	*17.3*	*326,361*	*339,911*	*28.2*	*26.5*	*1.7*	*– 4.0*

*Includes 1991 estimated sales of 80-Ferrari, 50-Rolls/Bentley, 27-Lotus, 20- Maserati, 12-Lamborghini, and 5-Aston Martin.
**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

SALES

FROM PAGE 1

ing the year-to-year deficit.

Light-truck sales dropped 15.9 percent for the first six months, with sales of 2,040,800. Cars took a lesser beating with a 14.3 percent drop. The preliminary total was 4,138,300.

In June the Big 3's total vehicle sales were 827,020, down 10.3 percent from 1990.

Car sales slipped about 63,000 units; truck deliveries were off about 32,000.

Sales of Japanese vehicles, import and transplant combined, dipped only 4.3 percent in June compared to a 33.4 percent plunge for European vehicles.

Total car and light-truck sales of 229,265 in June catapulted Chevrolet into the top-seller position for June as well as for the first half. At the end of May, Ford was 3,000 units ahead of Chevy. Chevrolet has led in car sales all year, but this is the first time it has had the year-to-date lead in total vehicles.

Ford posted sales of 204,186 cars and trucks in June.

Four Big 3 car makes reported sales increases for June, compared with 1990 – Buick, Mercury, Dodge and Eagle.

General Motors' car sales fell 8.2 percent in June, with Buick the only gainer. Buick was up 8.1 percent.

Ford Motor's car sales decreased 15.8 percent, with Mercury showing a 9.4 percent increase.

Chrysler Corp.'s car sales dipped 13.5 percent overall, but Eagle was up 12.6 percent and Dodge improved 8.6 percent. Sales of the Chrysler marque were off 47.9 percent. Chrysler's truck sales increased 0.9 percent.

SAAB

FROM PAGE 1

Scania AB's Saab Car Division in late 1989.

Since the new model would have been based on the rear-wheel-drive platform of GM Europe's planned successor to the full-sized Opel Omega/Vauxhall Carlton, the decision reflects Saab's willingness to remain independent of GM.

Instead, Saab decided to remain "a front-wheel-drive company," according to one company official. Another high-ranking Saab engineer described the decision as a matter of choosing "new technology over old technology."

Saab management insists it is zealously guarding brand character — which ranges from its front-wheel-drive tradition to such quirky attributes as the 900's floor-mounted ignition.

Saab President David Herman recently said, "There is no single subject on which more time is spent at this company. All these things about manufacturing and sales are important, but there is nothing more important to our future than our brand character."

Saab's highest-priced cars in the United States now sell for about $34,000. The 108 would have taken the company into the $45,000 to $50,000 price range. But Herman said recently that "there are plenty of people who will appreciate our brand character elements in that segment."

The 108 was expected to be powered either by a large-displacement version of the General Motors Europe V-6 that will be produced beginning next year in Ellesmere Port, England, or GM's planned North[illegible]ar V-8.

Saab's first new model under GM is the replacement for the 900, code-named 104, that is due in 1993. It initially presumed that the 9000 successor, project 106, was to be launched in about 1995 and followed two years later by the new luxury sedan.

> "There is nothing more important to our future than our brand character."
>
> **David Herman**
> Saab president

But as the company's product plans under GM tutelage evolved, the 108 was moved ahead of the 106, presumably to base it off the rear-wheel-drive Omega/Carlton replacement due in 1995.

Cancellation of the 108 project pulls the front-wheel-drive 106 forward, sources say. The 9000 replacement will follow the original timetable for the defunct luxury range-topper by about one year, or about 1996.

Saab nonetheless is linking its product plans with GM, although mainly in component sourcing.

The 900 replacement is on schedule and figures to get a 2.7-liter version of GM Europe's new V-6, while the 9000 replacement will have a 3.2-liter derivative of the same powerplant.

Insiders say that 28 percent of the 104's componentry will be from GM Europe's Opel Vectra/Vauxhall Cavalier mid-range model, with 22 percent carryover parts and 50 percent completely new.

Saab's four-cylinder engines will still be used for the new model. Styling is by Saab design chief Bjorn Envall's internal staff.

AUTOMOTIVE NEWS/JOE WILSSENS

Richard Ruzzin and one of the Cadillacs that was created under his direction, the 1992 Seville.

Ruzzin given control of Adam Opel design

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors announced that Cadillac designer Richard F. Ruzzin will be the new director of design for GM's Adam Opel AG subsidiary.

As reported last week in *Automotive News*, Ruzzin will succeed Wayne Cherry, who has been head of Opel design since 1983.

Ruzzin, 55, has been studio chief for Cadillac exterior design since 1987.

In making the announcement, Charles M. Jordan, GM vice president in charge of design staff, said: "GM is focusing on the growing importance of international design standards . . . The spectacular success of the 1992 Cadillac Seville and Eldorado programs, created under Dick's direction, exemplifies this new trend toward world design standards."

Cherry heads back to the United States

Jordan also praised Cherry, 53, for overseeing award-winning designs for Opel that have "helped GM significantly increase its market share in Europe."

Neither Ruzzin's replacement nor Cherry's new duties were announced.

It is expected, however, that Ruzzin's assistant, Larry Erickson, will be tapped to head the Cadillac exterior studio.

Cherry, who is expected to return Sept. 1 to design staff headquarters at the GM Technical Center in Warren, Mich., reportedly will take over design for Chevrolet or the entire Chevrolet-Pontiac-Canada Group.

Ruzzin has been with design staff since 1961.

Cherry joined the staff in 1962 and has spent most of his career in Europe, beginning in 1965 with Vauxhall Motors Ltd.

INCENTIVE WATCH
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NEW PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial, New Yorker Fifth Ave. (1990-91)	$1,500
LeBaron, N.Y. Salon (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91)	$1,500
Spirit, Dynasty (1990-91)	$1,000
Shadow Conv. (1991)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ramvan, Ramwagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Laser (1991), Sundance (1990)	$700
Sundance Highline (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

CONTINUING PROGRAMS

FORD MOTOR CO.
(1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.)

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Escort wagon, GT	$750
Tempo	$600
Thunderbird	$600-750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Tracer LTS and wagon	$750
Topaz, Capri	$600
Cougar	$600-1,000
Sable	$750
Grand Marquis (1991)	$1,000

GENERAL MOTORS
Finance rates in lieu of rebate start at 7.9 percent. Program expires Sept. 25.

GMC Suburban (1991)	$1,000

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*

*Based on region

SAAB
3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with down-payment of 25 percent. Expires July 31.

INCENTIVE WATCH
DEALER INCENTIVES
NEW PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Colt, Colt Vista (1990-91)*	Up to $700, quota
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Colt, Colt Vista (1990-91)*	Up to $700, quota
Minivans (1991) without air bags	$500

*Expires July 31

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (expires Sept. 16)

Stylus S, Impulse XS (1991)	$700
Stylus XS, Impulse RS (1991)	$1,500
Pickup (1991)	$700-1,000, based on sales
Trooper (1991)	$1,600-1,800, based on sales

VOLVO (expires Aug. 18)

740 and 940 (1991)	$1,500

CONTINUING PROGRAMS

AUDI (expires Sept. 30)

100/200	$2,000-3,500

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.

Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

MAZDA (expires Aug. 2)

MPV (1991)	$800

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD	$3,000
420SEL	$4,000
560SEL	$5,000
All S class	$2,000-4,000, on purchase from importer

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

Makers set 1991 cleanup plans

Chrysler tips hand on $4,000 in incentives for '92 Monaco

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. notified dealers last week that the 1992 Dodge Monaco will debut this fall with combined consumer and dealer rebates up to $4,000. Monaco and its sibling, Eagle Premier, will be discontinued after the 1992 model year.

Also last week, Chrysler, Hyundai and Subaru of America Inc. announced cleanup incentive programs that extend through the end of the 1991 model year.

Other new programs were listed last week by Alfa Romeo Distributors of North America, American Isuzu Motors Inc., Peugeot Motors of America Inc. and Volvo Cars of North America.

Chrysler's program for the 1992 Monaco is similar to the incentive it placed on the 1991 Monaco/Premier last April. The company paid dealers $1,000 for first car sold, $1,500 per unit for the next two and $2,000 per unit for any additional sales. Additionally, dealers received another $1,000 per unit when they ordered the cars.

The only difference in the new program is that dealers will receive $500 per unit when the cars are ordered instead of $1,000. There is another $1,500 rebate to the customer.

It is unclear whether Premier will be included in the new program.

As part of its cleanup incentive, Chrysler is offering a $500 customer rebate on 1991 Dodge Caravan and Grand Caravan; 1991 Plymouth Voyager and Grand Voyager and 1991 Chrysler Town & Country. The program includes minivans with air bags.

There also is a $500 dealer rebate on 1991 minivans without air bags and a $1,500 customer rebate on 1990 minivans.

Chrysler increased incentives on several models: from $1,000 to $1,500 on the 1991 Jeep Cherokee and 1990 Chrysler Imperial and New Yorker Fifth Avenue; from $500 to $1,000 on the 1990 Chrysler LeBaron convertible, and from $700 to $1,000 on 1990 New Yorker Salon, Dodge Dynasty, Dodge Spirit, Plymouth Acclaim and Chrysler LeBaron sedan.

Also, Chrysler reduced its finance rates. They now start at 2.9 percent on 24-month contracts on all vehicles except minivans. Finance rates begin at 7.9 percent on minivans, unchanged from the previous program. Cut-rate financing is in lieu of customer rebates.

Chrysler is offering rebates of $100 to $700 to dealers on 1990-91 Dodge Spirit and Shadow and 1990-91 Plymouth Acclaim and Sundance, based on performance against quota.

Also, Chyrsler is paying dealers $500 to $1,000 on 1990 and 1991 Dodge trucks.

Jeep-Eagle dealers earn $1,000 to $2,000 on sales of Eagle Premier and $500 on 1991 Jeep Cherokee. The Dodge Monaco dealer rebate also is $1,000 to $2,000.

Chrysler programs expire Sept. 30.

Alfa Romeo is paying dealers up to $200 per month in floorplanning assistance on base 1991 164 models and on 164L automatics through Dec. 31.

Isuzu's dealer incentive program runs through Sept. 16. It pays dealers $750 to $1,800 on 1991 Trooper and pickup depending on the number of vehicles sold. Dealers earn a flat payment of $700 to $1,500 on 1991 Stylus and Impulse.

Hyundai Motor America announced a new round of consumer and dealer rebates that expire Oct. 2. On the consumer side, Hyundai is paying rebates of $500 to $1,000 on 1990 and 1991 Excel and Sonata and 1991 Scoupe.

The importer is offering an additional $300 to active military personnel who purchase any Hyundai car and $1,000 to Hyundai owners who trade a 1986-90 model on a new 1990 or 1991 Hyundai.

Consumers qualify for either the military program or the trade-in program.

Also, Hyundai is paying $100 to consumers who test drive a 1991 Sonata but purchase an eligible competitive model.

Hyundai dealers earn $100 to $300 on 1991 Sonata and Scoupe depending on the number of cars sold.

Through July 31, **Peugeot** is offering buyers interest-free loans on contracts up to 48 months. Down payments of 10 percent and 20 percent, respectively, are required on 36- and 48-month loans. No down payment is required on 24-month loans.

Also, Peugeot is offering 24-, 36- and 48-month lease contracts with no down payment.

Subaru of America Inc. announced consumer incentives ranging from $500 to $2,000 on 1991 Legacy, Loyale, XT and XT6. The program expires Oct. 2.

Volvo is offering consumers special leasing deals on 1991 models of the 740 and 940.

They range from $399 a month to $449 a month. Also, dealers earn $1,500 on sales of 740 and 940 cars (1991 models). The factory-to-dealer incentive does not include lease transactions. The program expires Aug. 18.

Automotive News Special Correspondent Darrell Pressley contributed to this report.

GM Lordstown may go to three crews

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

LORDSTOWN, Ohio — A tentative local contract was announced last week that would have employees at the General Motors assembly plant here working in three crews, two shifts per day for five days with single shifts on Saturday and Sunday.

If ratified, the Lordstown assembly plant would become the first GM facility in North America to operate on a three-crew, two-shift schedule, although the system is used at a GM plant in Belgium.

Lordstown Plant Manager Michael J. Cubbin hailed the tentative pact as a means to make the facility more productive and competitive.

Al Alli, UAW Local 1112 shop chairman, praised the agreement because it would provide employees with job security at a time when the plant is losing van production to a plant in Flint, Mich.

The Lordstown plant now produces only the Chevrolet Cavalier and the Pontiac Sunbird.

Alli said that the change could boost capacity to as much as 480,000 cars a year from the current 360,000.

Under the new agreement, the Lordstown plant would work 120 hours per week.

Each of the three crews would work four 10-hour shifts per week, with most maintenance work carried out on weekends.

The Lordstown assembly plant has been plagued with labor difficulties through much of its 25-year history. It was built as a Chevrolet plant but became a source of labor unrest in the early 1970s as part of the old General Motors Assembly Division.The plant was the original source of the Chevrolet Vega 2300 when that car went into production in 1970 as a 1971 model.

It was once one of the largest assembly complexes under one roof, which prompted former Chevrolet General Manager John Z. DeLorean to remark "that you can see the curvature of the earth" inside the plant.

Overweight Mercedes S class has Germans laughing

By Larry Thorson
THE ASSOCIATED PRESS

BERLIN — There's a red tinge of embarrassment reflected in the shining silver star of Mercedes-Benz. Its new S-class cars are so heavy people are making fun of them.

Mercedes has admitted a minor mistake in a massive new model that weights 2.5 tons and seeks to shoulder aside Japanese challengers in the luxury market.

But the Germans are making jokes about the Mercedes behemoths, which have four doors but could be technically overloaded with three passengers.

At issue are regulations of Germany's eagle-eyed Technical Inspection Organization, which sets standards for everything from cars to nuclear power plants. Cars are required to list their gross weights so the inspection organization can certify that equipment such as brakes and suspensions are built to handle the weight.

The new Mercedes was a bit overweight, especially when buyers loaded it with heavy options like automatic transmissions, air conditioning and the variety of electric motors to operate a sunroof, adjustable seats and a load-leveler.

The German enthusiast magazine *Auto Motor Sport* discovered the weight problem in a test comparing a Mercedes 300SE with a BMW 735i and a Jaguar XJ6. That prompted one reader to write that the luxury Mercedes could only be used to carry four dwarfs and their toothbrushes to a nudist camp.

Mercedes struck back last week by adding 308 pounds to the car, so that a fully loaded 300SE could weigh 5,610 pounds. Its full-page ads declared: "The new S-class is built so safely that it forgives almost all mistakes. Even our own."

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	7/8, 7/15, 7/22	*
Dodge Monaco		
Eagle Premier		
FORD		
Atlanta	7/8	**
Chicago	7/8	**
Dearborn, Mich.	7/8	**
Edison, N.J.	7/8	**
Kansas City, Mo.	7/8	**
Lorain, Ohio	7/8	**
Louisville, Ky.	7/8	**
Michigan Truck (Wayne, Mich.)	7/8	**
Norfolk, Va.	7/8	**
Oakville, Ontario	7/8, 7/15	**
Ontario Truck (Oakville, Ontario)	7/8, 7/15	**
St. Louis	7/8	**
St. Paul, Minn.	7/8	**
St. Thomas, Ontario	7/8	**
Wayne, Mich.	7/8	**
Wixom, Mich.	7/8	**
NAVISTAR		
Springfield, Ohio	7/8	**
Medium Trucks		
Heavy Trucks		
Chatham, Ontario	7/8	**
Medium Trucks		
Heavy Trucks		
NISSAN MOTOR MFG. CORP. U.S.A.		
Smyrna, Tenn.	7/8, 7/15	**
Nissan Sentra		
Pickup trucks		

*Model changeover
**Vacation
Source: Automotive News Data Center

San Francisco dealers' slump still lingers

THE ASSOCIATED PRESS

SAN FRANCISCO — Don't tell San Francisco Bay area automobile dealers the recession is over.

Despite some favorable economic news and a slight rise in national car sales in early June, local dealers have yet to see more than a blip in increased sales.

But they're delighted for the public to hear about an economic recovery as much and as loudly as possible. Dealers think the mood of consumers is crucial to ending their deferral of car purchases — and ending the depression the dealers have been mired in since New Year's.

The most recent regional figures, compiled from state Board of Equalization figures on taxable sales, show that area new car and truck dealers sustained a 4 percent drop in vehicle and parts sales as early in the slump as last summer.

California car and light-truck sales crashed 19 percent in the first quarter of 1991 from a year earlier, according to J.D. Power and Associates of Agoura Hills, Calif. National sales for the year through May were down 16.5 percent.

"We have fared just as well as the national scene," says Gordon Cuneo, general manager of European Motors in San Francisco. "Our sales are off in the neighborhood of 25 percent from this time last year.

"We realize that it's partly because of the recession and partly because of the (gulf) war preoccupation. We also thought that for our dealership, which deals only in Mercedes-Benz, the luxury tax was a hit right between the eyes."

The federal tax is 10 percent of the amount by which a car price exceeds $30,000. The cost added to a $50,000 auto is $2,000. Many of a dealership's costs are fixed.

European Motors has responded by reducing its sales force from 11 to eight.

Ad spending also has been slashed, says Lee Castonguay, president of the Northern California Motor Car Dealers Association.

Service-department revenues and used-car sales are helping dealers through the gloom. Strong sales of used cars don't necessarily reflect trading down, Castonguay says.

"Used-car buyers are buying for need," he says. "The new-car buyer is buying for desire."

New-car sales problems are likely accelerating a long-term reduction in the number of dealerships, as retailers with low cash reserves go out of business.

The counties surrounding San Francisco lost a net 13 new-vehicle dealerships in 1990. California has lost 1,000 of the 3,500 dealerships it had in 1985, and the number is expected to drop to 1,700 by 1995, says Martin Swig. He owns the San Francisco Auto Center, which sells 12 makes.

The number of new-car lots is stable, experts say, but larger operators are gobbling up smaller ones.

"Traditional small car dealers are going the way of the mom-and-pop grocery store," Swig says. "Your share of market goes down and down and down, and pretty soon you're out of business."

U.S. CAR

	Week Ended July 6, 1991	Week Ended June 29, 1991	June Total	Jan. 1 to July 6, 1991	Jan. 1 to July 7, 1990
Horizon	0	0	0	0	4,327
Sundance	1,800	1,918	6,218	24,822	43,579
Acclaim	2,100	2,569	10,157	46,212	55,742
Total Plymouth	**3,900**	**4,487**	**16,375**	**70,834**	**103,648**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	0	18,697	26,925
N. Yorker C-Class	300	306	860	4,417	24,374
Fifth Avenue	1,200	1,659	4,724	19,011	10,022
Imperial	200	314	906	4,234	16,650
Total Chrysler	**1,700**	**2,279**	**6,490**	**46,359**	**86,035**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	17,830
Shadow	2,000	2,919	8,307	29,575	51,003
Dynasty	2,100	2,756	8,327	63,978	63,509
Spirit	1,700	2,296	9,326	41,448	51,946
Total Dodge	**5,800**	**7,971**	**25,960**	**139,937**	**188,366**
CHRYSLER CORP.	**11,400**	**14,737**	**48,825**	**257,130**	**378,046**
Escort	0	7,446	22,925	101,375	107,890
Mustang	0	3,660	10,540	42,542	77,839
Tempo	0	2,829	11,662	56,929	71,767
Taurus	0	8,409	34,895	173,772	188,838
Thunderbird	0	2,593	7,755	40,373	63,234
Total Ford Div.	**0**	**24,937**	**87,767**	**414,991**	**509,568**
Topaz	0	1,791	6,042	25,067	27,026
Cougar	0	1,727	5,156	29,666	42,211
Sable	0	2,747	11,887	56,265	56,432
Total Mercury	**0**	**6,265**	**23,085**	**110,998**	**125,669**
Continental	0	1,199	4,719	29,153	31,032
Mark VII	0	213	829	5,099	12,540
Town Car	0	2,828	11,118	68,603	83,864
Total Lincoln	**0**	**4,240**	**16,666**	**102,855**	**127,436**
Total L-M Div.	**0**	**10,505**	**39,751**	**213,853**	**253,105**
FORD MOTOR CO.	**0**	**35,442**	**127,518**	**628,844**	**762,673**
Skylark/Somerset	0	0	0	27,510	48,251
Century	2,256	3,177	11,502	47,439	36,942
Riviera	0	0	0	13,409	12,645
Electra/Park Ave.	1,462	2,569	8,034	59,724	18,404
LeSabre (fwd)	800	327	676	25,724	90,251
Roadmaster Sedan*	1,030	1,030	4,123	11,738	0
Roadmaster Wagon†	296	298	2,800	15,928	4,022
Reatta	0	0	0	1,206	4,864
Total Buick	**5,844**	**7,401**	**27,135**	**207,198**	**215,379**
Eldorado	0	0	0	6,395	11,801
Seville	0	0	0	13,909	21,695
Brougham (rwd)	300	392	1,459	10,319	13,148
DeVille (fwd)	2,550	3,317	12,406	75,449	92,390
Allante	51	64	256	1,625	2,516
Total Cadillac	**2,901**	**3,773**	**14,123**	**106,456**	**141,550**
Cavalier	3,807	5,300	21,911	141,323	179,065
Camaro	1,268	1,304	5,867	26,531	36,648
Corsica/Beretta	5,550	7,510	30,045	140,581	150,608
Caprice	2,490	4,035	15,202	75,720	140,099
Corvette	398	491	1,945	12,285	12,936
Total Chevrolet	**13,513**	**18,640**	**74,970**	**396,440**	**519,376**
Calais	0	0	0	34,616	54,664
Cutlass Ciera	2,318	2,275	7,792	41,997	43,096
Cutlass Supreme	2,164	2,358	10,050	57,537	45,564
Toronado	0	0	0	2,778	9,247
88 (fwd)	2,006	2,314	8,797	35,133	57,256
Custom Cruiser Wag.††	138	191	886	5,316	1,214
98	1,594	2,344	7,902	41,502	31,762
Total Oldsmobile	**8,220**	**9,482**	**35,427**	**218,879**	**242,803**
Sunbird	1,561	2,652	11,094	65,555	83,058
Grand Am	0	0	0	67,061	109,590
Firebird	476	445	2,032	8,926	22,868
Grand Prix	2,114	3,112	11,994	55,093	62,909
Pontiac 6000	0	0	4,685	19,603	32,133
Bonneville	1,448	1,158	3,049	25,448	44,301
Total Pontiac	**5,619**	**7,367**	**32,854**	**281,686**	**354,859**
Total Saturn*	**2,405**	**2,405**	**9,618**	**40,788**	**0**
GENERAL MOTORS	**38,982**	**49,068**	**194,127**	**1,232,990**	**1,473,967**
DIAMOND-STAR*	**1,770**	**2,912**	**9,917**	**86,193**	**64,811**
Civic	0	1,720	7,445	46,573	61,602
Accord	0	7,520	29,004	181,152	160,651
HONDA*	**0**	**9,240**	**36,449**	**227,725**	**222,253**
MAZDA*†	**0**	**2,923**	**13,586**	**79,317**	**67,348**
NISSAN	**2,000**	**2,754**	**10,871**	**72,640**	**91,212**
Corolla	1,400	2,300	9,234	55,569	55,284
Geo Prizm/Nova	1,140	1,858	7,426	51,034	55,031
NUMMI	**2,540**	**4,158**	**16,660**	**106,603**	**110,315**
SUBARU-ISUZU Legacy*	**886**	**1,184**	**4,469**	**29,067**	**13,225**
TOYOTA Camry*	**0**	**4,529**	**17,986**	**111,536**	**113,237**
TOTAL BIG 3	**40,982**	**59,247**	**376,470**	**2,118,634**	**2,614,886**
TOTAL TRANSPLANT	**7,856**	**27,681**	**100,189**	**797,632**	**982,493**
TOTAL CARS, U.S.	**57,750**	**126,936**	**476,570**	**2,826,296**	**3,277,179**
TOTAL CARS, CANADA	**13,645**	**24,329**	**111,446**	**578,783**	**555,687**
U.S., CANADA CARS	**71,485**	**151,258**	**590,824**	**3,405,059**	**3,832,866**
U.S., CANADA CARS AND TRUCKS	**125,513**	**248,128**	**908,450**	**5,544,153**	**6,452,761**

*Estimate
††1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended July 6, 1991	Week Ended June 29, 1991	June Total	Jan. 1 to July 6, 1991	Jan. 1 to July 7, 1990
Monaco	740	0	2,338	5,526	5,376
Premier	194	0	1,584	5,544	4,015
CHRYSLER CORP.	**934**	**0**	**3,922**	**11,070**	**9,391**
Tempo	0	3,040	13,101	60,003	69,481
Topaz	0	1,250	4,312	19,184	25,040
Crown Victoria	0	2,183	7,912	45,369	64,122
Grand Marquis	0	2,717	11,477	46,366	56,568
FORD MOTOR CO.	**0**	**9,190**	**36,802**	**170,922**	**215,211**
Celebrity	0	0	0	0	17,216
Cutlass Ciera	1,513	1,660	7,653	37,604	46,850
Lumina	4,717	4,726	25,395	118,624	118,569
Regal	2,173	2,099	11,528	64,952	47,268
GENERAL MOTORS	**8,403**	**8,485**	**44,576**	**221,180**	**229,903**
CAMI*	**2,500**	**2,527**	**10,227**	**54,724**	**0**
HONDA Civic*	**0**	**2,160**	**8,722**	**54,845**	**53,614**
HYUNDAI Sonata	**564**	**576**	**1,131**	**16,949**	**10,477**
TOYOTA Corolla	**1,100**	**1,100**	**5,347**	**35,306**	**32,178**
VOLVO 740 and 940	**144**	**180**	**719**	**4,685**	**4,713**
TOTAL CARS, CANADA	**13,845**	**24,329**	**111,446**	**578,783**	**555,687**

U.S. TRUCK

Caravan	2,300	3,157	9,246	57,227	60,151
Dakota	1,550	1,996	8,024	42,341	37,664
Caravan C/V	0	3	277	2,109	3,909
Ram pickups	1,600	2,020	8,026	42,396	55,682
Total Dodge	**5,450**	**7,176**	**25,573**	**144,073**	**159,106**
Cherokee	3,350	4,492	17,306	70,025	90,190
Comanche	100	134	518	2,848	4,241
Grand Wagoneer	0	0	537	1,560	3,770
Wagoneer/Briarwood	50	52	226	1,489	2,185
Total Jeep	**3,500**	**4,678**	**18,587**	**75,922**	**100,386**
Voyager	2,100	1,861	10,473	50,206	57,283
Town & Country	50	109	341	1,773	1,998
Total C-P Div.	**2,150**	**1,970**	**10,814**	**51,979**	**59,281**
CHRYSLER CORP.	**11,100**	**13,824**	**54,974**	**271,974**	**317,773**
Aerostar	0	4,596	19,060	82,391	107,019
Bronco	0	687	1,720	7,133	28,342
Bronco II/Explorer	0	5,744	23,891	139,883	88,064
Navajo	0	78	382	5,871	0
Econoline	0	4,320	16,208	69,093	103,662
Mediums/Heavies	1,040	1,025	2,030	10,234	28,441
Light trucks	0	9,750	31,452	148,360	241,272
Ranger	0	4,868	24,983	130,994	153,522
FORD MOTOR CO.	**1,040**	**31,068**	**119,726**	**591,949**	**750,342**
Astro	0	102	7,963	49,505	63,395
Blazer	161	219	982	4,368	9,295
Lumina APV	902	1,147	4,854	22,009	52,720
Mediums/Heavies	240	281	0	244	4,085
P-Model	495	764	2,683	9,965	13,773
Pickups	4,599	6,463	30,541	151,506	218,695
S10	4,884	5,588	23,782	135,895	124,512
S10 Blazer	1,559	1,588	3,241	13,548	43,841
Sportsvan/Van	847	976	3,943	22,408	38,050
Suburban	644	824	3,466	14,778	36,293
Total Chevrolet	**14,514**	**17,952**	**81,495**	**424,326**	**604,959**
Jimmy	34	28	111	1,065	2,934
Mediums/Heavies	236	318	0	234	4,300
P-Model	47	51	181	1,517	1,659
Pickups	2,013	2,474	12,445	67,727	81,933
S15/Sonoma	1,441	1,736	6,259	32,001	29,242
S15 Jimmy	527	962	1,537	5,540	15,287
Safari	0	65	4,311	21,460	23,555
Suburban	335	417	2,013	12,581	17,890
Vandura/Rally Vans	245	555	2,069	10,578	13,888
Total GMC	**4,878**	**6,906**	**28,926**	**152,803**	**190,688**
Silhouette	542	797	2,851	11,996	19,956
Bravada	237	243	888	9,043	0
Total Oldsmobile	**779**	**1,040**	**3,739**	**20,739**	**19,906**
Pontiac Trans Sport	888	886	3,365	14,384	28,811
GENERAL MOTORS	**29,839**	**28,464**	**117,475**	**612,252**	**844,114**
NAVISTAR*	**0**	**1,630**	**6,562**	**38,560**	**38,919**
NISSAN Pickup	**2,000**	**2,761**	**10,895**	**71,478**	**81,359**
SUBARU-ISUZU*	**900**	**1,210**	**4,563**	**26,704**	**13,223**
AM GENERAL	**400**	**400**	**1,600**	**10,530**	**11,790**
MISCELLANEOUS**	**2,850**	**2,850**	**10,600**	**69,250**	**76,600**
TOTAL TRUCKS, U.S.	**39,580**	**80,007**	**326,415**	**1,702,607**	**2,137,111**

CANADIAN TRUCK

Caravan	2,955	2,561	13,686	76,036	82,709
Caravan C/V	0	0	449	11,834	5,610
Ram Wagon	515	685	2,735	12,241	14,213
Ram Van	1,405	1,181	4,943	22,079	33,766
Total Dodge	**4,875**	**4,427**	**21,813**	**122,790**	**136,298**
Plymouth Voyager	**2,165**	**2,325**	**10,537**	**57,444**	**65,751**
Jeep Wrangler	1,200	1,300	6,422	31,136	31,297
CHRYSLER CORP.	**8,240**	**8,051**	**38,772**	**211,364**	**233,346**
FORD F series	**0**	**3,973**	**11,900**	**61,700**	**77,241**
Light trucks	2,600	2,438	13,361	72,481	90,693
Vans	1,140	954	910	27,539	27,624
Total Chevrolet	**3,740**	**3,392**	**771**	**100,320**	**118,317**
Light trucks	800	967	[illegible]	28,459	36,647
Vans	599	591	[illegible]6	12,364	11,977
Total GMC	**1,399**	**1,558**	**1,643**	**40,823**	**48,624**
GENERAL MOTORS	**5,139**	**4,950**	**25,914**	**141,143**	**166,941**
CAMI*	**1,140**	**1,145**	**4,781**	**28,844**	**0**
NAVISTAR	**0**	**144**	**636**	**3,786**	**5,276**
TOTAL TRKS., CANADA	**14,519**	**17,863**	**82,811**	**436,887**	**482,804**
U.S., CANADA TRKS.	**54,100**	**97,870**	**409,426**	**2,139,394**	**2,619,915**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Car output drops 6.8% below May

By Bob DeMayer
SPECIAL CORRESPONDENT

Auto production in the United States trailed the year-ago total for June, the second quarter and the first half.

U.S. automakers assembled 478,578 cars in June, 6.86 percent below the prior month and 21.82 percent below last year.

Car production during the second quarter of 1991 totaled 1,458,446 units, 11.76 percent above 1991's first quarter, but 16.27 percent below 1990's second quarter.

First-half car output totaled 2,763,472, the lowest first-half since 1982.

Domestic truck producers built 326,415 units in June, 4.92 percent below the prior month, and 17.73 percent below the last year. It was the lowest June since 1986.

Truck assembly in the second quarter was 976,341 units, 42.31 percent above the first quarter but 14.57 percent below 1990's second quarter.

In the first half of this year, 1,662,441 trucks were assembled, down 20.71 percent from last year and the lowest first-half total since 1984.

With several plants down for model change or vacation last week, automakers scheduled production of 57,760 cars, 54.50 percent below last year. All plants were closed July 4.

Truckmakers scheduled 39,589 units last week, 50.52 percent below last year.

GM scheduled two shifts of Saturday overtime at its Wilmington, Del., car plant and Shreveport, La., truck plant and one shift of Saturday overtime at its Scarborough and Oshawa truck plants in Ontario.

All Ford Motor Co. plants are on vacation this week.

Chrysler Corp. scheduled one shift of Saturday overtime at both of its Windsor, Ontario, truck plants.

The Mazda Motor Manufacturing (USA) Corp. plant was down last week for model changeover, and all Honda of America Manufacturing Inc. plants were down last week for vacation.

CANADA: Canadian auto producers assembled 111,446 units in June, down 1.76 percent from the prior month but 5.01 percent above the year-ago month.

Canadian truck production in June totaled 82,011 units, 0.84 percent below the prior month and 90.03 percent below 1990.

Canadian assembly plants were closed last Monday in observance of Canada Day.

Scheduled car production of 13,645 units last week fell 43.89 percent below the previous week.

Last week's estimated truck production of 14,519 fell 18.72 percent from the previous week.

NOTE

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42, 43

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Automotive News

July 15, 1991

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STOP PRESS SYNDICATION

Plymouth updates its Laser coupe for 1992 with a new front end that features low-profile, fixed-position headlamps.

TIMING CHAIN

Chrysler tightens development cycle, plans launches every 6 months till '95

Second in a series of articles exploring product plans of the U.S. Big 3 and Asian and European automakers.

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp.'s product strategy for the 1990s can be summed up in three words: four, six, eight.

Put simply, Chrysler's plan calls for each new car model to be replaced within four years, minivans in six years and light trucks in eight.

"We will have new product every six months between now and 1995 of one form or another — either through the car business, truck or Jeep," notes Ronald R. Boltz, Chrysler's vice president of product strategy and regulatory affairs.

And those products are being developed faster. Chrysler President Robert Lutz says the company has chopped approximately a year out of its automobile development cycle, which is now down to about

see CHRYSLER, page 36

Mercedes may use Mexico as source of cars for U.S.

Kit production due to begin in 1993

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

STUTTGART, Germany — In a dramatic turnabout, Mercedes-Benz AG has decided to begin assembling passenger cars in Mexico and is studying the possibility of exporting its car production there to the United States.

A decision to export passenger cars from Mexico would represent an attitudinal shift of Copernican magnitude for the German luxury car maker. The company assembles cars in two other countries, but has long refused to export from anywhere but its German factories to protect its zealously guarded "made-in-Germany" reputation.

Under the plan, disclosed during a recent interview with Jurgen Hubbert, head of Mercedes' passenger-car division, the automaker will begin assembling about 1,000 mid-range W124 models annually in Mexico in 1993 from kits.

Building on that experience, the company will gradually raise output while moving toward a go-or-no-go decision on exports, he suggested.

"For us it would be an historical point because, although we build some passenger cars in South Africa and Indonesia, we never exported them to other countries," Hubbert said.

Mercedes assembled about 6,500 mid-class and S-class models at Mercedes-Benz South Africa last year, and 2,000 at its German Motor Manufacturing affiliate in Indonesia, for local consumption.

"All the exports are made in Germany, so it is a very difficult and very political situation," he said. "We have to be very careful."

Volkswagen AG currently supplies Golfs and Jettas to the U.S. market from its plant in Puebla, Mexico, and is considered moving U.S. sourcing of other models now built in Germany to Mexico.

Volkswagen plans to increase its car production capacity in Mexico from 190,000 to 330,000 in the next five years through an investment of 1.4 billion marks ($770 million).

Hubbert said Mercedes' interest in Mexico stems from the move toward a North American free trade agreement linking Mexico with the United States and Canada, combined with a big push for German auto industry investments by Mexican President Carlos Salinas.

The Mexican president, who recently visited Mercedes' Stuttgart headquarters, is seeking a broader commitment from the German car-

see MERCEDES, page 42

BOB McKEOWN

Taking safety to task

A stationary Lumina Eurosport is hit by a test sled moving at 30 mph during a General Motors safety-lab demonstration at the Milford, Mich., proving grounds. The day-long program was held to demonstrate the automaker's accomplishments in vehicle safety. See story on Page 41.

NADA chief counsels dealers to hold fast

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Like the football coach whose team is hopelessly trailing at halftime, Frank Anderson Jr. has spent his first five months as president of the National Automobile Dealers Association giving locker room pep talks to dealers. His message is clear: more defense.

249 dealers victims of recession, Page 40

"From an NADA standpoint, we have tried to give dealers a kind of road map to run on," he says. "We haven't tried to mislead them on the economic problems that exist out there. We tell dealers to batten down the hatches and ride it out."

When Anderson took office in February, his overriding goal was to improve dealer profits. It was a big order in the teeth of a stubborn recession that kindled a serious erosion of dealer profits.

According to NADA, net profits before taxes as a percent of total sales for the average dealership were 1.0 percent for the first quarter this year compared to 1.5 percent for the same period in 1990 and 1.1 percent in 1989.

But if Anderson hasn't improved the bottom line for dealers, he can at least take solace in one number carefully watched by NADA — the association's dealer attrition rate. It stands at about 30 per month, which is average.

For NADA, that's a relief and a vindication of sorts against doomsayers like J.D. Power and Associates, a California-based consulting firm, that predicted in 1989 that the number of dealership owners would dip to 15,000 within a few years from 16,000 at that time. They control about 24,000 dealerships.

"If we look at our membership rolls statistically, the projections

see ANDERSON, page 40

Chrysler caught in dumping fallout

Plymouth and Eagle dealers will sell one of the vehicles involved

By David Versical
NATIONAL EDITOR

One irony of the minivan dumping case is that Chrysler Corp. will be selling an allegedly dumped vehicle this fall.

Part of the Big 3 complaint, which advanced last week in Washington, is fear that a low-priced Mitsubishi Expo LRV will take sales away from Big 3 minivans. In its brief, Mitsubishi notes that the price it will charge Chrysler for its versions of the LRV is tied directly to the prices that Mitsubishi charges its own dealers.

"To the extent anyone is seeking to engage in aggressive pricing of the (Expo LRV), it is Chrysler, not MMC," Mitsubishi says in its brief. Under an agreement between Chrysler and Mitsubishi Motors Corp., Mitsubishi "cannot sell the vehicles to dealers at less than the fair market value and thereby hope to gain a competitive advantage over Chrysler because all such price cuts are passed directly to Chrysler."

Chrysler, which owns 11 percent of Mitsubishi Motors Corp., will sell a version of the Expo LRV as the 1992 Eagle Summit wagon and the Plymouth Colt Vista. Mitsubishi Motor Sales of America has

see DUMPING, page 43

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Lessons of Saturn
"The Saturn concept" is beginning to spread like a new gospel through the old offices and engineering rooms of General Motors. Story on Page 3.

Fleets keep Big 3 afloat in choppy first half

Fleet sales by the Big 3 helped prop up a weak market in the first half of 1991 while retail customers were being battered by recession and war.

Fleet purchases made a relative hero of the Buick Century, and a ban on fleet sales made a relative goat of the Ford Crown Victoria.

European makes were the big losers for the period, down 25.7 percent. They do little fleet business, and they are concentrated in the upper end of the luxury market where a new tax effected a double whammy: moving some sales from 1991 into December 1990 to beat the tax, and putting other sales off indefinitely.

Japanese makers were the big winners in the first half, off just 8.0 percent. They do some fleet business, and they have managed to keep retail buyers reaching for their checkbooks. Only the Nissan brand is suffering at Big 3 levels, off 15.0 percent.

Minus 15.0 percent was exactly the market loss after six months; by June 30, 1990, Americans had bought 1,086,207 more cars and light trucks than they did this year.

Makes losing sales at a slower rate than 15.0 percent picked up market share. That made a hero of Buick, which was 5,482 units ahead of last year, up 2.0 percent in sales and up a full percentage point in car market share for the first half. This year, 66 of every 1,000 cars sold were Buicks; last year, it was 56 of every 1,000.

The market can hardly catch

see SALES, page 37

TOP 10 SELLERS, JUNE 1991

	Sales
1. Honda Accord	44,107
2. Ford F-series pickups	34,806
3. Chevrolet C/K pickups	33,481
4. Chev. Corsica/Beretta	28,802
5. Ford Taurus	27,634
6. Chevrolet Lumina	26,333
7. Chevrolet Cavalier	25,701
8. Ford Explorer	23,321
9. Toyota Camry	22,961
10. Ford Ranger	22,398

Source: Automotive News Data Center

Sales tables

- Domestic cars, by model: Page 39
- Import cars, by model: Page 37
- Domestic-import light trucks, by model: Page 39
- Car inventory: Page 38
- 6 month car and light truck, by make: Page 38

Toyota to sell VWs in Japan; link with U.S. maker hinted

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. said last week that its dealers will begin selling Volkswagens and Audis in Japan next year in an agreement that could push the German automaker's local sales to 100,000 units annually by 1996.

The agreement, which will supplement VW's current arrangement with a separate import firm, had been expected. According to reports, Toyota in recent months has been seeking a distribution agreement with either Volkswagen or General Motors or both.

But at a press briefing here, Toyota President Shoichiro Toyoda told reporters that the pact with Volkswagen does not rule out forging a similar link with an American automaker as well.

"We are not limiting the possibility; the idea can be expanded to include other companies," Toyoda said in response to a question. "But there is no specific plan."

Under terms of the agreement with Volkswagen, Toyota said that it initially will distribute VW and Audi models through 50 dealers, with a target of some 7,000 units a year. That will be expanded to about 100 outlets selling 30,000 units annually by 1996.

S. Toyoda: open to a U.S. pact

Details of the arrangement still have to be worked out, including whether VW and Audi will be sold through exclusive outlets, Toyoda said.

The Toyota distribution channel will supplement Volkswagen's existing

see TOYOTA, page 41

Car supply declines to 60 days

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

June sales — highest of the year — combined with conservative production schedules to cut the new-car inventory to a 60-day supply on July 1, down from 65 days a month earlier and 64 days a year ago.

The *Automotive News* five-year average for July 1 is 69 days.

The supply of domestic cars was 54 days, and the supply of imports was 80 days. The domestic number compares with 60 days a month ago and 62 days a year ago. Imports were 82 days a month ago and 70 days a year ago. (Tables are on Page 38.)

June car sales of 771,538 edged past May sales by about 2,000, while U.S.-Canada car production in June dipped 5.9 percent below the May total.

General Motors had the leanest days' supply among the Big 3 with a 54-day stock of domestic and imported cars. Ford Motor Co. had a 67-day supply and Chrysler Corp. had 68.

The lowest days' supply at GM was Oldsmobile Cutlass Ciera with 19. Ford's leader was Lincoln Town Car with 34, and Chrysler's best was Dodge Monaco with 32.

Honda had a 37-day supply of U.S.-built and imported autos, and Toyota was at 39 days. Nissan, with 98 days, had the highest domestic-import inventory among the transplants.

Lexus, with 25, and Infiniti, with 28, had the lowest days' supplies among the import-only makes.

INDEX

Auction ads	28-30	Opinion	12
Classifieds	31-35	Personnel	24
Dealing with dealers	10	Production	43
Incentive watch	42	Sales, domestic car	39
Inventories	38	Sales, imported cars	37
Keith Crain	12	Sales, light-duty truck	39
Late news	2	Sales, U.S. car & light-truck	38
Letters	14		

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Correction

A story in the July 1 issue said Oregon dealer Ron Tonkin is a servicing dealer for Vector Aeromotive Corp. Tonkin, who owns a Vector supercar, is an unpaid member of Vector's advisory board.

AUTOMOTIVE NEWS/JOE WILSEIRS

Saturn President Richard G. "Skip" LeFauve admits that the automaker's assembly volumes have not been successful, but points to other successes such as teamwork practices and technologies such as lost-foam casting and plastic injection-molding.

THE SATURN DEBATE

The experiment in import fighting is well along the road now, but the question still lingers: 'What's in it for GM?'

By Phil Frame
and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

SPRING HILL, Tenn. — "The Saturn concept" is beginning to spread like a new gospel through the old offices and engineering rooms of General Motors.

A year after Saturn's first commercial car was assembled, GM is showing that former Chairman Roger Smith may have been correct back in 1983 when he claimed that the Saturn experiment would serve as an idea laboratory for the giant old automaker.

But while many ideas flowing from Saturn the lab are being applied elsewhere at GM, Saturn the company has not been able to staunch the immense flow of money heading out.

Saturn the lab started courtesy of a $3.5 billion GM investment. Now, Saturn the car company is costing its parent hundreds of millions of dollars in operating losses, in part because of initial production screw-ups that cut output.

"If you want to measure just the volume of the plant and say we're not successful, then OK, we weren't successful," said Saturn President Richard G. "Skip" LeFauve. "But look at all the other successes we've had so far. We've successfully relocated thousands of families. We've

see SATURN, page 26

AUTOMOTIVE NEWS/JOE WILSSENS

Harold Poling, Ford's chairman, will speak at an industry seminar.

Poling among seminar stars

TRAVERSE CITY, Mich. — Ford Motor. Co. Chairman Harold A. Poling will address the 1991 University of Michigan Management Briefing Seminar on the automobile industry here Aug. 7-9.

Other industry speakers include Chrysler Corp. President Robert A. Lutz, Honda of America Manufacturing Inc. President Nobuhiko Kawamoto, and General Motors Vice Chairman John F. Smith Jr.

U.S. Secretary of Commerce Robert Mosbacher also will address the group.

Two related University of Michigan briefing seminars, on quality assurance and world class manufacturing, will be held Aug. 5-6. All events take place at the Grand Traverse Resort.

The seminars are sponsored by the university's Office for the Study of Automotive Transportation, Industrial Development Division, College of Engineering and School of Business Administration, in cooperation with *Automotive News*.

For registration or more information, contact the U-M Department of Conferences and Institutes, 200 Hill St., Ann Arbor, Mich. 48109-5305; (313) 764-5304.

Lexus and Infiniti share CSI kiss

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — For four years, Acura has made an art out of advertising its first-place finishes in J.D. Power and Associates' Customer Satisfaction Index.

But the new wearers of the crown, Lexus and Infiniti, will have to take a different approach. While they will both be able to say they are No. 1, Power will require them to tone down their trumpets and point out that the title was shared.

"The fact that there was a tie must be prominently displayed in all ads," said Patty Patano, director of special products marketing at the research firm in Agoura Hills, Calif. But "they don't have to say whom they tied with." The rule covers all national, local and dealer advertising, she said.

The luxury divisions tied at 170 in their first year in the index, well above third-place finisher Mercedes-Benz (147). Acura, which had held the crown since 1987, slipped eight points. It was tied at 146 with its sister division, Honda, which gained six points.

The survey again shows that customers, on average, are becoming happier with the way they are treated and the repair and reliability records of their cars.

The average on Power's index rose to 127 in 1991, up from 122 and 118 in the two preceding years. So even though such makes as Plymouth, Lincoln and Mercury improved their scores, they fell to below average in the ranking.

The biggest point gain among the top finishers was scored by Audi, up 13 points to 140, good for seventh place. Porsche dropped from ninth place in 1990 to fifth from the bottom in 1991. Power does not release below-average scores; they were obtained independently by *Automotive News*.

Lexus and Infiniti, which entered the market nearly two years ago, tried to put the best light on the tie last week.

"I'd be less than honest if I said we weren't a little disappointed," said Bill Bruce, vice president and general manager of Infiniti Division of Nissan Motor Corp. in U.S.A. "But we think that the tie and the fact that we won the customer-handling portion outright makes it clear that we are doing what we set out to do."

At Lexus Division of Toyota Motor Sales U.S.A. Inc., General Manager J. Davis Illingworth said, "We won it, and that in combination with our top-place finish on IQS (Power's Initial Quality Survey) shows that we've taken a big first step toward getting where we need to be."

The CSI survey has two parts: customer handling and vehicle repair/reliability. Infiniti finished tops in customer handling, four points ahead of Lexus. Lexus beat Infiniti by two points in the repair/reliability category.

But Patano said that companies will not be allowed "to amplify any one aspect of the survey. If we allow that, customers will end up being more confused than helped."

Patano pointed out that the 170-point scores earned by Lexus and Infiniti were the highest ever recorded in the survey, which means that both can claim that they've raised the standard in the industry.

The study included responses from 23,000 vehicle owners and asked questions about the ownership experience during the first 12 to 14 months.

J.D. POWER CSI RANKINGS, 1991 CARS

	1991 Score	1990 Score	1989 Score
Infiniti	170	—	—
Lexus	170	—	—
Mercedes-Benz	147	148	138
Acura	146	154	147
Honda	146	140	137
Toyota	144	144	134
Audi	140	127	121
Cadillac	139	142	131
Buick	137	130	123
BMW	132	127	125
Subaru	129	130	126
Mazda	128	127	125
Nissan	128	135	128
Oldsmobile	128	*	†
Plymouth	126	124	122
Lincoln	126	122	117
Mercury	125	124	118
Volvo	124	126	121
Dodge	122	*	†
Saab	121	*	†
Volkswagen	120	124	107
Mitsubishi	120	124	112
Chevrolet	117	*	†
Chrysler	116	*	†
Ford	115	*	†
Jaguar	115	*	†
Suzuki	112	*	†
Pontiac	111	*	†
Daihatsu	110	*	†
Eagle	110	*	†
Peugeot	109	*	†
Alfa Romeo	106	*	†
Isuzu	105	*	†
Porsche	105	129	118
Geo	104	*	†
Hyundai	101	*	119
Sterling	99	*	†
Yugo	93	*	†

1990 Average: 127
*Below 122
†Below 118
Source: J.D. Power for above average scores. Automotive News source for 1991 below average scores.

'91 Toyota trucks win Power nod for initial quality

Toyota Motor Sales U.S.A. Inc., whose Lexus Division earlier claimed J.D. Power and Associates Inc.'s 1991 award for car quality, has now won the title for the most trouble-free trucks in the first 90 days of ownership.

Toyota scored 103 problems per 100 trucks and beat Mitsubishi by four points in Power's Initial Quality Survey for compact trucks. Toyota improved considerably from the 1990 model year, when it scored 130 and finished second. Last year's winner, Mazda, dropped from 115 to 130 and fell to fourth.

Other above-average makes were Mitsubishi (107), Ford (127), Geo (140), Chrysler (141) and Nissan (150). Power said that Chrysler had 100 fewer problems per truck in 1991 than it did the year before. The only Chrysler truck is the Town and Country minivan.

In all, trucks averaged 156 problems per 100 vehicles, compared with 181 in 1990 and 169 in 1989.

The Dodge Ram 50 led individual nameplates at 57 problems per 100 vehicles. It was followed by Mitsubishi's pickup (89), Toyota's pickup (94), the Toyota 4Runner (96) and Isuzu pickup (99). Last year's top two finishers were Mazda's pickup (95) and its MPV (118).

Big City Protection Bulletin *Update*

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Dodge's 1994 full-sized pickup borrows many styling cues from this concept vehicle, which bowed in January 1990.

POPULAR MECHANICS/JIM BURRI

This 1993 replacement for the Eagle Premier, code-named LH, is big — only a foot shorter than the 1992 Ford Crown Victoria.

four-cylinder engine and a new 24-valve, 2.5-liter V-6.

Mitsubishi vehicles

The Chrysler/Mitsubishi Motors Corp. joint-venture plant in Illinois will build the replacement for the Eagle Talon, Chrysler LeBaron coupe and Dodge Daytona beginning in the 1994 model year. The LeBaron and Daytona will be based on the platform for Mitsubishi's Galant, which will be added to the Diamond-Star line in two years.

The plant now builds the Plymouth Laser/Eagle Talon coupes and the Eagle Summit four-door sedan for Chrysler. The Laser will be dropped at the end of the 1993 model year.

Chrysler will supply a 16-valve, four-cylinder engine in single-overhead-camshaft and dual-overhead-camshaft configurations. Mitsubishi will provide a multi-valve, six-cylinder engine. Manual and automatic transmissions will be supplied by Chrysler.

In the 1992 model year, Plymouth and Eagle dealers will receive a new compact van/wagon from Mitsubishi. Plymouth will call it the Colt Vista; Eagle, the Summit wagon. Mitsubishi will market it as the Expo LRV.

The Plymouth version will replace the Colt Vista wagon. Dodge, which also has sold the Colt Vista, will not receive the new vehicle.

The vehicle is 169 inches long and is powered by a 1.8-liter, 16-valve, four-cylinder engine. Chrysler Corp. will not receive a longer-wheelbase version of the vehicle, which U.S. Mitsubishi dealers will sell as the Expo.

Also in the 1992 model year, the Eagle Talon/Plymouth Laser will have restyled front and rear treatments and body-side cladding.

The next-generation Eagle Summit will arrive in the 1993 model year. Because of the addition of the Galant/Daytona/LeBaron to Diamond-Star, production of the subcompact Eagle Summit four-door will return to Japan. The exact date is undecided, but some model years could be extended and others shortened in the process.

Image makers

The Mitsubishi-built Dodge Stealth is due for a facelift in 1994.

Dodge will get an image boost in the spring of 1992 when it begins selling the limited-volume Viper roadster.

Chrysler plans to eventually build about 5,000 Vipers annually. The car is powered by an all-aluminum, 7.9-liter, V-10 engine. Viper was developed in less than three years at an investment of less than $50 million, according to Lutz.

Midway through the 1992 model year, Dodge will introduce the Daytona IROC R/T. The limited-volume, high-performance model will be powered by Chrysler's 16-valve, turbocharged, 2.2-liter, four-cylinder engine generating 224 horsepower. Lutz says the car will be marketed as "the highest-performance vehicle in the world for under $20,000."

> The company's future — at least as a full-line vehicle manufacturer — could hinge on the success of its new lineup of slightly larger than mid-sized sedans. They will ride on the company's first new platform since 1980.

Light trucks

In the 1994 model year, Chrysler will introduce the T300 full-sized pickup. Lutz claims it will break away from its domestic competitors with "radically different styling." The truck will be powered by a 7.9-liter, V-10 engine.

The company's minivan line, which was revamped for the 1991 model year, will be reworked during the 1995 calendar year, probably for the 1996 model year.

Jeep will receive an upscale companion to the Cherokee sport-utility in the spring of 1992 as a 1993 model. The Grand Cherokee, developed under the ZJ codename, will bow as an upscale, more aerodynamic addition to the Jeep line.

SALES

FROM PAGE 3

1990 this year. Sales picked up in May and June, in the sense that they were not as far behind 1990 as earlier months were, and increases are widely predicted for the fourth quarter. But no one foresees any months as much better than 1990 as war-torn January and February were worse than 1990, and plant shutdowns in the first half to keep inventory under control cannot be made up in the remaining months of this year.

Here are some highlights of the first half:

Big 3

Buick's success has made it the fifth-best-selling car, moving it ahead of Oldsmobile and Pontiac since last June 30. Thanks to Buick, General Motors holds 35.5 percent of the overall car-truck market, down from 35.9 percent.

Driving Buick's increase were the Park Avenue, which caught fire when the redesigned model was introduced in mid-1990, and the Regal, which became a hit when a sedan version debuted last year.

Sales of the Park Avenue were up 16,972 units, and Regal sales were up 17,991, more than making up for a 31,387-unit decline by LeSabre. For the ultra-middle-of-the-road Century, retail sales were off 22 percent in the first half, but fleet business was up 55 percent, for an overall gain of 3,719 units.

Elsewhere in GM, most sales were worse than the market, although a conspicuous exception under the Chevrolet umbrella was the Geo Metro, up 9.4 percent.

Oldsmobile was down 20.1 percent. Thanks to its popularity in

see SALES, page 38

IMPORT SALES BY MODEL

	June 1991	June 1990	6 Mos., 1991	6 Mos., 1990
ACURA	**13,800**	**13,617**	**71,567**	**71,726**
Integra	6,610	8,179	36,665	43,159
Legend	5,517	5,438	30,717	28,567
NSX	180	0	1,199	0
Vigor	1,493	0	2,986	0
ALFA ROMEO	**402**	**484**	**2,082**	**1,388**
Milano	0	7	2	29
Spider	179	274	865	1,156
164	223	203	1,215	203
ASTON MARTIN*	**5**	**5**	**30**	**30**
AUDI	**1,335**	**2,567**	**6,244**	**11,093**
4000	0	0	0	0
5000	0	0	0	11
80	119	556	999	2,430
90	65	425	670	1,867
V8 Quattro	27	180	262	883
Coupe Quattro	21	117	179	502
100/200	1,042	1,090	3,673	4,468
100/200 Quattro	61	199	461	932
BMW	**4,006**	**5,425**	**23,939**	**31,487**
3 series	1,767	2,627	11,474	14,941
5 series	1,520	1,845	8,687	11,430
635 CSi	0	20	6	204
7 series	498	821	2,269	4,320
850i	103	0	1,034	0
M3	79	64	253	418
M5	39	48	216	148
M6	0	0	0	6
CHEVROLET/Geo	**18,730**	**12,433**	**48,233**	**80,053**
Geo Storm	9,612	7,751	41,771	49,457
Geo Metro (Import)	1,117	4,682	6,462	33,232
Geo Metro (Domestic)	*5,162*	*3,665*	*33,409*	*10,791*
CHRYSLER MOTORS	**6,613**	**5,731**	**31,487**	**32,456**
Colt	2,976	3,627	13,544	18,265
Conquest	0	168	0	896
Medallion	0	126	0	475
Stealth	1,558	0	9,549	0
Summit (Import)	648	1,241	[illegible]1	7,777
Summit (Domestic)	*686*	*0*	*3,315*	*0*
Vista	756	347	3,710	2,948
TC	75	222	753	2,095
DAIHATSU	**739**	**715**	**3,222**	**5,895**
FERRARI*	**80**	**80**	**490**	**490**
FORD Festiva	**2,974**	**3,799**	**19,180**	**29,550**
HONDA	**12,330**	**26,080**	**89,956**	**124,290**
Civic/CRX (Import)	5,426	8,2[illegible]	34,267	34,736
Civic (Domestic)	*15,816*	*22,228*	*67,739*	*102,990*
Accord (Import)	4,684	11,872	43,574	68,030
Accord (Domestic)	*39,423*	*24,947*	*169,858*	*135,251*
Prelude	2,220	5,957	12,115	21,524
HYUNDAI	**10,322**	**11,729**	**57,090**	**60,673**
Excel	5,161	8,910	31,354	53,807
Sonata*	2,035	2,819	10,765	16,066
Scoupe	3,126	0	14,971	0
ISUZU	**2,333**	**345**	**7,381**	**1,810**
I-Mark	10	105	74	932
Impulse	399	240	2,038	878
Stylus	1,924	0	5,269	0
INFINITI	**4,188**	**1,797**	**15,589**	**9,268**
M30	469	670	2,706	3,236
Q45	2,059	1,127	6,059	6,032
G20	1,660	0	6,822	0
JAGUAR	**991**	**1,532**	**4,342**	**9,458**
XJ6	621	1,137	3,076	6,910
XJ-S	270	395	1,266	2,540
LAMBORGHINI*	**13**	**13**	**78**	**78**
LEXUS	**6,547**	**5,853**	**28,298**	**28,439**
ES250	1,547	1,777	9,463	9,382
LS400	3,442	3,276	17,277	19,057
SC400	1,558	0	1,558	0
LOTUS*	**27**	**27**	**162**	**162**
MASERATI*	**20**	**20**	**120**	**120**
MAZDA	**11,401**	**13,472**	**74,592**	**82,133**
323	1,148	1,790	9,601	10,768
Protege	4,149	5,183	23,462	23,492
626 (Import)	837	917	9,171	14,282
626 (Domestic)	*3,174*	*3,030*	*32,686*	*15,312*
MX-6 (Import)	335	24	987	94
MX-6 (Domestic)	*1,518*	*1,825*	*16,079*	*13,841*
Miata	3,212	3,440	20,352	19,889
929	1,073	1,329	7,243	8,208
RX-7	647	789	3,776	5,400
MERCEDES BENZ	**4,806**	**6,982**	**28,418**	**37,387**
190	1,009	1,092	7,360	6,371
300E 2.6/260E	385	202	2,225	1,122
300	799	2,305	6,619	12,558
300SE	503	545	1,896	3,389
350SDL Turbo	110	168	669	234
350SD	188	0	711	0
300SEL	171	330	719	1,933
420SEL	545	569	2,121	3,362
560SEL	283	365	1,246	2,351
SL Coupe	691	778	4,262	4,387
560SEC	54	163	313	908
Tourist	68	175	278	692
MERCURY	**5,258**	**4,239**	**31,882**	**12,117**
Tracer	3,351	4,239	21,988	9,495
Capri	1,899	0	9,894	0
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MITSUBISHI	**8,238**	**13,371**	**45,819**	**65,840**
Starion	0	5	0	17
Diamante	2,085	0	3,773	0
Mirage (Import)	512	6,140	14,294	35,536
Mirage (Domestic)	*1,919*	*0*	*9,813*	*0*
Galant	4,393	6,650	19,451	25,727
Sigma	22	208	132	1,186
Precis	93	243	1,153	2,664
3000GT	1,120	0	6,844	0
Wagon	13	125	172	607
NISSAN	**24,393**	**27,637**	**117,773**	**168,062**
Sentra (Import)	2,582	4,401	11,564	36,119
Sentra (Domestic)	*9,947*	*9,387*	*61,022*	*48,560*
Pulsar	5	233	30	3,355
NX	875	0	2,688	0
Stanza	5,658	8,154	32,784	37,686
Maxima	10,985	8,049	46,714	51,106
240SX/200SX	3,171	4,949	15,904	25,791
300ZX	1,117	1,641	6,987	11,604
Hawaii	0	210	1,102	1,691
PEUGEOT	**343**	**355**	**1,961**	**2,376**
PONTIAC LeMans	**3,563**	**4,968**	**17,568**	**19,333**
PORSCHE	**418**	**844**	**2,442**	**5,125**
924S/944	0	11	0	159
944S/Cabriolet	116	226	475	1,131
944 Turbo	0	33	0	429
911 Carrera 2	160	382	1,198	1,035
911 Turbo	51	0	249	6
911 Carrera 4	62	146	384	1,956
928S/GT	21	46	136	359
ROLLS/BENTLEY*	**50**	**100**	**450**	**600**
SAAB	**1,549**	**2,799**	**13,988**	**13,249**
900	205	589	2,864	2,390
900S	410	823	3,838	2,931
900 Turbo	261	735	2,753	3,967
9000S	308	216	2,013	1,028
9000CD	198	292	1,385	1,760
9000 Turbo	156	126	1,010	1,095
Tourist	11	18	45	74
STERLING	**286**	**311**	**1,385**	**2,338**
SUBARU	**4,587**	**8,526**	**38,999**	**48,197**
Legacy (Import)	1,877	4,825	10,374	26,673
Legacy (Domestic)	*6,416*	*1,505*	*24,159*	*2,946*
Loyale	2,244	2,851	15,922	12,969
XT/XT6	84	138	926	815
Justy	392	616	3,777	7,733
SUZUKI	**348**	**595**	**2,196**	**3,157**
TOYOTA	**25,934**	**29,536**	**172,491**	**185,111**
Corolla (Import)	3,617	6,581	33,682	45,323
Corolla (Domestic)	*11,448*	*10,535*	*57,780*	*69,531*
Paseo	2,847	0	4,098	0
Tercel	9,052	6,095	53,710	48,921
Celica	4,504	7,058	35,680	42,947
Supra	312	558	1,859	3,910
Camry (Import)	4,150	5,487	32,465	31,825
Camry (Domestic)	*18,811*	*16,031*	*92,889*	*105,774*
Cressida	737	1,057	5,077	5,261
MR2	715	1,700	5,920	6,924
VOLKSWAGEN	**8,751**	**14,710**	**49,382**	**68,448**
Cabriolet	667	837	3,124	4,486
Corrado	259	493	3,067	2,582
Jetta	4,331	7,352	20,323	32,984
Golf/GTI	1,398	1,878	7,316	7,806
Passat	1,187	1,467	7,990	7,109
Quantum	0	1	2	26
Scirocco	0	0	0	9
Fox	909	2,682	7,570	13,446
VOLVO	**7,813**	**8,979**	**39,257**	**49,398**
240 series	1,657	3,145	15,800	17,902
700 series*	4,486	5,610	17,029	30,809
940 series*	791	0	6,203	0
Tourist	99	224	225	589
YUGO	**225**	**533**	**1,232**	**3,725**
IMPORT TOTAL	**163,907**	**225,109**	**1,041,228**	**1,274,084**

*Estimate + Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Dettmeyer

SALES

FROM PAGE 37

fleets, the Cutlass Ciera stayed near the industry norm, down 14.5 percent.

Despite heavy hype surrounding its Malcolm Baldrige National Quality Award and popularity with fleets, Cadillac was down 22.5 percent. It can't be the luxury tax: Allante carries the heaviest tax burden, and Allante sales were down only 9.9 percent.

In trucks, Chevrolet remained No. 2 despite a high-profile effort to knock Ford off its perch. A 10,151-unit increase in small S/T-10 pickups did not cover a 79,143-unit fall in C/K pickup sales.

Arch-rival Ford Division wasn't able to capitalize, however. Explorer's sales increase of 79.8 percent — 54,391 units — did not offset losses by other Ford trucks.

Overall, Ford's corporate share of the car-truck market dipped 1.2 percentage points, while its unit sales were off 18.9 percent.

Ford's strategy of withholding the restyled 1992 Crown Victoria from the fleet market contributed to a 36.7 percent decline for that line; it did a substantial volume in police car sales a year earlier.

Mercury benefited from the addition of the Capri, and Lincoln continued to close the gap on Cadillac, trailing by 8,629 compared to 10,301 a year ago.

Chrysler Corp. managed to retain its 12.4 percent share of the total car and light-truck market, gaining a little in trucks and losing a little in cars.

Dakota and minivans were sources of strength.

Chrysler's Town and Country minivan actually gained 381 units over last year, and the other minivans and Dakota were off less than the market average. Chrysler has pushed a value version of the minivan and repriced and repackaged Dakota to position it better against Ford Ranger.

Dodge Division profited from a market-share gain by Dynasty, a popular fleet car during a period when fleets accounted for disproportionately higher percentage of industry sales. Shadow also was up; Spirit held steady, and Stealth, a new 1991 entry, also helped. Dodge car sales were down only 2.0 percent, but its car-truck tally fell 8.3 percent.

Europe

The priciest specialty brands like Porsche and Jaguar, each down more than 50 percent, led the decline of European brands, but the luxury tax cannot take the full blame. The biggest losers included Audi (43.7 percent), only partly affected by the luxury tax, and Range Rover (32.5 percent), whose sport-utilities are not covered by the levy.

Overall, European imports fell 25.7 percent.

The recession generally clobbered what the luxury tax missed, but Alfa Romeo and Saab provided bright spots, partly because their year-ago sales were low.

Alfa sales were up 50 percent, mostly on the strength of its 164 model introduced a year ago. Alfa also has offered some dealer incentives on its cars.

Saab sales rose 5.0 percent for the six months. Saab enjoyed a particularly strong March and April when offering incentives of low-interest loans and leases.

Japan and Korea

The nine Japanese manufacturers saw their market share rise 1.9 percentage points to 25.3 percent, while Hyundai of Korea slipped from 1.0 percent to 0.9 percent despite getting 14,971 sales from its new Scoupe model.

Sales gains were reported by Infiniti, on the strength of its new G20; Subaru, on the strength of its U.S.-built Legacy; and Suzuki, on the strength of its Sidekick sport-utility that is built in Canada.

Acura, Lexus and Mazda were down less than a percentage point. Only Hyundai, down 18.3 percent, and Daihatsu, down 41.1 percent, sold behind the market average.

Honda Accord continued its reign as best-selling car, and Honda-Acura outsold Chrysler-Dodge-Plymouth-Eagle, making American Honda Motor Co. the No. 3 car-seller in the United States, ahead of Chrysler Corp. A year ago, American Honda was slightly behind Chrysler after six months; this year, it led by 37,450 cars.

Toyota Motor Sales U.S.A. Inc. continues to be the leading Japanese company, but with sales of Lexus and Toyota models down 8.3 percent for the first half, Toyota may not reach the million-unit mark this year. In 1990, Toyota sold 1,058,005 cars and trucks, 521,346 of them in the first six months. It was 43,332 units behind that total as of June 30.

Contributing to this story were Automotive News Staff Reporters Kristine Stiven Breese in Los Angeles, Jim Henry in New York and Joseph Bohn and Phil Frame in Detroit.

IMPORTED VEHICLES, INVENTORY

	Units	Day's Supply July 1, 1991	Day's Supply June 1, 1991
Car			
Chevrolet	57,400	134	139
Chrysler	19,600	107	307
Dodge	5,900	95	38
Acura	33,000	60	61
Daihatsu	1,100	37	39
Honda	27,800	56	43
Infiniti	4,700	28	48
Isuzu	9,400	100	159
Lexus	6,500	25	38
Mazda	25,100	55	46
Mitsubishi	23,900	73	97
Nissan	110,100	113	117
Subaru	14,600	79	107
Suzuki	2,300	170	117
Toyota	43,600	42	32
JAPAN	**[illegible]**	**73**	**73**
Audi	[illegible]	140	188
BMW	[illegible]	59	65
Mercedes-Benz	11,900	62	54
Mercury	24,400	116	128
Porsche	2,000	119	110
VW	42,700	122	137
GERMANY	**97,900**	**100**	**107**
Alfa Romeo	1,800	111	140
Ford	15,700	132	128
Hyundai	35,100	69	89
Jaguar	2,700	77	146
Peugeot	800	56	70
Pontiac	9,900	69	83
Eagle	5,300	1750	189
Saab	4,800	77	76
Sterling	700	61	60
Volvo	25,100	90	107
Yugo	1,000	111	205
Other Countries	**102,800**	**93**	**102**
Total Import Cars	**585,600**	**88**	**82**
Truck			
Daihatsu	600	47	48
Isuzu*	37,400	87	112
Mazda*	26,300	54	56
Mitsubishi	9,700	117	117
Nissan*	37,800	68	93
Range Rover	800	106	87
Suzuki*	4,500	86	78
Toyota	31,200	36	35
Dodge	2,400	160	181
Total Imp. Trucks	**150,500**	**68**	**89**
Total Imp. Vehicles	**736,100**	**75**	**78**

*Includes domestic vehicles

DOMESTIC CARS, INVENTORY

	Units	Day's Supply July 1, 1991	Day's Supply June 1, 1991
Summit	4,800	174	152
Talon	9,200	79	80
Premier	2,700	45	53
Total Eagle	**16,800**	**82**	**84**
Horizon	100	98	78
Laser	10,500	89	99
Sundance	15,700	87	91
Acclaim	17,[illegible]	51	52
Total Plymouth	**43,800**	**68**	**73**
LeBaron A	4,800	70	88
LeBaron J	7,700	53	56
Fifth Avenue (fwd)	8,400	59	53
Imperial	2,400	60	62
New Yorker C	3,300	70	87
Total Chrysler	**26,700**	**68**	**82**
Omni	100	106	108
Shadow	20,200	67	62
Monaco	2,300	32	57
Daytona	7,700	149	148
Spirit	15,900	54	66
Dynasty	13,300	36	35
Total Dodge	**59,800**	**55**	**57**
CHRYSLER CORP.	**146,400**	**62**	**64**
Escort	69,900	86	86
Mustang	25,800	79	82
Tempo	38,400	70	60
Taurus	60,200	54	51
Thunderbird	22,200	101	74
Probe	19,800	54	70
Crown Victoria	22,500	88	97
Total Ford Div.	**258,800**	**71**	**80**
Topaz	12,300	55	56
Sable	17,200	37	51
Cougar	15,200	75	73
Grand Marquis	21,600	61	51
Total Mercury	**66,300**	**53**	**56**
Continental	8,000	46	35
Town Car	15,100	34	33
Mark VII	2,900	84	80
Total Lincoln	**26,000**	**40**	**36**
Total L-M Div.	**92,300**	**48**	**48**
FORD MOTOR CO.	**351,100**	**64**	**62**
Roadmaster	7,300	33	25
Somerset/Skylark	10,100	64	93
Century	18,700	35	33
Regal	24,700	56	69
LeSabre	14,800	59	73
Reatta	900	105	104
Electra/Park Ave.	22,200	62	82
Riviera	3,400	75	87
Total Buick	**102,100**	**51**	**60**
Allante	1,200	93	84
Seville	3,200	39	25
DeVille	27,200	59	57
Brougham	9,100	144	148
Eldorado	3,500	80	83
Total Cadillac	**44,100**	**67**	**68**
Geo Prizm/Nova	26,700	57	122
Cavalier	45,500	44	50
Camaro	17,400	82	80
Corsica/Beretta	43,700	38	48
Lumina	31,600	30	41
Caprice	35,300	72	74
Corvette	5,000	74	74
Total Chevrolet	**285,200**	**44**	**55**
Calais	17,800	187	134
Cutlass Ciera	15,200	19	58
Cutlass Supreme	22,100	61	52
88	27,100	170	129
98	16,900	87	82
Toronado	1,300	65	45
Total Oldsmobile	**100,400**	**62**	**79**
Sunbird	20,900	57	66
Firebird	9,400	96	111
Grand Am	31,500	60	64
Pontiac 6000	4,600	22	42
Grand Prix	19,400	42	61
Bonneville H	13,800	84	117
Total Pontiac	**99,600**	**54**	**68**
Total Saturn	**13,700**	**51**	**48**
GENERAL MOTORS	**585,100**	**51**	**62**
HONDA	**71,000**	**32**	**46**
MAZDA	**16,500**	**88**	**54**
MITSUBISHI	**17,000**	**64**	**102**
NISSAN	**24,200**	**61**	**54**
TOYOTA	**44,000**	**37**	**32**
SUBARU	**22,200**	**87**	**174**
DOMESTIC TOTAL	**1,250,000**	**54**	**69**

U.S. Car and Light Truck Sales, 6 Months - 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	615,405	744,655	14.9	15.4	536,374	656,923	26.3	27.1	1,151,779	1,401,578	18.6	19.3	−0.7	−17.8
Ford	541,336	700,020	13.1	14.5	588,239	725,417	28.8	29.9	1,129,575	1,425,437	18.3	19.5	−1.3	−20.8
Toyota	323,160	360,416	7.8	7.5	126,556	132,491	6.2	5.5	449,716	492,907	7.3	6.8	0.5	− 8.8
Dodge	170,884	174,374	4.1	3.6	233,930	267,118	11.5	11.0	404,814	441,492	6.6	6.1	0.5	− 8.3
Honda	327,553	362,531	7.9	7.5	—	—	—	—	327,553	362,531	5.3	5.0	0.3	− 9.6
Buick	274,455	268,973	6.6	5.6	—	—	—	—	274,455	268,973	4.4	3.7	0.7	2.0
Pontiac	263,114	335,122	6.4	6.9	11,035	15,623	0.5	0.6	274,149	350,745	4.4	4.8	−0.4	−21.8
Nissan	178,795	216,622	4.3	4.5	80,591	88,470	3.9	3.6	259,386	305,092	4.2	4.2	0.0	−15.0
Oldsmobile	210,602	269,772	5.1	5.6	13,988	11,459	0.7	0.5	224,590	281,231	3.6	3.9	−0.2	−20.1
Mercury	191,896	196,867	4.6	4.1	—	—	—	—	191,896	196,867	3.1	2.7	0.4	− 2.5
Plymouth	97,037	131,325	2.3	2.7	86,005	94,565	4.2	3.9	183,042	225,888	3.0	3.1	−0.1	−19.0
Mazda	123,357	117,786	3.0	2.4	58,241	64,887	2.9	2.7	181,598	182,673	2.9	2.5	0.4	− 0.6
GMC	0	0	0.0	0.0	139,882	168,990	6.9	7.0	139,882	168,990	2.3	2.3	−0.1	−17.2
Cadillac	104,946	135,474	2.5	2.8	—	—	—	—	104,946	135,474	1.7	1.9	−0.2	−22.5
Mitsubishi	83,768	93,131	2.0	1.9	14,541	21,620	0.7	0.9	98,309	114,751	1.6	1.6	0.0	−14.3
Lincoln	96,317	125,173	2.3	2.6	—	—	—	—	96,317	125,173	1.6	1.7	−0.2	−23.1
Jeep	0	0	0.0	0.0	84,128	103,192	4.1	4.3	84,128	103,192	1.4	1.4	−0.1	−18.5
Acura	71,567	71,726	1.7	1.5	—	—	—	—	71,567	71,726	1.2	1.0	0.2	− 0.2
Chrysler	64,476	99,979	1.6	2.1	1,926	1,545	0.1	0.1	66,402	101,524	1.1	1.4	−0.3	−34.6
Isuzu	7,381	1,810	0.2	0.0	50,526	56,690	2.5	2.3	57,907	58,500	0.9	0.8	0.1	− 1.0
Hyundai	57,090	69,873	1.4	1.4	—	—	—	—	57,090	69,873	0.9	1.0	0.0	−18.3
Subaru	55,158	51,143	1.3	1.1	—	—	—	—	55,158	51,143	0.9	0.7	0.2	7.9
VW	49,392	68,448	1.2	1.4	2,928	3,657	0.1	0.2	52,320	72,105	0.8	1.0	−0.1	−27.4
Volvo	39,257	49,300	0.9	1.0	—	—	—	—	39,257	49,300	0.6	0.7	0.0	−20.4
Eagle	29,273	29,856	0.7	0.6	—	—	—	—	29,273	29,856	0.5	0.4	0.1	− 2.0
Mercedes	28,419	37,307	0.7	0.8	—	—	—	—	28,419	37,307	0.5	0.5	−0.1	−23.8
Lexus	28,298	28,439	0.7	0.6	—	—	—	—	28,298	28,439	0.5	0.4	0.1	− 0.5
Saturn	25,320	0	0.6	0.0	—	—	—	—	25,320	0	0.4	0.0	0.4	ERR
BMW	23,939	31,487	0.6	0.7	—	—	—	—	23,939	31,487	0.4	0.4	0.0	−24.0
Infiniti	15,589	9,268	0.4	0.2	—	—	—	—	15,589	9,268	0.3	0.1	0.1	68.2
Saab	13,908	13,249	0.3	0.3	—	—	—	—	13,908	13,249	0.2	0.2	0.0	5.0
Suzuki	2,551	3,157	0.1	0.1	8,884	8,261	0.4	0.3	11,435	11,418	0.2	0.2	0.0	0.1
Audi	6,244	11,093	0.2	0.2	—	—	—	—	6,244	11,093	0.1	0.2	−0.1	−43.7
Daihatsu	3,222	5,895	0.1	0.1	1,651	2,383	0.1	0.1	4,873	8,278	0.1	0.1	0.0	−41.1
Jaguar	4,342	9,450	0.1	0.2	—	—	—	—	4,342	9,450	0.1	0.1	−0.1	−54.1
Porsche	2,442	5,125	0.1	0.1	—	—	—	—	2,442	5,125	0.0	0.1	0.0	−52.4
Alfa Romeo	2,082	1,388	0.1	0.0	—	—	—	—	2,082	1,388	0.0	0.0	0.0	50.0
Peugeot	1,961	2,376	0.0	0.0	—	—	—	—	1,961	2,375	0.0	0.0	0.0	−17.5
Range Rover	0	0	0.0	0.0	1,399	2,074	0.1	0.1	1,399	2,074	0.0	0.0	0.0	−32.5
Sterling	1,385	2,336	0.0	0.0	—	—	—	—	1,385	2,336	0.0	0.0	0.0	−40.7
Yugo	1,232	3,725	0.0	0.1	—	—	—	—	1,232	3,725	0.0	0.1	0.0	−66.9
Other•	1,320	1,470	0.0	0.0	—	—	—	—	1,320	1,470	0.0	0.0	0.0	0.0
TOTAL	**4,138,473**	**4,840,141**	**100.0**	**100.0**	**2,040,824**	**2,425,363**	**100.0**	**100.0**	**6,179,297**	**7,265,504**	**100.0**	**100.0**	**0.0**	**−15.0**
Total Big 3	**2,685,061**	**3,211,590**	**64.9**	**66.4**	**1,695,507**	**2,044,830**	**83.1**	**84.3**	**4,380,568**	**5,256,420**	**70.9**	**72.3**	**−1.5**	**−16.7**
Total Japan	**1,220,399**	**1,321,924**	**29.5**	**27.3**	**340,990**	**374,802**	**16.7**	**15.5**	**1,561,389**	**1,696,726**	**25.3**	**23.4**	**1.9**	**− 8.0**
Total Europe	**175,923**	**236,754**	**4.3**	**4.9**	**4,327**	**5,731**	**0.2**	**0.2**	**180,250**	**242,485**	**2.9**	**3.3**	**−0.4**	**−25.7**
GM	1,493,842	1,753,996	36.1	36.2	701,279	852,995	34.4	35.2	2,195,121	2,606,991	35.5	35.9	−0.4	−15.8
Ford	829,549	1,022,060	20.0	21.1	588,239	725,417	28.8	29.9	1,417,788	1,747,477	22.9	24.1	−1.1	−18.9
Chrysler	361,670	435,534	8.7	9.0	405,989	466,418	19.9	19.2	767,659	901,952	12.4	12.4	0.0	−14.9
Toyota/Lexus	351,458	388,855	8.5	8.0	126,556	132,491	6.2	5.5	478,014	521,346	7.7	7.2	0.6	− 8.3
Honda/Acura	399,120	434,257	9.6	9.0	0	0	0.0	0.0	399,120	434,257	6.5	6.0	0.5	− 8.1
Nissan/Infiniti	194,384	225,890	4.7	4.7	80,591	88,470	3.9	3.6	274,975	314,360	4.4	4.3	0.1	−12.5
VW/Audi	55,636	79,541	1.3	1.6	2,928	3,657	0.1	0.2	58,564	83,198	0.9	1.1	−0.2	−29.6
†Geo	*124,128*	*147,618*	*3.0*	*3.0*	*16,111*	*16,950*	*0.8*	*0.7*	*140,239*	*164,568*	*2.3*	*2.3*	*0.0*	*−14.8*
*Made by Japan••	*1,371,330*	*1,491,651*	*33.1*	*30.8*	*354,423*	*399,607*	*17.4*	*16.5*	*1,725,753*	*1,891,258*	*27.9*	*26.0*	*1.*	*− 8.8*

•Includes 1991 estimated sales of 480-Ferrari, 450-Rolls/Bentley, 162-Lotus, 120-Maserati, 78-Lamborghini and 30-Aston Martin.

••Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

DOMESTIC CAR SALES, JUNE & YTD

	June 1991	June 1990	Jan. 1 to June 30, 1991	Jan. 1 to June 30, 1990
Summit	686	0	3,515	0
Talon	2,905	2,874	16,008	14,580
Premier	1,474	831	5,839	7,024
Total Eagle	**5,065**	**3,705**	**25,362**	**21,604**
Horizon	31	666	383	9,764
Laser	2,931	3,294	14,923	24,312
Sundance	4,540	4,507	21,706	30,220
Reliant	0	297	0	2,371
Acclaim*	8,495	10,000	52,331	54,276
Total Plymouth	**15,997**	**18,764**	**89,343**	**120,943**
LeBaron A*	1,711	4,433	9,139	15,497
LeBaron J	3,610	5,618	22,250	31,629
LeBaron GTS	0	429	0	1,544
Fifth Avenue (rwd)	0	120	0	740
Fifth Avenue (fwd)	3,537	2,783	19,771	17,691
Imperial	1,014	957	5,404	6,216
New Yorker C	1,183	6,648	7,159	23,671
Total Chrysler	**11,055**	**20,988**	**63,723**	**96,988**
Omni	35	606	413	9,700
Shadow	7,476	5,004	37,154	34,517
Monaco	1,809	1,316	3,910	2,736
Daytona	1,294	2,769	7,867	18,554
Aries	0	279	0	1,915
Lancer	0	268	0	1,081
Spirit*	7,420	6,840	44,566	45,607
Dynasty	9,252	9,353	57,865	49,433
Total Dodge	**27,286**	**26,435**	**151,775**	**163,543**
CHRYSLER CORP.	**59,403**	**69,892**	**330,203**	**403,078**
Escort*	20,288	26,305	116,810	142,385
Mustang	8,135	11,859	39,162	64,784
Tempo	13,752	17,961	93,500	118,027
Taurus	27,634	27,534	155,952	167,007
Thunderbird	5,480	8,493	38,290	56,497
Probe	9,173	13,080	41,843	63,916
Crown Victoria	6,374	11,031	36,599	57,854
Total Ford Div.	**90,836**	**116,263**	**522,156**	**670,470**
Topaz	5,624	6,177	30,472	40,265
Sable	11,613	7,172	51,497	48,906
Cougar	5,040	6,790	28,726	42,570
Grand Marquis	8,809	8,824	49,319	53,009
Total Mercury	**31,086**	**28,963**	**160,014**	**184,750**
Continental	4,306	4,654	27,474	32,190
Town Car	11,081	14,398	64,053	80,055
Mark VII	860	1,556	4,790	12,928
Total Lincoln	**16,247**	**20,608**	**96,317**	**125,173**
Total L-M Div.	**47,333**	**49,571**	**256,331**	**309,923**
FORD MOTOR CO.	**138,169**	**165,834**	**778,487**	**980,393**
Skyhawk	0	78	0	709
Roadmaster	5,523	0	13,765	0
Somerset/Skylark	3,918	9,764	43,657	53,640
Century*	13,284	8,699	62,214	58,495
Regal	11,018	9,014	55,131	37,140
LeSabre	6,233	13,467	48,797	80,184
Reatta	215	520	1,429	3,443
Electra/Park Ave.	8,888	3,037	41,687	24,715
Riviera	1,131	1,892	7,775	10,647
Total Buick	**50,210**	**46,471**	**274,455**	**268,973**
Allante	322	379	1,496	1,660
Seville	2,027	5,439	17,136	21,642
DeVille	11,480	12,731	66,929	83,905
Brougham	1,574	1,735	11,118	15,690
Eldorado	1,094	2,143	8,267	12,577
Total Cadillac	**16,497**	**22,427**	**104,946**	**135,474**
Geo Metro	5,162	3,665	33,409	10,791
Geo Prizm	11,617	11,633	42,486	57,425
Cavalier*	25,701	22,806	151,171	151,232
Camaro	5,289	8,906	25,410	41,973
Celebrity	30	5,313	611	18,724
Corsica/Beretta	28,802	28,959	119,800	162,247
Lumina	26,333	21,007	116,134	120,179
Caprice	12,262	16,565	68,924	89,819
Corvette	1,698	3,117	9,227	12,863
Total Chevrolet	**116,894**	**121,971**	**567,172**	**664,602**
Calais	2,382	9,783	33,576	53,529
Cutlass Ciera*	19,644	15,536	64,915	75,937
Cutlass Supreme	9,123	6,433	47,280	56,658
88	3,990	7,754	34,006	50,190
98	4,845	4,558	26,320	25,526
Toronado	498	1,740	4,505	7,932
Total Oldsmobile	**40,482**	**45,804**	**210,602**	**269,772**
Sunbird	9,140	11,817	48,866	56,536
Firebird	2,436	4,431	11,368	21,426
Grand Am	13,223	23,756	90,836	114,362
Pontiac 6000	5,333	4,060	18,096	26,420
Grand Prix	11,534	12,162	50,930	62,515
Bonneville	4,131	5,941	25,450	34,530
Total Pontiac	**45,797**	**62,167**	**245,546**	**315,789**
Total Saturn	**6,666**	**0**	**25,320**	**0**
GENERAL MOTORS	**276,546**	**298,840**	**1,428,041**	**1,654,610**
Civic	15,816	22,228	67,739	102,990
Accord	39,423	24,947	169,858	135,251
HONDA	**55,239**	**47,175**	**237,597**	**238,241**
MX-6	1,518	1,825	16,079	13,841
626	3,174	3,030	32,686	15,312
MAZDA	**4,692**	**4,855**	**48,765**	**35,653**
Eclipse	4,985	4,727	28,136	27,291
Mirage	1,918	0	9,813	0
MITSUBISHI	**6,903**	**4,727**	**37,949**	**27,291**
NISSAN Sentra*	**9,947**	**9,387**	**61,022**	**48,560**
Corolla	11,448	10,535	57,780	69,531
Camry	18,811	16,031	92,889	105,774
TOYOTA	**30,259**	**26,566**	**150,669**	**175,305**
SUBARU Legacy	**5,416**	**1,505**	**24,159**	**2,946**
SUZUKI Swift	**57**	**0**	**355**	**0**
DOMESTIC TOTAL	**587,631**	**628,781**	**3,097,247**	**3,566,077**
IMPORT TOTAL	**183,907**	**228,109**	**1,041,226**	**1,274,064**
INDUSTRY TOTAL	**771,538**	**856,890**	**4,138,473**	**4,840,141**

*Includes units produced in Mexico.

'92 Olds ads hype intelligent engineering

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Oldsmobile launched its 1992 Eighty Eight Royale with an ad campaign that signals a new marketing strategy for the entire division.

The new theme line, "The Power of Intelligent Engineering," embraces Oldsmobile's new product-oriented marketing thrust, said Michael Grimaldi, general marketing manager.

The new theme line replaces the "New Generation of Olds" campaign that began three years ago.

"This new campaign theme line is a reflection of our commitment in terms of bringing to the market smart, contemporary vehicles that are clearly a step ahead of our competition in terms of product design, overall value and total satisfaction throughout the ownership experience," Grimaldi said.

He said extensive consumer research indicates that people associate Oldsmobile with five product features:

- Great engines
- Engineering leadership in meaningful technology
- "Step-up" comfort and features
- Vehicles that are solid, well built and safe
- Superior overall ownership experience.

Oldsmobile has based its new marketing strategy on those five attributes which, when woven together, make "Oldsmobile as different from our sister divisions as GM is from the competition," Grimaldi said.

Grimaldi: Olds is different from its sister divisions

He said Oldsmobile believes the new marketing strategy combined with the 1992 vehicle lineup will help the division regain its core market of 35-to-45-year-olds who abandoned Oldsmobile in favor of mid-sized cars.

Grimaldi said he believes the new Achieva, which is scheduled to debut early next year; the Cutlass Supreme; and the Bravada sport-utility will attract the younger buyers. Achieva replaces Cutlass Calais. Oldsmobile launched the campaign last week with ads in *USA Today* and *The Wall Street Journal*.

In keeping with General Motors' promise to make safety an issue in 1992 (see story on Page 41), the ad also highlights the availability of anti-lock brakes and traction control. A driver's side air bag now is standard.

Grimaldi said 16,000 Eighty Eights are either en route to or in dealer showrooms.

The new advertisements highlight five product characteristics associated with Oldsmobile.

Oldsmobile believes the new marketing strategy combined with the 1992 vehicle lineup will help the division regain its core market of 35-to-45-year-olds.

LIGHT-DUTY TRUCK SALES, JUNE & Y-T-D

	June 1991	June 1990	6 Mos., 1991	6 Mos., 1990
Vans	9,515	14,843	50,737	80,324
Aerostar	15,495	18,815	75,562	97,516
Club Wagon	2,421	2,126	11,381	11,766
Ranger	22,398	24,764	122,972	144,674
Bronco	2,420	3,866	13,144	28,632
Bronco II/Explorer	23,321	18,369	122,579	68,188
Pickups	34,806	48,020	191,864	294,317
FORD	**110,376**	**130,803**	**588,239**	**725,417**
Vans	8,452	10,103	39,974	55,544
Sportsvan	1,152	1,009	5,220	5,084
Geo Tracker*	3,540	3,268	16,111	16,950
Astro	12,559	11,400	59,275	67,238
Lumina APV	5,357	6,279	25,229	32,199
S10	19,426	19,633	105,608	95,457
S10 Blazer	10,415	14,093	59,933	74,279
Blazer	936	1,281	5,582	9,594
Suburban	4,299	4,676	19,840	30,801
Pickups	33,481	41,655	190,634	269,777
P Model	2,024	2,452	8,968	13,832
CHEVROLET	**101,641**	**113,397**	**536,374**	**656,923**
PONTIAC Trans Sport	2,484	2,901	11,035	15,623
Silhouette	2,174	2,390	9,011	11,459
Bravada	976	0	4,977	0
OLDSMOBILE	**3,150**	**2,390**	**13,988**	**11,459**
Vans	4,599	5,494	24,346	30,922
Ram Wagon	2,073	2,623	10,488	13,503
Voyager	17,104	15,840	86,005	94,563
Caravan	21,225	18,858	105,163	107,887
Caravan C/V	1,215	1,414	5,864	7,725
Town & Country	346	225	1,926	1,545
Ram 50	375	795	2,274	6,763
Raider	0	240	0	1,092
Ramcharger	547	989	3,236	5,925
Dakota	7,832	6,330	40,316	41,782
Pickups	7,199	8,473	42,243	51,519
CHRYSLER	**62,515**	**61,281**	**321,861**	**363,226**
Vans	3,540	3,362	15,946	19,523
Safari	3,827	3,427	17,030	17,304
S15/Sonoma	4,161	3,787	22,593	21,469
S15 Jimmy	2,419	3,101	14,402	18,159
Jimmy	269	245	1,458	2,795
Suburban	1,787	2,034	7,950	12,651
Pickups	10,654	11,558	58,681	75,064
P Model	300	232	1,157	1,404
W4	140	62	665	621
GMC	**27,097**	**27,808**	**139,882**	**168,990**
Wrangler	5,431	5,317	23,390	27,122
Cherokee	10,621	10,512	55,191	63,328
Grand Wagoneer	442	556	2,050	3,297
Comanche	615	968	3,497	7,668
JEEP	**17,109**	**17,629**	**84,128**	**103,192**
DAIHATSU Rocky	**298**	**546**	**1,651**	**2,383**
Pickup*	4,909	6,944	21,495	24,297
Amigo	737	994	4,004	5,628
Trooper	2,362	4,120	12,751	26,765
Rodeo*	2,775	0	12,276	0
ISUZU	**10,783**	**12,058**	**50,526**	**56,690**
Pickup	5,931	10,540	26,958	45,547
MPV	5,321	3,509	26,331	19,340
Navajo*	906	0	4,952	0
MAZDA	**12,158**	**14,049**	**58,241**	**64,887**
Pickup	1,258	2,817	9,429	15,085
Montero	817	1,197	5,055	6,078
Van	3	59	57	457
MITSUBISHI	**2,078**	**4,073**	**14,541**	**21,620**
Pickup*	10,841	10,[illegible]6	61,728	67,865
Pathfinder	3,094	2,787	17,769	15,162
Axxess	18	612	304	4,263
Van	1	4	5	39
Hawaii	0	186	785	1,141
NISSAN	**13,954**	**14,395**	**80,591**	**88,470**
RANGE ROVER	**191**	**358**	**1,399**	**2,074**
Samuari	407	497	2,644	2,845
Sidekick*	888	757	6,240	5,416
SUZUKI	**1,295**	**1,254**	**8,884**	**8,261**
Pickups	12,779	14,033	75,726	88,049
Previa	4,604	4,949	26,487	17,164
4Runner	3,614	3,870	20,331	24,360
Land Cruiser	637	556	4,012	2,697
Van	0	3	0	221
TOYOTA	**21,634**	**23,411**	**126,556**	**132,491**
VOLKSWAGEN Vanagon	**581**	**728**	**2,928**	**3,657**
IMPORTS	**62,972**	**70,064**	**345,317**	**380,533**
INDUSTRY TOTAL	**387,344**	**427,864**	**2,948,824**	**2,425,363**

*Includes domestic vehicles

Sales charts compiled by Karen Dziewanski

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Colt, Colt Vista (1990-91)*	Up to $700, quota
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Colt, Colt Vista (1990-91)*	Up to $700, quota
Minivans (1991) without air bags	$500

*Expires July 31

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.

Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (expires Sept. 16)

Stylus S, Impulse XS (1991)	$700
Stylus XS, Impulse RS (1991)	$1,500
Pickup (1991)	$700-1,000, based on sales
Trooper (1991)	$1,600-1,800, based on sales

MAZDA (expires Aug. 2)

MPV (1991)	$800

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (expires Aug. 18)

740 and 940 (1991)	$1,500

GM revamps incentives to clear out '91s

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

General Motors stepped into the cleanup rebate arena last week with a collection of new, revised or extended incentives for customers. Most of the programs run through Sept. 25.

Chrysler Corp. announced its cleanup rebates a week earlier. Ford Motor Co. will do so when its current programs expire July 30.

Pontiac, whose last consumer incentive program was mostly regional, has gone national with its cleanup incentives by offering consumers $750 to $1,500 on 1991 vehicles. In lieu of rebates, consumers may choose cut-rate financing of 4.9 to 10.9 percent. Pontiac's program expires Sept. 25.

Through July 31, **Chevrolet** is honoring Ford's $500 direct-mail coupon, "Extra Special F-Series $500 Saving Offer," toward the lease or purchase of a 1991 C/K full-sized pickup or cab-chassis.

Chevrolet's previous consumer incentives were extended with some revisions. As with the previous program, the payments range from $300 to $1,500. The revisions include increases to $1,000 from $500 on Geo Prizm, to $750 from $500 on Geo Tracker and to $1,500 from $1,000 on S/T Blazer two-door and four-door (excluding Tahoe LT). Added to Chevrolet's consumer rebate lineup are the Corsica at $500 and the S/T Blazer four-door Tahoe LT at $1,000.

Chevrolet reduced its financing rate from 7.9 to 6.9 percent for contracts up to 48 months. Also, Geo Prizm buyers who take delivery before July 31 qualify for 2.9 percent financing on contracts up to 48 months. The rest of Chevrolet's program expires Sept. 25.

Oldsmobile, which has relied on regional consumer incentives the last few months, did not announce a new program last week. An Oldsmobile spokesman said the division will continue with regional programs. For example, in Michigan, Oldsmobile is offering rebates of $1,000 to $1,500 on its vehicles through Sept. 25.

Buick extended its consumer incentive program, which includes all models except the 1991 Park Avenue, Park Avenue Ultra and Roadmaster Estate Wagon and the 1992 Roadmaster sedan.

Buick rebates range from $250 to $2,000 depending on the option package selected. Interest rates are 4.9 to 10.9 percent. The program expires Sept. 25.

Cadillac extended its $1,500 consumer rebate on the 1991 Brougham until July 31.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES
NEW PROGRAMS

GENERAL MOTORS
Expires Sept. 25 unless otherwise noted. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet. Geo Prizms delivered by July 30 can be financed at 2.9 percent.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac (1991)	
Brougham (expires July 31)	$1,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac (1991)	
Grand Am, Trans Sport	$750
Firebird, Grand Prix	$1,000
Bonneville	$1,500

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial, New Yorker Fifth Ave. (1990-91)	$1,500
LeBaron, N.Y. Salon (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91)	$1,500
Spirit, Dynasty (1990-91)	$1,000
Shadow Conv. (1991)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Laser (1991), Sundance (1990)	$700
Sundance Highline (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

FORD MOTOR CO.
1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Tempo	$600
Thunderbird	$600-750
Escort wagon, GT	$750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Topaz, Capri	$600
Cougar	$600-1,000
Tracer LTS and wagon	$750
Sable	$750
Grand Marquis (1991)	$1,000

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*
*Based on region	

SAAB
3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with downpayment of 25 percent. Expires July 31.

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

MERCEDES
FROM PAGE 1

maker, Hubbert said.

"He wants us to come as soon as possible and to build cars in Mexico and sell them to the United States," said Hubbert. "But we will be very careful."

Mercedes will start its Mexican passenger-car program cautiously next year by exporting 300 to 500 mid-class cars to the country. Although only local carmakers are now permitted to import into Mexico, permission to import the cars will be granted in exchange for Mercedes' commitment to expand commercial vehicle production to include a new small bus chassis under 8.8 tons, Hubbert said.

Until now, Mercedes has been allowed to import diplomatic vehicles only.

"We'll start in 1993, maybe with a semi-knockdown assembly line for the Mexican market, bringing some suppliers with us, buying parts from Mexico to make money and pay for the imports," Hubbert said. "And then, nobody knows what will happen with the North American free trade agreement" still under discussion.

"We're not ready yet (to export from Mexico), but nobody knows what will happen in five or 10 years," said Hubbert. "We need some global sourcing and some global production."

One impetus for shifting production to Mexico is the rising cost of production in Germany. Wage rates for automakers here are among the highest in the world, and the powerful German metalworkers' union has succeeded in regularly reducing the length of the workweek in recent contracts.

The prospect of shifting output to Mexico could help the union's discussions with Mercedes become a "little bit more serious," Hubbert said.

The company's Mexican plant, in Santiago Tianguistenco, built 6,000 trucks over 8.8 tons last year and generated revenue of 300 million marks (about $165 million). Production is expected to rise to about 9,000 in 1991.

Mercedes expects to invest about 100 million marks (about $55 million) over the next five years for doubling commercial-vehicle capacity and for setting up semi-knockdown car production, the company said.

"We have very good performance in our truck factory," said Hubbert. "It is in very good shape and we are increasing production. Maybe they will reach 20,000 trucks in the next few years."

Soviets to M-B: Let's build Gelaendewagens

Mercedes-Benz AG has been asked by Soviet authorities to license production of its Gelaendewagen off-road vehicle, says Jurgen Hubbert, head of Mercedes' passenger-car division.

Mercedes already has a deal to assemble buses near Moscow beginning in 1993 and is discussing the possibility of producing its W124 mid-class line of cars in the Soviet Union.

Hubbert said the Gelaendewagen proposal emerged recently from the Soviets' Sterlitamak machine-tool collective in the city of Sterlitamak, which is located in the Ural Mountains.

"They are very interested," he says. "They are from a military factory, they have money and skilled people, and I think they can do it."

Proposed volume is 25,000 units annually, more than doubling the number of Mercedes Gelaendewagens now produced in the West. Production could begin soon.

"If we are allowed to bring parts in we can start it at the end of next year," he says. "It is in discussion."

The Gelaendewagen, which was introduced in 1979, is produced at Steyr-Daimler-Puch's factory in Graz, Austria, at a level of about 10,000 units annually.

Mercedes and Japan's Mitsubishi Motors Corp. have been discussing a joint venture to build a replacement for the Gelaendewagen, but Hubbert says the German company is talking to other potential partners as well.

"We only have a sales and production of about 10,000, and that is not a situation where you can survive for very long," he says.

"I think we need a partner to bring it up to a capacity like the (Mitsubishi) Pajero — 120,000 units a year — something like that. We are in discussions with . . . some others. We are interested because we need a successor in the mid-'90s," he says.

Although Mitsubishi Group and Mercedes' parent, Daimler-Benz AG, have been discussing possibilities for global cooperation, Hubbert sounded pessimistic about prospects on the passenger-car side.

"At this time we have no ideas," he says.

However, Hubbert revealed that Mitsubishi had sought to produce its Galant model at Mercedes' new plant in Rastatt, Germany.

"They asked us if we could give them capacity for 60,000 or 100,000 cars to be sold in Europe, and we told them we had no capacity," he said.

— Richard Johnson

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	7/15,7/22, 7/29, 8/5	*
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Bramalea, Ontario	7/15, 7/22	*
Dodge Monaco		
Eagle Premier		
Brampton, Ontario	7/15, 7/22, 7/29	*
Jeep Wrangler		
Newark, Del.	7/15, 7/22, 7/29, 8/5	*
Dodge Spirit		
Chrysler LeBaron J		
Plymouth Acclaim		
Sterling Heights, Mich.	7/15, 7/22	*
Dodge Shadow		
Plymouth Sundance		
Toledo, Ohio	7/15, 7/22	*
Jeep Cherokee		
Jeep Comanche		
Windsor, Ontario	7/15, 7/22	*
Dodge Caravan		
Dodge Caravan C/V		
Plymouth Voyager		
Windsor, Ontario (Pillette Road)	7/15, 7/22, 7/29	*
Dodge Ram Van		
Dodge Ram Wagon		
FORD MOTOR CO.		
Dearborn, Mich.	7/15	3,500
Ford Mustang		
Kentucky Truck (Louisville)	7/15	1,000
Ford heavy trucks		
Oakville, Ontario	7/15	**
Ford Tempo		
Mercury Topaz		
Ontario Truck (Oakville, Ontario)	7/15	**
Ford F series		
GENERAL MOTORS		
Wilmington, Del.	7/15, 7/22, 7/29, 8/5, 8/12, 8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
CAMI		
Ingersoll, Ontario	7/15, 7/22	*
Geo Metro		
Geo Tracker		
Suzuki Swift		
Suzuki Sidekick		
NISSAN MOTOR MFG. CORP. U.S.A.		
Smyrna, Tenn.	7/15	**
Nissan Sentra		
Pickup trucks		
Total U.S. car		3,500
Total U.S. truck		1,000
Total units lost week of7/15		4,500

*Model changeover
**Vacation
Source: Automotive News Data Center

U.S. CAR

	Week Ended July 13, 1991	Week Ended July 6, 1991	July to Date	Jan. 1 to July 13, 1991	Jan. 1 to July 14, 1990
Horizon	0	0	0	0	4,327
Sundance	2,050	1,724	3,774	26,596	43,433
Acclaim	2,700	2,139	4,839	48,951	55,549
Total Plymouth	**4,750**	**3,863**	**8,613**	**75,547**	**103,309**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	0	18,697	26,823
N. Yorker C-Class	350	291	641	4,758	24,535
Fifth Avenue	1,650	1,324	2,974	20,785	10,096
Imperial	300	262	562	4,596	16,672
Total Chrysler	**2,300**	**1,877**	**4,177**	**48,836**	**86,190**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	17,869
Shadow	2,700	1,959	4,659	32,234	50,731
Dynasty	2,550	2,111	4,661	66,539	63,416
Spirit	2,100	1,770	3,870	43,618	51,364
Total Dodge	**7,350**	**5,840**	**13,190**	**147,327**	**187,458**
CHRYSLER CORP.	**14,400**	**11,580**	**25,980**	**271,710**	**376,957**
Escort	0	0	0	101,375	107,890
Mustang	0	0	0	42,542	77,839
Tempo	0	0	0	56,929	71,767
Taurus	0	0	0	173,772	188,838
Thunderbird	0	0	0	40,373	63,234
Total Ford Div.	**0**	**0**	**0**	**414,991**	**508,568**
Topaz	0	0	0	25,067	27,026
Cougar	0	0	0	29,666	42,211
Sable	0	0	0	56,265	56,432
Total Mercury	**0**	**0**	**0**	**110,998**	**125,669**
Continental	0	0	0	29,153	31,032
Mark VII	0	0	0	5,099	12,540
Town Car	0	0	0	68,603	83,864
Total Lincoln	**0**	**0**	**0**	**102,855**	**127,436**
Total L-M Div.	**0**	**0**	**0**	**213,853**	**253,105**
FORD MOTOR CO.	**0**	**0**	**0**	**828,844**	**762,673**
Skylark/Somerset	0	0	0	27,510	50,257
Century	2,868	2,104	4,972	50,155	38,604
Riviera	0	0	0	13,409	13,097
Electra/Park Ave.	1,819	1,809	3,628	61,890	20,477
LeSabre (fwd)	1,500	612	2,112	27,036	93,897
Roadmaster Sedan+	1,030	824	1,854	12,562	0
Roadmaster Wagon†	350	272	622	16,254	4,022
Reatta	0	0	0	1,206	379
Total Buick	**7,567**	**5,621**	**13,188**	**214,542**	**225,229**
Eldorado	0	0	0	6,395	12,232
Seville	0	0	0	13,909	22,747
Brougham (rwd)	375	283	658	10,677	13,148
DeVille (fwd)	3,200	2,557	5,757	78,656	95,924
Allante	64	51	115	1,689	2,516
Total Cadillac	**3,639**	**2,891**	**6,530**	**112,084**	**146,567**
Cavalier	4,650	3,793	8,443	145,959	183,411
Camaro	1,693	1,321	3,014	28,277	36,760
Corsica/Beretta	6,640	6,385	13,025	148,056	156,574
Caprice	2,880	2,324	5,204	78,434	141,693
Corvette	483	386	869	12,756	13,497
Total Chevrolet	**16,346**	**14,209**	**30,555**	**413,482**	**531,935**
Calais	0	0	0	34,616	57,216
Cutlass Ciera	2,830	2,126	4,956	44,635	45,027
Cutlass Supreme	2,610	2,065	4,675	60,048	47,615
Toronado	0	0	0	2,778	9,491
88 (fwd)	2,548	1,701	4,249	37,376	59,943
Custom Cruiser Wag.††	170	135	305	5,483	1,214
98	2,000	1,611	3,611	43,519	32,798
Total Oldsmobile	**10,158**	**7,638**	**17,796**	**228,455**	**253,304**
Sunbird	1,910	1,598	3,508	67,482	83,181
Grand Am	0	0	0	87,061	113,753
Firebird	500	435	935	9,385	22,935
Grand Prix	2,683	1,982	4,665	57,644	66,188
Pontiac 6000	0	0	0	19,603	33,612
Bonneville	1,778	384	2,162	26,162	45,630
Total Pontiac	**6,871**	**4,399**	**11,270**	**267,337**	**365,299**
Total Saturn+	**2,485**	**1,924**	**4,329**	**42,884**	**0**
GENERAL MOTORS	**46,996**	**36,662**	**83,988**	**1,277,826**	**1,522,334**
DIAMOND-STAR*	**2,983**	**1,786**	**4,986**	**83,831**	**67,617**
Civic	1,710	0	1,710	48,283	63,422
Accord	7,445	0	7,445	188,597	167,321
HONDA	**9,155**	**0**	**9,155**	**236,880**	**230,743**
MAZDA*	**2,817**	**0**	**2,817**	**82,134**	**90,948**
NISSAN	**0**	**0**	**0**	**60,980**	**51,886**
Corolla	2,100	1,367	3,467	57,636	56,913
Geo Prizm/Nova	2,100	1,132	3,232	53,126	56,703
NUMMI	**4,200**	**2,499**	**6,699**	**110,762**	**113,616**
SUBARU-ISUZU Legacy	**882**	**48**	**910**	**29,629**	**13,894**
TOYOTA Camry	**4,250**	**0**	**4,250**	**115,788**	**117,553**
TOTAL BIG 3	**61,396**	**48,282**	**109,648**	**2,170,380**	**2,661,964**
TOTAL TRANSPLANT	**24,167**	**4,252**	**28,439**	**728,213**	**695,459**
TOTAL CARS, U.S.	**85,573**	**52,514**	**138,087**	**2,906,593**	**3,347,423**
TOTAL CARS, CANADA	**16,078**	**12,921**	**28,999**	**584,147**	**573,330**
U.S., CANADA CARS	**101,651**	**65,435**	**167,086**	**3,590,740**	**3,920,753**
U.S., CANADA CARS AND TRUCKS	**158,277**	**114,188**	**272,465**	**5,891,695**	**6,583,446**

+Estimate
††1990 totals reflect LeSabre (rwd) †††1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended July 13, 1991	Week Ended July 6, 1991	July to Date	Jan. 1 to July 13, 1991	Jan. 1 to July 14, 1990
Monaco	740	557	1,297	6,083	5,804
Premier	194	280	474	5,824	4,893
CHRYSLER CORP.	**934**	**837**	**1,771**	**11,907**	**10,697**
Tempo	0	0	0	60,003	69,481
Topaz	0	0	0	19,184	25,040
Crown Victoria	0	0	0	45,369	64,122
Grand Marquis	0	0	0	46,366	56,568
FORD MOTOR CO.	**0**	**0**	**0**	**170,922**	**215,211**
Celebrity	0	0	0	0	18,415
Cutlass Ciera	1,780	1,569	3,349	39,440	49,348
Lumina	6,455	4,662	11,117	125,024	123,856
Regal	2,979	2,116	5,095	67,874	50,669
GENERAL MOTORS	**11,214**	**8,347**	**19,561**	**232,338**	**242,288**
CAMI*	**0**	**2,046**	**2,046**	**64,270**	**0**
HONDA Civic+	**2,100**	**0**	**2,100**	**56,945**	**55,964**
HYUNDAI Sonata	**500**	**478**	**978**	**16,463**	**11,181**
TOYOTA Corolla	**1,150**	**1,069**	**2,219**	**36,517**	**33,096**
VOLVO 740 and 940	**180**	**144**	**324**	**4,785**	**4,893**
TOTAL CARS, CANADA	**16,078**	**12,921**	**28,999**	**584,147**	**573,330**

U.S. TRUCK

Caravan	3,350	2,220	5,570	60,497	63,102
Dakota	1,950	1,575	3,525	44,316	37,664
Caravan C/V	0	0	0	2,109	3,967
Ram pickups	2,000	1,594	3,594	44,390	55,682
Total Dodge	**7,300**	**5,389**	**12,689**	**151,312**	**160,415**
Cherokee	0	2,947	2,947	69,622	90,190
Comanche	0	79	79	2,827	4,241
Grand Wagoneer	0	0	0	1,560	3,770
Wagoneer/Briarwood	0	12	12	1,451	2,185
Total Jeep	**0**	**3,038**	**3,038**	**75,460**	**100,386**
Voyager	1,950	1,060	3,010	51,116	59,102
Town & Country	50	73	123	1,846	1,996
Total C-P Div.	**2,000**	**1,133**	**3,133**	**52,962**	**61,108**
CHRYSLER CORP.	**9,300**	**9,560**	**18,860**	**279,734**	**321,901**
Aerostar	0	0	0	82,391	107,019
Bronco	0	0	0	7,133	28,342
Bronco II/Explorer	0	0	0	139,883	68,084
Navajo	0	0	0	5,871	0
Econoline	0	0	0	69,083	103,662
Mediums/Heavies	1,040	832	1,872	19,066	26,441
Light trucks	0	0	0	148,360	241,272
Ranger	0	0	0	130,994	153,522
FORD MOTOR CO.	**1,040**	**832**	**1,872**	**602,781**	**756,342**
Astro	0	0	0	49,605	65,473
Blazer	199	154	353	4,560	9,665
Lumina APV	1,263	994	2,257	23,274	54,695
Mediums/Heavies	269	275	544	545	4,473
P-Model	739	480	1,219	10,595	14,419
Pickups	5,604	5,329	10,933	157,750	224,670
S10	5,870	4,769	10,639	141,650	129,595
S10 Blazer	3,883	1,567	5,450	17,439	47,846
Sportsvan/Van	1,096	835	1,931	23,492	37,788
Suburban	769	621	1,390	15,524	37,788
Total Chevrolet	**19,892**	**15,824**	**34,716**	**444,329**	**626,402**
Jimmy	93	38	131	1,162	3,029
Mediums/Heavies	320	204	524	522	4,680
P-Model	60	38	98	1,568	1,707
Pickups	2,966	1,638	4,604	70,318	85,875
S15/Sonoma	1,405	1,625	3,030	33,590	30,018
S15 Jimmy	563	526	1,089	6,102	16,537
Safari	0	0	0	21,460	25,137
Suburban	699	328	1,027	13,273	18,768
Vandura/Rally Vans	267	273	540	10,973	14,129
Total GMC	**6,373**	**4,670**	**11,043**	**158,968**	**199,880**
Silhouette	690	542	1,232	12,306	21,274
Bravada	190	223	413	9,219	0
Total Oldsmobile	**880**	**765**	**1,645**	**21,985**	**21,274**
Pontiac Trans Sport	**949**	**961**	**1,909**	**15,225**	**30,057**
GENERAL MOTORS	**27,793**	**21,128**	**48,913**	**648,326**	**877,563**
NAVISTAR	**0**	**0**	**0**	**36,599**	**30,919**
NISSAN Pickup	**0**	**0**	**0**	**66,818**	**81,984**
SUBARU-ISUZU	**1,294**	**542**	**1,746**	**27,560**	**14,984**
AM GENERAL	**400**	**329**	**729**	**10,850**	**12,249**
MISCELLANEOUS**	**2,850**	**2,120**	**4,770**	**71,370**	**81,698**
TOTAL TRUCKS, U.S.	**42,387**	**34,454**	**76,881**	**1,730,980**	**2,170,313**

CANADIAN TRUCK

Caravan	2,539	3,089	5,628	79,309	82,709
Caravan C/V	0	0	0	11,834	5,610
Ram Wagon	405	564	969	12,695	14,620
Ram Van	1,131	1,262	2,393	23,067	35,291
Total Dodge	**4,075**	**4,915**	**8,990**	**126,905**	**138,230**
Plymouth Voyager	1,871	1,925	3,796	58,875	65,751
Jeep Wrangler	1,473	1,227	2,700	32,630	33,104
CHRYSLER CORP.	**7,419**	**8,067**	**15,486**	**218,010**	**237,085**
FORD F series	**0**	**0**	**0**	**51,780**	**77,241**
Light trucks	3,575	3,012	6,587	76,468	93,300
Vans	1,524	1,339	2,863	29,562	28,714
Total Chevrolet	**5,099**	**4,351**	**9,450**	**106,030**	**122,014**
Light trucks	1,100	405	1,505	29,164	36,805
Vans	621	467	1,088	12,853	12,959
Total GMC	**1,721**	**872**	**2,593**	**42,017**	**51,764**
GENERAL MOTORS	**6,820**	**5,223**	**12,043**	**148,047**	**173,778**
CAMI*	**0**	**988**	**988**	**28,573**	**0**
NAVISTAR	**0**	**0**	**0**	**3,786**	**5,276**
TOTAL TRKS., CANADA	**14,239**	**14,259**	**28,498**	**458,876**	**493,369**
U.S., CANADA TRKS.	**56,626**	**48,713**	**105,379**	**2,190,985**	**2,672,883**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Plants work full week; output rises

By Bob DeMayer
SPECIAL CORRESPONDENT

U.S. car and truck production shot up like fireworks last week following the Fourth of July holiday.

Auto manufacturers scheduled 85,573 cars last week, 62.95 percent above the preceding holiday week and 20.47 percent above last year.

Year-to-date, U.S. car production is 2,906,593, down 13.17 percent from 1990.

Truckmakers planned to build 42,387 units last week, 22.88 percent above the prior week and 0.84 percent above the comparable week last year.

So far this year, 1,739,989 trucks have been assembled, 20.16 percent behind 1990.

Automakers split last week's estimated production as follows: General Motors, 54.90 percent; Chrysler Corp., 16.83 percent; Honda of America Manufacturing Inc., 10.70 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.97 percent; New United Motor Manufacturing Inc., 4.91 percent; Diamond-Star Motors Corp., 3.39 percent; Mazda Motor Manufacturing (USA) Corp., 3.29 percent; and Subaru-Isuzu Automotive Inc., 1.01 percent.

All Ford Motor Co. plants and the Nissan Motor Manufacturing Corp. U.S.A. plant were closed for vacation last week.

GM scheduled one shift of overtime last Saturday at its Detroit truck plant and Flint, Mich., truck assembly line (No. 2). The Detroit plant produces commercial, recreational and specialty vehicle chassis. The Flint plant produces the GMC Suburban.

Ford announced that the Edison, N.J., truck plant will be on a single shift this week because of a shortage of orders. The plant produces the Ford Ranger.

Chrysler scheduled two shifts of overtime last Saturday at its St. Louis (No. 2) minivan plant. The plant produces the Chrysler Town & Country, Dodge Caravan C/V (extended cab), Dodge Grand Caravan and Plymouth Grand Voyager.

CANADA: Canadian car production was estimated at 16,078 last week, up 24.43 percent from the prior week that included the Canada Day holiday, but down 13.01 percent from the year-ago week.

Truck production last week was estimated at 14,239, down 0.14 percent from the prior week but up 72.91 percent from the year-ago week.

Year-to-date, truck production in Canada is down 8.61 percent.

GM scheduled overtime last Saturday at its Oshawa, Ontario, truck plant. The plant produces the Chevrolet full-sized pickup and GMC Sierra.

DUMPING

FROM PAGE 1

said it expects the Expo LRV to sell for less than $11,000.

The dumping case moved forward last week when the International Trade Commission ruled 3-0 to continue investigating.

The definition of what is a minivan is crucial to any decision on whether harm is being done to the Big 3. Last week, the Big 3 amended their petition to dispel any doubt that the Expo LRV was to be included. Its initial petition, filed May 31, defined a minivan as a vehicle that allowed passengers to walk from the front and had rear-side doors that provide wide access to the cargo area. It added the qualifier "generally" to cover the Expo, which does not have the walk-through feature.

Mitsubishi responded with letters to the Commerce Department and the International Trade Commission, saying the amended language still doesn't cover the Expo.

In a separate letter July 3, Mitsubishi said Chrysler has asked Mitsubishi several times to change the design of the Expo LRV and create a walk-through feature.

John Greenwald, a Washington attorney handling the Big 3 dumping complaint for the Motor Vehicle Manufacturers Association, said the design request was an old issue and not related to the dumping issue.

He also said that Chrysler's effort to get the Expo LRV for a low price is standard business practice for any company trying to get low prices from its supplier. He said wholesale prices to dealers are the issue in a dumping dispute, not the price between the manufacturer and a sales arm.

Mitsubishi Motor Sales of America has said it expects to sell the seven-passenger Expo, which Chrysler won't get initially, for less than $14,000. The vehicle is similar to Nissan's Axxess, a van/wagon hybrid that flopped in the United States partly because of its high price tag. The Expo and Expo LRV go on sale Aug. 1; the Plymouth Colt Vista and Eagle Summit wagon are expected to go on sale later this fall.

The Big 3, through the MVMA, said they were pleased with the commission's decision to pursue the case. Mazda, Toyota and Mitsubishi said in separate statements that they were disappointed but confident they would prevail as the case progresses.

It now goes to the Commerce Department, which will decide by November if the dumping charge has merit. If Commerce says yes, the trade commission will determine damages to the domestic industry and could impose additional tariffs.

NOTE

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Automotive News

July 22, 1991

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Ford Motor slates price hike of 4.7% on '92 cars

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Ford and Lincoln-Mercury dealers received pre-introduction prices on 1992 cars and trucks last week. According to an *Automotive News* analysis, car prices are scheduled to rise an average of $796, or about 4.7 percent.

At this time last year, Ford floated an average hike of $581 or 3.9 percent on 1991 models, but later scaled it back a bit. Some dealers say it is likely that Ford will do the same this year.

But Ford has sweetened its warranty from one-year/12,000 miles to three years/36,000 miles on 1992 Ford and Mercury cars and Ford light trucks. That is a expensive program, and it may cause Ford to stick with its preliminary pricing this year.

Ford saved some of its biggest price hikes for light-duty trucks (see accompanying story).

This *Automotive News* car price analysis compares base sticker prices and does not account for year-to-year changes in standard equipment.

Price increases on Ford Division cars range from $263 on on the Festiva L two-door to $2,224 on the Tempo GLS four-door.

Prices dropped on Probe LX and GT, by $140 and $275 respectively. Some dealers think Ford may have reduced the prices on its slow-selling Probe models because an all-new Probe is due next summer as a 1992½ model.

Ford said it will announce prices for the Crown Victoria later.

Prices increased across the board for Lincoln-Mercury Division, ranging from $346 on all Tracers to $2,318 for the Topaz XR5 two-door. Capri and Grand Marquis prices were not announced.

The factory informed dealers that complete price lists, including option prices, will be mailed this week.

Some Tempo and Topaz models have the

see PRICES, page 35

FORD MOTOR CO. FOR '92

	Range of price changes for cars
Ford	$ (275) to $2,224
Mercury	$ 346 to $2,318
Lincoln	$1,337 to $2,094

Not adjusted for equipment level changes

8% price hikes slated for some Ford trucks

By Joseph Bohn
TRUCK EDITOR

Ford Motor Co. appears to have saved some of its biggest 1992-model price hikes for light trucks, where increases range as high as 8 percent on the new Econoline van, the compact Aerostar van and some F-series full-sized pickups.

It is difficult to determine what optional equipment the company may have standardized, what increases there may be on option prices or what kinds of package equipment discounts Ford may devise to offset such

see TRUCKS, page 35

FUTURE PRODUCT

ASIA

Politics, costs may slow down product intros ever so slightly

Third in a series of articles exploring product plans of the U.S. Big 3 and Asian and European automakers.

Toyota's popular Corolla has been redesigned, but U.S. buyers must wait until fall 1992; this right-hand-drive version is designed for Japan's market.

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Pressed by mounting trade tensions and expensive safety, fuel-economy and clean-air requirements, Asian automakers may back off on their breakneck pace of product introductions for the United States — but not by much.

Four-year cycles won't necessarily stretch to five or six years. But replacement models that are scheduled for the fall may simply arrive the following winter or spring. As such, product introductions will be further scattered throughout the year, putting another nail in the coffin of the traditional fall new-model introduction.

Companies will continue with their customary four-year cycles where they are most needed, especially in small-car and sporty segments. But in areas where the Japanese tend to be newcomers, such as the luxury segments, the cycles will be longer.

Financial and political pressures will likely drive some of the change, according to Tom Matano, vice president of product design and development, at

see ASIA, page 32

Dealers balk at Chrysler's carryover allowance

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. has broken its long-held practice of shunning a carryover allowance on previous-year vehicles in dealers' hands when the new model year begins.

It is offering its dealers the choice of a 5 percent carryover allowance on 1991 models in inventory Oct. 1 or participation in consumer and dealer incentive programs that continue through Sept. 30.

It is the first time in 13 years Chrysler has used a carryover allowance, and the response has not been overwhelming. Virtually all of Chrysler's 5,000 dealers have chosen the incentive programs.

Chrysler is the only one of the Big 3 that has consistently rejected demands by its dealers and the National Automobile Dealers Association to provide a carryover allowance at the end of the model year.

But this year, Chrysler has notified dealers it will pay a 5 percent stock allowance on vehicles in inventory Oct. 1 in lieu of dealer participation in the third "Rediscover American Values" incentive program that runs through Sept. 30.

While Chrysler dealers have long sought a carryover allowance, the company's current move apparently is not spawning widespread dealer interest. Dealers said participation in the consumer and dealer incentive programs that began July 1 is more advantageous than the October carryover payment.

Chrysler spokesman Tom Jakobowski said the number of dealers

see CHRYSLER, page 36

Mazda announcement on luxury arm appears imminent

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Mazda Motor of America Inc. has apparently received a green light from Japan and will launch a new luxury division for the 1995 model year.

An announcement is expected well before the company's annual dealer meeting in September, possibly within two weeks. Two Mazda employees have pointed to an Aug. 6 announcement date.

As with Acura in 1986 and Lexus and Infiniti in 1989, Mazda will likely begin with two products. In Mazda's case, a V-8 flagship and a V-6 "entry-level" sedan are expected in 1994 as 1995 models. A coupe based on the flagship could follow the next year.

The go-ahead comes more than two years after Mazda disclosed it was studying the prospect of creating a second sales channel. The effort has operated under the codename Pegasus, but sales will likely start under another name.

The company, which has a much smaller U.S. presence than Honda, Toyota and Nissan, has been weighing whether it should mimic their luxury operations and whether the market can absorb another luxury franchise. Discussion has focused on distribution, dealers and facilities as well as products and timetable.

Acura, Lexus and Infiniti have required dealers to operate from facilities devoted exclusively to selling and servicing those cars. Mazda, conscious of the high costs demanded by stand-alone operations, appears to have settled on a compromise that will ease some of the burden on dealers.

One source said Mazda will offer the new franchise to both Mazda and non-Mazda dealers. The company will require dealers to

see PEGASUS, page 35

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The end for Excalibur?:
A bankruptcy trustee is taking bids for the closed maker of neo-classic cars, but would anyone buy them? Story on Page 3.

R.I.P. EXCALIBUR?

Maker of neo-classics attracts buyers, but former owners say market is dead

By Sally Garbo Wedde
SPECIAL CORRESPONDENT

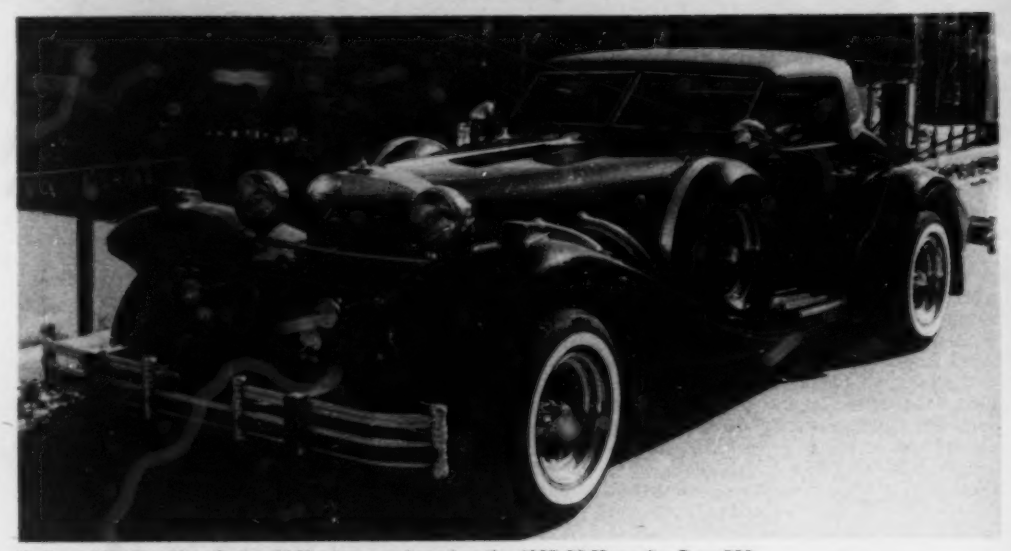
WEST ALLIS, Wis. — The bankrupt and closed Excalibur Automobile Corp. has a handful of potential buyers, even though the last two owners say the U.S. market for modern versions of old cars is dead.

"I think the Excalibur was a statement car, and there are now alternatives to make that same statement," said Henry Warner, who owned 58 percent of the company from September 1986 until it filed for Chapter 7 in bankruptcy court Feb. 20.

Warner said it's tough to sell the $75,000 Excaliburs to U.S. buyers: "Everything looks like the Sable or Taurus in the last three years. People are getting used to homogenized cars."

William C. "Steve" Stevens, who founded the company with his brother, David, in 1964 and ran it until 1986, said the generation of people who might buy an Excalibur is dying. Potential buyers — people who remember the 1930s style cars Excaliburs were based on — are growing scarce, he said.

But Chuck Johnson, a Maserati dealer in Fort Lauderdale, Fla., said he was surprised when the Excalibur plant closed. He used to sell 10 to 12 Excaliburs a year, and hopes to sell the car if production resumes.



Styling of the Excalibur Series IV Phaeton was based on the 1937-38 Mercedes-Benz 500.

Johnson thinks the business will be sold to someone in Europe or Japan because those markets accounted for about half of Excalibur's production.

Scott Dennison, who directed engineering and served briefly as Excalibur president in the Warner years, views Excalibur as a niche car. When the company filed for liquidation, he was hoping to pro-

see EXCALIBUR, page 34

Mitsubishi could become sole Diamond-Star owner

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Mitsubishi Motors Corp. says it is talking to Chrysler Corp. about purchasing "all or part" of Chrysler's stock in their joint U.S. assembly plant.

Until now, Mitsubishi in Japan has declined comment on ongoing talks with Chrysler about the future of Diamond-Star Motors Corp., their 50-50 venture in Normal, Ill. Mitsubishi's statement came after press reports last week that said Chrysler has agreed to sell its entire stake to Mitsubishi.

Mitsubishi officials in the United States have previously said the talks center on Chrysler giving up equity in exchange for Mitsubishi's help in paying product development costs.

Both companies are preparing for production of the next generation of models at Diamond-Star. The plant is scheduled to begin building the Mitsubishi Galant in model-year 1994. Coupe versions will be sold as the Chrysler LeBaron and Dodge Daytona. At about the same time, the plant will begin building the next-generation Mitsubishi Eclipse, which also will be sold as the Eagle Talon.

Development costs of the two Mitsubishi vehicles alone are estimated at about $600 million.

Chrysler has been looking for ways to generate cash to support a wave of new products.

Diamond-Star is capitalized at $199.5 million. Some reports say Chrysler asked for $100 million, or half of the face value, but analysts here expect Chrysler to look for a much higher figure.

Nissan plans to raise dealer margins

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — During the next two years, Nissan plans to raise the dealer margins on its vehicles by an average of one percentage point, according to Robert Thomas, Nissan Division general manager.

The change follows a request from Nissan's dealer council. Comparisons of Nissan dealer margins (which Nissan describes as the percentage difference between what a dealer pays for a car and the suggested retail price) reveal that in many cases, Nissan's margins are not as high as those of its major Japanese competitors.

For example, margins, or dealer discounts, on the new Nissan Sentra range from 6.15 percent to 11.26 percent after the holdback of two percentage points. The Toyota Tercel has dealer discounts of 8.52 percent to 14.00 percent, with no holdback.

Stanza margins are 11.77 percent, and the margins on the Maxima are 13.30 percent. Both have a holdback of 2 percentage points. The Honda Accord has a 16.00 percent dealer discount with no holdback.

Thomas takes issue with some of those figures but admits that Nissan margins don't always meet those of other import companies. "Dealers asked us to increase margins relative to the competition — namely Honda and Toyota. We've agreed to do so. Now we're looking at how to do it, on which models and in what order," he says.

Thomas: working with dealers

He adds that Nissan has been trying to address that problem for some time. "Over the last year, each price increase has taken dealer margins into account," Thomas says.

There are several ways to increase margins. One is to raise the sticker price while keeping the dealer price unchanged, although there's no guarantee that consumers will pay the higher price. Another way is to reduce the price that the dealer pays but keep the sticker price unchanged. Not surprisingly, dealers prefer the latter. Variations of those themes also increase the margin, or dealer discount.

"Every time they've had a price increase, they've increased the margins. But it's most important to be competitive at sticker. They have to make the spread larger, but they can't do that just by raising the sticker price," says Mark Lacher, general manager at Koeppel Nissan in Woodside, N.Y.

> "Sure, if dealers had a choice, they'd have us do it all at the wholesale level. And we'll look at that, but if we can't do that because of other expenses, some of it may have to come from retail."
>
> **Robert Thomas**
> Nissan general manager

Other dealers agree. "We're not looking for higher prices but for them to hold the wholesale price a little better," says Mark Parkinson, vice president and general manager at Tustin Nissan in Tustin, Calif.

Thomas says he understands

see NISSAN, page 34

Jilted ZR-1 buyer awarded $105,500 from dealer

By Bob DeMayer
SPECIAL CORRESPONDENT

Rosenthal Chevrolet must pay a customer $105,500 for not delivering a Corvette ZR-1 after accepting his down payment, according to an Arlington County, Va., circuit court jury.

The plaintiff, Ralph L. Bradley, accused the dealership of breaking two sales contracts for the purchase of a Corvette ZR-1.

The jury found the Arlington dealership guilty on two counts. On the count of fraud and deceit, it granted Bradley punitive damages of $76,500 and compensatory damages of $19,000. On a count of fraudulent inducement to contract, the jury granted the plaintiff punitive damages of $5,500 and compensatory damages of $4,500.

Glen Mitchell, attorney for Rosenthal Chevrolet, said he will appeal the case because the dealership denies any wrongdoing.

Two other Rosenthal Chevrolet customers also filed suits accusing the dealership of breaching their contracts to purchase Corvette ZR-1s. These suits have been settled out of court for undisclosed amounts, according to Bradley's lawyer, John Drury.

Bradley demanded that his case be heard before a jury.

Bradley said in his suit that in October 1988 he made a nonrefundable $5,000 down payment to Rosenthal Chevrolet to be the dealership's first ZR-1 customer. ZR-1 models didn't reach the dealership until November 1989 because of production delays.

Bradley agreed in that contract to pay $2,000 over what was then the ZR-1's $58,000 sticker price, according to Drury.

As Bradley waited for the ZR-1 to arrive, demand for the 380-horsepower sports car skyrocketed. Before the first ZR-1 arrived at Rosenthal Chevrolet, Bradley was told he would have to sign a new contract agreeing to pay $7,500 above sticker because of the strong demand for the car.

Bradley said he signed a second contract, but even then he didn't get the first ZR-1 to arrive at Rosenthal. According to court records, that car went to another customer who paid $16,000 over the sticker price.

Bradley then purchased a ZR-1 from another dealer.

INDEX

Auction dates	26	Opinion	12
Classifieds	27-31	Personnel	20
Coming events	18	Production	37
Dealing with dealers	21	Sales, Canada	17
Incentive watch	36	Sales, Europe	16
Keith Crain	12	Sales, Mexico	16
Late news	2	Sales per dealer	6
Legal briefs	15	Sales, 10-day	6
Letters	13	Truck industry	14
Obituaries	35		

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Corrections, clarifications

- A story in the July 1 issue incorrectly called the Buick Park Avenue "rebate free." In April, May and June, Park Avenue carried dealer incentives of $500 to $1,500, based on the number sold.
- A story in the July 15 issue gave an incorrect age range for Oldsmobile's core market. The range is 35- to 55-year-olds.
- A story in the July 15 issue misspelled the name of Ramon A. "Ray" Von Drehle, who is retiring as executive director of legal affairs for Ford Motor Co.'s Financial Services Group on Oct. 1.
- A July 15 story failed to note that General Motors has removed the $100 deductible on the three-year/36,000-mile warranty on 1992 Chevrolet, Pontiac, Buick, Oldsmobile and GMC models.

AUTOMOTIVE NEWS/JOE WILSDEN

Louis Lataif, who will leave Ford in September, was the second youngest person to be named a vice president at the company.

Insiders say Lataif isn't only Ford exec who'll have new job

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The resignation of Louis Lataif at Ford Motor Co. is expected to be only the start of executive shuffling at the No. 2 automaker.

Company insiders and well-placed outside observers say political infighting is well beyond round one as ambitious Ford employees try to position themselves for promotions or other outside opportunities with the anticipated retirements of Chairman Harold Poling and President Philip Benton.

Poling, 66, agreed to postpone his retirement and serve as chairman for three years when his predecessor, Donald Petersen, stepped down early last year.

Benton, 63, has been ill and is expected to retire when he turns 65 in December 1992.

"Ford is known to be more political than GM is at the top level," said a consultant who works closely with Ford. The consultant, who did not want to be identified, said, "When opportunities start coming up, executives like Lataif will take a real close look at them, particularly if they don't see themselves moving up."

Lataif, vice president for quality and marketing, will leave Ford in September after 27 years with the company to become dean of Boston University's School of Management.

Lataif says he does not know if his position will be filled, but James Paulsen, director of the vehicle controls and powertrain products strategic business unit, has been named executive director of corporate quality. Paulsen, 52, a 20-year Ford veteran, will assume his new duties Aug. 1 and report to Lataif.

Paulsen's early years with the company were basically spent in climate control engineering. He also was plant manager at Ford's Saline, Mich., plant.

Lataif describes Paulsen as a "top-notch engineer and a man on the move."

Lataif, too, was a man on the move during the 1980s. Observers thought there was no limit to how far the affable sales executive could rise — even to the chairman's office.

Paulsen: fills quality post

Lataif was named a vice president at age 42. Company officials say only Lee Iacocca, former Ford president and current Chrysler Corp. chairman, was named a vice president at an earlier age, 39.

Lataif's prestigious appointments included general manager of Ford Division, vice president of sales operations for North American Automotive Operations and president of Ford of Europe Inc.

But the 52-year-old executive was called back to Dearborn in April to fill the newly established post of vice president for quality and marketing after his three-year stint in Europe, and it was hardly seen as a promotion by his colleagues at company headquarters.

"When they brought him back and put him in this made-up position, it was obvious something was not going right," said an executive in Ford Division's sales office. "Lataif was well liked and respected for his abilities, but people also recognized that the European stint did not work out, so there was no obvious place left for him."

Lataif's predecessor as president of Ford of Europe, Alexander Trotman, is executive vice president of North American Automotive Operations and is believed to be among the frontrunners to move into one of the top executive spots when Poling and Benton retire.

see LATAIF, page 35

Extra day pushes early July sales above '90

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Sales of new cars and light trucks increased in early July, but it took an extra selling day to do it.

Deliveries of 324,432 cars and light trucks were 3.4 percent above the year-ago total. But the daily selling rate declined 9.5 percent because there were eight selling days in the July 1-10 period this year and seven last year.

Buick, Oldsmobile and Toyota Motor Sales U.S.A. Inc. reported major gains. Chrysler Corp.'s volume also improved.

Buick's daily selling rate jumped 31.8 percent in early July, as unit sales grew 53.2 percent to 15,427. Oldsmobile sales were 16,225, an increase of 34.4 percent and a daily-rate rise of 16.4 percent.

At General Motors, early July car and truck sales grew 8.6 percent, to 134,705, but the General's daily selling rate was down 5.0 percent. For the first half, GM sales were down 15.8 percent.

Toyota Motor Sales reported 10-day sales of 21,341 cars and light trucks, a jump of 38.8 percent over last year. Toyota's daily selling rate rose 21.4 percent.

Toyota attributed the increase to sales of new models, including the new Tercel and Paseo. Sales at its Lexus Division, which has a new SC400 coupe, shot up 53.9 percent. Dealer incentives also spurred sales of Toyota models.

At Chrysler, car and truck sales rose 12.6 percent to 41,318. Allowing for the extra selling day, Chrysler's daily rate dropped 1.4 percent. True to form, Chrysler's light-truck sales were much stronger than car sales. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Ford Motor Co. had the poorest year-to-year performance of the Big 3, with unit sales down 9.0 percent and the daily rate off 20.4 percent. Ford's six-month sales were down 18.9 percent, also the biggest drop among the Big 3.

Aside from Toyota, sales of most of the Japanese-based companies were about average or below average for the period.

Unit sales for American Honda Motor Co. Inc. increased 5.0 percent to 14,815, but the daily selling rate fell 3.1 percent. More U.S.-built Hondas and fewer imported Hondas were sold in early July, but the combined totals for each year were about the same. Acura sales were up 21.6 percent.

Likewise, sales for Nissan Motor Corp. in U.S.A. rose 3.6 percent, but the daily rate dipped 9.3 percent. Infiniti's 838 sales more than doubled last year's 359.

Sales for Mazda Motor of America Inc. fell 14.8 percent, and the daily rate was down 25.5.

Mazda's six-month sales were down 0.6 percent, much better than the industry's 15 percent plunge.

10-DAY CAR AND TRUCK SALES, BY MAKE

	July 1-10, 1991	July 1-10, 1990
ALFA ROMEO (imp. car)*	**80**	**97**
Acura (imp. car)	**2,988**	**2,458**
Domestic car	8,803	7,517
Imported car	3,024	4,131
Honda	**11,827**	**11,648**
AMERICAN HONDA	**14,815**	**14,106**
ASTON MARTIN (imp. car)*	**1**	**1**
BMW (imp. car)*	**881**	**1,085**
Domestic car*	3,757	5,737
Imported car*	15	78
Domestic truck*	115	53
Chrysler Division*	**3,887**	**5,868**
Domestic car*	7,259	5,744
Imported car*	737	415
Domestic truck*	13,041	10,604
Imported truck*	75	207
Dodge*	**21,112**	**16,970**
Domestic car*	1,683	1,166
Imported car*	170	273
Eagle*	**1,853**	**1,439**
Domestic truck*	5,037	4,126
Jeep*	**5,037**	**4,126**
Domestic car*	4,301	3,961
Imported car*	321	379
Domestic truck*	4,807	3,936
Plymouth*	**9,429**	**8,276**
Domestic car*	17,000	16,508
Imported car*	1,243	1,146
Domestic truck*	23,000	18,719
Imported truck*	75	207
CHRYSLER CORP.*	**41,318**	**36,800**
Imported car*	148	143
Imported truck*	60	109
DAIHATSU*	**207**	**252**
FERRARI (imp. car)*	**16**	**16**
Domestic car	27,986	32,932
Imported car	734	996
Domestic truck	31,972	33,917
Ford Division	**60,692**	**67,847**
Domestic car	5,208	5,486
Lincoln	**5,208**	**5,486**
Domestic car	8,099	8,841
Imported car	1,670	1,007
Mercury	**9,769**	**9,848**
Domestic car	41,293	47,259
Imported car	2,404	2,005
Domestic truck	31,972	33,917
FORD MOTOR CO.	**75,669**	**83,181**
Domestic car	15,427	10,072
Buick	**15,427**	**10,072**
Domestic car	3,901	5,005
Cadillac	**3,901**	**5,005**
Domestic car	38,437	36,320
Imported car	4,018	3,683
Domestic truck	32,628	33,868
Imported truck	20	62
Chevrolet	**75,103**	**73,933**
GMC (dom. trk)	**7,685**	**9,223**
Domestic car	15,256	11,470
Domestic truck	969	602
Oldsmobile	**16,225**	**12,072**
Domestic car	12,368	12,136
Imported car	1,049	962
Domestic truck	577	686
Pontiac	**13,994**	**13,784**
Domestic car	2,370	0
Saturn	**2,370**	**0**
Domestic car	87,759	75,003
Imported car	5,067	4,645
Domestic truck	41,859	44,379
Imported truck	20	62
GENERAL MOTORS	**134,705**	**124,089**
HYUNDAI*†	**2,064**	**2,345**
Imported car*	467	69
Domestic truck	410	79
Imported truck*	2,157	2,412
ISUZU*	**3,033**	**2,560**
JAGUAR (imp. car)*	**178**	**306**
LAMBORGHINI (imp. car)*	**3**	**3**
LOTUS (imp. car)*	**5**	**5**
MASERATI (imp. car)*	**4**	**4**
Domestic car	781	1,154
Imported car*	2,280	2,694
Domestic truck	180	0
Imported truck*	2,432	2,810
MAZDA*	**5,673**	**6,658**
MERCEDES-BENZ (imp. car)*	**961**	**1,338**
Domestic car	1,987	775
Imported car*	1,648	2,674
Imported truck*	416	815
MITSUBISHI*	**4,050**	**4,264**
Infiniti (imp. car)	**838**	**359**
Domestic car	2,036	1,663
Imported car*	4,879	5,527
Domestic truck	2,473	2,134
Imported truck*	2,791	2,879
Nissan*	**12,178**	**12,203**
NISSAN MOTOR CORP.	**13,016**	**12,563**
PEUGEOT (imp. car)*	**69**	**71**
PORSCHE (imp. car)*	**82**	**189**
RANGE ROVER (imp. truck)*	**45**	**73**
ROLLS/BENTLEY (imp. car)*	**18**	**20**
SAAB (imp. car)*	**318**	**560**
STERLING (imp. car)*	**57**	**62**
Domestic car	1,089	304
Imported car*	919	1,705
SUBARU*	**2,008**	**2,009**
Imported car	68	118
Imported truck	259	251
SUZUKI†	**327**	**369**
Lexus (imp. car)	**1,316**	**855**
Domestic car	8,411	4,930
Imported car	6,425	5,087
Imported truck	5,189	4,506
Toyota	**20,025**	**14,523**
TOYOTA MOTOR SALES	**21,341**	**15,378**
Audi (imp. car)*	**267**	**513**
Imported car*	1,750	2,942
Imported truck*	116	146
Volkswagen*	**1,856**	**3,088**
VWA*	**2,133**	**3,601**
VOLVO*†	**1,483**	**1,796**
YUGO (imp. car)*	**46**	**107**
Domestic car	**169,159**	**155,213**
Imported car	**41,820**	**45,059**
TOTAL CAR	**210,979**	**200,272**
Domestic truck	**99,884**	**99,226**
Imported truck	**13,559**	**14,209**
TOTAL TRUCK	**113,453**	**113,497**
TOTAL CAR & TRK	**324,432**	**313,769**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 7 last year.

Honda tops Toyota in sales per dealer

Honda jumped ahead of Toyota to lead the *Automotive News* car and light-truck sales-per-dealer calculation for June.

Honda, which sells only cars, averaged 69 sales per outlet. Toyota averaged 66 car-truck sales per store. Toyota led in May.

Saturn was third with 62 sales per dealer in June. Saturn has grown from 58 outlets on Jan. 1 to 108 in June.

In June's top 10, five are car-only brands and seven are Japanese makes.

The sales per dealer averages measure the relative value of a franchise by showing the relationship between the number of new-vehicle sales and the number of dealers selling those vehicles.

— Karen Detkowski

U.S. CAR AND LIGHT TRUCK SALES PER DEALER

Make	Car	Truck	June Total	May Total
Honda	69	—	69	68
Toyota	48	18	66	78
Saturn	62	—	62	68
Lexus	53	—	53	42
Chevrolet	27	22	49	47
Infiniti	49	—	49	33
Ford	21	25	46	46
Acura	46	—	46	46
Nissan	31	13	44	44
Mitsubishi	30	4	34	30
Mazda	18	14	32	38
Dodge	11	15	26	25
Hyundai	22	—	22	20
Isuzu	4	18	22	19
Pontiac	17	1	18	17
Volvo	17	—	17	17
Buick	17	—	17	17
Subaru	15	—	15	11
Oldsmobile	13	1	14	13
Mercury	13	—	13	13
VW	12	1	13	15
Mercedes	12	—	12	14
Plymouth	6	6	12	11
GMC	—	11	11	12
BMW	11	—	11	12
Jeep	—	11	11	10
Cadillac	10	—	10	12
Lincoln	10	—	10	12
Jaguar	7	—	7	4
Suzuki	1	4	5	7
Saab	5	—	5	5
Daihatsu	3	1	4	3
Audi	4	—	4	4
Chrysler	4	—	4	4
Eagle	4	—	4	4
Sterling	3	—	3	2
Range Rover	—	3	3	3
Peugeot	2	—	2	2
Alfa Romeo	2	—	2	2
Porsche	2	—	2	2
Yugo	1	—	1	1

TRUCK INDUSTRY

Pre-buying takes wind out of Class 8 sails in June

By Joseph Bohn
TRUCK EDITOR

Class 8 commercial truck orders fell through the floor in June in the aftermath of heavy pre-buying to avoid price hikes on 1992 models.

About 6,000 net new orders for Class 8s were placed in June, down from 8,651 a year ago, according to Rothschild Inc., a New York investment firm.

The June falloff followed a surge in May that saw orders climb to 11,869 units compared to 10,740 for the year-earlier period.

Industrywide price hikes of about 4 percent caused the heavy pre-buying in Class 8.

Frank Prezelski, an analyst with Rothschild, said that despite the volatility in orders, "the uptrend in the market is still under way." It is occurring more slowly, though, than originally appeared to be the case.

Ford Motor Co.'s Heavy Truck Operations, looking at a longer 60-day trend for Class 4-7, estimated May/June medium duty orders at 13,000 compared to 27,000 a year ago.

Terry Huber, Ford Heavy Truck Operations dealer sales manager, feels that medium duty sales are softer than those in Class 8 because smaller businesses, which comprise the heart of this market, are in a better position to postpone purchases than the over-the-road and linehaul operators in Class 8.

More difficult to explain, Huber added, is the recent slowdown in the overall low cab forward segment.

The medium duty low cab forwards accounted for 15.8 percent of Class 4-7 in 1988 but slipped to 13.5 percent during the first six months of calendar 1991, according to Motor Vehicle Manufacturers Association data.

The whole industry is watching this segment carefully because individual manufacturers, particularly major medium duty players such as Ford and Navistar International, have to make major product decisions, based on how they think the segment will grow.

Ford switched production of its medium duty Cargo models from Brazil to Louisville, Ky.; and, as part of a strategy to relaunch the vehicles, did not increase prices on 1992 models, as with its other medium and heavy trucks.

"We have aggressive plans, and are working on some pretty sizeable orders on Cargo," Huber said.

Prices on conventional medium duties typically increased in the 3 to 4 percent range, industrywide.

Some manufacturers still have price protection programs on 1992 models that will impact medium duty sales over the next few weeks.

Chevrolet and GMC Truck, for example, are price-protecting dealers on early 1992 medium-duty conventional truck orders placed by Aug. 9.

Chevrolet and GMC have gone from standard bias-ply tires and disc-style wheels to 100 percent Michelin radials and heavier-duty cast-spoke-style wheels on all their conventional medium-duties.

The radials alone cost about $450 more. But through Aug. 9, dealers can order a new model without the costlier tires and wheels. In essence, they can get a 1992 truck at a price within $70 of a 1991 model.

The extra $70 covers a sophisticated new wiring harness and synthetic rear-wheel lubrication, also standard on the 1992s.

General Motors officials anticipate that dealers will close a lot of transactions within the next three weeks, based on the availability of 1992 models at near-1991-model prices.

The addition of four standard items to GM medium-duties this year is somewhat unusual. Last year, GM added only one standard item to the vehicles.

Meanwhile, retail sales of medium and heavy trucks in June and the first six months of 1991 were extremely soft.

Class 4 sales, off 17.6 percent in June from a year-ago, showed some improvement over their 19.5 percent decline during the first six months of this year, according to the Motor Vehicle Manufacturers Association.

GM has been gearing up slowly in that segment with its HD3500, and, together with Ford Motor Co., accounts for just about all its sales.

Class 4 appears to be sapping at least the conventional side of the Class 5 segment. The only trucks still doing well in Class 5 are the low-cab-forward models, such as those of importers like Isuzu Truck, Nissan Diesel, Mitsubishi Fuso and Hino.

Overall, Class 5 sales were down 81.7 percent in June and 48.4 percent for the first six months, according to MVMA.

Class 5 will likely get a further jolt as a result of Chevrolet and GMC dropping the C-5HO42 model from its 1992 lineup.

That was GM's only Class 5 conventional model. It carried gross vehicle weight ratings of 16,650 to 22,000 pounds. To offset that, Chevrolet and GMC have been emphasizing sales of their Isuzu-built low-cabover Tiltmaster and Kodiak models.

Class 6 sales dropped 48.4 percent in June and 39.4 percent for the first six months of this year.

Class 7 sales were off 27.6 percent in June and 10.5 percent for the first six months. Class 8 was down 34.2 percent for the month and 23.1 percent for the first half.

JUNE 1991 TRUCK SALES BY GVW

	June 1991	June 1990	6 mos. 1991	6 mos. 1990
Class 1-3	108,417	134,884	577,808	717,703
Class 4	1,959	2,680	10,431	14,475
Class 6	684	505	2,674	2,525
Class 7	1,514	2,415	9,877	13,776
Class 8	772	1,161	4,112	6,909
FORD	**113,346**	**141,645**	**604,902**	**755,388**
Class 8	1,709	1,992	10,946	11,778
FREIGHTLINER	**1,709**	**1,992**	**10,946**	**11,778**
Class 1-3	101,494	113,397	535,671	658,829
Class 4	147	0	703	0
Class 5	4	13	55	150
Class 6	229	514	1,597	3,503
Class 7	632	539	3,212	3,504
CHEVROLET	**102,506**	**114,463**	**541,238**	**665,986**
Class 1-3	26,978	27,808	139,375	168,990
Class 4	119	0	507	0
Class 5	37	213	199	1,630
Class 6	229	598	1,892	2,588
Class 7	1,019	1,407	7,809	7,119
GMC	**28,382**	**30,025**	**149,782**	**180,327**
Class 7	52	10	144	203
Class 8	917	1,273	5,335	7,532
KENWORTH	**969**	**1,283**	**5,479**	**7,735**
Class 6	41	95	261	670
Class 7	54	127	350	894
Class 8	880	1,536	5,468	7,943
MACK	**975**	**1,758**	**6,079**	**9,507**
Class 6	37	77	170	297
Class 7	89	107	379	556
MERCEDES-BENZ	**126**	**184**	**549**	**853**
Class 4	1	13	14	27
Class 5	1	12	21	63
Class 6	507	850	3,616	7,110
Class 7	2,358	2,738	15,234	14,748
Class 8	1,857	2,569	11,947	14,071
NAVISTAR	**4,724**	**6,182**	**30,832**	**36,019**
Class 7	17	26	129	249
Class 8	732	950	4,475	6,180
PETERBILT	**749**	**976**	**4,604**	**6,429**
Class 7	124	79	423	387
Class 8	1,042	1,161	5,202	7,264
VOLVO/GM HEAVY	**1,166**	**1,240**	**5,625**	**7,651**
Class 1-3	27	35	150	180
Class 4	8	0	16	0
Class 5	56	52	218	240
Class 6	71	76	323	317
Class 7	85	94	352	535
HINO	**247**	**257**	**1,059**	**1,272**
Class 1-3	65	57	282	368
Class 5	72	85	378	484
Class 6	36	62	187	256
Class 7	21	52	176	276
NISSAN DIESEL	**194**	**256**	**1,023**	**1,384**
Class 1-3	552	307	3,409	3,133
Class 4	130	45	484	369
Class 5	49	34	503	205
Class 6	95	75	453	1,225
Class 7	27	38	115	310
ISUZU TRUCK	**853**	**499**	**4,964**	**5,242**
Class 1-3	128	223	832	989
Class 5	55	62	307	368
Class 6	22	28	172	135
Class 7	26	47	178	301
MITSUBISHI FUSO	**231**	**360**	**1,489**	**1,793**
Class 8	4	13	27	62
SCANIA	**4**	**13**	**27**	**62**
Class 1-3	—	132	—	717
Class 4	—	42	—	230
Class 5	—	27	—	115
Class 6	—	16	—	75
IVECO TRUCKS	**0**	**217**	**0**	**1,137**
Class 8	38	85	326	512
WESTERN STAR	**38**	**85**	**326**	**512**
Class 1-3	148,230	157,550	622,447	968,136
Class 6	0	0	0	34
Class 7	0	0	0	1
Class 8	55	0	245	331
OTHER TRUCKS	**148,285**	**157,550**	**622,692**	**968,502**
CLASS 1-3	**385,891**	**434,393**	**1,879,974**	**2,519,045**
CLASS 4	**2,364**	**2,780**	**12,155**	**15,101**
CLASS 5	**274**	**498**	**1,681**	**3,255**
CLASS 6	**1,951**	**2,896**	**11,345**	**18,735**
CLASS 7	**6,818**	**7,679**	**38,378**	**42,859**
CLASS 8	**8,986**	**10,740**	**48,983**	**62,582**
TOTAL TRUCKS	**404,584**	**458,986**	**1,991,616**	**2,661,577**

SOURCE: Automotive News Data Center and MVMA

Volvo GM to close Utah assembly plant

By Joseph Bohn
TRUCK EDITOR

Volvo GM Heavy Truck Corp. will permanently shutter its Ogden, Utah, assembly plant by year's end to cut costs.

Ogden is Volvo GM's smallest assembly plant. Thage Berggren, company president, said a small-capacity plant doesn't make "economic sense in the heavy-truck industry today. We determined that closing the Ogden plant was our best alternative to reduce fixed costs and lower the break-even point."

But aside from cutting overhead to stanch the company's flow of red ink, the closure also reflects its more sober view of the market and its own potential for growth.

Following Volvo White's merger with General Motors' heavy-truck operations in 1987, Volvo GM Heavy Truck went on a production capacity expansion binge in anticipation of substantial growth.

But for the first six months of 1991, its Class 8 sales of 5,202 vehicles were down 28.4 percent, and its share of the Class 8 market dropped to 10.8 percent from 11.6 percent a year earlier, according to Motor Vehicle Manufacturers Association data.

The cyclical and highly competitive Class 8 market has gone through a 20-month sales decline.

Industrywide, U.S. retail sales dipped from 145,000 in 1989 to 121,000 in 1990 and are projected to drop to about 100,000 this year.

Volvo GM officials are looking for only a modest recovery to about 120,000 sales in calendar 1992.

The Ogden plant currently produces 12 Class 8 trucks a day and has 362 employees.

The company plans to transfer Autocar production at Ogden to its newest Orrville, Ohio, plant. Up to 40 Odgen employes may be transferred to the Ohio plant. The company also plans to transfer WhiteGMC models built at Ogden to its Dublin, Va., plant.

Volvo GM has more than enough capacity to meet current projected market demand.

Its Ohio plant, which has a daily capacity of 50 trucks on two-shift operations, is currently producing 20 vehicles a day. The Virginia plant has a daily capacity of 60 trucks on two-shift operations and is currently producing 36 a day.

Production at Ogden will drop to 10 trucks a day in October in preparation for the transfers. There will be no layoffs at Ogden when production is reduced in October. A skeleton staff will continue to work at the plant in early 1992 to complete its close-down, prior to its eventual sale.

BRIEFS

Kelsey-Hayes links wheel, brake units

ROMULUS, Mich. — The Kelsey-Hayes Group formed the Heavy Duty Truck and Trailer Brakes Business by combining its medium- and heavy-duty wheel-end and brake operations here with those of Dayton Walther in Dayton, Ohio.

The operation, headquartered in Dayton, produces cast spoke wheels, hubs, drums and rotors for medium and heavy trucks and trailers; anti-lock brake systems and hydraulic brake components for medium trucks, and landing gear for heavy-duty trailers.

The Heavy Duty Truck and Trailer Brakes Business is also working with truckmakers on Class 6 and 7 ABS, according to Steven M. Palm, president.

He projects 1991 sales of $88 million and has a goal of $137 million in sales by 1997.

Ford tinkers with truck options

DETROIT — The Detroit Diesel series 60 engine will be switched from a special to a regular production option in Ford Heavy Truck's L-9000 series in August.

Ford also plans to offer a liquid propane gas conversion on its 429 electronically fuel-injected gas engine for medium-duty trucks late in the 1992 model year.

The company dropped it a while ago because of emissions problems, but plans to reintroduce it.

After dropping the gas engine in its F-800 series, Ford now designates remaining gas engine models in the 600 and 700 series as F600G and F700G.

Germany's strength pushes Europe to sales gains

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Pulled along by the German locomotive, new-car sales in Europe rose 7.6 percent in June and, at midyear, were slightly ahead of the 1990 pace that resulted in a record 13.4 million sales for the full year.

But the overall figures belie the distress in several important markets, notably the United Kingdom and France.

German sales, including the five new states that comprised the former East Germany, were up 50.7 percent for the first half. In June, sales soared 61.7 percent over 1990 (to 419,300 units), according to industry estimates compiled by *Automotive News*.

But while German demand was exploding, Europe's other major markets — Britain, Italy, France and Spain — were collapsing. The resulting imbalance resulted in German sales accounting for a phenomenal 35 percent of all cars sold in 17 Western European countries in June.

That compares with just over 20 percent in recent years.

Still, many analysts believe that German sales will slump in the second half due to a combination of income tax and fuel tax hikes that take effect this summer.

In addition, some dealers cite a growing glut of unsold used cars — a possible indicator that the powerful demand from the former East Germany, which largely fueled the west German sales boom during the past year, is waning.

Still, Ford of Germany Chairman John Hardiman forecast in an interview that German sales will rise to 3.9 million units this year from 3.27 million in 1990.

General Motors Europe now expects a market of slightly more than 4 million new cars.

Both projections reflect sales of about 400,000 units in the former East Germany.

European sales rose 1.7 percent (to 7,396,500 units) in the first half and jumped 7.6 percent (to 1,173,400 units) in June over the same period in 1990.

But car sales in the United Kingdom slid 24.8 percent, to 801,700, during the first half and dropped 31 percent, to 98,200, in June. French sales were off 16.6 percent (to 990,700 units), in the first half and declined 13.3 percent to 131,200 last month.

Manufacturers with high sales in Germany have benefited this year. Volkswagen Group sales, including the VW, Audi and Seat brands, were up 11.9 percent, to 1,237,300, for the January-June period. VW's first-place market share of 15.2 percent in 1990 climbed to 16.7 percent this year.

General Motors Europe sales, excluding Saab Automobile AB, rose 10.1 percent, to 915,400. Despite capacity limitations, GM's market share rose from 11.4 percent last year to 12.4 percent.

Ford of Europe, the leader in the depressed British market, offset much of that decline with strong sales in Germany. Ford's German sales rose 52 percent in the first half, to 251,900.

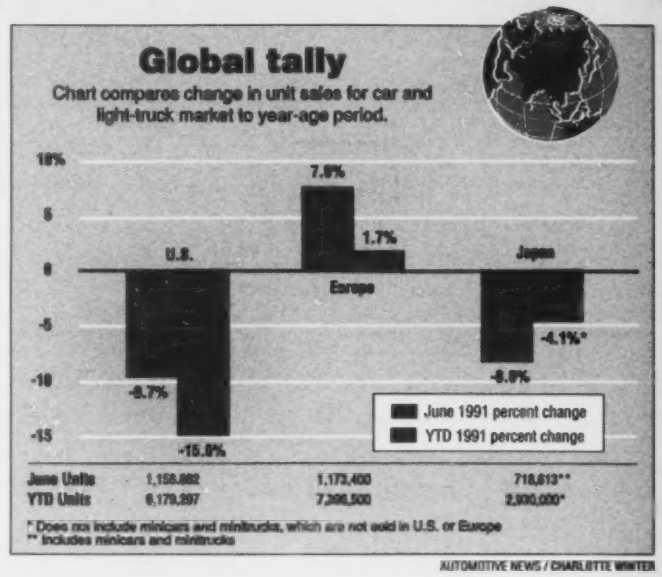
Ford of Europe officials now expect the company's German volume to surpass sales in the United Kingdom for the first time. In Britain, Ford was off 28 percent, to 197,400, in the first half, although it still commands about one-quarter of the market.

Despite selling 75,000 fewer cars in Britain during the first half, Ford's overall European sales rose 6.4 percent, and market share climbed from 11.5 percent in 1990 to 12.1 percent.

Second-place Fiat Group declined 11.3 percent, to 973,000, in the first half. Market share, which was 15.1 percent in 1989, fell to 13.2 percent on a steep decline in its home-market penetration.

During the first half, the Japanese quietly increased their overall car-market share to 12.2 percent from 11.2 percent in the first half last year and 11.8 percent for all of 1990.

Japanese producers had difficulty keeping up with the German boom in the first half as market share fell from 15.7 percent last year to 13.6 percent. But in June, the Japanese increased German volume 61 percent, to 62,100, and pushed their share of the overall market to 14.8 percent.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	6 months, 1991	Pct. change vs. 1990
Germany	2,366,200	+50.7
Italy	1,367,900	– 2.2
United Kingdom	801,700	–24.8
France	990,700	–16.6
Spain	453,500	–16.4
Netherlands	314,700	– 1.8
Belgium-Luxembourg	295,200	– 1.8
Switzerland	180,000	– 7.3
Austria	173,300	+ 3.8
Portugal	107,800	+ 2.4
Sweden	100,100	–26.7
Greece	71,400	+24.0
Finland	53,700	–38.5
Denmark	47,700	– 0.0
Ireland	45,200	–17.1
Norway	27,400	–16.2
Total	**7,396,500**	**+ 1.7**

EUROPEAN SALES

Manufacturer	6 months, 1991	1991 share	6 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,237,300	16.7	1,105,900	+11.9
Fiat Auto[1]	973,000	13.2	1,096,600	–11.3
General Motors[2]	915,400	12.4	831,800	+10.1
Ford[3]	893,100	12.1	839,100	+ 6.4
(Jaguar	6,700	0.1	10,400	–35.6)
Peugeot S.A.[4]	836,900	11.3	932,900	–10.3
Renault	708,600	9.6	716,900	– 1.2
Mercedes-Benz	250,300	3.4	224,000	+11.7
Nissan	236,600	3.2	204,300	+15.8
BMW	208,600	2.8	197,800	+ 5.5
Toyota	191,100	2.6	189,000	+ 1.1
Rover	184,200	2.5	204,100	– 9.8
Mazda	156,300	2.1	144,600	+ 8.1
Volvo	112,600	1.5	136,400	–17.4
Mitsubishi	105,200	1.4	90,300	+16.5
Honda	87,400	1.2	80,900	+ 8.0
Suzuki	53,800	0.7	53,300	+ 0.9
Lada	47,400	0.6	54,800	–13.5
Subaru	29,700	0.4	27,600	+ 7.6
Daihatsu	29,000	0.4	21,700	+33.6
Saab	27,700	0.4	32,100	–13.7
Skoda	23,800	0.3	13,300	+78.9
Others	88,500	1.2	72,500	+22.1
Total	**7,396,500**	**100.0**	**7,269,900**	**+ 1.7**

1-Includes Alfa Romeo, Lancia
2-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
3-Includes Jaguar
4-Peugeot, Citroen, Talbot

Mexico's May sales increase 14.2%

MEXICO CITY — Mexico's Big Five car and truck makers slowed down from their earlier pace in May but still boosted sales 14.2 percent over last year.

Together, they sold 53,172 Mexican-built vehicles during the month, bringing their year-to-date increase to 32.6 percent. The Big Five also sold 537 imported vehicles in May.

Volkswagen, the Mexican industry's sales leader, had an 18 percent sales gain in May over the year-ago period. Ford, General Motors and Chrysler also had double-digit gains, while Nissan's sales were off slightly.

MEXICAN VEHICLE SALES

	May 1991	May 1990	Jan.-May 1991	Jan.-May 1990
Volkswagen	13,583	11,510	63,469	52,799
Ford	10,247	8,830	49,655	21,654
Nissan	10,776	10,911	49,321	41,861
General Motors	9,564	8,238	45,125	35,252
Chrysler	9,002	7,054	42,648	37,090
TOTAL	**53,172**	**46,543**	**250,218**	**188,656**

Source: Mexican Automotive Industry Association

VW remained far ahead of its competitors, with 63,469 sales for the first five months of this year. Ford and Nissan followed, in a virtual tie for second at more than 49,000 units.

Through the first five months, the Big Five sold a combined 250,218 vehicles; smaller truckmakers accounted for an additional 15,000 sales.

— Stephen Downer

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June sales move ahead in Canada

CANADIAN CAR AND TRUCK SALES

JUNE 1991

	June 1991	June 1990	6 mos. 1991	6 mos. 1990
BMW (imported car)	**420**	**400**	**2,070**	**1,917**
N.A. car	8,795	9,635	53,345	60,350
Imported car	1,752	2,323	10,158	8,676
N.A. truck	10,028	8,489	51,388	50,156
Imported truck	154	112	714	1,048
CHRYSLER	**20,729**	**20,559**	**115,605**	**120,230**
N.A. car	16,165	15,885	75,790	82,730
Imported car	583	564	4,060	3,212
N.A. truck	10,901	12,364	52,925	68,562
FORD	**27,649**	**28,813**	**132,775**	**154,504**
N.A. car	36,718	32,213	159,313	165,364
Imported car**	553	433	2,671	2,258
N.A. truck	15,159	14,242	75,015	81,306
Imported truck	261	143	1,946	2,112
GM	**52,691**	**47,031**	**238,945**	**251,040**
N.A. car	2,339	3,219	12,697	17,076
Imported car	8,000	6,242	42,977	35,088
HONDA	**10,339**	**9,461**	**55,674**	**52,164**
N.A. car	449	486	2,627	2,795
Imported car	1,669	1,530	8,828	8,806
HYUNDAI	**2,118**	**2,016**	**11,455**	**11,601**
JAGUAR (imported car)	**70**	**112**	**371**	**632**
Imported car	31	79	229	350
Imported truck	9	22	86	90
LADA	**40**	**101**	**315**	**440**
LAND ROVER (imported truck)	**12**	**2**	**69**	**2**
N.A. car	797	1,073	3,545	1,975
Imported car	2,843	3,144	16,311	15,262
Truck*	2,936	1,954	12,787	9,650
MAZDA	**6,576**	**6,171**	**32,643**	**26,887**
MERCEDES-BENZ (imported car)	**373**	**430**	**1,903**	**2,212**
N.A. car	1,051	0	4,467	0
Imported car	2,007	2,967	11,017	13,271
Truck*	1,161	1,471	6,426	7,688
NISSAN	**4,219**	**4,438**	**21,910**	**20,959**
PEUGEOT (imported car)	**20**	**17**	**88**	**59**
SUBARU (imported car)	**588**	**759**	**4,337**	**3,746**
N.A. car	149	37	730	127
Imported car	316	921	2,698	4,257
N.A. truck	231	406	2,110	795
Imported truck	347	611	2,085	3,353
SUZUKI	**1,043**	**1,975**	**7,623**	**8,532**
N.A. car	2,468	982	11,648	5,438
Imported car	5,317	5,952	27,403	35,940
Imported truck	2,101	1,427	10,586	9,229
TOYOTA	**9,886**	**8,361**	**49,637**	**50,607**
Imported car	3,148	3,647	17,857	17,963
Imported truck	131	168	480	525
VOLKSWAGEN	**3,279**	**3,815**	**18,337**	**18,488**
N.A. car	105	277	961	1,673
Imported car	227	215	1,398	1,264
VOLVO	**332**	**492**	**2,359**	**2,937**
N.A. car	**69,036**	**63,807**	**325,123**	**337,528**
Imported car	**27,917**	**29,735**	**154,376**	**154,913**
TOTAL CAR	**96,953**	**93,542**	**479,499**	**492,441**
N.A. truck	**36,319**	**35,501**	**181,438**	**200,819**
Imported truck	**7,112**	**5,910**	**35,179**	**33,697**
TOTAL TRUCK	**43,431**	**41,411**	**216,617**	**234,516**
TOTAL CANADA SALES	**140,384**	**134,953**	**696,116**	**726,957**

*Break down of N.A.-built and imported sales not available.
**Includes Passport and Saab sales.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Sales of light vehicles in Canada picked up steam in June.

Total car and truck sales edged up to 140,384, an increase of 4.02 percent over the same month a year-ago.

That helped lift second-quarter sales 2.82 percent over the same quarter in 1990. The increase followed a 13.53 percent drop in the first quarter.

"Early signs of economic recovery are beginning to influence consumer confidence," said Ted C. Goellner, vice president of general sales at Ford of Canada.

The sales gains are coming with incentives still in full flower. But that doesn't always guarantee success. Chrysler cars, for example, aren't doing well, but the company's minivans are exceptionally popular, with record sales of 28,373 for the first half.

Generally, there's a customer resurgence in core car lines, with some vehicles that require discretionary income not doing so well. Mercedes-Benz, Volvo and Jaguar all had double-digit declines for June and the first half. BMW has been an exception to that trend, up for the month and the year.

The first half of 1991 wound up with sales of 696,116 cars and trucks, 4.24 percent behind 1990's midyear total.

Car sales increased for the third month in a row, pulling ahead of the year-ago month by 3.65 percent.

Truck sales rose to 43,431, up 4.88 percent over June 1990.

In June, General Motors reported gains in both car and truck sales for the first time this year. Cars were up 14.17 percent and trucks rose 7.19 percent for a combined increase of 12.03 percent over June 1990.

Chrysler Canada squeaked ahead of last year by 0.83 percent in June. Truck sales soared 18.38 percent above the year-ago month, which countered the 11.80 percent drop in car sales.

Ford reported its best monthly car sales in more than a year with June sales climbing to 16,748, up 1.82 percent over June 1990. Truck sales for the month were down 11.8 percent from last year. Year-to-date Ford's combined car and truck sales were 14.06 percent behind 1990.

Staff Correspondent Alex Law in Toronto contributed to this report.

Luxury tax is more than money

Rolls prospects are so mad, they won't even let the maker pay it

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Rolls-Royce and Jaguar are learning that some people hate the luxury tax so much they won't let someone *else* pay the tax *for* them.

Rolls-Royce Motor Cars Inc. started paying $10,000 to $20,000 per car last month to cover the luxury tax for its customers. Sales improved.

But sales are still only a fraction of last year's average of about 100 cars per month. The offer was supposed to expire a week ago, but Rolls-Royce extended it through Aug. 12.

That could be a bad sign for Jaguar Cars Inc. and other luxury importers.

Jaguar started paying the luxury tax for all its customers June 1, ranging from about $1,000 to $3,000 per car. Jaguar sales jumped from 525 in May to 891 in June, but Jaguar sales were still down 41.8 percent compared to the year-ago month, and first-half sales were down 54 percent.

The Jaguar offer is scheduled to expire Aug. 31.

"People are so incensed about the luxury tax that they don't even want Rolls-Royce paying it for them. They just say, 'No, I don't need a car,' " said dealer James A. Willingham, who has a Rolls-Royce store in Monterey, Calif.

Rolls-Royce doesn't publish sales figures until the end of the year, but the company said sales fell "more than 50 percent" when the tax on cars over $30,000 kicked in on Jan. 1.

Rolls-Royce isn't saying how much sales improved when the tax rebate began June 10, but company spokesman Reg Abbiss said sales were still below last year's monthly average.

Willingham said in his experience, the rebate helped sales go "from 80 percent down to 60 percent down. That's some improvement, but it's still 60 percent down."

The sales decline for the entire U.S. industry was 15 percent for the first half of this year.

Willingham has several luxury franchises, including Jaguar, Ferrari and Rolls-Royce. He is a leader in an effort to get the luxury tax repealed, as chairman of the Dealer Election Action Committee, the political action group for the National Automobile Dealers Association.

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INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Colt, Colt Vista (1990-91)*	Up to $700, quota
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Colt, Colt Vista (1990-91)*	Up to $700, quota
Minivans (1991) without air bags	$500

*Expires July 31

FORD MOTOR CO. (expires July 31)

Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of total amounts for the seven groups.

Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Oldsmobile (expires Sept. 25)	
Eighty Eight (1991)	$1,000

HONDA (expires July 31)

Civic 4-dr. (1991)	$400

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (expires Sept. 16)

Stylus S, Impulse XS (1991)	$700
Stylus XS, Impulse RS (1991)	$1,500
Pickup (1991)	$700-1,000, based on sales
Trooper (1991)	$1,600-1,800, based on sales

MAZDA (expires Aug. 2)

MPV (1991)	$500

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota
Additional rebate, all models	$1,000 quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (expires Aug. 18)

740 and 940 (1991)	$1,500

Record-setting rebates? Allante ranges from $7,500 to $8,500

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

The Cadillac Allante has the dubious distinction of carrying what may be the highest rebate ever.

Cadillac is offering dealers $7,500 to $8,500 on the 1991 Allante "until further notice."

Oldsmobile, GMC Truck and American Honda Motor Co. Inc. also are offering consumer or dealer incentives.

According to dealers, **Cadillac** is paying $7,500 for the first Allante sold and $8,500 for subsequent sales. The two-seat luxury convertibles are priced at $55,960 and $61,510.

Oldsmobile is continuing its regional incentive programs. For example, it is offering Michigan dealers $1,000 on 1991 Eighty Eights sold through Sept. 25.

Oldsmobile began shipping 1992 Eighty Eights to dealerships last month.

GMC Truck is also in the midst of its cleanup program. The division is offering consumers $500 to $1,500 on 1991 trucks. The rebates also include $1,500 on the 1990 V Jimmy and Suburban and $500 on the 1990 G van. GMC Truck's alternate finance rates, which previously ranged from 7.9 to 10.9 percent, were reduced to 6.9 percent for 24-, 36- and 48-month contracts. The program expires Sept. 25.

Through July 31, **American Honda Motor Co. Inc.** is offering dealers $400 on sales of four-door Honda Civics.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES
CONTINUING PROGRAMS

CHRYSLER CORP.

Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial, New Yorker Fifth Avenue (1990-91)	$1,500
LeBaron, N.Y. Salon (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91)	$1,500
Spirit, Dynasty (1990-91)	$1,000
Shadow conv. (1991)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Laser (1991), Sundance (1990)	$700
Sundance Highline (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.

1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Tempo	$600
Thunderbird	$600-750
Escort wagon, GT	$750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Topaz, Capri	$600
Cougar	$600-1,000
Tracer LTS and wagon	$750
Sable	$750
Grand Marquis (1991)	$1,000

GENERAL MOTORS

Expires Sept. 25 unless otherwise noted. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC. Geo Prizms delivered by July 30 can be financed at 2.9 percent.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac (1991)	
Brougham (expires July 31)	$1,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Cruiser, Bravada	$1,200
Cutlass Ciera, 98	$,1500
Toronado	$2,000
Pontiac (1991)	
Grand Am, Trans Sport	$750
Firebird, Grand Prix	$1,000
Bonneville	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*
*Based on region.	

SAAB

3.5 percent financing on 9000 models (1991) for 24, 36 or 48 months with down-payment of 25 percent. Expires July 31.

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

CHRYSLER

FROM PAGE 1

who requested the carryover allowance by the company's July 10 deadline was "nil or few."

"The incentives are proving more attractive to dealers," Jakobowski said.

Dealers said participation in the incentive programs will result in more revenue and help sell vehicles faster. In addition, dealers said they cannot sell vehicles competitively without the incentives.

NADA maintains that dealers should not have to chose between incentive programs and a carryover allowance but are entitled to both.

"NADA is still calling for a carryover allowance," an NADA spokesman said. "We think dealers should be compensated for an aged inventory in addition to incentives. Incentives are just the cost of doing business today."

General Motors and Ford Motor Co. have notified their dealers that a 5 percent carryover allowance will be paid on 1991 models. But both companies have also told dealers that if market conditions demand it, dealers may be asked to chose between the carryover payment and incentive program participation.

Last week Ford and GM spokesmen said that the companies have not had to ask dealers to chose between the two programs since the carryover allowance was announced in April.

Chrysler dealers have year-in and year-out asked the company to pay a carryover allowance. The issue has been a standing item on the agenda at meetings of Chrysler executives and national dealer councils for several years. But this spring, the subject was not even raised in dealer council sessions, dealers said.

Chrysler said it voluntarily offered the 5 percent stock allowance this year as "a safety net" for dealers because the buildout incentive program was not finalized when dealers' buildout orders were being sought.

Chrysler said it last offered the option of a carryover allowance or incentive participation in July 1978.

The carryover allowance is premised on the assumption that previous-year cars and trucks still in inventory after new-model introduction have less value. It compensates for that reduced value by giving dealers a payment that can be passed along to customers.

If Chrysler dealers opt for the 5 percent stock allowance, they are not eligible to participate in the current round of consumer financing and cash-back incentive programs that expire Sept. 30. They are also ineligible for dealer cash incentives. The consumer rebates range from $300 to $1,500 on 1991 cars and trucks. The dealer rebates, which cover fewer models, range from $100 to $2,000.

Dealers who choose the carryover allowance remain eligible for the Advantage Gold Key lease program, the armed forces allowance, the college graduate allowance and the first-time buyer incentive. The dealerships also continue to participate in factory-paid incentives to sales managers and salespersons.

> Chrysler last offered a carryover allowance option in July 1978.

General Motors this spring said it will pay a 5 percent carryover allowance on 1991 vehicles left in dealers' inventory when the 1992 model year begins. It will pay dealers 5 percent of sticker price for each vehicle delivered to customers through March 31, 1992.

In addition, dealers will receive a lump-sum payment of 5 percent for all eligible 1991 vehicles in inventory on April 1, 1992.

At GM, the carryover allowance dates back to the mid-1950s. In recent years, because of high inventories, GM has given dealers the option of participating in model closeout retail promotions. Those programs were offered instead of or in combination with the carryover allowance.

Ford in April announced a 5 percent carryover allowance for most 1991 vehicles still in dealers' inventories after 1992 models are introduced.

The program is effective from the official 1992 model introduction through March 31, 1992.

Penske subsidiary OKs Mercedes-Benz truck deal

By Joseph Bohn
TRUCK EDITOR

Diesel Technology Corp. of Grand Rapids, Mich., signed a development contract with Mercedes-Benz AG of Stuttgart, Germany, for the design and manufacture of electronic fuel injection systems for Mercedes-Benz medium and/or heavy trucks.

Diesel Technology already supplies Mercedes-Benz's U.S. heavy-truck manufacturing subsidiary, Freightliner Corp. in Portland, Ore., through its affiliation with Detroit Diesel Corp. Diesel Technology and Detroit Diesel are both owned by Penske Transportation Inc.

Derek Kaufman, Detroit Diesel president, said the contract prohibited him from discussing which engines and intended truck models were involved.

This summer, Freightliner began full-scale U.S. production of a new line of medium-duty trucks for the first time. These vehicles offer both a Brazilian-sourced Mercedes-Benz engine, as well as a U.S.-sourced Cummins engine.

The new contract could be aimed at one or both engines.

Helmut Werner, deputy chairman of Mercedes-Benz AG, said the new agreement is for an exchange of technical knowledge and the development of electronic fuel injection systems to enable Mercedes to meet stricter U.S. diesel pollution standards in 1994 and 1998 with a minimal fuel penalty.

Mercedes-Benz and Detroit Diesel formed a joint project team to promote fuel system design and development, Detroit Diesel production planning, procurement of parts and establishment of a service support network.

Production of the new fuel injection is scheduled to start by the mid-1990s.

Earlier discussions between the two companies gave rise to rumors that Mercedes might be acquiring Penske's Detroit Diesel Corp.

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	7/22, 7/29, 8/5	*
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Brampton, Ontario	7/22	*
Dodge Monaco		
Eagle Premier		
Brampton, Ontario	7/22, 7/29	*
Jeep Wrangler		
Newark, Del.	7/22, 7/29, 8/5	*
Dodge Spirit		
Chrysler LeBaron J		
Plymouth Acclaim		
Sterling Heights, Mich.	7/22	*
Dodge Shadow		
Plymouth Sundance		
Toledo, Ohio	7/22	*
Jeep Cherokee		
Jeep Comanche		
Windsor, Ontario	7/22	*
Dodge Caravan		
Dodge Caravan C/V		
Plymouth Voyager		
Windsor, Ontario (Pillette Road)	7/22, 7/29	*
Dodge Ram Van		
Dodge Ram Wagon		
GENERAL MOTORS		
Arlington, Texas	7/22, 7/29	
Cadillac Brougham		300
Chevrolet Caprice sedan		1,700
Bowling Green, Ky.	7/22, 7/29, 8/5	*
Chevrolet Corvette		
Doraville, Ga.	7/22, 7/29	*
Olds. Cutlass Supreme		
Fairfax, Kan.	7/22, 7/29	
Pontiac Grand Prix		3,000
Lansing, Mich. (A Plant)	7/22, 7/29, 8/5	*
Buick Skylark		
Oldsmobile Calais		
Lansing, Mich. (B Plant)	7/2, 7/29, 8/5, 8/12, 8/19, 8/26, 9/2	*
Pontiac Grand Am		
Oklahoma City	7/22, 7/29	*
Chevrolet Century sedan		
Chevrolet Century wagon		
Olds. Cutlass Ciera sedan		
Olds. Cutlass Ciera wagon		
Pontiac 6000 sedan		
Pontiac 6000 wagon		
Pontiac, Mich. (East)	7/22, 7/29	
Chevrolet C/K pickup		2,840
GMC Sierra		1,345
Shreveport, La.	7/22, 7/29	
Chevrolet S10 pickup		2,685
Chevrolet S10 Blazer		350
GMC Sonoma		795
GMC S15 Jimmy		150
Tarrytown, N.Y.	7/22, 7/29, 8/5	
Chevrolet Lumina		1,215
Oldsmobile Silhouette		715
Pontiac Trans Sport		840
Van Nuys, Calif.	7/22, 7/29	*
Chevrolet Camaro		
Pontiac Sunbird		
Willow Run, Mich.	7/22, 7/29	
Buick Roadmaster wagon		1,000
Chevrolet Caprice sedan		1,600
Chevrolet Caprice wagon		2,300
Olds. Custom Cruiser wagon		150
Wilmington, Del.	7/22, 7/29, 8/5, 8/12, 8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
CAMI		
Ingersoll, Ontario	7/22	*
Geo Metro		
Geo Tracker		
Suzuki Swift		
Suzuki Sidekick		
HYUNDAI AUTO CANADA		
Bromont, Quebec	7/22	**
Hyundai Sonata		
Total U.S. car		12,820
Total U.S. truck		8,165
Total units lost week of 7/22		20,985

*Model changeover
**Vacation
Source: Automotive News Data Center

U.S. CAR

	Week Ended July 28, 1991	Week Ended July 13, 1991	July to Date	Jan. 1 to July 28, 1991	Jan. 1 to July 21, 1990
Horizon	0	0	0	0	4,327
Sundance	0	2,461	4,185	27,007	43,433
Acclaim	0	2,087	4,226	48,338	55,549
Total Plymouth	**0**	**4,548**	**8,411**	**75,345**	**103,309**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	0	18,697	26,823
N. Yorker C-Class	0	365	656	4,773	24,535
Fifth Avenue	0	1,562	2,886	20,697	10,096
Imperial	0	267	529	4,563	16,672
Total Chrysler	**0**	**2,194**	**4,071**	**48,730**	**86,190**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	17,869
Shadow	0	2,719	4,678	32,253	50,731
Dynasty	0	2,461	4,572	66,450	63,416
Spirit	0	1,851	3,621	43,369	51,364
Total Dodge	**0**	**7,031**	**12,871**	**147,008**	**187,458**
CHRYSLER CORP.	**0**	**13,773**	**25,353**	**271,083**	**376,957**
Escort	5,799	0	5,799	107,174	113,652
Mustang	0	0	0	42,542	77,839
Tempo	2,866	0	2,866	59,795	74,748
Taurus	6,945	0	6,945	180,717	196,863
Thunderbird	2,262	0	2,262	42,635	66,220
Total Ford Div.	**17,872**	**0**	**17,872**	**432,863**	**529,322**
Topaz	1,544	0	1,544	26,611	28,386
Cougar	2,058	0	2,058	31,724	44,022
Sable	2,757	0	2,757	59,022	59,096
Total Mercury	**6,359**	**0**	**6,359**	**117,357**	**131,504**
Continental	1,225	0	1,225	30,378	32,548
Mark VII	216	0	216	5,315	13,003
Town Car	2,875	0	2,875	71,478	86,873
Total Lincoln	**4,316**	**0**	**4,316**	**107,171**	**132,424**
Total L-M Div.	**10,675**	**0**	**10,675**	**224,528**	**263,928**
FORD MOTOR CO.	**28,547**	**0**	**28,547**	**657,391**	**793,250**
Skylark/Somerset	0	0	0	27,510	51,935
Century	2,388	2,842	7,334	52,517	40,295
Riviera	54	9	63	13,472	13,116
Electra/Park Ave.	1,513	1,880	5,202	63,464	22,143
LeSabre (fwd)	2,000	1,110	3,722	28,646	96,701
Roadmaster Sedan*	1,030	1,030	2,884	13,592	0
Roadmaster Wagon†	0	220	492	16,124	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**6,985**	**7,091**	**19,697**	**221,051**	**233,489**
Eldorado	77	8	85	6,480	12,261
Seville	150	18	168	14,077	22,806
Brougham (rwd)	0	345	628	10,647	13,758
DeVille (fwd)	2,790	3,876	9,223	82,122	95,902
Allante	64	64	179	1,753	2,516
Total Cadillac	**3,081**	**4,311**	**10,283**	**115,837**	**147,243**
Cavalier	4,650	4,686	13,129	150,645	188,993
Camaro	1,730	1,577	4,628	29,891	36,760
Corsica/Beretta	2,244	6,583	15,212	150,243	162,909
Caprice	480	2,677	5,481	78,711	143,133
Corvette	0	479	865	12,752	14,061
Total Chevrolet	**9,104**	**16,002**	**39,315**	**422,242**	**545,856**
Calais	0	0	0	34,616	59,341
Cutlass Ciera	2,755	2,709	7,590	47,269	47,028
Cutlass Supreme	2,483	2,595	7,143	62,516	49,627
Toronado	31	6	37	2,815	9,509
88 (fwd)	2,655	1,922	6,278	39,405	61,904
Custom Cruiser Wag.††	0	145	280	5,458	1,214
98	1,744	2,427	5,782	45,690	32,784
Total Oldsmobile	**9,668**	**9,804**	**27,110**	**237,769**	**261,407**
Sunbird	1,910	1,890	5,398	69,372	83,181
Grand Am	0	0	0	87,061	113,723
Firebird	585	492	1,512	9,962	22,935
Grand Prix	2,505	2,694	7,181	60,160	69,371
Pontiac 6000	0	0	0	19,603	35,031
Bonneville	2,541	1,877	4,802	28,802	46,204
Total Pontiac	**7,541**	**6,953**	**18,893**	**274,960**	**370,445**
Total Saturn*	**2,485**	**2,485**	**6,734**	**45,999**	**0**
GENERAL MOTORS	**36,784**	**46,566**	**122,932**	**1,316,199**	**1,558,440**
DIAMOND-STAR*	**2,983**	**2,837**	**7,445**	**85,868**	**70,140**
Civic	1,740	1,696	3,436	50,009	65,637
Accord	7,565	7,481	15,046	195,198	174,499
HONDA	**9,305**	**9,177**	**18,482**	**246,207**	**240,136**
MAZDA*	**3,278**	**3,511**	**6,789**	**88,186**	**94,795**
NISSAN Sentra	**2,980**	**0**	**2,980**	**72,849**	**51,898**
Corolla	2,100	2,350	5,817	59,986	59,132
Geo Prizm/Nova	2,100	1,875	5,107	55,001	58,648
NUMMI	**4,200**	**4,225**	**10,924**	**114,987**	**117,780**
SUBARU-ISUZU Legacy	**1,143**	**1,184**	**2,365**	**31,974**	**14,249**
TOYOTA Camry	**4,250**	**4,168**	**8,418**	**119,956**	**118,482**
TOTAL BIG 3	**67,331**	**80,339**	**175,932**	**2,244,864**	**2,728,847**
TOTAL TRANSPLANT	**27,730**	**25,982**	**57,873**	**756,847**	**706,678**
TOTAL CARS, U.S.	**95,070**	**85,421**	**233,985**	**3,001,511**	**3,435,325**
TOTAL CARS, CANADA	**17,871**	**15,770**	**46,562**	**611,718**	**598,128**
U.S., CANADA CARS	**112,941**	**101,191**	**279,567**	**3,613,221**	**4,025,445**
U.S., CANADA CARS AND TRUCKS	**191,888**	**155,973**	**462,949**	**5,981,189**	**6,777,985**

*Estimate
†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended July 28, 1991	Week Ended July 13, 1991	July to Date	Jan. 1 to July 28, 1991	Jan. 1 to July 21, 1990
Monaco	0	0	557	5,343	5,587
Premier	0	0	280	5,630	5,110
CHRYSLER CORP.	**0**	**0**	**837**	**10,973**	**10,697**
Tempo	0	0	0	60,003	69,481
Topaz	0	0	0	19,184	25,040
Crown Victoria	2,460	0	2,460	47,829	64,122
Grand Marquis	2,581	0	2,581	48,947	56,568
FORD MOTOR CO.	**5,041**	**0**	**5,041**	**175,963**	**215,211**
Celebrity	0	0	0	0	19,567
Cutlass Ciera	1,483	1,965	5,037	41,128	51,826
Lumina	5,319	6,536	16,517	130,424	129,145
Regal	2,417	3,053	7,586	70,365	54,154
GENERAL MOTORS	**9,219**	**11,574**	**29,140**	**241,917**	**254,692**
CAMI*	**0**	**0**	**2,846**	**64,270**	**0**
HONDA Civic	**2,831**	**2,897**	**4,128**	**58,973**	**57,909**
HYUNDAI Sonata*	**0**	**487**	**985**	**16,458**	**11,967**
TOYOTA Corolla	**1,488**	**1,432**	**3,981**	**38,199**	**34,571**
VOLVO 740 and 940	**180**	**180**	**504**	**4,965**	**5,073**
TOTAL CARS, CANADA	**17,871**	**15,770**	**46,562**	**611,718**	**598,128**

U.S. TRUCK

Caravan	2,500	3,139	7,859	62,786	65,194
Dakota	2,000	1,967	5,562	46,353	37,864
Caravan C/V	0	0	0	2,109	4,112
Ram pickups	1,900	2,029	5,523	46,319	56,082
Total Dodge	**6,400**	**7,155**	**18,944**	**157,567**	**163,252**
Cherokee	0	0	2,947	69,622	90,190
Comanche	0	0	79	2,827	4,241
Grand Wagoneer	0	0	0	1,560	3,770
Wagoneer/Briarwood	0	0	12	1,451	2,185
Total Jeep	**0**	**0**	**3,038**	**75,460**	**100,386**
Voyager	1,900	2,153	5,113	53,219	61,096
Town & Country	50	90	213	1,936	2,027
Total C-P Div.	**1,950**	**2,243**	**5,326**	**55,155**	**63,123**
CHRYSLER CORP.	**8,350**	**9,398**	**27,308**	**288,182**	**326,761**
Aerostar	4,725	0	4,725	87,116	111,550
Bronco	748	0	748	7,881	29,424
Bronco II/Explorer	4,742	0	4,742	144,625	93,628
Navajo	0	0	0	5,871	0
Econoline	4,347	0	4,347	73,430	107,761
Mediums/Heavies	0	927	1,759	18,953	29,696
Light trucks	9,412	0	9,412	157,772	250,834
Ranger	5,953	0	5,953	136,947	158,833
FORD MOTOR CO.	**29,927**	**927**	**31,686**	**632,595**	**781,726**
Astro	0	0	0	49,605	69,477
Blazer	141	213	508	4,715	10,035
Lumina APV	1,283	1,247	3,524	24,541	56,684
Mediums/Heavies	239	263	777	778	4,588
P-Model	774	758	2,012	11,482	15,065
Pickups	5,926	5,601	16,856	163,673	228,977
S10	5,756	6,018	16,543	147,554	134,403
S10 Blazer	1,748	1,950	5,265	17,254	51,837
Sportsvan/Van	1,206	934	2,975	24,536	37,788
Suburban	776	829	2,226	16,360	39,237
Total Chevrolet	**17,849**	**17,813**	**50,886**	**488,498**	**648,891**
Jimmy	140	82	260	1,291	3,131
Mediums/Heavies	384	335	923	921	4,943
P-Model	54	46	138	1,608	1,784
Pickups	2,722	3,111	7,471	73,185	91,398
S15/Sonoma	1,517	1,265	4,407	34,967	31,101
S15 Jimmy	443	533	1,502	6,515	17,789
Safari	0	0	0	21,460	24,891
Suburban	710	637	1,675	13,921	19,588
Vandura/Rally Vans	286	216	775	11,308	14,129
Total GMC	**6,256**	**6,225**	**17,151**	**186,976**	**268,754**
Silhouette	680	691	1,913	13,067	22,460
Bravada	542	231	996	9,802	0
Total Oldsmobile	**1,222**	**922**	**2,909**	**22,869**	**22,460**
Pontiac Trans Sport	**858**	**842**	**2,361**	**16,877**	**31,181**
GENERAL MOTORS	**26,185**	**25,802**	**73,187**	**864,529**	**919,466**
NAVISTAR	**1,845**	**0**	**1,845**	**40,286**	**41,581**
NISSAN Pickup	**2,660**	**0**	**2,980**	**71,478**	**81,984**
SUBARU-ISUZU	**1,294**	**1,298**	**3,826**	**28,838**	**14,494**
AM GENERAL	**488**	**488**	**1,128**	**11,253**	**12,988**
MISCELLANEOUS**	**2,858**	**2,858**	**7,428**	**74,821**	**84,988**
TOTAL TRUCKS, U.S.	**73,021**	**48,457**	**147,972**	**1,811,866**	**2,253,942**

CANADIAN TRUCK

Caravan	0	2,801	5,890	79,571	82,709
Caravan C/V	0	0	0	11,834	5,610
Ram Wagon	0	357	921	12,647	14,244
Ram Van	0	1,374	2,636	23,310	33,759
Total Dodge	**0**	**4,532**	**9,447**	**127,362**	**136,322**
Plymouth Voyager	**0**	**1,970**	**3,695**	**58,174**	**65,751**
Jeep Wrangler	**0**	**1,024**	**2,251**	**32,181**	**33,849**
CHRYSLER CORP.	**0**	**7,526**	**15,393**	**218,717**	**235,122**
FORD F series	**0**	**0**	**0**	**51,768**	**77,241**
Light trucks	3,268	3,020	9,300	79,181	96,137
Vans	1,072	1,413	3,824	30,523	30,371
Total Chevrolet	**4,340**	**4,433**	**13,124**	**109,704**	**25,508**
Light trucks	962	1,754	3,141	30,800	40,920
Vans	439	612	1,518	13,283	13,286
Total GMC	**1,421**	**2,366**	**4,659**	**44,083**	**54,206**
GENERAL MOTORS	**5,761**	**6,799**	**17,783**	**153,787**	**186,714**
CAMI*	**0**	**0**	**989**	**28,673**	**0**
NAVISTAR	**185**	**0**	**185**	**3,981**	**5,981**
TOTAL TRKS., CANADA	**5,926**	**14,325**	**34,519**	**458,960**	**488,579**
U.S., CANADA TRKS.	**78,947**	**54,782**	**182,482**	**2,267,986**	**2,752,520**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

GM closes 6 plants as sales falter

By Bob DeMayer
SPECIAL CORRESPONDENT

Because of poor sales, General Motors will shut three car and two truck plants for the next two weeks and one minivan plant for the next three weeks.

The car plants are: Arlington, Texas; Fairfax, Kan.; and Willow Run, Mich. The truck plants are Shreveport, La., and Pontiac, Mich. (East), and the minivan plant is Tarrytown, N.Y.

The four-week-old strike continues at GM's Baltimore minivan plant, which is the sole source of Chevrolet Astro and GMC Safari.

U.S. car production surpassed three million units for the year last week. In 1990, the three-million mark was reached three weeks earlier. U.S. car and truck production rose last week due, in part, to Ford Motor Co. plants resuming output after a two-week shutdown for vacations.

Auto manufacturers scheduled 95,070 cars last week, 11.30 percent above the preceding week and 5.23 percent above last year.

Year-to-date, U.S. car production is 3,001,511, down 12.63 percent from 1990.

Truckmakers planned to build 73,021 units last week, up a whopping 80.49 percent from the prior week because of Ford's return to work but down 7.59 percent from the 1990 week.

So far this year, 1,811,080 trucks have been assembled, 19.65 percent behind 1990.

Automakers split last week's estimated production as follows: General Motors, 40.79 percent; Ford, 30.03 percent; Honda of America Manufacturing Inc., 9.79 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.47 percent; New United Motor Manufacturing Inc., 4.42 percent; Mazda Motor Manufacturing (USA) Corp., 3.45 percent; Diamond-Star Motors Corp., 3.05 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.80 percent; and Subaru-Isuzu Automotive Inc., 1.20 percent.

All Chrysler Corp. plants were closed for vacation last week.

GM scheduled one shift of overtime last Saturday at its Detroit truck plant and Flint, Mich., truck assembly line (No. 2). Flint builds the GMC Suburban.

CANADA: Canadian car production was estimated at 17,871 last week, up 13.32 percent from the prior week, but down 11.92 percent from the year-ago week.

Truck production last week was estimated at 5,926, down 58.63 percent from the prior week and down 15.66 percent from the year-ago week.

Year-to-date, truck production in Canada is down 8.36 percent. Ford scheduled one shift of daily overtime this week at its St. Thomas, Ontario, car plant.

Hall of Fame to induct 6, award others

MIDLAND, Mich. — Six industry leaders will be inducted into the Automotive Hall of Fame at an awards banquet Sept. 30.

The banquet also will honor John O. Grettenberger, Cadillac general manager, as Automotive Industry Leader of the Year.

Stephen R. Plumley, vice president of technology for the Plumley Cos. in Paris, Tenn., will receive the award for young leadership and excellence. Keith E. Crain, publisher of *Automotive News*, will serve as master of ceremonies at the banquet that will be held at the Westin Hotel in Detroit.

The six industry leaders to be honored are:

- Sir Frederick Henry Royce, who, together with Charles S. Rolls, built the first "Silver Ghost" in 1905.
- J. Harwood Cochrane, who started Overnite Transportation Co. in 1935.
- Harold Dieckmann Draper Sr., who turned Draper Chevrolet into one of the first megadealerships.
- Dr. W. Edwards Deming, whose achievements in productivity and quality control and distinguished service to Ford Motor Co. and General Motors brought him recognition in the United States and Japan.
- Zora Arkus-Duntov, also know as "Mr. Corvette," for transforming the Corvette from a rather mundane vehicle into a true sports car.
- Rene C. McPherson, who transformed the Toledo, Ohio, based Dana Corp. from a bureaucratic money loser into a lean profit machine.

NOTE

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Tardy NHTSA to expose failure of 'passive' belts

JACK KEEBLER and LIZ PINTO
Staff Reporters

Last September, a Brunswick, Maine, policeman died when he was thrown from his Caprice cruiser during a high-speed chase. The automatic belt system, mounted on a door that swung open in the crash, failed him.

Maine State Police who investigated the accident subsequently retrofitted all 12[illegible] of their 1990 Caprice police cruisers with manual three-point belts attached to the B-pillars — the traditional restraint system that had been outlawed by the federal government in the name of "passive" safety.

The police suspected what an increasing body of evidence is showing: that so-called "passive" belts are inferior to properly used manual belts. That evidence also suggests that all automatic seat belts do not provide equal protection.

Later this year, the National Highway Traffic Safety Administration is expected to release a study started in early 1990 that reveals the inferior protection provided by some passive belt systems permitted under the 1984 Federal Motor Vehicle Safety Standard 208. That rule mandates either air bags or — in a compromise with automakers who opposed air bags — automatic belt systems.

MORE ON SAFETY BELTS
Belts cost less ➤ 32
Curry's st[illegible] ➤ 33

The NHTSA study will focus on motorized shoulder belt systems that require users to fasten lap belts manually, say government sources. NHTSA also is investigating improper usage, non-usage and ejections relating to the three-point, door-mounted system.

NHTSA numbers suggest that as many as 63,000 lives could have been saved if air bags had been the only passive restraint mandated for both front-seat positions in 1984 and if occupants had used manual belts with the bags.

But the study may be too late to save any lives.

First, consumers have embraced air bags as the passive restraint of choice, and automakers are scrambling to meet the demand. Resistance to air bags has diminished because suppliers have slashed air bag prices.

Second, legislators are already

see BELTS, 32

AUTOMOTIVE NEWS/JOE WILSSENS

GM's passive belt forces occupants to slide awkwardly under the extended webbing — when they use it at all.

FORD

Federal regulations affect new models as much as battles with any competitor

Fourth in a series of articles exploring product plans of the U.S. Big 3 and Asian and European automakers.

KATHY JACKSON
Staff Reporter

General Motors, Chrysler Corp. and Japanese automakers won't be the only ones challenging Ford Motor Co. this decade.

In Ford's view, Washington is as key a nemesis as they come as the automaker attempts to meet new government standards, win back market share and report black ink again.

At its annual meeting in May, Chairman Harold Poling said the 1990 Clean Air Act, new safety rules and [illegible]oposals to increase fuel economy will stretch the company's human and financial resources to the limit. It will cost Ford $2.6 billion, or $600 per vehicle, just to comply with the new clean air rules, Poling said.

But he insists that won't stop Ford's drive to keep fresh products on the market.

POPULAR MECHANICS/JIM DUNNE

The Mercury Villager minivan is similar in size to Chrysler Corp.'s minivans. A Taurus-style nose disguises this prototype.

"Contrary to what you may have heard or read, we have not made any significant cutbacks in our product plans."

Plans call for most Ford [illegible]rs and trucks to get facelifts or redesigns in the next five years, and some platforms will be replaced. One new nameplate is on the horizon: the 1993 Mercury Villager minivan.

And many of those vehicles will be powered by new engines, primarily Ford's four-cylinder Zeta engines, expected to arrive in at[illegible]t 1994, and an expanding modular engine program.

Poling said worldwide capital spending between 1991 and 1995 would be up from the $26 billion spent the previous five-year period. Company insiders peg the figure at about $30 billion.

Lighter bodies with

see FORD, 18

Chrysler goes dual in cities

MARY CONNELLY
Staff Reporter

Chrysler Corp. has thrown out a fundamental tenet of Big 3 dealer strategy by dualing Chrysler-Plymouth and Jeep-Eagle franchises in single showrooms in seven metropolitan areas.

The ban on such duals is crumbling under pressure from dealers worried that the corporation lacks the financial and product wherewithal to carry 5,000 dealers in three networks through the 1990s.

In the past year, Chrysler has permitted 77 Chrysler-Plymouth/Jeep-Eagle duals, said T.R. "Ted" Cunningham, Chrysler's executive vice president of sales and marketing. Eleven of those 77 have been in seven metropolitan markets where traditionally the company would have required separate dealerships.

The remainder have been in secondary markets where corporate dualing is a long-standing practice.

Company officials insist there is no plan to reduce the dealer count substantially or to eliminate a brand.

But some Chrysler Corp. dealers suspect that the move could lead to a repositioning in which Ply-

see FRANCHISES, 34

U.S. grows impatient with Japanese parts-buying levels

MARY ANN MASKERY
Staff Reporter

TOKYO — The United States has told Japan that it has run out of patience with Japan's pledges to purchase more U.S. auto parts.

After three days of talks on parts trade last week, J. Michael Farren, U.S. undersecretary of commerce for int[illegible]national trade, said he told the Japanese side, "We are not satisfied with the progress to date on the purchase of parts from traditional American auto suppliers."

Farren: game one-sided ➤ 34

In earlier meetings, Japanese automakers had urged patience because of their four-year product cycles. But Farren said he told them, "We were patient for four years; we don't have more patience to offer."

The $10.5 billion U.S. deficit in auto parts accounts for about one-fourth of its total trade deficit with Japan.

Japanese negotiators repeated their stand that they are making progress in purchasing U.S. parts and plan to buy more.

Despite the stern language, the latest MOSS (market-oriented sector-selected) talks on auto trade

see BELTS, 37

INSIDE:

No cars, no problem:
Skocar, Skoda's C[illegible]dian distributor, is still in business even though it's been [illegible] years since it had a new car to sell. And it may never get another car from the factory. Page 3.

Sales recovery treads rocky road

JIM HENRY
Staff Reporter

Sales continued to improve over the calamitous totals of early this year, but mid-July remained weak in comparison with year-ago figures.

The industry sold 372,567 cars and light trucks, down 8.2 percent from a weak 1990 period. July 11-20 had nine selling days each year.

"We are on a recovery path, but recoveries are bumpy, and recoveries never go straight up," said Scott Merlis, auto analyst for Morgan Stanley & Co. in New York. Merlis said fleet sales usually decline from the second to the third quarter, which helps account for the fact that sales haven't improved any more than they have.

10-day sales table ➤ 35

As in early July, Toyota Motor Sales U.S.A Inc. posted the best year-ago comparison of the major car companies, with car and light-truck sales up 12.6 percent.

Toyota brand car sales rose 16.6 percent. Sales of the Tercel, an early blooming 1992 model, were 45.3 percent above the year-ago period, Toyota reported. Lexus car sales were up 16.5 percent, and Toyota truck sales grew 3.2 percent.

Each of the U.S. Big 3 posted lower sales, ranging from Ford Motor Co.'s loss of 16.5 percent to General Motors' decline of 4.3 percent.

Last year, sales for the Big 3 were down 13 to 18 percent in mid-July, which further blackens this year's picture.

Chrysler Corp. sales declined 9.3 percent. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

GM's car sales were about even with last year, down 0.4 percent or 368 units.

Among the GM divisions, Buick continued its year-to-date improvement, with 10-day sales up 1.0 percent.

Volume leader Chevrolet was down 5.3 percent at 73,159 cars and trucks, but it length ned its lead over Ford Division, which sold 65,466.

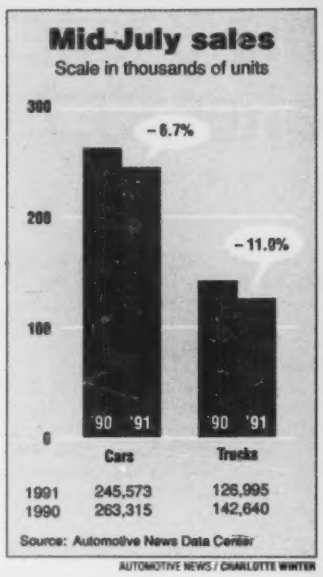
GM light-truck sales were down 12.3 percent in mid-July.

Sales at the Japanese-based companies varied.

American Honda Motor Co. Inc. fell 13.8 percent, despite a 4.0 percent rise in Acura sales.

Nissan Motor Corp. in U.S.A. was up 3.4 percent, as its Infiniti luxury division more than doubled sales over a year ago. Sales of U.S.-built Sentras and pickup trucks also rose.

Except for Isuzu Motors of America Inc., whose sales jumped 22.2 percent, combined import-domestic sales fell for the other Japanese companies with U.S. production facilities. Sales were off 14.8 percent at Subaru of America, which had been up 7.9 percent through the first half of the year.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

Car drought is standard for Skoda Canada

JEREMY SINEK
Special Correspondent

TORONTO — Skoda's distributor in Canada is still in business, even though it hasn't had a new car to sell in more than two years.

Since the Czechoslovakian automaker delivered the last of its dated, rear-engine 135 GLi models to Canada in April 1989, Canadian-owned Skocar Inc. has waited in vain for its replacement, the front-wheel-drive Favorit. And Skocar may never receive another car from the Skoda factory.

AUTOMOTIVE NEWS/JOE WILSSENS

Nick Janakovic has stayed a Skoda dealer even though he hasn't had a car to sell in two years.

Production of the Bertone-styled Favorit began in Czechoslovakia in 1988. Since then, the Iron Curtain has been lifted and Volkswagen AG agreed last fall to take control of what had been Eastern Europe's largest automaker.

Now lines of communication are in tatters, and North American exports are on hold.

"All the top people that we were used to dealing with, who were staunch Communists, left very quickly," says Christopher Rines, Skocar's operations manager.

The phased buyout of Skoda by VW will clearly change things, though nobody seems to know how. VW's initial 31 percent stake is scheduled to rise to 70 percent by 1995.

"We had hoped that with the VW purchase, decisions would be made — whether they were decisions we wanted to hear or not — and we would have some kind of a clear direction as to where we were going," says Rines.

"But we have had absolutely no indication of Skoda's intentions for this market. It has made our position extremely uncomfortable."

Clive Warrilow, president of Volkswagen Canada Inc., confirms that Volkswagen AG is a long way from making any decisions about Skoda in Canada: "They have so much to do internally and in Europe that they're not even thinking about North America yet."

But Warrilow is sure VW Canada Inc. will be involved in any decision. And if that happens, Skocar's future becomes a even more of a question.

"I can only surmise that a company as big and respected as VW would reach an amicable settlement" with Skocar if Skoda decides to distribute through VW Canada, says Rines. "If they decide to pull out of the market, there is a responsibility to existing customers that must be met (especially) if they had any vision of selling the car here in the future."

Skocar executives plan to visit Czechoslovakia in August to try to get some answers.

Meanwhile, the tiny importer based just outside Toronto has sublet half its building and slashed its payroll from 13 people to four.

"The reason we're still here is to maintain a presence in the market and provide parts and service and technical support to

see **SKOCAR,** *37*

Study stalls; CAFE delay to '92 likely

DIANA T. KURYLKO
Staff Reporter

WASHINGTON — Debate on raising fuel economy standards won't resume until at least September, and lobbyists are now betting that any increase won't be approved until mid-1992.

The issue has been put off in part because of delays in a National Academy of Sciences report on the economic and technical feasibility of higher standards. The results were expected by June 30, but the project got off to a slow start and the report isn't scheduled for release until this fall.

The auto industry is banking on the research to prove what it has been arguing on Capitol Hill: A big increase in corporate average fuel economy rules is not technologically or economically feasible.

Two bills are ready for debate by the full Senate but have been delayed by politicking. Senate Majority Leader George Mitchell, D-Maine, has failed to strike a deal with the bills' sponsors and hasn't scheduled either for a floor vote. Congress will recess from Aug. 5 to Sept. 6.

One of those bills, sponsored by Sen. J. Bennett Johnston, D-La., was amended two weeks ago to include specific CAFE increases. The original bill, which was supported by the auto industry, would have authorized the Department of

see **CAFE,** *33*

INDEX

Auction dates	25	Letters	14
Classifieds	26-30	Obituaries	22
Coming events	31	Opinion	14
Dealing with dealers	23	Personnel	23
Incentive watch	36	Production	38
Keith Crain	12	Sales, 10 day	3
Late news	2	Service management	16

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Yugoslavia strife perils Yugo

RICHARD BRUNER
Staff Correspondent

BUDAPEST, Hungary — The civil strife that has crippled daily routine in much of Yugoslavia has brought Zavodi Crvena Zastava, the big machinery and weapons conglomerate that produces Yugo cars, to the brink of collapse, senior officials warned last week.

The turmoil, sparked by the push of two states to secede from the Yugoslav federation, has choked off operating credit and obstructed the flow of components from domestic and foreign suppliers, Oliver Kankaras, a company director, said in a telephone interview from Belgrade.

Kankaras, who heads Zastava-Impex, the company's import-export arm, said his company has met with officials of the federal Yugoslav government, prominent banks and its suppliers in an effort to keep the company from collapsing.

Because of mounting parts shortages, production has fallen from a normal rate of 600 to 700 vehicles a day to fewer than 400 a day, he said. The company produced 189,000 vehicles last year.

At the same time, exports and domestic sales have fallen 50 percent since the civil turmoil began, Kankaras said.

William E. Prior, chief operating officer of Yugo America Inc., said last week the turmoil had not yet affected the U.S. subsidiary, where sales in June were 228.

The turmoil has choked off operating credit and obstructed the flow of components from domestic and foreign suppliers.

Oliver Kankaras
Zastava director

see **YUGO,** *33*

Big 3 face $4 billion loss for '91 after $3.2 billion 1st half fiasco

EDWARD LAPHAM,
KATHY JACKSON
and JOSEPH BOHN
Automotive News Staff

The Big 3 continue to hurtle toward a potential combined loss of $4 billion this year, following a $1.3 billion net loss in the second quarter that brought the first-half total loss to $3.2 billion.

The record annual loss for domestic automakers, including American Motors, was 1980 when the four makers posted a combined net loss of $4.2 billion. Last year, the Big 3 lost a combined $1.1 billion.

Combined Big 3 sales declined 10.3 percent in the quarter to $59 billion. Combined first-half sales of $111.1 billion were off 10 percent from the first six months last year.

Worldwide factory sales of Big 3 vehicles were off 10.3 percent to 3,950,000 in the period and down 11.3 percent to 7,238,000 in the first half.

There were few surprises in the April to June results. Retail incentives remained nearly $1,000 per vehicle. Forecasts for the coming months remained cautious, although cost-cutting programs and an improving economy should gradually improve results.

"This is still the aftershock of the energy-war-recession thing," said auto analyst Scott Merlis of Morgan Stanley in New York. "But the first quarter was the trough for financial margins and operating results."

Merlis projects annual losses of $2.4 billion for General Motors, $1.2 billion for Ford Motor Co. and $506 million for Chrysler Corp.

He said the automakers are positioned for a good 1992 model launch, but have extremely conservative third-quarter production schedules.

"There could be some spot shortages of certain models," he said. "That's the irony of this year."

BIG 3 EARNINGS
(In millions)

	Second quarter 1991	Second quarter 1990	First quarter 1991	First quarter 1990
Chrysler Corp.				
Sales	$ 7,800	$ 8,850	$13,610	$16,480
Net income (loss)	(212)	180	(553)	251
Ford Motor Co.				
Sales	22,850	26,830	45,190	50,470
Net income (loss)	(323)	770	(1,208)	1,277
General Motors				
Sales	31,330	33,940	60,520	64,060
Net income (loss)	(784)	900	(1,161)	1,610

SOURCE: Corporate reports

AUTOMOTIVE NEWS/JOE WILSSENS

Ford's David McCammon said its products are more blue collar and suffer more in recessions.

General Motors

There were no words of booming optimism from GM last week as the automaker reported a second-quarter net loss of $784.5 million, which brought its first-half net loss to a record $1.2 billion. The first-half loss would have been nearly $1 billion greater but for the first quarter sale of the General Motors Building in New York and an accounting change. Last year, GM earned $1.6 billion in the first half.

GM Chairman Robert C. Stempel blamed the dismal report on obvious causes: "adverse impact of the recession in the United States" and weak industry vehicle sales.

GM second-quarter sales were off 7.7 percent to $31.3 billion. First-half sales declined 5.5 percent to $60.5 billion.

But auto analyst Ronald A. Glantz of Dean Witter in San Francisco said GM's financial results reflected more than just an ailing economy. "There was a complete collapse in pricing," he said.

Glantz said GM's net result in the second quarter was $1.5 billion worse than in the fourth quarter of 1989, when GM earned $700 million on the same sales volume.

Glantz said there were no

see **EARNINGS,** *35*

Europe considers plan to split Japanese limits

ED WENDT
Staff Correspondent

LONDON — The European Community last week called on its 12 member nations to accept a deal that would set separate limits on Japanese imports and transplant production through the end of the century.

The community is under mounting pressure to forge an auto-trade agreement with Japan that balances widely divergent interests.

According to sources, Gian Luigi Giola, a senior member of the European Commission, the community's executive arm, informed ministers last week that Japan is prepared to accept a proposal that would limit Japanese car imports to last year's level of 1.2 million to 1.3 million units per year during a transition period from 1993 to the end of 1999.

Additionally, a "gentleman's agreement" would cap Japan's transplant production in Europe at 1.2 million vehicles a year, up from 260,000 last year.

The combined total of some 2.5 million vehicles a year would give Japanese producers a combined share of 17 to 18 percent of an expected total market of 14 million units by 1998.

Although identical in impact to the EC's original proposal — which ceded Japanese producers a 17 to 18 percent share whether they filled it with imports or transplant production — the new plan appears to mollify British concerns that the importance of European production by the Japanese be specifically set out.

Nissan Motor Co. Ltd. currently produces about 120,000 cars a year at its British plant, and Toyota Motor Corp., Honda Motor Co. Ltd. and Mazda Motor Corp. are building plants in the United Kingdom with a projected combined capacity of 700,000 units a year by 1998.

But one analyst, who has written several studies on the issue, said the EC proposal vastly underestimates Japan's production capacity in Europe.

"The commission's figures are a minefield of inaccuracies," said Ian Robertson, senior editor for the London-based Economist Intelligence Unit.

According to Robertson, Japanese producers will have the capacity to build 1.83 million cars and sport-utilities a year in Europe by 1999, with Toyota and Nissan accounting for nearly half. Whether the Japanese will be willing to accept 600,000 units of excess capacity to comply with the accord remains to be seen, he suggested.

Like the original proposal, the commission's latest plan was judiciously leaked.

The commission has not openly announced its trade stance in a bid to both minimize differences between the 12 community members and to avoid the appearance of openly endorsing import quotas that may be questionable under the rules of the General Agreement on Tariffs and Trade.

Nonetheless, the commission's plan has run a gauntlet of criticism since it was first leaked in late April. France and Italy, which currently limit Japanese penetration to 3 percent and 1 percent of their markets, respectively, have criticized the plan for being too soft on Japan,

see **EUROPE,** *33*

GM strike ends 1 week before downtime

LIZ PINTO
Staff Reporter

"We got everything we asked for," said Sonny Biedrzycki, a spokesman for UAW Local 239, as workers returned to their jobs last Monday at General Motors' minivan plant in Baltimore.

The plant had been closed for 26 days. A settlement was ratified July 20 by 99.4 percent of the 3,200 striking workers.

"Our membership is really happy," Biedrzycki added.

The walkout began June 24 over job conditions the union called unsafe. The plant is the sole producer of the Chevrolet Astro/GMC Safari. The strike resulted in a production loss of about 12,000 units.

The union said the layoff of about 400 workers in February caused workers to be injured as they scrambled to maintain production levels. Before the strike, the union started a grievance procedure, requesting that 64 workers be added to the line to alleviate the problem, but GM agreed to hire only 18 extra workers.

Under the strike settlement, 46 more workers will be added gradually, beginning immediately.

GM spokeswoman Kari Hulsey said the company "was very pleased with the settlement. We believe it will allow us to make productivity gains at the plant and to become more competitive."

Hulsey would not say what issues GM had come out ahead on, but said, "GM management came up better after strike negotiations than had we settled earlier."

The strike nearly depleted the inventory of Astros, which have the "lowest day's supply of any Chevrolet vehicle," according to Chevrolet spokesman David Hudgens. He said GM did not feel pressured to end the strike, even though some material the plant used for 1991 models will be obsolete for 1992 models made after Sept. 1 because of federal laws.

Thomas Pfingst, Chevrolet assistant fleet and RV manager, said that any prolongation of the strike would have resulted in order cancellations.

The plant worked 10-hour shifts through Saturday last week to recoup as much of the lost production as possible. *Automotive News* estimates last week's production at 4,638 units, compared to straight-time output of 3,785.

A scheduled two-week shutdown begins today as the plant changes to production of 1992 models.

Hulsey said that with the scheduled overtime last week, Chevrolet hopes to keep leftover 1991 model material to a minimum.

Van converters and suppliers who sell just to the plant had begun to feel the strike's effect.

"We closed down production the minute we heard the plant was out on strike," said Steve Jones, general manager of Monarch Manufacturing Inc. of Belcamp, Md., a dedicated supplier of instrument panels to the plant. "We laid off 80 of our 90 employees, but the day they went back to work, we went back to work."

William Snook, president of Coachmen Vans in Elkhart, Ind., said "hallelujah," when he heard the strike was over. "Had this strike continued and the converters lost all the '91 Astros and Safaris they had coming, we would have lost thousands of sales that would never have been made up."

Besides concessions on adding workers, vacation and maintenance issues also were resolved. According to the union, GM agreed to stop using contractors in place of skilled union trade workers and to reinstate all vacation time.

The company had told about 160 workers that they would be paid for their upcoming vacation time rather than being allowed the time off, according to Biedrzycki. The workers are now being scheduled for time off.

But despite the union victory, Rodney Trump, president of Local 239, hinted at an October strike.

The union said GM plans to increase the line speed Oct. 7 from 42 to 48 vans per hour.

Hulsey said GM is considering an increase in the line speed because of demand for minivans.

If the line speed is increased, Trump said, "GM will either add more people or we will be in the same place again. We think we can work this out with them. If not, they know where we're going."

Truck Editor Joseph Bohn and The Associated Press contributed to this report.

Toyota announces plans to build new assembly plant in Australia

MARY ANN MASKERY
Staff Reporter

TOKYO — Toyota Motor Corp., which has been cutting staff and production in Australia because of a declining market, has now decided to go ahead with plans to build a new plant, with hopes of eventual export.

Although sales have been rapidly declining in Australia, Toyota decided to virtually phase out two aging plants that built 71,500 units last year and replace them with capacity for 100,000. The new plant, to be built in Melbourne, will cost an estimated $350 million and will begin production in 1994. It will be the first new plant built in Australia in over 25 years.

"It was either compete or quit," said a Toyota spokesman.

In the last year, Toyota has laid off 900 workers from a work force of 6,000 at its existing plant through a "voluntary retirement" arrangement. Other companies have made similar cutbacks because of the deteriorating conditions of the market, with sales dropping approximately 20 percent in the first half of the year.

In March, the Australian government announced it would move to reduce tariffs on imported cars. That decision, Toyota said, meant additional pressure on companies producing in Australia to increase efficien

The new facility will aim to match the efficiency of Toyota's U.S. plants, which produce a car in less than 20 hours, compared to the 30 hours it now takes in the Australian plants. Toyota said it had not exported from Australia before because high costs and inefficiency made the products uncompetitive in the world. It will not decide on any export plan until it has first established the efficiency of the new facility.

The new plant will have no direct effect on General Motors, which has a joint venture holding company with Toyota in Australia. Currently, the Toyota plants produce the Corolla and Camry for the Toyota nameplate and the Nova and Apollo for the GM badge, while General Motors produces the Commodore/Lexcen for both companies.

Toyota will phase out most production at one of its plants. The other, an old GM facility, will go back to the holding company, which will determine future use.

SERVICE MANAGEMENT

Ford tests refrigerant in fleets, body shops for dealers

AL ROTHENBERG
Special Correspondent

Preparing for widespread use of environmentally safe air conditioning refrigerants, Ford Motor Co. will test the use and recovery of R-134a in some fleet vehicles next year.

And this fall, Ford is heading into what it regards as virtually unchartered seas with a new body shop program. A pilot test with a dozen dealers is scheduled to begin in September.

Both fit in with Ford's efforts to improve customer service within the industry. One of its biggest pushes in that direction came earlier this year with the release of the Service Bay Diagnostic System, said Joseph A. Ogden, manager of Rotunda Equipment for the Parts and Service Division.

"It isn't just the dealer service," Ogden said. "It's everybody's fault. It begins with the product that's built. It follows through with the type of service departments that are set up and how well they are equipped and trained."

JOE OSTER

Ford's system has racked up several successes since its introduction, Joseph Odgen says.

Ogden said fleet vehicles in Dallas and Houston will be used for the R-134a test next March.

Ford expects to begin using the refrigerant on some regular production vehicles for the 1993 model year, a spokesman said. General Motors also plans to begin phasing in R-134a with the 1993 model year, while Mercedes-Benz is using it on 1992-model S class.

Like all manufacturers, Ford is involved in reclaiming currently used R-12 refrigerant from automotive air conditioners to prevent it from destroying the protective ozone layer above the earth.

The company also hopes to reclaim R-134a because it is far more expensive than R-12, but doing so will require different equipment.

"By September, we will be offering the (reclamation) equipment to Lincoln-Mercury dealers and the following March to all Ford dealers," Ogden said.

The body shop traditionally is the province of the dealer, he said. "A dealer does not have to have a body shop. He elects to do it and it is not an operation where we must guide him. We have opted to do it because Ford sees it as an area for increased dealer profitability and customer satisfaction.

"We will be testing a complete program to assist the dealer to maximize his performance from planographing (shop layout) to equipment types, manpower and financial considerations," he said.

Ford officials are encouraged by early dealer experience and comments with the computerized service diagnostic system.

"Since the first of the year, we have diagnosed driveability problems of some 36,000 cars," Ogden said. "We have no reportable return of a serviced vehicle for a second diagnosis."

The system, a development of Hewlett-Packard Corp., has been ordered by more than 2,300 Ford and L-M dealership service departments. Hewlett-Packard is signed to sell the system solely to the automaker for a specified period of time. Production is running about 150 a month.

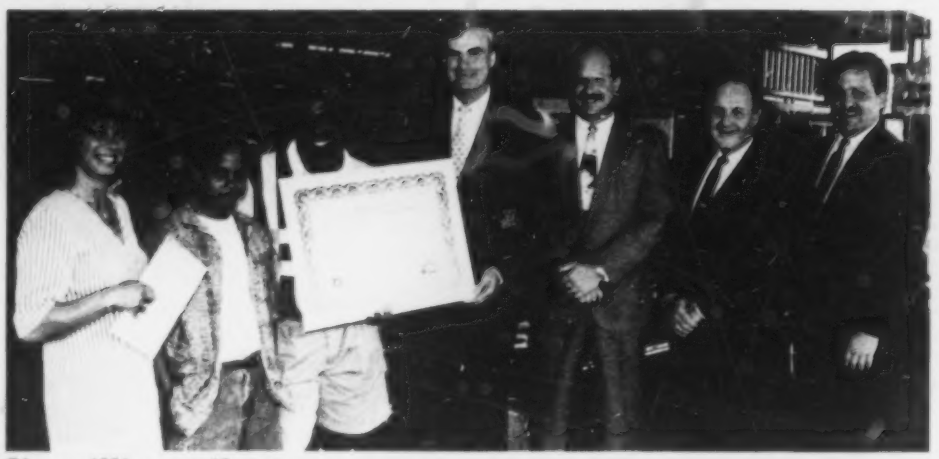
GM dealers have similar capabilities with T-series computerized diagnostic systems. Chrysler Corp. has delayed the rollout of its system to make software changes.

The Ford system can cost a dealer as much as $35,000 and Ogden says a dealer investment of that size is quite significant, especially in the current recession.

Ford has a program to rent the system to dealers, a first-ever service equipment rental arrangement by the company to dealers.

A frequent puzzler for both owner and service technician is the inability to reproduce a problem that occurs on the road.

The Service Bay Diagnostic System includes a portable vehicle analyzer that slides out of the service bay system and rides in the car with the owner to record all vehicle riding sequences. The portable is returned to its mother system where it is downloaded and unfolds its problems.



Six million milestone

Donald Bennett Sr., third from left, of Warren, Mich., was the 6 millionth customer to buy a Chrysler Service Contract in the program's 11-year history. Pictured are, from left: Patricia Bennett; Donald Bennett; Bennett Sr.; Jim Lowry, manager of Chrysler Service Contracts; Shaw Lynes of Champion Chrysler-Plymouth in Mount Clemens, Mich.; and Ron Boyd and Kirk Kammer of Chrysler Service Contract.

Service business declines

DETROIT — At a time when new-car dealers are relying even more on service and parts business to stay afloat, that business declined in June compared to a year earlier.

Parts and repair business was just 94.9 percent of the June 1990 total, as measured by the Automotive News Service Index. June was the second consecutive month that shop business fell short of the comparable month a year ago.

In June, the largest drops were reported in repair orders written and sales of all parts and accessories. The only increase noted was in total labor sales.

For the first half of this year, parts and service business was 99.5 percent of the total in the first half of 1990.

The biggest decline in the first half was in gross profit on all parts and labor. Shop parts sales was the only category of the five tracked that showed an increase.

Several of the survey respondents blamed the recession for the decline in business. Other reasons included:

- Unusually mild weather in June, resulting in lower-than-average wholesale and four-wheel drive repair sales.
- "In these tougher economic times, we are not doing a good job competing with the cheaper non-factory repair shops," one dealer said.

SERVICE INDEX
94.9*

	June, '91 vs. June, '90	Jan.-June, '91 vs. Jan.-June, '90
Gross Profit on All Labor and P&A Sales	– 4.5%	– 9.5%
Repair Orders Written	– 8.6%	– 0.9%
Total Labor Sales (Customer & Warranty)	+ 1.1%	+ 0.9%
Shop Parts Sales (Customer & Warranty)	– 4.0%	+ 2.8%
Sales of All P&A	– 7.4%	– 0.8%

* Survey by Automotive News shows that dealers' service and parts business in June 1991 was 94.9 percent of business in June 1990. Service business in the first six months of 1991 was 99.5 percent of business in the corresponding period in 1990.

Some dealerships reported an increase in service business for the month. Among their reasons:

- Increase in the labor rate.
- More customers repairing instead of trading in their cars.
- A month of record-setting high temperatures, increasing business for air conditioning and cooling system repairs.

Figures used in the Automotive News Service Index are compiled from monthly reports on service and parts business from a cross section of the nation's new-car dealers.

BRIEFS

GM recalls sport-utilities

DETROIT — General Motors is recalling about 112,000 1991 model sport-utilities due to a problem with a seal in the fuel system.

The recall covers four-door Chevrolet Blazer, GMC Jimmy and Oldsmobile Bravada vehicles. GM said the fuel tank sender seal may be out of position, which in the event of a rollover could allow fuel to spill.

Camaro, Firebird, Fiero recalled

DETROIT — About 196,000 1982-86 passenger cars are being recalled by General Motors to repair the parking brake.

The recall covers 1982-86 Chevrolet Camaros and Pontiac Firebirds and 1984-86 Pontiac Fieros equipped with manual transmissions and rear disc brakes. The vehicles may contain a faulty parking brake adjuster. The condition could cause a gradual loss of parking brake effectiveness.

GM first notified owners of the condition in April and is now initiating the recall after stocking repair parts.

Ford recalls passenger cars

DEARBORN, Mich. — Ford Motor Co. is recalling about 11,800 cars to repair problems with automatic transmissions and transmission oil coolers.

One recall covers 6,425 1991-model Ford Crown Victoria, Thunderbird and Mustang and Mercury Grand Marquis and Cougar. A cam on the parking rod assembly of the automatic transmission on about 1,000 of the vehicles may be below the minimum hardness. These vehicles may be difficult to shift into or out of park, and may not properly engage in park.

Ford also is recalling about 5,400 1990-model Probe GTs with automatic transmissions to inspect the transmission oil cooler. Radiator coolant may leak into the transmission cooler, which could lead to failure of the transmission. Dealers will reposition a clamp on the oil cooler. Ford also estimates that 2 percent of the vehicles will require radiator replacements and 1 percent will need new radiators and transmissions.

DuPont updates refinishing book

WILMINGTON, Del. — DuPont has published an updated version of its Automotive Refinishing Handbook.

The 134-page illustrated book includes sections covering paint and body shop layout, safety and health practices, refinishing systems and techniques, surface preparation, and application of undercoats and topcoats. A section is devoted to troubleshooting painting problems.

The book sells for $14.55, with one dollar from each sale donated to the Educational Development Fund established by DuPont and the Vocational Industrial Clubs of America. For ordering information, call 1-800-533-1313.

'92 Cadillacs get smaller fuses

ROGER ROWAND
Staff Reporter

DETROIT — Aside from new looks, Cadillac's 1992 Seville and Eldorado are getting new fuses.

The blade-type mini fuses, manufactured by Littelfuse Inc. of Des Plaines, Ill., are about two-thirds the size of the current auto fuses.

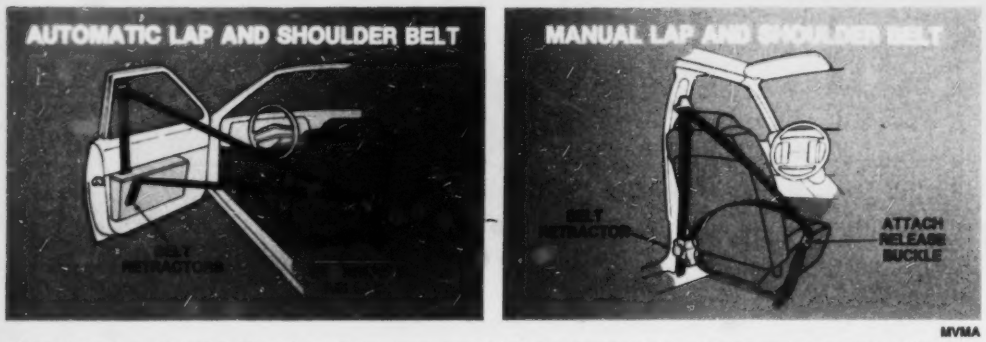
The new fuses allow engineers such flexibility as putting each taillight on a separate electrical circuit or isolating items such as clocks, computers, fuel injection and interior lights.

The new Eldorado and Seville each use about 50 mini fuses in fuse blocks in the engine compartment and trunk, up from just 26 standard fuses in the last model year.

GM has notified Cadillac dealership service managers that the little fuses will replace larger fuses on future models and that managers should order the new ones for stock.

Blade-type fuses were introduced in 1976 to substantially replace the glass cartridge fuse that had been used almost universally in this country for decades.

The mini fuses, 52 per car, have been installed in Saturn cars since production started last year.



MVMA

GM-style passive seat belt (left) anchors to the door; manual belts used with air bags (right) anchor to the B-pillar.

20 YEARS OF AIR BAG HAGGLING

The history of the 20-year movement to have mandatory dual air bags in light vehicles is checkered with political and social infighting. Here are the highlights:

■ **1970**

NHTSA issues air bag rule for passenger cars to become effective in 1974. Auto industry fights it. Standard never becomes law, being rejected in 1971 by Nixon administration after messy court battle.

■ **1977**

Air bag standard is reissued.

■ **1981**

Air bag standard is again revoked, this time under Reagan administration after industry attack.

■ **1984**

The Federal Motor Vehicle Safety Standard 208 passive restraint rule is finally pushed through after the Supreme Court rules that the rule could not be revoked. NHTSA agrees to a choice of restraints in order to get the rule through.

■ **1991**

Senate passes bill requiring air bags in both front-seat positions in all passenger cars by the 1995 model year and all light-duty trucks by the 1997 model year.

BELTS

FROM PAGE 1

working to make dual air bags law. The Senate has passed the Highway Fatality and Injury Reduction Act of 1991, which would require air bags in both front-seat positions in all passenger cars manufactured after Sept. 1, 1995, and in all light trucks manufactured after Sept. 1, 1997. Its fate in the House of Representatives is uncertain.

Consumer demand, falling prices for air bags, and aggressive legislation will pre-empt any rule-making action that NHTSA might initiate as a result of its study.

According to NHTSA estimates, 685,000 air bag-equipped cars were on the road in model year 1989. In 1990, that number jumped to 2.9 million. By 1993, NHTSA expects 5 million to 6 million cars to have air bags.

In 1984, NHTSA estimated that if all cars were equipped with driver- and passenger-side air bags and all drivers and passengers wore three-point manual safety belts, some 4,000 to 9,000 lives would have been saved out of the 23,621 car occupant fatalities that occurred that year. Air bags are useful only in frontal crashes, not in side- or rear-impact crashes.

(A total of 44,257 deaths are attributed to 1984 vehicle accidents, including trucks, vans, motorcycles, buses, pedestrians and bicyclists, but only occupants of passenger cars were covered by the passive restraint rules.)

The two most popular types of passive belts are the two-point motorized and the three-point door-mounted systems.

In the first, a motorized shoulder harness automatically covers the occupant's shoulder and chest after the door is closed and the engine is started. The occupant must still attach a lap belt manually to be fully protected.

> We were guinea pigs for NHTSA to compile a database on the effectiveness of automatic seat belts
>
> **Clarence Ditlow**
> Center for Auto Safety

Ford Motor Co. and several Japanese makers widely use that system. An internal Ford survey on motorized passive-restraint belt usage in 1988 revealed a lap-belt usage of only 29 to 42 percent on systems with a motorized shoulder belt, according to William F. Eagleson, Ford's occupant protection and impact dynamics manager.

That is consistent with a University of North Carolina study that found that only 30 percent of car occupants fasten manual lap belts.

The second system, widely used by General Motors divisions, attaches the shoulder and lap belts to the rear edges of the door. In principle, the front-seat occupants should be automatically belted after slipping under the belts and closing the door. In practice, few users leave the belt buckled at the console, thus turning the door-mounted "passive" belt into a conventional, manually operated belt.

The NHTSA report is said to confirm the worst fear of safety advocates: that tens of thousands of Americans may have died because seven years ago NHTSA allowed carmakers the option of installing a variety of passive restraint systems rather than just air bags.

"The public gained, but some people lost" under the rule, says Barry Felrice, NHTSA's associate administrator for rulemaking. "We were trading off some potential safety for people who were belt users to offset that by providing protection for people who were not avid belt users. It was a tough choice — not a win-win situation."

NHTSA traded off the reduced efficiency of passive belts, which jeopardized avid wearers of manual belts, for the increased safety of some restraint for people who didn't wear manual belts. But many of the so-called passive systems are in fact used, or unused, just like manual systems.

Until this recent study, NHTSA says it lacked sufficient data to establish the safety benefits or problems associated with individual passive restraint systems.

"When we wrote the 1984 standard we didn't know how effective passive restraints would be," says NHTSA's Felrice. "Now we have many more years of data. We expect to have a statistically reliable database. We call it 'real-world data.' "

Safety experts expect new requirements for driver and passenger air bag installations — and the resulting phase-out of passive-restraint seat belt allowances.

NHTSA's critics say the agency took too long and sacrificed too many lives to come to the conclusion that air bags protect better than automatic belts.

Ben Kelly, president of the Institute for Injury Reduction, a nonprofit organization of trial lawyers, says additional data collection was unnecessary.

"You don't need high-falutin data," says Kelly. "Tests were done in Europe 30 years ago for real numbers. Car companies and NHTSA have not done the obvious thing: air bags for all cars."

Safety advocates claim too many lives were lost during the accumulation of data.

"We were guinea pigs for NHTSA to compile a database on the effectiveness of automatic seat belts," says Clarence Ditlow, executive director of the Center for Auto Safety, a safety organization traditionally critical of NHTSA.

As early as 1970, NHTSA was pushing for air bag mandates in passenger cars. But these efforts were thwarted under the Nixon and Reagan administrations in 1971 and 1981, respectively, after strong automaker protests against bags. Automakers claimed the bags were too expensive and would not be accepted by the consumer, although GM did offer bags in 1974. NHTSA finally allowed the compromise of bags or automatic belts in 1984.

> The public gained, but some people lost. . . . It was a tough choice — not a win-win situation.
>
> **Barry Felrice**
> NHTSA

"Depending on the bells and whistles and the individual vehicle," says an industry source, motorized passive seat belt systems cost about $120 for the pair of front seats, approximately $330 less than the combined cost for basic driver and passenger air bags, including manual belts.

The rules written in 1984 for passive safety mandated that automobile manufacturers must install automatic restraints in new cars, starting with 10 percent of a fleet's cars in the 1987 model year and increasing to 25 percent in 1988, 40 percent in 1989, and 100 percent in 1990. That mandate could be met with either a driver-side air bag with front-seat manual belts or automatic seat belts that fasten around front-seat occupants when the door is closed — including systems that require manual fastening of the lap belt.

A problem with that passive shoulder belt/manual lap belt system was revealed in horrifying starkness in a widely publicized

see BELTS, 33

If only bags were required and drivers belted up

If the initial air bag standard proposed by NHTSA in 1970 had gone into effect in 1974, and people used their seat belts with them, 135,000 lives could have been saved by 1991. That estimate comes from Public Citizen, a Ralph Nader-affiliated safety advocacy group.

The group estimates that 1,000 lives could have been saved in 1974, and that as bagless cars were replaced over the years, the law would have saved 2,000 lives in 1975, 3,000 in 1976, and so on until 1984, when nearly every car on the road had an air bag and 10,000 lives a year could have been saved.

The catch is that many people don't use their belts.

In 1991, it is estimated that belts are worn by only half of the people in states with mandatory seat-belt usage laws. The number is much lower in states without belt laws. Passive restraint legislation is designed to protect those who will not willingly protect themselves.

Air bags a costly choice

Air bags cost carmakers and consumers considerably more than automatic seat belts. Besides the obvious additional cost of the sensors, wiring harnesses, electronics and air-bag modules, there is the significant and costly redesign of instrument panels and steering columns for existing vehicles.

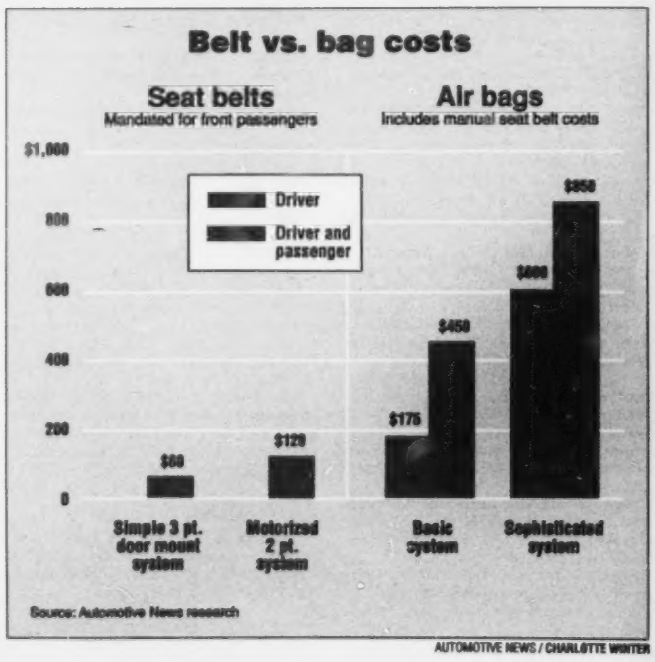
"It was a question of practicality," says William F. Eagleson, occupant protection and impact dynamics manager at Ford Motor Co. "We wanted to phase them (air bags) in on some type of planned schedule."

While still more expensive than belts alone, air bags have dropped dramatically in cost in the last two years. A bag system used to cost between $500 and $1,000.

Now, a domestic automaker source says a basic driver-side air bag, including manual lap belts, costs up to $175, depending on the vehicle model. Adding a passenger-side air bag costs $270 more.

European makers frequently use more complex systems and pay as much as $600 to protect the driver with an air bag. A bag for the passenger would add about $250, according to a supplier source.

A motorized two-point belt system for driver and passenger costs Ford Motor Co. approximately $120. Non-motorized automatic belt systems cost substantially less.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

Automakers have frequently cited the high cost of air bags as a reason for considering other passive-restraint methods.

But safety engineers acknowledge that prices are plummeting as suppliers streamline production methods, technology improves and volume increases. One domestic-maker source told *Automotive News* that the company hopes to be paying $85 for a driver-side bag and $100 for a passenger-side bag "within the next few years."

— Jack Keebler

EARNINGS

FROM PAGE 4

surprises in GM's April to June results.

But he already has reduced his earnings estimate for the third quarter because GM has scheduled 57,000 fewer vehicles than he expected. GM now plans to build 1.1 million cars and trucks in the United States and Canada in the July-September period.

Glantz said he expects a slight reduction in third-quarter incentive costs, but has increased his estimate of GM's third quarter loss to nearly $800 million.

Second-quarter worldwide factory sales totaled 1.9 million units, off 10.6 percent from the same period last year. GM said total overseas profitability was good, with record second quarter results in Europe and improved operations in Latin America.

GM's Electronic Data Systems Corp. subsidiary reported second quarter earnings of $139.8 million, up 12 percent from year-ago. General Motors Acceptance Corp. posted net earnings of $233 million in the second quarter, off 6.3 percent from last year, and GM Hughes Electronics said its second quarter earnings declined 39.7 percent to $114 million.

Ford Motor Co.

David McCammon, vice president of finance and treasurer for Ford, says he doesn't expect improved results the next three months because "the third quarter typically is the worse one of the year."

Ford's losses of $324 million or 68 cents a share for the second quarter increased the company's total losses for the first six months to $1.2 billion. Last year at June 30, Ford had earned $1.3 billion.

Ford's automotive operations in the United States accounted for almost all of the company's loss for the second quarter. The company's U.S. automotive division sold 133,000 fewer cars and trucks than it did a year ago and reported a loss of $565 million, compared to earnings of $356 million a year ago.

Automotive operations outside the United States contributed a $2 million loss.

Earnings of $243 million from Ford's Financial Services Group saved the company from reporting much higher losses for the quarter.

McCammon says it's pretty clear that Ford will report a loss for the entire year, but he would not make predictions for 1992.

"We're more of a blue collar company," especially Ford Division which sells lower-priced vehicles, "so our products are hurt more when there is a recession," McCammon said.

He said about 40 percent of the company's Ford and Lincoln-Mercury dealers were unprofitable through June 30. Total dealer inventories were about 700,000 units, down from 825,000 units after the first half last year, he said.

In other highlights, automotive operations cash rose from $6 million the first quarter to $6.7 million, primarily due to an 80 percent transfer of Ford's tractor operation to Fiat S.p.A. on May 6; worldwide automotive capital spending was down $476 million, with two-thirds of that cut in Europe. McCammon said there were no important product programs cut in the United States.

McCammon said the company has achieved over half of its $3 billion cost-cutting goal for this year.

He predicts a 2 percent growth in the economy the second half of the year but says auto sales will remain below normal rates.

Chrysler Corp.

Chrysler curbed its second quarter losses, but it is paying a much higher price for the cars and trucks it sells.

Chrysler lost $212 million for the three months ended June 30, on total sales of $7.81 billion. The loss was an improvement over the $341 million loss for the first quarter, but was still off sharply the second quarter 1990, when it earned $180 million.

Chrysler lost $810 million in the first six months of 1991 on total sales and revenues of $13.61 billion, compared to a profit of $251 million in 1990 on sales of $16.48 billion.

Chrysler's cash position in automotive operations improved by $400 million to $2.4 billion; its total consolidated cash and marketable securities, including Chrysler Financial Corp., increased $558 million to $3.1 billion.

At June 30, the company had negative net working capital of $2.7 billion, about the same as at the end of the first quarter, according to Maryann Daddow, Chrysler's manager of external reporting.

Chrysler is paying a hefty price for its sales. The company's average incentive costs increased by $196 to $1,296 per vehicle in the quarter.

Still, Chrysler Chairman Lee A. Iacocca said, "The economy and the industry both showed some improvement in the second quarter as customers slowly came back to the market. That helped our results."

Iacocca credited increased sales volumes, a better retail/fleet mix and the company's cost reduction with improving its position.

"By the end of the quarter, we had all the actions in place necessary to generate an on-going savings of $3 billion annually, counting from July 1989 when we started the program," Iacocca said. "And that should help us during the model changeover in the third quarter, when the industry typically experiences large cash outlays."

He said the company's cost reduction program enabled it to keep its $16.4 billion five-year product development program "in place and on schedule. In fact, some of it is even ahead of schedule," Iacocca said.

"If the market continues to improve, we should be in pretty good shape in the second half of the year," he concluded.

Chrysler retailed 883,442 cars and trucks in North America during the first half of the year, down from 1,022,182 units in the comparable period of 1990.

Its first-half worldwide factory sales of 898,653 units were off from 1,079,227 a year ago.

10-DAY CAR AND TRUCK SALES, BY MAKE

	July 11-20, 1991	July 11-20, 1990
ALFA ROMEO (imp. car)*	121	145
Acura (imp. car)	4,438	4,266
Domestic car	13,413	13,593
Imported car	4,367	7,928
Honda	17,780	21,521
AMERICAN HONDA	22,218	25,787
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,202	1,628
Domestic car*	3,978	5,714
Imported car*	23	117
Domestic truck*	115	91
Chrysler Division*	4,116	5,922
Domestic car*	7,686	7,589
Imported car*	1,106	623
Domestic truck*	13,041	13,795
Imported truck*	113	311
Dodge*	21,945	22,318
Domestic car*	1,782	1,948
Imported car*	254	410
Eagle*	2,036	2,358
Domestic truck*	5,037	6,026
Jeep*	5,037	6,026
Domestic car*	4,554	4,801
Imported car*	482	569
Domestic truck*	4,807	5,383
Plymouth*	9,843	10,753
Domestic car*	18,000	20,052
Imported car*	1,864	1,719
Domestic truck*	23,000	25,295
Imported truck*	113	311
CHRYSLER CORP.*	42,976	47,377
Imported car*	222	215
Imported truck*	89	164
DAIHATSU*	311	378
FERRARI (imp. car)*	24	24
Domestic car	29,673	35,154
Imported car	691	2,186
Domestic truck	35,102	42,381
Ford Division	65,466	79,721
Domestic car	3,831	4,444
Lincoln	3,831	4,444
Domestic car	8,819	9,929
Imported car	2,169	2,027
Mercury	10,988	11,956
Domestic car	42,323	49,527
Imported car	2,860	4,213
Domestic truck	35,102	42,381
FORD	80,285	96,121
Domestic car	16,313	16,156
Buick	16,313	16,156
Domestic car	5,848	6,148
Cadillac	5,848	6,148
Domestic car	39,266	38,203
Imported car	2,791	2,978
Domestic truck	31,071	36,003
Imported truck	31	72
Chevrolet	73,159	77,256
GMC (dom. truck)	9,137	9,869
Domestic car	14,953	15,120
Domestic truck	966	828
Oldsmobile	15,919	15,948
Domestic car	13,014	15,608
Imported car	1,831	2,711
Domestic truck	721	1,030
Pontiac	15,566	19,349
Domestic car	2,540	0
Saturn	2,540	0
Domestic car	91,934	91,235
Imported car	4,622	5,689
Domestic truck	41,895	47,730
Imported truck	31	72
GENERAL MOTORS	138,482	144,726
HYUNDAI*†	3,097	3,519
Imported car*	700	104
Domestic truck	836	184
Imported truck*	3,235	3,617
ISUZU*	4,771	3,905
JAGUAR (imp. car)*	267	460
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,487	2,276
Imported car*	3,420	4,042
Domestic truck	292	0
Imported truck*	3,647	4,215
MAZDA*	8,847	10,532
MERCEDES-BENZ (imp. car)*	1,442	2,008
Domestic car	1,942	1,088
Imported car*	2,471	4,011
Imported truck*	623	1,222
MITSUBISHI*	5,037	6,321
Infiniti (imp. car)	1,256	539
Domestic car	3,298	2,857
Imported car*	7,318	8,291
Domestic truck	4,120	3,513
Imported truck*	4,186	4,319
Nissan*	18,922	18,980
NISSAN MOTOR CORP.	20,179	19,519
PEUGEOT (imp. car)*	103	107
PORSCHE (imp. car)*	123	253
RANGE ROVER (imp. truck)*	68	110
ROLLS/BENTLEY (imp. car)*	15	30
SAAB (imp. car)*	465	840
STERLING (imp. car)*	86	93
Domestic car	1,300	588
Imported car*	1,379	2,558
SUBARU*	2,679	3,146
Imported car	102	177
Imported truck	389	376
SUZUKI*†	491	553
Lexus (imp. car)	2,193	1,883
Domestic car	12,791	9,318
Imported car	9,711	9,986
Imported trück	9,194	8,913
Toyota	31,893	28,217
TOYOTA MOTOR SALES	33,889	30,100
Audi (imp. car)*	481	778
Imported car*	2,625	4,413
Imported truck*	174	218
Volkswagen*	2,880	4,631
VWoA*	3,298	5,462
VOLVO*†	2,184	2,694
YUGO (imp. car)*	68	168
Domestic car	186,488	190,534
Imported car	59,985	72,781
TOTAL CAR	245,573	263,315
Domestic truck	185,245	119,193
Imported truck	21,758	23,537
TOTAL TRUCK	126,995	142,648
TOTAL CAR & TRK	372,567	405,955

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

★ '90 & '91 Lincoln "S-t-r-e-t-c-h-e-d" Limos ★
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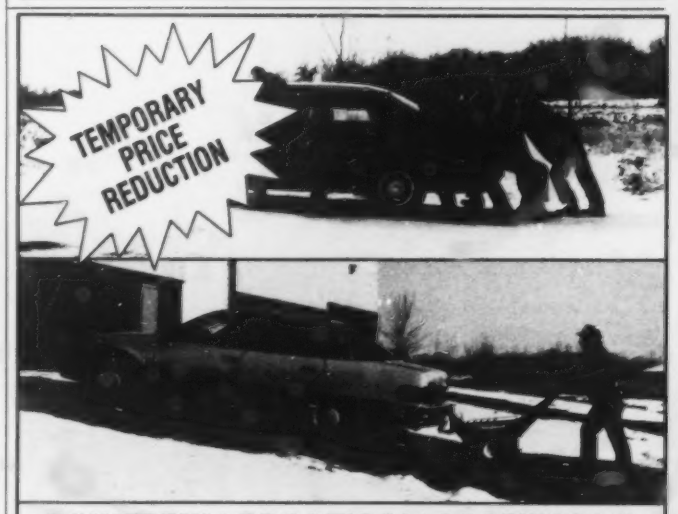

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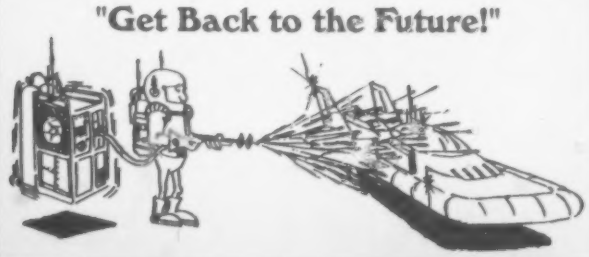

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Mitsubishi pays buyers, dealers

DARRELL PRESSLEY
Special Correspondent

Mitsubishi Motor Sales of America Inc. is offering a wide array of regional incentive programs for customers and dealers on 1990 and 1991 cars and trucks.

The only national program for consumers is a $750 rebate to buyers of Mirage models, and the only other consumer payments are to buyers in Hawaii — $1,000 on the Galant and Eclipse, $1,250 to $1500 on pickup trucks and $1,500 on the Montero.

On the dealer side, rebates of $250 to $750 are offered on Mirage models in all regions.

Other payments to dealers vary by regions. There are rebates of $200 to $2,000 on the Galant and $200 to $1,500 on the Eclipse, Montero and pickup trucks. Some are based on number of units sold; others are based on on performance against quota.

In Hawaii, Mitsubishi offers the best of both worlds on the Galant, Eclipse, Montero and pickups. Customer rebates of $1,000 to $1,500 are in effect, and so are dealer rebates of $500 to $750.

The programs expire Sept. 30 in California and Hawaii and Aug. 31 in the Northeast, North Central, Southeast and Southwest regions.

A new round of incentives is on tap for Ford Motor Co. and several import lines.

Ford dealer and customer incentive programs expire Tuesday.

Wednesday is the expiration date for Saab's cut-rate loans, and and a rebate for buyers of Mazda trucks is due to end Friday.

Dealer rebates slated to expire this week involve the Honda Civic; the Mazda MPV; the Toyota Camry, Corolla and pickup trucks; the Suzuki Swift and Sidekick models and most Nissan models.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial, New Yorker Fifth Avenue (1990-91)	$1,500
LeBaron, N.Y. Salon (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91)	$1,500
Spirit, Dynasty (1990-91)	$1,000
Shadow conv. (1991)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram w van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Laser (1991), Sundance (1990)	$700
Sundance Highline (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
1990-91 models. Finance rates in lieu of rebates are 4.8 percent on Festiva, Escort (except Pony), Tracer; 7.9 percent on others. Terms are 24, 36 or 48 months. All incentives expire July 30.

Ford Festiva, Escort Pony and LX, hatchbacks, Mustang	$500
Tempo	$600
Thunderbird	$600-750
Escort wagon, GT	$750
Taurus	$750
Taurus SHO	$1,600
Probe	$1,000
Crown Victoria (1991)	$1,500
F series, Econoline (1991)	$500
Ranger, Aerostar, F series (over 8,500 gvw)	$1,000
Econoline E150 (1990, with conversion pkg.)	$1,500
Econoline E150 (1991, with conversion pkg.)	$1,000
Bronco	$1,500
Mercury Tracer sedan	$500
Topaz, Capri	$600
Cougar	$600-1,000
Tracer LTS and wagon	$750
Sable	$750
Grand Marquis (1991)	$1,000

GENERAL MOTORS
Expires Sept. 25 unless otherwise noted. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC. Geo Prizms delivered by July 30 can be financed at 2.9 percent.

Buick (1991)* Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac (1991) Brougham (expires July 31)	$1,500
Chevrolet cars (1991) Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Canrice	$1,000
Chevrolet trucks(1991) Astro	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S-10 pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991) Oldsmobile has regional programs. This is an example. Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Cruiser, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac (1991) Grand Am, Trans Sport	$750
Firebird, Grand Prix	$1,000
Bonneville	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MAZDA (expires Aug. 2)

Trucks (1991)	$500-1,300*
*Based on region	

MITSUBISHI
(1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)

Mirage (national)	$750
Galant, Eclipse (Hawaii)	$1,000
Trucks (Hawaii)	$1,250-1,500

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

Audi (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Colt, Colt Vista (1990-91)*	Up to $700, quota
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$1,000
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Colt, Colt Vista (1990-91)*	Up to $700, quota
Minivans (1991) without air bags	$500
*Expires July 31	

FORD MOTOR CO. (expires July 31)
Ford Escort (1991), Crown Victoria (1990-91-92) and F-series pickup (1990-91)

100 percent of quota	$500-15,000
110 percent of quota	$750-22,500
120 percent of quota	$1,000-30,000

Dealerships divided into seven groups, based on number of units in quota. Payments listed above are the range of *total amounts for the seven groups.*

Program includes Mercury Tracer (1991) and Grand Marquis (1990-91-92) for Ford-Mercury dual dealerships.

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Oldsmobile (expires Sept. 25) Eighty Eight (1991)	$1,000

HONDA (expires July 31)

Civic 4-dr. (1991)	$400

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (1991 models, expires Sept. 16)

Cars	$700-1,500
Trucks	$700-1,800

MAZDA (expires Aug. 2)

MPV (1991)	$500

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 500SEL	$5,000

MITSUBISHI
(1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere; payments vary by regions.)

Mirage	$250-750
Eclipse	$200-1,500
Galant	$200-2,000
Trucks	$200-1,500

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	
Stanza	
Maxima	$800-1,000 quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota
Additional rebate, all models	$1,000 quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Aug. 2)

Swift (1990-91)	$400-1,000
Sidekick (1990)	$1,000
Sidekick (1991)	$300-1,000

TOYOTA (expires Aug. 2)

Corolla	$300-900, based on number sold
Camry, trucks	$300-1,100, based on number sold

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (expires Aug. 16)

740 and 940 (1991)	$1,000

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	7/29, 8/5	*
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Bramalea, Ontario	7/29	
Dodge Monaco		775
Eagle Premier		531
Newark, Del.	7/29, 8/5	*
Dodge Spirit		
Chrysler LeBaron J		
Plymouth Acclaim		
St. Louis (No. 2)	7/29	*
Chrysler Town & Country		
Dodge Caravan C/V		
Dodge Grand Caravan		
Plymouth Grand Voyager		
Warren, Mich.	7/29	*
Dodge full-sized pickups		
Dodge mid-sized pickups		
Windsor, Ontario (Pillette Road)	7/29	
Dodge Ram Van		1,273
Dodge Ram Wagon		575
FORD MOTOR CO.		
Oakville, Ontario	7/29	
Ford Tempo		3,275
Mercury Topaz		1,075
GENERAL MOTORS		
Arlington, Texas	7/29	
Cadillac Brougham		300
Chevrolet Caprice sedan		1,700
Baltimore	7/29, 8/5	*
Chevrolet Astro		
GMC Safari		
Bowling Green, Ky.	7/29, 8/5	*
Chevrolet Corvette		
Detroit	7/29, 8/5	*
Commercial, recreational specialty vehicle chasis		
Doraville, Ga.	7/29	*
Olds. Cutlass Supreme		
Fairfax, Kan.	7/29	
Pontiac Grand Prix		3,000
Fort Wayne, Ind.	7/29, 8/5	*
Chevrolet C/K pickup		
GMC Sierra		
Janesville, Wis.	7/29, 8/5	*
Chevrolet Kodiak		
GMC Topkick		
Lansing, Mich. (A Plant)	7/29, 8/5	*
Buick Skylark		
Olds. Calais		
Lansing, Mich. (B Plant)	7/29, 8/5, 8/12, 8/19, 8/26, 9/2	*
Pontiac Grand Am		
Lordstown, Ohio	7/29	*
Chevrolet full-sized vans		
GMC full-sized vans		
Moraine, Ohio	7/29, 8/5	*
Chevrolet S10 pickup		
Chevrolet Blazer		
Chevrolet postal vehicles		
GMC Sonoma		
GMC Jimmy		
Olds. Bravada		
Oklahoma City	7/29	*
Chevrolet Century sedan		
Chevrolet Century wagon		
Olds. Cutlass Ciera sedan		
Olds. Cutlass Ciera wagon		
Pontiac 6000 sedan		
Pontiac 6000 wagon		
Oshawa, Ontario (No. 1)	7/29	*
Chevrolet Lumina		
Oshawa, Ontario (No. 2)	7/29	*
Buick Regal		
Chevrolet Lumina		
Oshawa, Ontario	7/29	
Chevrolet full-sized pickups		*
GMC Sierra		
Pontiac, Mich. (East)	7/29	*
Chevrolet C/K pickup		
GMC Sierra		
Pontiac, Mich. (West)	7/29, 8/5	*
Chevrolet S10 pickup		
Chevrolet S10 Blazer		
GMC Sonoma		
GMC S15 Jimmy		
St. Therese, Quebec	7/29	*
Olds. Cutlass Ciera		
Shreveport, La.	7/29	*
Chevrolet S10 pickup		
Chevrolet S10 Blazer		
GMC Sonoma		
GMC S15 Jimmy		
Tarrytown, N.Y.	7/29, 8/5	
Chevrolet Lumina		1,215
Olds. Silhouette		715
Pontiac Trans Sport		840
Van Nuys, Calif.	7/29	*
Chevrolet Camaro		
Pontiac Sunbird		
Willow Run, Mich.	7/29	
Buick Roadmaster wagon		1,000
Chevrolet Caprice sedan		1,600
Chevrolet Caprice wagon		2,300
Olds. Custom Cruiser wagon		150
Wilmington, Del.	7/29, 8/5, 8/12, 8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		

Total U.S. car	**10,850**
Total Canada car	**5,656**
Total U.S. truck	**2,770**
Total Canada truck	**1,848**
Total units lost week of 7/29	**20,324**

*Model changeover
**Vacation
Source: Automotive News Data Center

U.S. CAR	Week Ended July 27, 1991	Week Ended July 20, 1991	July to Date	Jan. 1 to July 27, 1991	Jan. 1 to July 28, 1990
Horizon	0	0	0	0	4,327
Sundance	0	0	4,185	27,007	44,033
Acclaim	0	0	4,226	48,338	56,049
Total Plymouth	**0**	**0**	**8,411**	**75,345**	**104,409**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	0	18,697	26,823
N. Yorker C-Class	0	0	656	4,773	24,535
Fifth Avenue	0	0	2,886	20,697	14,265
Imperial	0	0	529	4,563	12,503
Total Chrysler	**0**	**0**	**4,071**	**48,730**	**86,190**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	18,269
Shadow	0	0	4,678	32,253	51,331
Dynasty	0	0	4,572	66,450	63,416
Spirit	0	0	3,621	43,369	51,864
Total Dodge	**0**	**0**	**12,871**	**147,008**	**188,958**
CHRYSLER CORP.	**0**	**0**	**25,353**	**271,083**	**379,557**
Escort	5,799	5,783	11,582	112,957	118,944
Mustang	3,670	0	3,670	46,212	81,544
Tempo	3,074	2,921	5,995	62,924	77,574
Taurus	3,557	7,025	10,582	184,354	204,107
Thunderbird	1,491	2,158	3,649	44,022	69,597
Total Ford Div.	**17,581**	**17,887**	**35,478**	**450,469**	**551,766**
Topaz	1,336	1,505	2,841	27,908	29,971
Cougar	2,829	1,946	4,775	34,441	43,270
Sable	1,858	2,697	4,555	60,820	61,739
Total Mercury	**6,023**	**6,148**	**12,171**	**123,169**	**137,980**
Continental	1,288	1,191	2,479	31,632	34,063
Mark VII	232	210	442	5,541	13,342
Town Car	3,030	2,811	5,841	74,444	89,851
Total Lincoln	**4,550**	**4,212**	**8,762**	**111,617**	**137,256**
Total L-M Div.	**10,573**	**10,360**	**20,933**	**234,786**	**275,236**
FORD MOTOR CO.	**28,154**	**28,247**	**56,411**	**685,255**	**827,002**
Skylark	0	0	0	27,510	53,513
Century	0	1,963	6,909	52,092	40,338
Riviera	119	21	149	13,558	13,116
Electra/Park Ave.	1,411	1,353	6,453	64,715	21,027
LeSabre (fwd)	2,660	1,308	5,690	30,614	96,724
Roadmaster Sedan+	0	1,030	2,884	13,592	0
Roadmaster Wagon+	0	724	1,216	16,848	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**4,190**	**6,399**	**23,301**	**220,135**	**234,017**
Eldorado	187	26	221	6,616	12,261
Seville	300	44	362	14,271	22,806
Brougham (rwd)	0	210	838	10,857	14,844
DeVille (fwd)	2,547	2,643	11,623	84,522	95,902
Allante	64	64	243	1,817	2,516
Total Cadillac	**3,098**	**2,987**	**13,287**	**118,083**	**148,329**
Cavalier	4,408	4,621	17,508	155,024	188,868
Camaro	0	1,439	4,337	29,600	38,535
Corsica/Beretta	2,240	2,145	17,353	132,384	167,091
Caprice	0	1,235	6,236	79,466	149,000
Corvette	0	383	1,248	13,135	14,596
Total Chevrolet	**6,648**	**9,823**	**46,682**	**429,609**	**558,090**
Calais	0	0	0	34,616	59,289
Cutlass Ciera	0	2,271	7,106	46,785	49,010
Cutlass Supreme	0	1,974	6,634	62,007	51,524
Toronado	72	14	92	2,870	9,509
88 (fwd)	2,716	1,893	8,232	41,359	62,139
Custom Cruiser Wag.††	0	55	335	5,513	1,214
98	1,013	1,686	6,737	46,645	32,784
Total Oldsmobile	**3,801**	**7,893**	**29,136**	**239,795**	**265,469**
Sunbird	1,828	1,932	7,248	71,222	83,181
Grand Am	0	0	0	87,061	113,723
Firebird	0	451	1,378	9,828	24,050
Grand Prix	0	2,449	7,125	60,104	72,581
Pontiac 6000	0	0	0	19,603	36,481
Bonneville	2,541	2,349	7,151	31,151	46,523
Total Pontiac	**4,369**	**7,181**	**22,982**	**278,968**	**376,539**
Total Saturn*	**2,405**	**2,405**	**9,139**	**47,494**	**0**
GENERAL MOTORS	**24,511**	**36,688**	**144,447**	**1,334,985**	**1,582,444**
DIAMOND-STAR*	**2,950**	**2,903**	**10,295**	**88,718**	**73,138**
Civic	1,630	1,635	4,961	51,534	67,605
Accord	7,595	7,475	22,551	203,703	181,379
HONDA	**9,225**	**9,110**	**27,512**	**255,237**	**248,984**
MAZDA*	**3,523**	**3,404**	**10,438**	**89,755**	**98,792**
NISSAN	**2,660**	**2,637**	**5,257**	**75,286**	**51,096**
Corolla	2,100	2,320	8,137	62,306	61,254
Geo Prizm/Nova	2,000	1,820	6,827	56,721	60,678
NUMMI	**4,100**	**4,140**	**14,964**	**119,027**	**121,932**
SUBARU-ISUZU Legacy	1,143	1,120	3,475	32,194	14,971
TOYOTA Camry	**4,250**	**4,298**	**12,716**	**124,254**	**124,417**
TOTAL BIG 3	**52,575**	**64,935**	**229,211**	**2,290,423**	**2,709,903**
TOTAL TRANSPLANT	**27,851**	**27,512**	**84,887**	**784,471**	**733,330**
TOTAL CARS, U.S.	**80,526**	**92,447**	**310,980**	**3,074,894**	**3,522,333**
TOTAL CARS, CANADA	**8,145**	**17,510**	**54,346**	**619,494**	**611,925**
U.S., CANADA CARS	**88,671**	**109,957**	**365,254**	**3,694,388**	**4,134,258**
U.S., CANADA CARS AND TRUCKS	**154,185**	**188,364**	**612,729**	**6,627,240**	**6,956,862**

*Estimate
††1990 totals reflect LeSabre (rwd) †††1990 totals reflect Olds. 88 (rwd)
†Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Saturn includes Geo Metro and Suzuki Swift cars and GM-badged Isuzu trucks.

CANADIAN CAR	Week Ended July 27, 1991	Week Ended July 20, 1991	July to Date	Jan. 1 to July 27, 1991	Jan. 1 to July 28, 1990
Monaco	0	0	557	5,343	5,587
Premier	0	0	280	5,530	5,110
CHRYSLER CORP.	**0**	**0**	**837**	**10,973**	**10,997**
Tempo	3,066	0	3,066	63,089	69,481
Topaz	1,289	0	1,289	20,473	25,040
Crown Victoria	0	2,172	2,172	47,541	69,727
Grand Marquis	0	2,265	2,265	48,631	61,191
FORD MOTOR CO.	**4,375**	**4,437**	**8,812**	**179,734**	**225,439**
Celebrity	0	0	0	0	20,337
Cutlass Ciera	0	1,444	4,998	41,089	53,571
Lumina	0	5,579	16,777	130,684	132,213
Regal	0	2,489	7,658	70,437	57,238
GENERAL MOTORS	**0**	**9,512**	**29,433**	**242,210**	**263,359**
CAMI*	**0**	**0**	**2,946**	**64,270**	**0**
HONDA Civic	**2,190**	**1,990**	**6,277**	**61,122**	**60,813**
HYUNDAI Sonata	**0**	**0**	**965**	**16,450**	**11,243**
TOYOTA Corolla	**1,400**	**1,391**	**5,292**	**38,590**	**35,921**
VOLVO 740 and 940	**180**	**180**	**684**	**5,145**	**5,253**
TOTAL CARS, CANADA	**8,145**	**17,510**	**54,346**	**619,494**	**611,925**

U.S. TRUCK	Week Ended July 27, 1991	Week Ended July 20, 1991	July to Date	Jan. 1 to July 27, 1991	Jan. 1 to July 28, 1990
Caravan	2,400	2,686	10,445	65,372	67,184
Dakota	0	1,679	5,241	46,032	38,746
Caravan C/V	0	0	0	2,109	4,218
Ram pickups	0	1,663	5,286	46,082	57,411
Total Dodge	**2,400**	**6,028**	**20,972**	**159,595**	**167,559**
Cherokee	0	0	2,947	69,622	90,190
Comanche	0	0	79	2,827	4,241
Grand Wagoneer	0	0	0	1,560	3,770
Wagoneer/Briarwood	0	0	12	1,451	2,185
Total Jeep	**0**	**0**	**3,038**	**75,460**	**100,386**
Voyager	1,660	1,873	6,746	54,852	62,835
Town & Country	50	52	265	1,988	2,075
Total C-P Div.	**1,710**	**1,925**	**7,011**	**56,840**	**64,910**
CHRYSLER CORP.	**4,110**	**7,953**	**31,021**	**291,895**	**332,855**
Aerostar	4,796	4,465	9,261	91,652	116,394
Bronco	696	716	1,412	8,545	30,264
Bronco II/Explorer	4,008	4,782	8,790	148,673	99,306
Navajo	0	0	0	5,871	0
Econoline	4,075	4,351	8,426	77,509	111,940
Mediums/Heavies	1,038	0	2,797	19,991	30,975
Light trucks	8,980	9,318	18,298	166,658	259,746
Ranger	7,270	5,654	12,924	143,918	164,599
FORD MOTOR CO.	**30,863**	**29,286**	**61,908**	**662,817**	**813,224**
Astro	3,256	0	3,256	52,861	72,331
Blazer	10	210	587	4,794	10,380
Lumina APV	0	1,112	3,353	24,370	58,807
Mediums/Heavies	266	175	979	980	4,699
P-Model	613	801	2,652	12,122	15,[illegible]
Pickups	3,536	6,200	20,666	167,483	240,501
S10	2,522	5,970	19,279	150,290	139,366
S10 Blazer	1,985	1,764	7,266	19,255	55,616
Sportsvan/Van	0	1,263	3,032	24,593	37,788
Suburban	834	847	3,131	17,265	40,731
Total Chevrolet	**13,922**	**18,342**	**64,201**	**474,013**	**675,811**
Jimmy	209	85	414	1,445	3,216
Mediums/Heavies	292	412	1,243	1,241	5,190
P-Model	34	66	184	1,654	1,973
Pickups	558	2,818	7,925	73,639	89,118
S15/Sonoma	1,181	1,385	5,456	36,016	31,986
S15 Jimmy	200	384	1,643	6,656	19,244
Safari	1,382	0	1,382	22,842	25,957
Suburban	443	571	2,079	14,325	20,411
Vandura/Rally Vans	0	287	776	11,209	14,129
Total GMC	**4,299**	**5,908**	**21,102**	**169,827**	**211,224**
Silhouette	0	603	1,836	12,990	23,762
Bravada	40	578	1,072	9,878	0
Total Oldsmobile	**40**	**1,181**	**2,908**	**22,868**	**23,762**
Pontiac Trans Sport	**0**	**742**	**2,245**	**15,961**	**42,787**
GENERAL MOTORS	**17,361**	**26,173**	**90,456**	**681,969**	**953,584**
NAVISTAR	**1,645**	**1,573**	**3,218**	**41,778**	**43,107**
NISSAN Pickup	**2,660**	**2,656**	**5,316**	**74,134**	**84,914**
SUBARU-ISUZU	**1,204**	**1,212**	**4,238**	**38,042**	**15,526**
AM GENERAL	**400**	**400**	**1,520**	**11,650**	**13,140**
MISCELLANEOUS**	**2,650**	**2,650**	**10,070**	**76,670**	**87,600**
TOTAL TRUCKS, U.S.	**60,993**	**71,963**	**207,747**	**1,870,855**	**2,343,950**

CANADIAN TRUCK	Week Ended July 27, 1991	Week Ended July 20, 1991	July to Date	Jan. 1 to July 27, 1991	Jan. 1 to July 28, 1990
Caravan	0	0	5,890	79,571	52,709
Caravan C/V	0	0	0	11,834	5,610
Ram Wagon	0	0	921	12,647	14,244
Ram Van	0	0	2,636	23,310	33,759
Total Dodge	**0**	**0**	**9,447**	**127,362**	**106,322**
Plymouth Voyager	**0**	**0**	**3,805**	**58,174**	**65,751**
Jeep Wrangler	**0**	**0**	**2,251**	**32,181**	**33,849**
CHRYSLER CORP.	**0**	**0**	**15,503**	**218,717**	**205,122**
FORD F series	**2,925**	**0**	**2,925**	**54,685**	**80,737**
Light trucks	0	2,947	8,979	78,860	101,731
Vans	1,072	1,463	5,287	31,986	31,650
Total Chevrolet	**1,072**	**4,410**	**14,266**	**110,846**	**133,381**
Light trucks	0	1,303	3,462	31,121	40,204
Vans	439	661	2,179	13,944	13,514
Total GMC	**439**	**1,964**	**5,641**	**45,065**	**53,718**
GENERAL MOTORS	**1,511**	**6,374**	**19,907**	**155,911**	**187,099**
CAMI*	**0**	**0**	**900**	**28,673**	**0**
NAVISTAR	**105**	**100**	**325**	**4,111**	**5,726**
TOTAL TRKS., CANADA	**4,661**	**6,534**	**39,719**	**462,897**	**478,684**
U.S., CANADA TRKS.	**65,494**	**78,437**	**247,466**	**2,332,952**	**2,822,634**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz
May contain error of one or two units due to rounding. Compiled by Anne E. Wright

Poor sales, changeovers shut plants

BOB DeMAYER
Special Correspondent

Thirty-one Big 3 assembly plants are down this week, 24 because of model changeovers and seven because of slow sales.

At General Motors, 20 plants are closed for changeovers, and four plants are idle because of poor sales. One Ford Motor Co. plant is down because of slow sales. Chrysler Corp. has four plants out of action for model changeovers this week and two plants down because of slow sales.

Also because of lagging sales, production of the Ford Mustang at the Dearborn, Mich., assembly plant will be reduced from the present 46.3 cars per hour to 35 cars per hour as of Sept. 30.

The Mustang plant has been idled a total of 13 weeks since January because of a lack of orders. The small specialty segment of the market has been hurt severely by the poor economy, resulting in a 105,000-unit decline in production for the first six months of 1991 compared to the same period in 1990, Ford said.

About 400 of the 2,200 employees at the Dearborn plant will be affected by the reduction in line speed. Ford is examining opportunities to reassign them to other facilities.

Auto manufacturers scheduled 80,526 cars last week, down 12.89 percent from the preceding week and down 16.82 percent from last year.

Year-to-date, U.S. car production is 3,074,894, down 12.70 percent from 1990.

Truckmakers planned to build 60,893 units last week, down 15.31 percent from the prior week and down 22.96 percent from the 1990 week.

So far this year, 1,870,855 trucks have been assembled, 20.18 percent behind 1990.

GM scheduled two shifts of overtime last Saturday at its Baltimore minivan plant. The plant, which is the sole source of Chevrolet Astro/GMC Safari output, resumed production last Monday after a 26-day strike (story on Page 4).

All Chrysler plants were closed for vacation last week.

CANADA: Canadian car production was estimated at 8,145 last week, down 53.48 percent from the prior week and down 49.38 percent from the year-ago week.

Truck production last week was estimated at 4,601, down 29.58 percent from the prior week and down 55.02 percent from the year-ago week.

Year-to-date, truck production in Canada is down 3.47 percent.

Ford scheduled one shift of daily overtime this week at its St. Thomas, Ontario, car plant.

Consulier claims powerful four-seater would get 40 mpg

RIVIERA BEACH, Fla. — Consulier Industries says it will produce a car capable of acceleration to 60 mph in 6.0 seconds that achieves 40 mpg.

Consulier claims the secret to the four-seater's performance is low weight. The company claims that with advanced composite construction it will weigh the same as a Honda Civic. With a 170-horsepower engine, it will provide "the street performance of a Corvette."

Consulier engineers say that with a monocoque structure composed of a low-density foam core composite, the car will weigh half what its competitors weigh and ride like "a $40,000 touring car." The company builds a lightweight two-seater of similar construction.

NOTE

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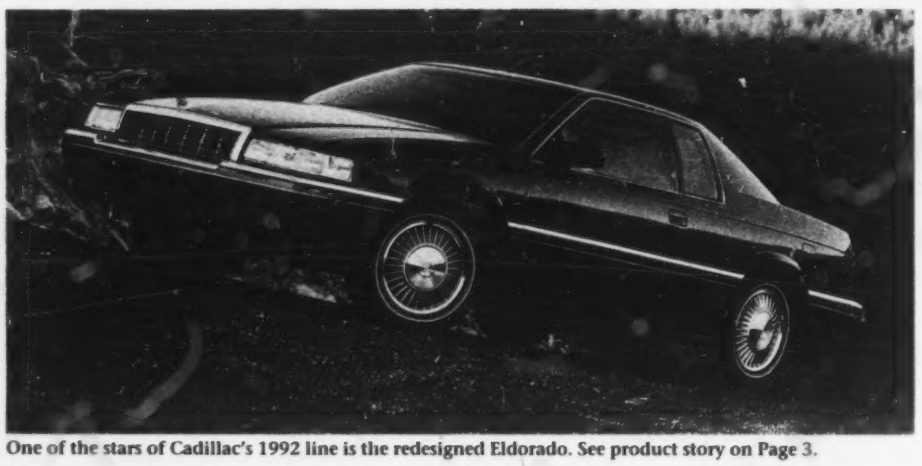

One of the stars of Cadillac's 1992 line is the redesigned Eldorado. See product story on Page 3.

GM seeks most bang for the buck

Capital cutbacks put immediate focus on high-profit lines

Last in a series of articles exploring product plans of the U.S. Big 3 and Asian and European automakers.

PHIL FRAME
Staff Reporter

Pragmatists have taken over the future-product plan at General Motors, where tight capital is forcing tough decisions on new vehicles.

A $500 million capital-spending cutback over the past year has forced GM to make some major shifts in its 10-year product plan.

Resources have been focused on programs that will deliver the most bang for the buck. The Japanese standard of renewing cars every four or five years won't carry the day at GM.

Instead, the company is picking its spots. GM has accelerated Buick, Oldsmobile and Cadillac programs that yield high profits. It is tweaking other products while postponing overhauls. Blame the two-year industry downturn, war and recession for the change.

The automaker's $7 billion annual budget for capital expenditures through 1994 is $500 million less than it would be if more money were available.

If past spending patterns

hold, 80 percent, or $5.6 billion a year, will be earmarked for vehicle programs, including parts, plants and tooling. While that still is a princely sum, it must cover the cost of replacing

see **GM PLANS,** *16*.

Mitsubishi, Honda claim gains with 'lean-burn' engines

Big 3: Small cars are only winners

JACK KEEBLER
and MARY ANN MASKERY
Staff Reporters

The separate introductions last week of new fuel-efficient engines by Honda Motor Co. and Mitsubishi Motors Corp. show that the traditional gasoline engine has not yet hit the outer limits of development, according to many analysts and engineers.

But the new "lean-burn" engines do not represent any technological breakthroughs and, because they pose some emissions problems, do not really advance the CAFE argument in the United States, experts say.

And Japanese executives and Big 3 engineers alike were quick to point out that the new engines can, at least for the foreseeable future, be used only in the smallest cars, thereby limiting their market appeal.

"This technology allows us to achieve quite better fuel economy without sacrificing performance," Honda President Nobuhiko Kawamoto said in remarks quoted by *The New York Times*.

"But I don't know how well it will sell. Consumers these days are not so concerned with saving gasoline," he said.

The two Japanese automakers introduced 1.5-liter, four-cylinder engines that offer claimed fuel-economy gains of 10 percent, in Honda's case, and 20 percent for Mitsubishi, without loss of power.

Honda said it had achieved a 10 percent increase in fuel efficiency on the basis of changes in the engine alone. But it said it expects the home-market version of its new Honda Civic to be 20 percent more fuel efficient than its predecessor as the combined result of the engine and engineering changes to the car itself.

Honda said tests by Japan's Ministry of Transport showed that the new Civic, equipped with the lean-burn engine, traveled 49 miles on a gallon of gas in city driving, and more than 88 miles per gallon at a constant speed of 37 mph on the track.

But Honda did not suggest that similar improvements are possible in the United States, where test standards and driving habits are much different.

Honda said the new Civic, due in the United States next month, is expected to attain an EPA rating of 48 mpg city/55 mpg highway, compared with the existing Civic CRX (HF) rating of 49/52 mpg.

But the HF model, which ac-

see **ENGINES,** *34*

Ford will charge dealers 1% of sticker for '92 ads

KATHY JACKSON
Staff Reporter

With its eyes on Chevrolet and Toyota, Ford Motor Co. will require its dealers to pay a set fee for local association advertising costs.

Beginning Sept. 1, Ford and Lincoln-Mercury divisions will assess their dealers a marketing charge equal to 1 percent of the sticker price of each car and truck ordered. The money will go to local Ford and L-M advertising committees, which may assess their members an additional charge of up to 1 percent.

Ford's dealer advertising money has fallen compared to competitors as its sales have dropped in the last two years.

By requiring the fee, Ford is joining General Motors and Chrysler Corp.

Currently, Ford's local advertising associations determine the ad fee. Those fees range from $50 to $150 per vehicle for Ford dealers and from $75 to $290 for L-M dealers.

But a memo from Ford Division regional managers to dealers last month said that due to declining factory orders, Ford dealer contributions have fallen from 180 percent of Chevrolet dealer association contributions in 1988 to 80 percent last year.

Ford Division spokesman Mike Parris said that about 45 of the 62 Ford dealer associations are getting 1 percent of sticker or more from their dealers. He said that by requiring all associations to collect at least 1 percent, Ford contributions should "be on par with the industry."

Chevrolet and GMC Truck instituted a mandatory 1 percent charge in 1988. Toyota dealers contribute $185 to $300 for each vehicle ordered, generally well above 1 percent of the sticker.

see **FORD ADS,** *35*

This scene from the 1990 L-M announcement show held two years ago in Atlanta won't be repeated at this year's "zero glitz" show.

SHOW TIME

But the glitz is gone; dealer intro meetings stress business

ANN M. SABTY
Special Correspondent

It won't be the same old song and dance for dealers attending this summer's new-model announcement shows.

Many dealers will find themselves at business conferences rather than at the Las Vegas-style productions they've come to expect.

"It looks bad to have singing and dancing if business is dying," says David Piel of Sausalito, Calif., recognized as one of the top stage managers in the country.

That was seconded by Richard Marshall, a Subaru of America Inc. spokesman. "Our shows are becoming more businesslike," he says. "They are more focused on the business aspects and less on the frills, probably because of the shape that the economy is in right now. The shows are now just focused on the business at hand, that is just showing the product to the dealers."

The shows either travel across the country to the dealers or the dealers travel across the country to the shows.

see **SHOWS,** *34*

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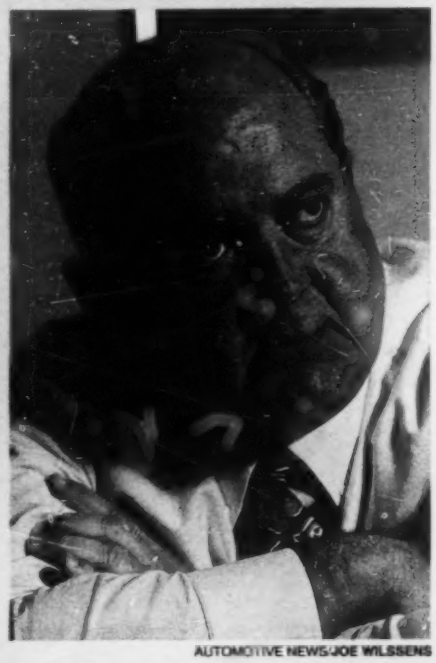
Pappert a 30-year survivor:
As Chrysler's vice president of sales, E. Thomas Pappert walks a tightrope between the automaker and its 5,200 dealers. Story on Page 3.



AUTOMOTIVE NEWS/JOE WILSSENS

Dealers describe E. Thomas Pappert, Chrysler's vice president of sales, as "tough," "straightforward" and "willing to take the heat."

Rapport earns Pappert Chrysler dealers' respect

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — E. Thomas Pappert looks like a typical Detroit auto executive — until the sleeve of his suit jacket inches up to reveal a Mickey Mouse watch.

The watch provides a glimpse of Pappert's sense of humor and his rationale for wearing it may be one of the reasons that Chrysler Corp.'s vice president of sales has managed to flourish in his 30 years in the auto business.

"It kind of keeps your perspective on life," Pappert says of the watch his brother gave him. "You can't take yourself or life too seriously. I wear it once in a while, not every day."

These words from a man described as "tough," "straightforward" and "willing to take the heat" by dealers.

Pappert's job is to represent the factory to dealers and the dealers to the factory. He has managed to survive nearly 30 years at Chrysler, weathering the company's near brush with death, executive suite turnover and management exodus.

In three decades in the auto business he has watched government regulators, Japanese makers and American car buyers transform the business.

He has emerged as an executive with a dry sense of humor who is quick to the quip. And he has garnered respect. The word used most often by colleagues and dealers to describe Pappert is "honest."

"There is never any double talk with him," said one member of the Dodge National Dealer Council. "He tells it straight. He has always leveled with the council. When he couldn't do something he would say so. He never said 'yes' or 'maybe' when he couldn't do it."

Notes Phillip Brown, chairman of the Chrysler-Plymouth National Dealer Council, "Pappert knows what's on dealers' minds."

Pappert gained that knowledge by working his way up in Chrysler's field operations throughout the country since joining the company as a sales trainee in 1962. During his career he has made stops in Charleston, W.Va.; Pittsburgh; Jacksonville, Fla.; Orlando, Fla.; Kansas City, Kan.; Chicago; and San Francisco.

But in the last year, he also has toured all 25 Chrysler sales zones, taking the pulse of dealers and buttressing their confidence during the industry

see PAPPERT, 33

INDEX

Auction ads	22-26	Late news	2
Auction dates	32	Letters	13
Classifieds	27-31	Obituaries	19
Coming events	26	Opinion	12
Dealing with dealers	20	Personnel	32
Incentive watch	36	Production	37
Keith Crain	12	Recreation on wheels	14

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Backshop and used-car sales boost '90 revenue for dealers

CHARLES M. THOMAS
Staff Reporter

Total sales for the average U.S. car dealership rose a scant 1.5 percent to $12.6 million in 1990 from 1989, according to the upcoming National Automobile Dealers Association 1991 Data Book.

The rise came from the parts and service department and the sales of used vehicles — not from the new-car department, which has declined steadily since 1987.

New-vehicle department sales slipped 0.8 percent to $7.68 million in 1990 from $7.74 million in 1989.

"As profits on new cars eroded, dealers looked to other sources to improve revenues," said Frank Anderson Jr., NADA president and owner of Sir Walter Chevrolet in Raleigh, N.C.

Largely because of the increase in resales of daily-rental-fleet cars, sales of used vehicles rose 4.5 percent to $3.02 million in 1990 from $2.89 million in 1989. Used-vehicle sales as a percent of total sales have been rising steadily since 1985.

The rental or "program" vehicles are repurchased by manufacturers from the daily-rental companies and distributed to dealers though auto auctions. Manufacturers are expected to sell 1.5 million program vehicles in 1991.

Service and parts department sales rose to $1.93 million from $1.82 million, or 6.3 percent. Service and parts sales as a percent of total sales has increased steadily since 1986.

And the average net worth of dealerships increased to $848,000 in 1990 from $802,243, or 5.7 percent, largely due to reduction of debt by dealers.

"There has been some debt liquidation by dealers, and more of them are retaining more money in their businesses," said Anderson. "They are holding onto their capital."

The average transaction price of a new vehicle rose 3.2 percent to $15,900 from $15,400 in 1989. In 1984, the average price was $11,100.

"Many of the imports introduced upscale vehicles like Lexus and Infiniti, which would account for the increase in the average transaction price of vehicles," said Anderson.

The 1991 *Data Book* will be sent to dealers during the next few weeks.

AVERAGE DEALERSHIP PROFILE

	1989	1990	% change
Total dealership sales	$12,450,814	$12,631,835	+1.5
New-vehicle sales	7,744,406	7,680,156	−0.8
% of total sales	62.2	60.8	
Used-vehicle sales	2,888,589	3,019,009	+4.5
% of total sales	23.2	23.9	
Service and parts sales	1,817,819	1,932,671	+6.3
% of total sales	14.6	15.3	
New-vehicle average selling price	15,400	15,900	+3.2
Net profit before taxes	124,508	126,318	+1.5
Average net worth	802,243	848,344	+5.7

Source: NADA industry analysis

Lexus thinks its aggressively styled ES300 sedan will appeal to "leading-edge" baby boomers — 35- to 45-year-olds who make $55,000 to $125,000 annually.

NEW SPINS ON LUXURY

Lexus ES300 sheds Camry-clone image for wealthier buyer

KRISTINE STIVEN BREESE
Staff Reporter

NAPA, Calif. — When Lexus introduces the ES300 next month, it will have its first solid entry in the "near luxury" segment Lexus entered two years ago.

The aggressively styled 3.0-liter V-6 sedan will be pitted against a cadre of me-too $20,000-to-$30,000 entries that arrived after Lexus launched its first "entry-level" model, the ES250, in September 1989.

How the ES300 measures up ➤ 15

Shoichi Miyagawa, chief engineer on the ES300, said his goal was to bring the car more fully "in line with our customers' expectations" for Lexus. As such, the ES300 is bigger, more spacious and more powerful than the car it replaces.

And it will face competition that didn't exist two years ago, such as the Mitsubishi Diamante, Acura Vigor and Infiniti G20, as well as some revamped competitors: the BMW 3 series, Mazda 929 and Acura Legend.

Lexus believes the ES300 will be able to attract customers that the ES250 never reached, despite a higher price tag. The ES300 is expected to start in the mid-$20,000 range; the ES250 lists for $21,500.

Don Esmond, corporate sales

see ES300, 33

Eldorado shaped for the traditional, and younger, buyer

PHIL FRAME
Staff Reporter

TRAVERSE CITY, Mich. — The 1992 Eldorado represents the second step in Cadillac's attempt to offer contemporary designs that appeal to younger buyers.

Seville, Eldorado's platform sibling that was unveiled early this year, was the first step. In designing the Eldorado, Cadillac sought to create a different image, separate from the Seville.

Until now, the cars were nearly twins — the Seville a slightly longer, four-door version of the Eldorado. While the pair do have a family resemblance for 1992, Cadillac says they share only one exterior panel: the windshield.

Cadillac's designers tagged the angular 1992 Eldorado "the needle" while the platform-sharing Seville was nicknamed "the greyhound."

Unlike the more rounded Seville sedan, the Eldorado was sculpted as an aggressive luxury coupe with angular body lines, said Richard Ruzzin, who headed Cadillac's exterior design studio before becoming head of Adam Opel AG studios last month.

INTRO-'92

"When we were doing the Seville, we nicknamed it 'the greyhound' because of the rounded, muscular look," Ruzzin said. "We called the Eldorado 'the needle' because it's sharper and really goes off in a different direction."

"Coupes are more of an American phenomenon, so an Eldorado buyer is going to be somewhat more traditional," a Cadillac spokesman said.

While the two cars are aimed at people with different tastes, the customer demographics are the same: 30 to 60 years old, $70,000

see ELDORADO, 33

Ford, GM clean up '91 luxury cars

Chrysler ups rebate payments; Honda, Suzuki extend programs

ARLENA SAWYERS
Staff Reporter

Ford Motor Co. dropped 1990 vehicles from its incentive schedule and, along with General Motors, added its 1991 luxury cars to the cleanup rebate list.

Also, Chrysler Corp. increased payments to customers on some 1990 and 1991 cars, and American Honda Motor Co. Inc. and American Suzuki Motor Corp. extended their dealer incentive programs.

Ford Division and **Mercury** are paying consumer rebates of $500 to $1,600 on cars. Consumer incentives on **Ford trucks** range from $500 to $2,000.

In lieu of rebates, consumers may choose cut-rate financing of 2.9 to 7.9 percent — specific rates depend on the vehicle.

Customer rebates on Mercury Sable and Ford Taurus, Econoline and Aerostar are higher in Northeastern states than in other areas of the country. Rebates on Ford Mustang and Festiva and finance rates on Festiva vary by region.

Additionally, Ford and Mercury dealers receive a $1,000 rebate on sales of 1991 Crown Victoria and 1991 Grand Marquis models.

Lincoln is offering consumers a $2,000 rebate on the 1991 Town Car, Mark VII and Continental.

The Ford, Mercury and Lincoln programs expire Sept. 25.

Also through Sept. 25, **Cadillac** is paying customers $1,500 on the 1991 Seville and Eldorado, $2,000 on the 1991 DeVille and Fleetwood and $2,500 on the 1991 Brougham.

Chrysler increased customer incentives on several models.

New rebates are: $2,000 on the 1990 and 1991 Chrysler Imperial; $1,500 on the 1990 and 1991 New Yorker Salon, 1991 **Dodge** Dynasty and 1991 Dodge Shadow convertible; $1,000 on the 1991 **Plymouth** Laser RS Turbo and **Eagle** Talon TSi.

Added to the consumer rebate program are the 1991 Dodge/Plymouth Colt Vista at $500.

Alternative financing from 2.9 to 9.9 percent, depending on contract length, remains the same. Company incentives end Sept. 30.

Honda extended the factory-to-dealer incentive of $400 on 1991 four-door Civic through Sept. 3.

Suzuki revised and extended its incentive payments to dealers through Oct. 3. It is now paying dealers $700 to $1,000 on the 1990 and 1991 Swift and the 1991 Sidekick. Incentives on the 1990 Sidekick, which expired Aug. 2, were not renewed.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

GENERAL MOTORS (1991 models. Expires Sept. 25)

Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500

FORD MOTOR CO.
(1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.)

Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91)	$1,500
LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91), Dynasty (1991)	$1,500
Shadow conv. (1991)	$1,000
Spirit (1990-91)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt Vista (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon TSi (1991)	$1,000
Other Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Laser RS Turbo (1991)	$1,000
Other Laser (1991)	$700
Colt GL (1991), Colt (1990), Sundance (1990)	$700
Sundance Highline (1991), Colt Vista (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC. Geo Prizms delivered by July 30 can be financed at 2.9 percent.

Buick (1991)* Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000

*Based on option package ordered.

Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991) G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991) Oldsmobile has regional programs. This is an example. Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac (1991) Grand Am, Trans Sport	$750
Firebird, Grand Prix	$1,000
Bonneville	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MITSUBISHI
(1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)

Mirage (national)	$750
Galant, Eclipse (Hawaii)	$1,000
Trucks (Hawaii)	$1,250-1,500

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

INCENTIVE WATCH
DEALER INCENTIVES

NEW PROGRAM

FORD MOTOR CO. (expires Sept. 30)

Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Oldsmobile (expires Sept. 25) Eighty Eight (1991)	$1,000

HONDA (expires Sept. 3)

Civic 4-dr. (1991)	$400

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (1991 models, expires Sept. 16)

Cars	$700-1,500
Trucks	$700-1,800

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii; Aug. 30 elsewhere; payments vary by regions.)

Mirage	$250-750
Eclipse	$200-1,500
Galant	$200-2,000
Trucks	$200-1,500

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Oct. 3)

Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (expires Aug. 18)

740 and 940 (1991)	$1,500

1992 Porsche 968 unveiled

Here's an early look at Porsche's 968, due in showrooms this November as the successor to the 944. Styling elements borrowed from the 911 or the 959 supercar include large round headlights, fenders raised above the hood line and integrated fog lights. Power comes from a 3.0-liter, four-cylinder engine with electronic variable valve timing and a Bosch Motronic engine management system.

Ford ad campaign touts service after the sale

ARLENA SAWYERS
Staff Reporter

Ford Motor Co. is renewing its effort to keep its current customers happy with a new $16 million ad campaign emphasizing quality service after the sale.

The "Quality Care" campaign claims, "It may be your car, but it's still our baby" and plays on the feeling many people have that their vehicles are part of the family.

The campaign will debut nationally in publications and on radio Aug. 12.

Thomas J. Wagner, general manager of Ford Parts and Service Division, said the campaign marks a new dedication to customer service at Ford.

"It's more than just advertising," said Wagner. "This program is an implied promise to customers that we're interested in him or her, the car and how we relate to each other."

Wagner said studies indicate that customer satisfaction is severely hampered when customers have to go to a dealership more than once for the same problem and when they don't get their vehicle back when promised.

Ford, said Wagner, has greatly curtailed such problems over the years with skilled service technicians in dealerships and new diagnostic equipment such as the Service Bay Diagnostic System to help service people make fast, accurate vehicle diagnosis.

Also, Ford has intensified its efforts to improve service employees' people skills by enrolling them in human relations courses.

Wagner said dealers are receptive to the program because they understand that their survival in a highly competitive market depends as much on service as sales.

"Dealers are very pragmatic people," said Wagner. "They make decisions based on how it will affect them in the near term. The people who weathered the industry downturn the best are people who had a strong concentration on the parts and service end of the business."

Ford Parts and Service Division's ad agency, Ogilvy & Mather, is showcasing the division's renewed customer service efforts in an ad that positions Ford and its dealers as a surrogate family to their vehicles and customers.

The three-page print ad features panoramic shots of a stately rural home and stable.

The copy on the first page reads: "You feed it. You talk to it. You scrub it in places no one else would. But when it's not feeling well who shares your concern?"

The ad opens to a two-page spread which explains Ford's expertise in customer service. The copy ends with "After all, we are family."

In the center of the ad is the "It may be your car, but it's still our baby" tagline in bold letters.

The print ads will appear in several magazines including *Time, Newsweek, Car and Driver, Sports Illustrated* and *Ebony*.

Ogilvy & Mather also created three 60-second spots for national radio which star humorist and author Daniel Pinkwater.

For dealer associations, the agency created print ads and shorter versions of the radio spot. Ford will pay half the media costs for dealer groups which use the ads.

GM loses N.J. tax appeal

LINDEN, N.J. — General Motors had asked for a decrease in the property tax assessment on its Linden assembly plant. Instead, the automaker last week received a whopping tax increase from the New Jersey Tax Court.

GM had sought a reduction on its Linden assembly plant assessment of $22 million to $28 million, based on market value of $59 million to $67 million. But the New Jersey Tax Court placed the true market value at $94 million.

"GM lost its appeal and received an assessment increase of approximately $1.5 million in additional taxes for the years under appeal," said a spokeswoman from the Detroit law firm of Miller, Canfield, Paddock and Stone.

The automaker was dealt another defeat in early July by the Michigan Tax Tribual in a similar case in Comstock Township. GM has tax assessment appeals pending in other Michigan communities.

A GM spokesman said company lawyers are still reviewing the New Jersey decision.

He said the New Jersey decision will not affect assessment appeals by GM in other communities.

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	8/5	*
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Newark, Del.	8/5	*
Dodge Spirit		
Chrysler LeBaron J		
Plymouth Acclaim		
Windsor, Ontario (Pillette Road)	8/5	
Dodge Ram Van		1,273
Dodge Ram Wagon		575
GENERAL MOTORS		
Baltimore	8/5	*
Chevrolet Astro		
GMC Safari		
Bowling Green, Ky.	8/5	*
Chevrolet Corvette		
Detroit	8/5	*
Commercial, recreational specialty vehicle chasis		
Fort Wayne, Ind.	8/5	*
Chevrolet C/K pickup		
GMC Sierra		
Janesville, Wis.	8/5	*
Chevrolet Kodiak		
GMC Topkick		
Lansing, Mich. (A Plant)	8/5	*
Buick Skylark		
Oldsmobile Calais		
Lansing, Mich. (B Plant)	8/5, 8/12, 8/19, 8/26, 9/2	*
Pontiac Grand Am		
Moraine, Ohio	8/5	*
Chevrolet S10 pickup		
Chevrolet Blazer		
Chevrolet postal vehicles		
GMC Sonoma		
GMC Jimmy		
Oldsmobile Bravada		
Pontiac, Mich. (West)	8/5	*
Chevrolet S10 pickup		
Chevrolet S10 Blazer		
GMC Sonoma		
GMC S15 Jimmy		
Scarborough, Ontario	8/5	*
Chevrolet full-sized vans		
GMC full-sized vans		
Tarrytown, N.Y.	8/5	
Chevrolet Lumina		1,215
Oldsmobile Silhouette		715
Pontiac Trans Sport		840
Wilmington, Del.	8/5, 8/12, 8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
Total U.S. truck		2,778
Total Canada truck		1,840
Total units lost week of 8/5		4,618

*Model changeover

Source: Automotive News Data Center

U.S. CAR

	Week Ended Aug. 3, 1991	Week Ended July 27, 1991	July Est.	Jan. 1 to Aug. 3, 1991	Jan. 1 to Aug. 4, 1990
Horizon	0	0	0	0	4,327
Sundance	1,800	0	5,145	28,607	46,284
Acclaim	0	0	4,226	48,336	58,136
Total Plymouth	**1,800**	**0**	**9,371**	**76,945**	**108,749**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	0	18,697	28,800
N. Yorker C	0	0	656	4,773	24,835
Fifth Avenue	0	0	2,886	20,697	14,789
Imperial	0	0	529	4,563	12,503
Total Chrysler	**0**	**0**	**4,071**	**48,730**	**88,971**
Omni	0	0	0	0	4,078
Daytona	0	0	0	4,936	19,167
Shadow	1,650	0	5,668	33,903	53,236
Dynasty	0	0	4,572	66,450	64,916
Spirit	0	0	3,021	43,369	53,972
Total Dodge	**1,650**	**0**	**13,861**	**148,658**	**195,369**
CHRYSLER CORP.	**3,250**	**0**	**27,303**	**274,333**	**393,089**
Escort	5,799	5,773	15,035	118,730	124,810
Mustang	3,705	3,575	5,798	49,822	85,061
Tempo	3,469	3,114	8,116	66,433	80,283
Taurus	3,530	4,325	13,468	188,652	211,411
Thunderbird	1,631	1,494	4,631	45,656	72,407
Total Ford Div.	**18,134**	**18,281**	**47,048**	**469,293**	**573,992**
Topaz	941	1,311	3,381	28,824	31,672
Cougar	2,699	2,826	6,391	37,137	48,070
Sable	1,807	2,040	5,821	62,809	64,271
Total Mercury	**5,447**	**6,177**	**15,593**	**128,770**	**144,013**
Continental	1,263	1,285	3,234	32,892	35,628
Mark VII	221	234	577	5,764	13,496
Town Car	2,932	3,032	7,602	77,378	92,989
Total Lincoln	**4,416**	**4,551**	**11,413**	**116,034**	**142,113**
Total L-M Div.	**9,863**	**10,728**	**27,006**	**244,804**	**286,126**
FORD MOTOR CO.	**27,997**	**29,009**	**74,054**	**714,097**	**860,118**
Skylark	0	0	0	27,510	52,856
Century	0	0	6,909	52,092	41,930
Riviera	52	27	88	13,518	13,116
Park Ave./Electra	1,892	1,276	7,333	66,272	21,027
LeSabre	3,075	1,554	6,429	32,583	96,724
Roadmaster Sedan*	0	0	2,884	13,592	0
Roadmaster Wagon†	0	0	1,216	16,848	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**4,819**	**2,857**	**24,859**	**223,821**	**234,952**
Eldorado	39	49	106	6,517	12,261
Seville	132	94	235	14,197	22,806
Brougham	0	0	838	10,857	15,781
DeVille	3,538	2,640	13,839	88,153	95,902
Allante	64	64	281	1,881	2,894
Total Cadillac	**3,773**	**2,847**	**15,300**	**121,885**	**149,444**
Cavalier	0	4,415	17,515	155,031	195,419
Camaro	0	0	4,337	29,600	40,731
Corsica-Beretta	2,160	2,167	18,576	154,471	168,387
Caprice	0	0	6,236	79,466	155,266
Corvette	0	0	1,248	13,135	14,645
Total Chevrolet	**2,160**	**6,582**	**47,912**	**431,703**	**574,448**
Calais	0	0	0	34,616	60,350
Cutlass Ciera	0	0	7,106	46,785	48,972
Cutlass Supreme	0	0	6,634	62,007	53,598
Toronado	27	16	54	2,843	9,509
88	2,301	2,022	8,919	42,966	62,139
Custom Cruiser Wag.††	0	0	335	5,513	1,214
98	1,410	1,019	7,589	48,061	32,784
Total Oldsmobile	**3,738**	**3,059**	**30,637**	**242,791**	**258,566**
Sunbird	0	1,809	7,229	71,203	89,389
Grand Am	0	0	0	87,051	121,386
Firebird	0	0	1,378	9,828	25,402
Grand Prix	0	0	7,125	60,104	72,444
Pontiac 6000	0	0	0	19,603	36,411
Bonneville	3,149	2,698	9,197	34,457	46,523
Total Pontiac	**3,149**	**4,507**	**24,929**	**282,256**	**391,555**
Total Saturn*	**2,405**	**2,405**	**10,582**	**40,899**	**0**
GENERAL MOTORS	**20,044**	**22,257**	**154,219**	**1,351,575**	**1,618,965**
DIAMOND-STAR*	**3,804**	**2,958**	**12,185**	**91,730**	**76,296**
Civic	1,725	1,652	6,018	53,281	69,912
Accord	7,640	7,677	27,217	211,425	188,166
HONDA	**9,365**	**9,329**	**33,235**	**264,706**	**258,078**
MAZDA*	**3,501**	**3,495**	**12,421**	**93,138**	**102,589**
NISSAN	**2,634**	**2,628**	**8,845**	**77,888**	**51,096**
Corolla	2,100	2,341	9,638	64,647	63,397
Geo Prizm/Nova	2,000	1,844	7,871	58,565	62,720
NUMMI	**4,100**	**4,185**	**17,509**	**123,212**	**126,117**
SUBARU-ISUZU Legacy	**1,196**	**1,353**	**4,494**	**33,892**	**15,755**
TOYOTA Camry	**4,258**	**4,292**	**15,388**	**128,546**	**128,798**
TOTAL BIG 3	**51,291**	**51,266**	**255,577**	**2,340,385**	**2,872,172**
TOTAL TRANSPLANT	**28,052**	**28,150**	**101,827**	**812,822**	**758,622**
TOTAL CARS, U.S.	**79,343**	**79,416**	**357,404**	**3,153,127**	**3,630,794**
TOTAL CARS, CANADA	**10,484**	**12,123**	**64,614**	**633,956**	**619,971**
U.S., CANADA CARS	**89,827**	**91,539**	**422,018**	**3,787,083**	**4,250,765**
U.S., CANADA CARS AND TRUCKS	**143,608**	**155,784**	**788,504**	**6,172,567**	**7,173,134**

*Estimate

†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended Aug. 3, 1991	Week Ended July 27, 1991	July Est.	Jan. 1 to Aug. 3, 1991	Jan. 1 to Aug. 4, 1990
Monaco	0	0	557	5,343	5,920
Premier	0	0	280	5,630	5,832
CHRYSLER CORP.	**0**	**0**	**837**	**10,973**	**11,752**
Tempo	0	2,843	2,843	62,846	69,481
Topaz	0	1,224	1,224	20,408	25,040
Crown Victoria	2,454	2,794	6,438	52,789	72,514
Grand Marquis	2,925	2,892	6,912	54,448	63,530
FORD MOTOR CO.	**5,379**	**9,753**	**17,417**	**190,491**	**230,585**
Celebrity	0	0	0	0	20,319
Cutlass Ciera	0	0	4,998	41,099	53,487
Lumina	0	0	16,777	130,684	132,220
Regal	0	0	7,658	70,437	27,192
GENERAL MOTORS	**0**	**0**	**29,433**	**242,219**	**263,298**
CAMI*	**2,500**	**0**	**3,546**	**66,770**	**0**
HONDA Civic*	**2,100**	**2,100**	**7,537**	**83,222**	**82,079**
HYUNDAI Sonata	**505**	**0**	**1,258**	**16,955**	**11,243**
TOYOTA Corolla	**0**	**0**	**3,892**	**38,190**	**35,871**
VOLVO 740 and 940	**0**	**188**	**684**	**5,145**	**5,253**
TOTAL CARS, CANADA	**10,484**	**12,123**	**64,614**	**633,956**	**619,971**

U.S. TRUCK

Caravan	0	2,211	10,256	65,183	67,046
Dakota	0	0	5,241	46,032	40,049
Caravan C/V	0	0	0	2,109	4,171
Ram pickups	0	0	5,286	46,082	59,323
Total Dodge	**0**	**2,211**	**20,783**	**159,406**	**170,589**
Cherokee	3,000	0	4,747	72,622	90,190
Comanche	50	0	109	2,877	4,241
Grand Wagoneer	0	0	0	1,560	3,770
Wagoneer	50	0	42	1,501	2,185
Total Jeep	**3,100**	**0**	**4,898**	**78,560**	**100,386**
Voyager	0	1,525	6,611	54,717	62,823
Town & Country	0	3	218	1,941	2,078
Total C-P Div.	**0**	**1,528**	**6,829**	**56,658**	**64,901**
CHRYSLER CORP.	**3,100**	**3,739**	**32,510**	**294,624**	**335,876**
Aerostar	5,773	4,590	12,519	97,219	122,056
Bronco	225	666	1,517	8,740	31,328
Explorer/Bronco II	5,266	3,981	11,923	153,912	104,986
Navajo	0	0	0	5,871	0
Econoline	4,030	4,063	10,852	81,547	115,776
Heavies	1,032	997	3,375	20,962	32,180
Light trucks	7,753	9,016	22,986	174,447	268,672
Ranger	6,905	6,883	16,680	150,436	170,576
FORD MOTOR CO.	**30,984**	**30,216**	**79,851**	**993,154**	**845,578**
Astro	0	2,955	2,955	52,560	74,770
Blazer	125	231	883	5,140	10,762
Lumina APV	0	0	3,353	24,370	58,553
Mediums	0	149	862	863	5,005
P-Model	0	609	2,648	12,118	15,501
Pickups	0	3,039	20,169	166,986	249,657
S10	225	2,648	19,540	150,641	143,965
S10 Blazer	0	1,786	7,047	19,036	59,631
Sportsvan	0	0	3,032	24,593	37,788
Suburban	426	809	3,362	17,666	42,346
Total Chevrolet	**776**	**12,206**	**83,851**	**473,973**	**697,978**
Jimmy	23	29	248	1,288	3,323
Mediums	0	412	1,363	1,361	5,571
P-Model	0	55	205	1,575	2,063
Pickups	0	1,472	8,839	74,553	89,497
Sonoma	0	1,103	5,378	35,938	33,116
S15 Jimmy	0	331	1,774	6,787	20,457
Safari	0	1,536	1,536	22,956	27,280
Suburban	308	456	2,277	14,646	21,211
Vandura/Rally Vans	0	0	776	11,209	14,129
Total GMC	**331**	**5,364**	**22,396**	**170,453**	**216,647**
Silhouette	0	0	1,836	12,990	23,636
Bravada	0	0	1,032	9,838	0
Total Oldsmobile	**0**	**0**	**2,868**	**22,828**	**23,636**
Pontiac Trans Sport	**0**	**0**	**2,245**	**15,961**	**36,842**
GENERAL MOTORS	**1,107**	**17,570**	**91,358**	**683,215**	**975,103**
NAVISTAR	**1,555**	**1,499**	**4,805**	**43,157**	**44,786**
NISSAN Pickup	**2,660**	**2,627**	**6,879**	**76,761**	**87,334**
SUBARU-ISUZU	**944**	**1,124**	**4,724**	**38,906**	**16,479**
AM GENERAL	**488**	**488**	**1,768**	**12,850**	**13,590**
MISCELLANEOUS**	**2,650**	**2,650**	**11,660**	**79,320**	**90,000**
TOTAL TRUCKS, U.S.	**43,400**	**58,855**	**232,749**	**1,913,217**	**2,469,266**

CANADIAN TRUCK

Caravan	2,140	0	7,174	81,711	82,729
Caravan C/V	28	0	17	11,862	5,610
Ram Wagon	0	0	921	12,647	14,247
Ram Van	0	0	2,636	23,310	33,762
Total Dodge	**2,168**	**0**	**10,748**	**129,530**	**136,348**
Plymouth Voyager	**2,863**	**0**	**5,133**	**51,237**	**65,770**
Jeep Wrangler	**1,510**	**0**	**3,157**	**33,691**	**33,657**
CHRYSLER CORP.	**5,741**	**0**	**19,038**	**224,458**	**235,775**
FORD F-series	**3,575**	**2,819**	**4,964**	**58,154**	**84,948**
Light trucks	0	0	8,979	78,860	102,358
Vans	0	1,020	5,235	31,934	31,928
Total Chevrolet	**0**	**1,020**	**14,214**	**110,794**	**34,286**
Light trucks	0	0	3,462	31,121	39,732
Vans	0	389	2,129	13,894	13,309
Total GMC	**0**	**389**	**5,591**	**45,015**	**53,041**
GENERAL MOTORS	**0**	**1,409**	**19,805**	**155,809**	**187,327**
CAMI*	**960**	**0**	**1,588**	**29,573**	**0**
NAVISTAR	**185**	**182**	**421**	**4,273**	**5,953**
TOTAL TRCS., CANADA	**10,381**	**4,390**	**45,737**	**472,267**	**513,183**
U.S., CANADA TRCS.	**53,781**	**64,245**	**278,486**	**2,385,484**	**2,922,389**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding. Compiled by Anne E. Wright

Ford to hike line speed on F pickup

BOB DeMAYER
Special Correspondent

Truck production at Ford Motor Co.'s Kansas City, Mo., assembly plant will be increased from 38 vehicles per hour to 45 vehicles per hour when output of 1992 models begins Aug. 12.

The plant has added 150 hourly workers to handle the increase and for the new $200 million paint facility that will come on stream with the start of 1992 production. Earlier, 100 employees were added at the plant.

The plant assembles Ford's F-series pickup truck. Returning to the lineup for 1992 is a Flareside pickup that will go into production in November.

Thirteen General Motors and Chrysler Corp. assembly plants are down this week, 12 because of model changeovers and one because of slow sales.

At GM, 10 plants are closed for changeover, and the Tarrytown, N.Y., plant is idle because of poor sales. Tarrytown builds the Chevrolet Lumina APV, the Pontiac Trans Sport and the Oldsmobile Silhouette minivans.

At Chrysler, the Belvidere, Ill., and Newark, Del., plants are out of action for model changeover.

U.S. car and truck production surpassed five million last week. Last year, that total was reached nearly six weeks earlier.

Automakers scheduled 79,343 cars last week, down 73 units from the preceding week and down 17.4 percent from 1990.

Year-to-date, U.S. car production is 3,153,127, down 13.2 percent from 1990.

Truckmakers planned to build 43,400 units last week, down 27.5 percent from the prior week and down 40.3 percent from last year.

So far this year, 1,913,217 trucks have been assembled, 20.6 percent behind 1990.

No overtime is scheduled at any U.S. assembly plant this week.

CANADA: Canadian car production was estimated at 10,484 last week, down 13.5 percent from the prior week and down 24.4 percent from same week last year.

So far this year, 633,956 cars have been assembled, 2.3 percent more than last year at this time.

Last week's truck output of 10,381 more than doubled the week-ago and year-ago totals.

Year-to-date, truck production in Canada is 472,267, down 8.0 percent from last year..

Ford scheduled one shift of daily overtime this week at its St. Thomas, Ontario, car plant.

GM's Scarborough, Ontario, van plant is down for changeover this week, and Chrysler's Pillette Road plant (Dodge Ram Van/Ram Wagon) is closed because of poor sales.

Riegle blasts delay in Honda content fine

WASHINGTON — Sen. Donald Riegle last week lashed out at the U.S. Treasury Department for what he called the sidetracking of a $20 million penalty proposed against Honda Motor Co. Ltd.

The Japanese automaker is accused of incorrectly stating the North American content level of its Canadian-made Civics in order to qualify for duty-free clearance into the United States.

"This company has been cheating the United States of America," Riegle shouted at a hearing Tuesday of the Senate Finance Committee, which the Michigan Democrat chairs.

Riegle contended that the Treasury Department pressured the Customs Service to sidetrack the proposed penalty. Treasury denied the allegation. Customs Commissioner Carol Hallett said no penalty has yet been proposed because the Customs Service is still investigating whether Honda passed off as American-made some cars that were as much as 62 percent foreign-made.

"No one has interfered," Hallet told the committee. "No one has slowed it down. . . . I am very proud of my record enforcing these (trade) laws."

Riegle shot back: "You shouldn't be on this issue. You've got to figure out which side you are on, and so does this administration."

Canadian cars must contain at least 50 percent North American content in order to qualify for duty-free export to the United States under the two countries' free-trade agreement. U.S. Customs officials and Honda — as well as a General Motors-Suzuki Motor Corp. joint venture in Canada — have disagreed over what constitutes North American content.

In a Customs memo that was recently leaked to the media, Hallett wrote "we have determined" Honda did not qualify for preferential tariffs on some cars because they did not meet the requirement that at least half their content be American. Customs, she wrote, was ready to "begin action immediately" to collect penalties from Honda.

Honda management in the United States, Canada and Japan was furious over the revelation of Customs' position and immediately complained to the Treasury.

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Big 3 hike '92 prices $540 despite sales drought

JOHN K. TEAHEN JR.
Senior Editor

Along with a host of other problems, the Big 3 must battle a monster of their own making in the 1992 model year: a sizable price increase.

Despite the year-long sales downturn, the three manufacturers have scheduled an average boost of $540, or 3.05 percent, on their 1992 cars, an *Automotive News* analysis discloses.

That is considerably more than the average of $328, or 1.98 percent, that General Motors, Ford Motor Co. and Chrysler Corp. tacked onto 1991 models at introduction time a year ago.

1992 PRICE HIKES ON BIG 3 CARS

Adjusted for equipment changes

	Increase	Pct.
Chrysler Corp.	$215	1.40
Ford Motor Co.	625	3.70
General Motors	570	3.10
Big 3 average	540	3.05

Not adjusted for equipment changes

Chrysler Corp.	616	4.04
Ford Motor Co.	796	4.70
General Motors	901	5.19
Big 3 average	830	4.88

All figures are sales-weighted.

The $540 increase is on comparably equipped autos. Before comparing prices, automakers add to the old stickers the price of optional equipment that will be standard on the new models.

On a straight sticker-to-sticker comparison — without any equipment adjustments — the 1992 Big 3 cars are up an average of $830, or 4.88 percent.

Once again, that is considerably steeper than last year's bump of $644, or 4.10 percent.

All figures in this article are sales-weighted, both for the individual companies and for the Big 3 as a group. Sales-weighting means that the increase on each car line is balanced against that line's share of the company's total sales.

For example, an increase on a Chevrolet Cavalier is given much more "weight" than a similar increase on a Cadillac Allante because GM sells 80 times as many Cavaliers as it does Allantes.

Complete Chrysler, GM prices > 8

The huge spread between the non-adjusted price hike ($830) and the adjusted increase ($540) indicates that the automakers have added a great deal of standard equipment on their 1992 models.

Air bags and anti-lock brakes are among the new standard features, and both are big-ticket items, often running $800 to $1,000. Neither has lit up the sales charts as an extra-cost option. Most new-car shoppers probably will consider them out-and-out price hikes.

The *Automotive News* analysis finds that Ford's $625 is the biggest 1992 increase after adjusting for equipment changes. GM's $901 is tops on a non-adjusted basis.

Here are the non-adjusted and adjusted price hikes for the Big 3 on 1992 models and at introduction time last year:

Chrysler, $616 and $215 for 1992; $182 and $135 for 1991.

Ford, $796 and $625 for 1992; $452 and $312 for 1991.

GM, $901 and $570 for 1992; $878 and $389 for 1991.

After the makers study their rivals' stickers, there could be changes in some models.

THE END

Sterling loses its battle for an American niche

JIM HENRY
Staff Reporter

NEW YORK — Sterling Motor Cars, the company that bet an English country manor that you couldn't find a better car for the same price, last week bought the farm.

But the free manor, like most of its other efforts during the last four years, failed to boost sales. Last week, Sterling's parent company announced that it would quit selling cars in the U.S. market. It followed Automobiles Peugeot, which quit less than 72 hours earlier.

Like Peugeot, Sterling's parent company Rover Group said it was forced to turn its back on the United States in order to tend to its markets in Europe.

"A combination of the business and economic conditions, and the major future investment required to make Sterling a truly successful brand in the U.S.A., indicate that it would be best for the group as a whole to concentrate its future resources on the development of other markets," said George Simpson, Rover Group chief executive.

Miami-based Sterling tried everything to succeed in the United States, from gimmicks like the country manor offer to $5,000 rebates and free floorplanning for dealers. But it was never able to stem a free-fall that began after its introduction by independent importer

see STERLING, 37

Slow sales bury Peugeot after 34 years in U.S.

JIM HENRY
Staff Reporter

LYNDHURST, N.J. — In the time it took to transmit a fax, France's Automobiles Peugeot last week ended its 34-year-long attempt to carve out a meaningful niche for itself in the U.S. marketplace.

Conceding that its new flagship 605 luxury sedan would not appeal to American buyers in sufficient numbers to end its long sales drought here, the French automaker told its Peugeot Motors of America subsidiary to shut down by the end of the year.

The decision will not affect service and parts operations, which could remain open for as long as 10 years, Peugeot said.

"I think they made an entirely realistic decision," said Ian Robertson, senior editor and analyst of the London-based Economist Intelligence Unit.

"They are a volume producer with no real image in the luxury

see PEUGEOT, 34

KEN TOUCHTON

Moran's World Omni finance arm is part of the Florida complex that houses Southeast Toyota's headquarters.

Storm gathers over Moran empire

Lawsuits allege independent Toyota distributor wrecked dealers

LINDSAY CHAPPELL
Staff Reporter

Toyota's giant distributor in the Southeast, whose right to operate is under scrutiny by the state of North Carolina, is facing growing opposition from dealers challenging the way it does business.

At least 10 dealers in Florida, Georgia, Alabama, North Carolina and South Carolina have filed separate suits in recent months against Southeast Toyota Distributors Inc. of Deerfield Beach, Fla., one of two remaining independent Toyota distributors. Four other similar suits are on file from the past two years, and plaintiff attorneys say more are now in the works.

The charges include racketeering, fraud and extortion. Several complaints list Toyota Motor Sales U.S.A. Inc. of Torrance, Calif., as a co-defendant.

The issues have already caused the Department of Motor Vehicles in North Carolina to call for a Sept. 16 hearing into Southeast's business practices. That hearing could result in the revocation of Southeast's distributor license in that state and jeopardize Southeast's lucrative contract with Toyota.

The challenges also promise to once again test the business acumen of the distributor's owner and automotive retail giant, 73-year-old James Moran.

Moran has been successfully sued by Toyota dealers before and prosecuted by the U.S. Justice Department over tax evasion charges. But he continues to preside over one of the most successful private automotive companies in the country, an empire that generates an estimated $2.4 billion a year in Toyota-related revenues and employs 2,400 people in five states.

The claims, strongly denied by Southeast's corporate attorney, charge Southeast with operating an unfair distribution system that punished dealers who refused to meet Southeast's business demands. Some of the suits claim that practices by Southeast and its JM Family Enterprises Inc. holding company forced the dealers to sell their dealerships or go under.

Five of the suits combined seek damages of more than $375 million. A sixth case, brought by the owners of Toyota of Wilson Inc. in Wilson, N.C., who lost their store, does not specify damages,

see MORAN, 33

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Ford-VW venture to slash spending:
Autolatina, the Latin American vehicle maker that is a joint venture between Ford and Volkswagen, will slash capital spending 25 percent in a bid to stem operating losses of $40 million to $60 million a month. See Page 4.

BEST AVAILABLE COPY

Ford cuts Capri output but says end is not near

PEDR DAVIS
Special Correspondent

SYDNEY, Australia — Ford Motor Co., moving to trim a growing stockpile of unsold Mercury Capris, said last week it was slashing output of the two-seat roadster by 60 percent.

The decision will cut Capri output to 60 units a day from 150 by eliminating one shift and 500 jobs at the Melbourne assembly plant.

Ford did not say whether it thought the cuts were permanent, and it stressed that the retrenchment does not reflect on the future of the program.

"An extended export program to the United States has been approved so that Capri can continue to be sold at least for the next few years," the company said in a prepared statement.

Although Ford said it is highly pleased with the roadster's U.S. market acceptance, it said the continuing recession there has "unbalanced" its planned production schedules and dealer stocks, resulting in excessive stockpiles.

Approximately nine out of every 10 Capris built are shipped to the United States, where 20,205 were sold between the car's launch in July 1990 and the end of last month.

When the Capri program was first conceived, however, Ford expected to sell 34,000-35,000 units a year worldwide and about 30,000 in the U.S. market.

The failure to trim output earlier in the face of lower-than-expected demand has generated a 104-day stockpile of unsold cars in the United States, a Ford spokesman said.

"But we're not uncomfortable with that," the spokesman said.

In Australia, the Capri's other primary market, the car is being heavily discounted to combat a widespread reputation for shoddy quality and the normal seasonal downturn in sales during the winter months.

First-half registrations totaled only 635 units, or about 14 percent of last year's total volume of 4,500 units.

The Capri's image has been hurt in Australia by a segment on a nationwide consumer-affairs program, "The Investigators."

The program, which was aired nationally by the Australian Broadcasting Corp., was harshly critical of the quality of locally delivered Capris.

International Editor James R. Crate in Detroit contributed to this report.

14 carmakers find silver lining in July sales despite 4.5% drop

JIM HENRY
Staff Reporter

July sales showed the most widely shared improvement of the year by far, with 14 makes posting increases over July 1990.

Industry sales of 1,166,617 cars and light trucks were 4.5 percent below July 1990. But July's total was the highest monthly tally this year, and the 4.5 percent deficit was much lighter than the 13.4 percent decline for the first seven months of 1991.

In another sign that the U.S. market is improving, cars and trucks sold at an annual rate of 13.5 million units in July, according to *Automotive News*' seasonally adjusted annual sales rate calculations. On a seasonally adjusted basis, U.S. car and truck sales have improved every month since January, when the annual rate was 11.2 million.

Stronger sales meant lower inventories. (Table on Page 38.) Cars fell to a 54-day supply on Aug. 1, down from 60 on July 1. The domestic stockpile fell to 47 days from 54 a month earlier, and

see **SALES,** *36*

TOP 10 SELLERS, JULY 1991

	Sales
1. Ford F-series pickup	39,552
2. Chevrolet C/K pickup	36,037
3. Toyota Camry	30,183
4. Ford Escort	28,771
5. Honda Accord	27,110
6. Chev. Corsica/Beretta	26,706
7. Ford Taurus	25,653
8. Chevrolet Cavalier	24,968
9. Honda Civic	23,922
10. Chevrolet Lumina	23,042

Source: Automotive News Data Center

SALES BY THE NUMBERS

Incentives boost Nissan ➤ 4
Total sales, July ➤ 36
Total sales, 7 months ➤ 36
Domestic cars, by model ➤ 37
Light trucks, by model ➤ 37

INDEX

Auction ads	27	Late news	2
Auction dates	32	Legal briefs	23
Classifieds	28-32	Letters	14
Dealing with dealers	25	Opinion	12
Incentive watch	38	Personnel	26
Inventories	38	Production	39
Keith Crain	12		

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Honda hailed as pioneer

Curiosity, tenacity led to successes

MARY ANN MASKERY
Staff Reporter

TOKYO — Soichiro Honda, who defied the Japanese government to enter the automobile business, who preferred loud shirts and grease-stained work pants to the ubiquitous Japanese business suit, who dismissed a high school diploma as not worth the price of a movie ticket, was remembered last week as "the last of Japan's great businessmen."

The founder of Honda Motor Co., who died last week at age 84 from liver failure, was recalled in affectionate tributes from political leaders, competitors and employees alike. All saw in his death the end of an era, a time when an individual could still forge an empire from the ore of his own genius.

Prime Minister Toshiki Kaifu praised him as "a self-taught man of great personality."

Eiji Toyoda, chairman of Toyota Motor Corp. and nephew of the founder of the Toyota organization, marvelled at Honda's ability to build his company into a world-class corporation in just one generation.

Toyoda praised his "great curiosity" and "unlimited tenacity," and said: "It was that style of management that I always watched with a sense of awe."

Honda, who had little use for ceremony all of his life, had stipulated that no company funeral be held. He was cremated last Tuesday in a private nonreligious affair attended by about 40 relatives and friends.

In accordance with his wishes, only four representatives from the company he founded attended, although a memorial service will be held at a later date.

AUTOMOTIVE NEWS/JOE WILSSENS

In 1989, Soichiro Honda presented the first Accord assembled in the United States to the Henry Ford Museum in Dearborn, Mich.

He is survived by his wife, Sachi, two daughters and a son.

Born in Hamamatsu in central Japan in 1906, the son of a blacksmith, Honda showed an early fascination with machinery at the local rice mill. He left home at age 15, after eight years of schooling, to become an apprentice at a car repair shop in Tokyo. By 1928, he had set up his own branch of the repair shop back in Hamamatsu, and spent his spare time building racing cars.

He won a trophy at the 1936 All-Japan Speed Rally by setting a record speed of 75 mph, but he never crossed the finish line. A near-fatal accident took him out of the race and ended his career as a race driver.

When he later took to making piston rings, Honda, at the age of 31, decided to become a part-time student at the local technical high school to learn about casting.

He learned, but because of his impatience with textbook strictures and examinations, the school refused to give him a diploma. The principal apologized for the refusal in later years.

Despite his lack of formal training, Kiyoshi Mori, a former head of Honda's research and development department, recalls that the founder possessed "intuition in technology" in abundance.

Mori himself entered the company in 1958 with what he called "[illegible] theories" from college.

"He could be stubborn at times, but if other people had different opinions, he would try both ways." In the end, however, "the results usually corresponded with Honda's intuition."

Honda did not endorse the stereotypical vision of the all-obedient Japanese worker, Mori recalls. "He told people not to work for the corporation, but to work for yourself," Mori said.

Honda himself worked hard and played hard.

His piston company, which supplied tools for aircraft pro-

see **HONDA,** *34*

GM expands Fla. program car resale test

CHARLES M. THOMAS
Staff Reporter

General Motors has expanded its Satisfaction Plus program to include all dealers in Florida. And the next step could be the addition of neighboring states, making it a regional program of selling daily rental buyback vehicles directly to dealers, bypassing auto auctions.

GM, which will run about 800,000 buyback cars through the auctions this year, is developing an electronic communications system so dealers can order buyback vehicles by computer just like new vehicles.

"That's the key to making the whole process viable — making it just like new cars," a company spokesman said.

Under the Satisfaction Plus program, dealers currently order the cars from a shopping list faxed to them by the automaker. That is followed by an invoice, a window sticker with a manufacturer's suggested retail price, and a buyer's guide required by the Federal Trade Commission designating the vehicles as used cars.

Expanding the program statewide involves using more railheads for vehicle delivery and storage so GM can offer dealers better variety. Using railheads as distribution hubs also solves transportation problems for the automaker. Buyback cars hitch rides on car haulers carrying vehicles to dealers.

Though auction owners fear that plans like Satisfaction Plus will hurt a major segment of their business, the GM spokesman said auctions are necessary and will remain a part of the distribution chain for program cars because that's where prices are set.

But services the auctions offer could change. If ordering cars electronically improves, auctions could end up as distribution hubs.

Most auctions have invested hundreds of thousands of dollars in huge fenced and lighted blacktop lots to store buyback vehicles before selling them. And they own fleets of car haulers. By using electronic communication, dealers could order vehicles sitting in an auction parking lot awaiting sale at the auction.

Instead of selling vehicles, auctions would ship them to dealers, the GM spokesman said.

GM started Satisfaction Plus in May in south Florida to aid dealers in merchandising rental returns, and save the automaker transportation and auction fees.

Chrysler Corp. has a similar test program in south Florida that requires dealers to shop the lot where the vehicles are stored. The advantage to this system is that dealers actually view the cars being sold. Chrysler will distribute about 240,000 program vehicles in 1991.

The volume of program cars industrywide has swelled to 1.5 million vehicles this year. Program cars are vehicles sold to daily rental companies then repurchased by manufacturers at a depreciated rate and remarketed to dealers through the auction network.

Satisfaction Plus is still a pilot program and its expansion is only a further test by GM to see what problems are generated by operating it statewide. Though some industry sources say only a few hundred cars have been sold under the program, the GM spokesman said the number is closer to 1,100.

He said the program has been enthusiastically received by dealers, especially those who are skittish about attending auto auctions.

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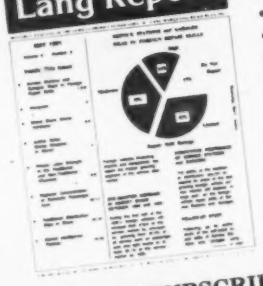
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Auto trade deficit dips 23% for quarter

The U.S. automotive trade deficit in the first quarter of 1991 was 22.9 percent lower than in the fourth quarter of 1990. The first-quarter deficit was $9.7 billion, down from $12.6 billion the previous quarter.

The improvement was spurred by a 27.4 percent increase in the value of U.S. exports, according to U.S. Commerce Department statistics.

And that rise stemmed from a $742.3 million increase in car and truck exports to Canada.

While exports were increasing, the value of new-vehicle imports to the United States dropped 15.1 percent, to $12.7 billion.

Shipments decreased from Germany, Sweden, Italy, France and the United Kingdom — reflecting the decline in sales among European importers here. The value of imports from Mexico and South Korea also dropped.

The first-quarter trend reversed the pattern of automotive trade in the 12-month period that ended March 31.

The U.S. automotive trade deficit was $42.6 billion from April 1990 through March 1991, up 3.9 percent from the total for the previous 12 months.

The first-quarter figures showed a narrowing of the automotive trade gap with Japan as trade tensions between the two countries mounted.

The quarterly deficit was $5.9 billion, down from $6.1 billion in the fourth quarter of 1990.

The value of shipments from Japan to the United States, which is about 40 times higher than the flow going the other way, was off 4.1 percent for the quarter. Exports from the United States to Japan dropped 17.5 percent. Despite those percentage discrepancies, the U.S. deficit declined because of the preponderance of Japan-to-U.S. shipments.

U.S. VEHICLE TRADE
(x $1,000)

Country	Trade	1st Qtr. '91	4th Qtr. '90	Annualized trade April '90-March '91	Annualized trade April '89-March '90
Japan	from U.S.	$ 148,544	$ 180,112	$ 582,803	$ 405,164
	to U.S.	6,059,495	6,318,892	22,157,428	22,254,019
Canada	from U.S.	2,000,308	1,258,004	7,101,610	7,645,657
	to U.S.	3,840,349	5,060,355	18,357,570	18,390,039
Germany	to U.S.	1,195,887	1,488,795	5,456,896	5,077,061
S. Korea	to U.S.	294,728	369,253	1,178,147	1,182,153
Sweden	to U.S.	318,124	386,385	1,356,148	1,587,851
Mexico	to U.S.	565,268	759,132	2,687,729	1,281,091
Yugoslavia	to U.S.	2,501	2,270	10,179	164
United Kingdom	to U.S.	169,803	281,091	831,055	898,968
Italy	to U.S.	43,706	83,340	267,088	278,924
France	to U.S.	13,094	6,366	35,597	35,080
Brazil	to U.S.	21,688	9,723	59,362	251,650
Others	from U.S.	783,727	864,006	2,828,571	2,688,063
	to U.S.	158,287	179,509	695,437	472,780
Car and truck total	from U.S.	2,932,579	2,302,122	10,512,984	10,738,884
	to U.S.	12,682,929	14,945,113	53,092,635	51,709,784
VEHICLE TRADE BALANCE		(9,750,350)	(12,642,991)	(42,579,651)	(40,970,900)
Car total	from U.S.	2,389,683	1,947,166	8,806,312	9,070,869
	to U.S.	11,150,182	13,123,974	45,921,509	43,710,061
CAR TRADE BALANCE		(8,760,499)	(11,176,808)	(37,115,197)	(34,639,192)
Truck total	from U.S.	542,896	354,932	1,706,672	1,668,015
	to U.S.	1,532,747	1,821,139	7,171,126	7,999,723
TRUCK TRADE BALANCE		(989,851)	(1,466,207)	(5,464,454)	(6,331,708)
TOTAL U.S.	from U.S.	101,733,900	96,322,800	399,003,400	372,600,200
Merchandise trade	to U.S.	118,661,000	122,505,000	491,466,500	479,916,100
U.S. TRADE BALANCE		(16,927,100)	(26,182,200)	(92,463,100)	(107,315,900)

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Bills target imported minivans, sport-utilities for 25% tariff

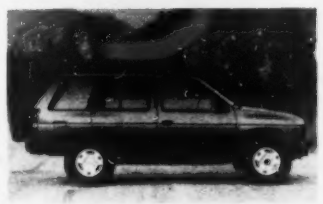
JIM HENRY
Staff Reporter

A Michigan congressman and a New York senator have introduced bills that would subject all imported sport-utilities and minivans to a 25 percent tariff.

The measures, sponsored by Democratic Rep. Dale Kildee and Republican Sen. Alfonse D'Amato, would reclassify some of those vehicles as imported trucks, which are subject to the 25 percent duty.

In early 1989, the U.S. Customs Service threatened to reclassify some imported multipurpose vehicles as trucks. Importers protested, and the Treasury Department ruled that four-door sport-utilities and minivans with side windows and rear seats would continue to be classified as passenger cars, subject to only a 2.5 percent tariff. Two-door sport-utilities had to pay the higher rate.

In introducing his bill Aug. 2, Kildee complained that different federal agencies define the same vehicle differently, and the resulting loopholes offer importers a competitive advantage against domestic manufacturers.



The U.S. government continues to classify four-door sport-utilities such as this Pathfinder as cars subject to a 2.5 percent duty.

While Customs considers most multipurpose vehicles to be passenger cars for tariff purposes, the EPA and the Department of Transportation consider them trucks for emissions and safety standards.

Kildee used the Range Rover and the Nissan Pathfinder as examples. The Range Rover meets truck safety and emissions standards and, as a truck, it escapes the luxury tax on cars over $30,000. But because it has four doors, it pays the 2.5 percent passenger-car tariff.

The Pathfinder is classified as a car or a truck depending on the number of doors.

BMW buys stake in U.S. studio

In an effort to give its cars more American flavor, BMW AG has bought 50 percent of Designworks/USA, a California design consulting firm, for $4.5 million.

"We will utilize Designworks' expertise to create international products with an American flair," said Wolfgang Reitzle, BMW's board of management member responsible for research and development. Designworks has worked on BMW projects for seven years.

The automaker is buying "added American input" for BMWs that will be sold in all markets, said Charles W. Pelly, Designworks president. "Time will tell" if BMW ever decides to import cars designed exclusively for the U.S. market, he said.

BMW bought most of its share of Designworks from Magna International Inc. The Ontario-based parts maker owned 40 percent of the firm.

— Jim Henry

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Lexus tops for sales satisfaction

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Lexus has another feather for its cap. The luxury division of Toyota Motor Sales U.S.A. Inc. took the top spot in the 1991 sales satisfaction index from J.D. Power and Associates Inc.

Lexus increased its score to 146, up 10 points from a year earlier. The title adds to a stream of high rankings for Lexus. The two-year-old division also finished on top of J.D. Power's 1991 study on initial quality, and it tied for first in the 1991 Customer Satisfaction Index.

Mercedes-Benz, which had been in the top spot for four years, dropped 13 points to fifth place.

Cadillac moved up two points to 140, which was enough to regain the No. 2 spot it held in 1988 and 1989. Third-place Infiniti fell five points, while fourth-place Lincoln improved six points.

General Motors' Saturn division made an impressive debut in the rankings, finishing sixth, one point behind Mercedes-Benz. The results appear to indicate that customers are embracing Saturn's low-pressure, stick-to-sticker sales approach. Saturn tied Buick at 131.

J.D. Power determines its sales satisfaction rankings by surveying consumers about the sales experience, delivery experience and product condition.

Further down in the rankings, Honda and Porsche returned to above-average levels after disappearing from the rankings last year. J.D. Power does not release below-average scores. Honda's sister division, Acura, failed to make the above-average list for the third straight year.

While the car sales satisfaction ranking was evenly split between import and domestic nameplates, the above-average players in the truck survey were all domestic.

Ford took the top honors for the second straight year, increasing its score nine points to 112. Oldsmobile, which sell Silhouette, was right on Ford's tail, rising 11 points to 111.

Last year, sixth-place Toyota was the only importer to make the list; in 1989, Mazda and Toyota made the cut.

J. D. POWER 1991 TRUCK SALES SATISFACTION INDEX

	1991 Score	1990 Score	1989 Score
Ford	112	103	101
Oldsmobile	111	100	—
Pontiac	107	103	—
GMC	107	99	105
Chevrolet	104	102	102
Dodge	104	*	91
Chrysler	102	95	—
Average	101	93	90

*Below-average scores not released

J. D. POWER 1991 CAR SALES SATISFACTION INDEX

	1991 Score	1990 Score	1989 Score
Lexus	146	136	—
Cadillac	140	138	136
Infiniti	138	143	—
Lincoln	136	130	119
Mercedes-Benz	132	145	137
Buick	131	134	129
Saturn	131	—	—
Oldsmobile	127	125	114
Mercury	123	123	119
Jaguar	120	123	110
Saab	117	113	*
Chrysler	115	111	112
Ford	116	110	106
Porsche	113	*	129
Toyota	112	110	106
Honda	111	*	110
Average	110	109	106

*Below-average scores not released

Japan's new car sales decline 2.9% in July

MARY ANN MASKERY
Staff Reporter

TOKYO — Japanese new-vehicle sales slipped 2.9 percent in July, the sixth monthly decline of the year, although the luxury segment above 2 liters again registered a double-digit increase.

Analysts attributed the fall in demand, to 574,026 units, partly to new parking regulations that went into effect in July.

The regulations require a would-be car buyer to present proof of parking in order to register the vehicle.

According to figures released by the Japan Automobile Dealers Association, sales of vehicles between 660 cc and 2 liters — Japan's dominant market segment — fell 13.3 percent last month to 340,766, the 11th straight month of decline.

But sales of luxury cars, fueled by continuing strong demand for such new domestic models as the Mitsubishi Diamante, surged 67 percent, to 69,653.

The July increase was the seventh consecutive monthly gain in that segment.

However, despite strong percentage gains by Volkswagen, General Motors and Chrysler, import sales slipped 3.9 percent last month, to 19,518.

Imports, most of which are in the luxury segment, have trailed their year-earlier sales for seven consecutive months.

Among German makes, which dominate the import segment, BMW fell 5.1 percent, to 3,0[illegible], and Mercedes-Benz was down 13.3 percent, to 3,389. Combined Volkswagen/Audi sales rose 12.6 percent, to 4,452.

General Motors sales rose 21.3 percent in July, to 766 units, while Chrysler reported a 7.7 percent increase, to 117. But Ford Motor Co. sales fell 42 percent, to 564.

Toyota Motor Corp. said its July volume fell 5.3 percent, to 232,898, despite a full model change for the Corolla, the best-selling car in Japan. Although Corolla sales were down 7.1 percent, to 27,015 in July, Toyota insisted it is meeting its sales target.

Mitsubishi Motors Corp., which has been showing double-digit growth all year, reported a more modest 5.1 percent increase in July, to 46,071 units.

But Fuji Heavy Industries, maker of Subaru, said sales of its cars over 660 cc jumped 23.1 percent, to 12,486. Much of the gain was attributed to demand for the Legacy.

Sales of mini-vehicles, under 660 cc, were down 8.4 percent, to 160,237 units, according to the National Minicar Association. All companies in the segment showed a sales decline in July.

Despite the long string of down months, most carmakers still expect an overall boost in market demand, led by new entries in the fall.

Rover quits London show; more defections seen

ED WENDT
and VAUGHN FREEMAN
Correspondents

LONDON — In a move that appears to cast a long shadow over the future of the London auto show, Rover Group, Britain's only British-owned volume carmaker, said last week that it has decided to pull out of the biennial event.

The company, Britain's third largest vehicle maker after Ford and Vauxhall, follows five other manufacturers and importers that have canceled plans to exhibit at this year's Motorfair. They are BMW, Porsche, Nissan, Lada and Proton.

Rover attributed its decision to a desire to cut costs in a down market and to scheduling conflicts.

"In the current climate, we feel it is better to concentrate our resources toward other market activities rather than Motorfair," a Rover spokesman said.

"We felt it would be better to invest in other directions, such as dealer promotions."

Rover's reasons for quitting the event were closely echoed by Porsche officials.

"The timing of the show is inconvenient for our range of new products, both announced and unannounced," a spokesman for Porsche Cars Great Britain said last week.

The show, which is held in off years to the British International Motor Show in Birmingham, is scheduled this year for Oct. 17-27. In that time slot, it conflicts directly with the Tokyo motor show and follows by only a few weeks the important Frankfurt auto show in September.

Other defections are expected, according to sources close to the organizers.

But spokesmen for Ford and Vauxhall said they have no plans to quit the show, and a Volkswagen official said the German automaker "definitely" intends to have a major display at the exhibition.

Other vehicle makers that have scheduled space at the show include Japan's Toyota, Mazda, Honda and Suzuki; Peugeot and Renault of France; Sweden's Volvo, and Hyundai of South Korea.

"Manufacturers withdrawing clearly is not the end of the world for the show, but it may well be giving the wrong signal to car buyers," said David Gent, director-general of the Retail Motor Industry Federation, the British dealer trade group.

The last Motorfair, in 1989, attracted 372,000 visitors. In contrast, last year's Birmingham show brought in 450,000.

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Automakers keep an eye on strike replacement legislation

LIZ PINTO
Staff Reporter

Vehicle manufacturers are not taking a public stand on a federal bill that would prohibit employers from permanently replacing unionized workers who strike.

There's a simple reason: Automakers point out that they don't permanently replace striking workers.

The U.S. House of Representatives passed H.R. 5 on July 17. The bill could come before the Senate this fall.

"We are watching H.R. 5 with interest," said Dick Routh, a spokesman for Ford Motor Co. "But as a policy, we do not hire permanent replacements."

A General Motors spokesman said, "It is policy not to replace strikers. We are more interested in settling issues in question during a strike and getting employees back to work."

But if the bill becomes law, automakers would be affected.

As federal labor laws now stand, workers cannot be fired for striking, but they can be permanently replaced. Until the 1980s, such replacement was virtually non-existent.

The right of employers to permanently replace employees on economic strikes comes from the 1938 Mackay doctrine, which puts striking employees into two categories — unfair-labor-practice strikers and economic strikers. The doctrine allows replacement of economic strikers but not of unfair-labor-practice strikers.

Although automakers have not used the doctrine, there is evidence that in the last decade automotive suppliers and many other smaller businesses have used it to get rid of their unionized work forces.

In 1981, President Reagan fired 12,000 striking air traffic controllers for breaking federal law by striking. Proponents of H.R. 5 say that action had a dramatic impact on the way Americans view strikes, and they claim it sent a signal to employers that it was acceptable to dismiss striking workers.

A House committee report that was essential in the passing of H.R. 5 says, "Evidence is clear that tens of thousands of employees are being permanently replaced each year for exercising a basic protected right, and that hundreds of thousands more have been threatened with permanent replacement."

Arvin Automotive Industries in Columbus, Ind., a supplier of exhaust systems, permanently replaced its workers in an economic strike. John Hall, a former employee of the company, testified to a House committee that many replaced workers lost their homes and that families split up because of the financial and emotional strain brought about by the action.

Opponents of the bill say that if H.R. 5 becomes law, strikes will become longer and more frequent and could cause businesses to close. If that happens among suppliers, assembly plants ultimately would have to shut down.

The National Automobile Dealers Association says that although 11 percent of dealership employees are unionized, it is more concerned with that ripple effect than with the direct effect of the bill.

"We are concerned about suppliers and vendors to the manufacturers, as well as getting the cars from the manufacturer to the dealership," an NADA spokesperson said. "We feel passage of this bill would increase labor unrest. If jobs are guaranteed, there is not the same amount of incentive to come to an agreement."

The UAW has said that getting this bill passed by the Senate is its main priority.

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New Pontiac ads focus on driver control

RAYMOND SERAFIN
Crain News Service

Lifestyle fluff is out at Pontiac.

For the sober 1990s, Pontiac is dropping images of people having fun in favor of product messages about driver control.

Pontiac's new style started with advertising for its new 1992 Bonneville on network TV and in *U.S. News & World Report*. Three 30-second TV spots focus on such attributes as anti-lock brakes, a driver-side air bag, powerful engines, traction control and advanced suspensions, a far cry from the MTV-like ads that marked Pontiac advertising during the late 1980s.

Pontiac began to edge away from that direction in the 1991 model year with a humorous campaign positioning its cars as an antidote to social scientists' predictions that the new decade would be "dullsville." But for the first half of this calendar year, Pontiac's car sales were off 21.5 percent, to 263,114, compared with the previous year; its share of the car market fell to 6.4 percent from 6.9 percent.

The division is shifting gears without dropping its "We build excitement" themeline, which is entering its 11th year.

"Pontiac stands for something, and that's worth a lot in a market where some are still casting about for what they stand for," said Mark Gjovik, executive vice president and group account director at Pontiac agency D'Arcy Masius Benton & Bowles in Bloomfield Hills, Mich. "But like any position that is long-term and enduring, it has to evolve.

"The Reagan era is definitely gone," Gjovik said, "The change from the '80s to the '90s was as significant a decade shift as you can find."

For instance, consumer concern about safety has been "a very sudden development," he said.

Pontiac is trying to meet that concern by stressing how the features of its cars help a driver stay in control of any situation.

The division wants to maintain its sporty image, but it is no longer enough to just present the image without explaining the underlying value, Gjovik said.

"The most important safety feature in any car is a driver in control," says the voice-over in one of the spots.

An introductory Bonneville shot shows a cover being blown off to reveal the car, but most of the visuals in that commercial and the other two feature shots on the road or on test tracks.

Head injuries 'possible' for drivers in small Toyotas

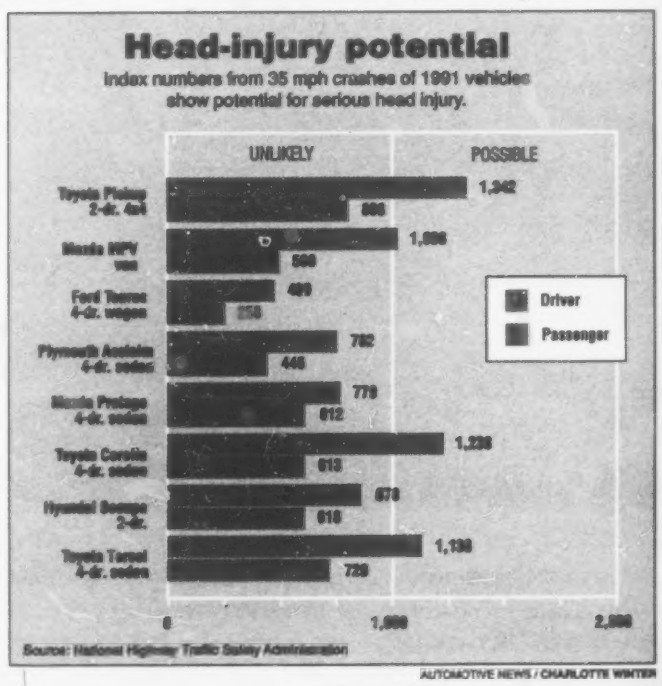
WASHINGTON — The government's latest round of 35-mph crashes indicates serious head injuries are "possible" for drivers of the Toyota Tercel and Toyota Corolla.

The two subcompacts are the only nameplates among 13 cars under 2,500 pounds to score above the 1,000 threshold, according to the National Highway Traffic Safety Administration. Scores below 1,000 indicate that injury is "unlikely." The agency says comparisons should be made only among vehicles in the same weight groups.

The Mazda MPV and Toyota 4x4 pickup also exceeded the 1,000 threshold for drivers. Scores tend to be higher for those types of vehicles. Seven of eight vans in NHTSA's bank of statistics have exceeded the 1,000 mark, as have seven of 11 pickups.

Meanwhile, the Ford Taurus wagon posted a 258 head-injury score for the front-seat passenger. It was the lowest passenger score among nine in NHTSA's list of cars weighing 3000 to 3,499 pounds.

The eight vehicles included in the latest scores are part of a group of 34 involved in the program for the 1991 model year. NHTSA's statistics also include projected scores for models that were crashed in previous years and have not been redesigned since.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

NHTSA bills the tests as a "consumer information" program. Vehicles are crashed at 35 mph into a fixed barrier; the crash dummies are belted.

Vehicles must pass a 30-mph test to comply with federal safety standards.

SALES

FROM PAGE 3

imports dropped to 75 days from 80.

The dip in car inventory numbers was even more impressive — 1,627,463 domestic and imported autos in stock on Aug. 1, down from 1,844,493 on July 1. Production cutbacks for model changeovers contributed to the reduction.

The *Automotive News* inventory report now includes light trucks. On Aug. 1, the stockpile was 930,038 units, a 61-day supply. On July 1, it was 995,432, a 67-day supply.

Actual July car sales slipped 3.8 percent from last year, to 773,377; light trucks were off 6.0 percent, to 393,240.

Sales for General Motors, Chrysler Corp. and Ford Motor Co. all trailed last year's figures. Collectively, they were down 7.3 percent.

Japanese makes were up 6.4 percent for the month, with Toyota Motor Sales U.S.A. Inc. and Nissan Motor Corp. in U.S.A. posting substantial gains. Through July, the Japanese were down 5.9 percent.

The Big 3 lost 2.1 points of market share in July. Their share was 70.3 percent for the month. Japanese brands picked up 2.7 percentage points, good for a 26.1 percent market share.

July was the first time this year that Toyota (up 16.9 percent), Nissan (16.6 percent), Oldsmobile (9.6 percent), Hyundai (6.4 percent), BMW (3.2 percent) and Sterling (80.6 percent) posted higher sales than in the year-ago month. It was alast hurrah for Sterling Motor Cars; it is withdrawing from the U.S. market at the end of the 1991 model year.

Other makes that posted higher July sales were Buick (9.0 percent), Mitsubishi (36.7 percent), Acura (1.9 percent), Subaru (4.0 percent), Isuzu (36.4 percent), Suzuki (25.9 percent), Lexus (17.0 percent) and Infiniti (158.2 percent).

Infiniti's 5,441 sales were a monthly record. The number was 1,109 behind Lexus, the closest Infiniti ever has been to its rival.

While the industry's sales numbers continue to grow, stagnant consumer confidence continues to act as a brake on any faster improvement for the economy as a whole, according to a Conference Board survey.

Only 6.1 percent of consumers polled in July said they plan to buy a car in the next six months, compared to 8.8 percent in July 1990, before the Gulf war, the board said.

The survey pegged the Consumer Confidence Index at 77.7, compared to 78.0 in June and 101.7 in July 1990. The index uses 1985 attitudes as a baseline of 100.

Spielman elected GM vice president

DETROIT — Joseph D. Spielman was elected a vice president of General Motors and named general manager of the rear-wheel-drive product team at the Chevrolet-Pontiac-Canada Group last week.

Spielman replaces David D. Campbell, 61, who announced his retirement after 43 years with GM. The move is effective Sept. 1.

Spielman, 46, joined GM in 1963 at the Fisher Body No. 1 plant in Flint, Mich., while he was still a student. He was assigned to C-P-C headquarters as director of manufacturing engineering in 1984, and was named group manufacturing manager, his current post, in 1988.

U.S. CAR AND LIGHT-TRUCK SALES, JULY — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	125,427	129,681	16.2	16.1	100,728	117,250	25.6	28.0	226,155	246,931	19.4	20.2	-0.8	- 8.4
Ford	103,450	113,500	13.4	14.1	113,321	128,053	28.8	30.6	216,771	241,553	18.6	19.8	-1.2	-10.3
Toyota	70,556	57,903	9.1	7.2	26,692	25,310	6.8	6.1	97,248	83,213	8.3	6.8	1.5	16.9
Dodge	22,382	24,804	2.9	3.1	40,376	40,264	10.3	9.6	62,758	65,068	5.4	5.3	0.1	- 3.6
Nissan	41,247	36,879	5.3	4.6	18,745	14,592	4.8	3.5	59,992	51,471	5.1	4.2	0.9	16.6
Honda	53,427	68,006	6.9	8.5	—	—	—	—	53,427	68,006	4.6	5.6	-1.0	-21.4
Buick	52,293	47,979	6.8	6.0	—	—	—	—	52,293	47,979	4.5	3.9	0.6	9.0
Oldsmobile	48,199	44,888	6.2	5.6	3,653	2,441	0.9	0.6	51,852	47,329	4.4	3.9	0.6	9.6
Pontiac	47,355	55,307	6.1	6.9	2,204	2,959	0.6	0.7	49,559	58,266	4.2	4.8	-0.5	-14.9
Mercury	34,568	37,012	4.5	4.6	—	—	—	—	34,568	37,012	3.0	3.0	-0.1	- 6.6
Mazda	17,295	21,656	2.2	2.7	13,054	9,750	3.3	2.3	30,349	31,406	2.6	2.6	0.0	- 3.4
Plymouth	12,014	16,884	1.6	2.1	16,787	15,121	4.3	3.6	28,801	32,005	2.5	2.6	-0.1	-10.0
GMC	—	—	0.0	0.0	27,873	32,516	7.1	7.8	27,873	32,516	2.4	2.7	-0.3	-14.3
Jeep	—	—	0.0	0.0	17,575	18,019	4.5	4.3	17,575	18,019	1.5	1.5	0.0	- 2.5
Mitsubishi	14,187	8,360	1.8	1.0	2,449	3,807	0.6	0.9	16,636	12,167	1.4	1.0	0.4	36.7
Cadillac	15,398	18,153	2.0	2.3	—	—	—	—	15,398	18,153	1.3	1.5	-0.2	-15.2
Lincoln	14,622	16,022	1.9	2.0	—	—	—	—	14,622	16,022	1.3	1.3	-0.1	- 8.7
Acura	13,428	13,176	1.7	1.6	—	—	—	—	13,428	13,176	1.2	1.1	0.1	1.9
Hyundai	11,356	10,669	1.5	1.3	—	—	—	—	11,356	10,669	1.0	0.9	0.1	6.4
Subaru	10,686	10,276	1.4	1.3	—	—	—	—	10,686	10,276	0.9	0.8	0.1	4.0
VW	8,290	11,547	1.1	1.4	682	710	0.2	0.2	8,972	12,257	0.8	1.0	-0.2	-26.8
Chrysler	8,488	17,973	1.1	2.2	313	232	0.1	0.1	8,801	18,205	0.8	1.5	-0.7	-51.7
Saturn	8,538	0	1.1	0.0	—	—	—	—	8,538	0	0.7	0.0	0.7	—
Isuzu	819	386	0.1	0.0	6,977	5,329	1.8	1.3	7,796	5,715	0.7	0.5	0.2	36.4
Lexus	6,550	5,596	0.8	0.7	—	—	—	—	6,550	5,596	0.6	0.5	0.1	17.0
Volvo	5,765	8,036	0.7	1.0	—	—	—	—	5,765	8,036	0.5	0.7	-0.2	-28.3
Infiniti	5,441	2,107	0.7	0.3	—	—	—	—	5,441	2,107	0.5	0.2	0.3	158.2
Eagle	5,064	6,586	0.7	0.8	—	—	—	—	5,064	6,586	0.4	0.5	-0.1	-23.1
BMW	4,859	4,709	0.6	0.6	—	—	—	—	4,859	4,709	0.4	0.4	0.0	3.2
Mercedes	4,758	5,284	0.6	0.7	—	—	—	—	4,758	5,284	0.4	0.4	0.0	-10.0
Saab	2,167	3,632	0.3	0.5	—	—	—	—	2,167	3,632	0.2	0.3	-0.1	-40.3
Suzuki	554	533	0.1	0.1	1,377	1,001	0.4	0.2	1,931	1,534	0.2	0.1	0.0	25.9
Daihatsu	655	806	0.1	0.1	194	467	0.0	0.1	849	1,273	0.1	0.1	0.0	-33.3
Jaguar	833	1,410	0.1	0.2	—	—	—	—	833	1,410	0.1	0.1	0.0	-40.9
Audi	772	1,552	0.1	0.2	—	—	—	—	772	1,552	0.1	0.1	-0.1	-50.3
Sterling	493	273	0.1	0.0	—	—	—	—	493	273	0.0	0.0	0.0	80.6
Porsche	406	750	0.1	0.1	—	—	—	—	406	750	0.0	0.1	0.0	-45.9
Alfa Romeo	282	440	0.0	0.1	—	—	—	—	282	440	0.0	0.0	0.0	-35.9
Peugeot	279	337	0.0	0.0	—	—	—	—	279	337	0.0	0.0	0.0	-17.2
Yugo	279	559	0.0	0.1	—	—	—	—	279	559	0.0	0.0	0.0	-50.1
Range Rover	—	—	0.0	0.0	240	452	0.1	0.1	240	452	0.0	0.0	0.0	-46.9
Other*	195	245	0.0	0.0	—	—	—	—	195	245	0.0	0.0	0.0	-20.4
TOTAL	**773,377**	**803,916**	**100.0**	**100.0**	**393,240**	**418,273**	**100.0**	**100.0**	**1,166,617**	**1,222,189**	**100.0**	**100.0**	**0.0**	**- 4.5**
TOTAL BIG 3	**497,798**	**528,789**	**64.4**	**65.8**	**322,830**	**356,855**	**82.1**	**85.3**	**820,628**	**885,644**	**70.3**	**72.5**	**-2.1**	**- 7.3**
TOTAL JAPAN	**234,845**	**225,684**	**30.4**	**28.1**	**69,488**	**60,256**	**17.7**	**14.4**	**304,333**	**285,940**	**26.1**	**23.4**	**2.7**	**6.4**
TOTAL EUROPE	**29,378**	**38,774**	**3.8**	**4.8**	**922**	**1,162**	**0.2**	**0.3**	**30,300**	**39,936**	**2.6**	**3.3**	**-0.7**	**-24.1**
GM	297,210	296,008	38.4	36.8	134,458	155,166	34.2	37.1	431,668	451,174	37.0	36.9	0.1	- 4.3
Ford	152,640	166,534	19.7	20.7	113,321	128,053	28.8	30.6	265,961	294,587	22.8	24.1	-1.3	- 9.7
Chrysler	47,948	66,247	6.2	8.2	75,051	73,636	19.1	17.6	122,999	139,883	10.5	11.4	-0.9	-12.1
Toyota/Lexus	77,106	63,499	10.0	7.9	26,692	25,310	6.8	6.1	103,798	88,809	8.9	7.3	1.6	16.9
Honda/Acura	66,855	81,182	8.6	10.1	—	—	0.0	0.0	66,855	81,182	5.7	6.6	-0.9	-17.6
Nissan/Infiniti	46,688	38,986	6.0	4.8	18,745	14,592	4.8	3.5	65,433	53,578	5.6	4.4	1.2	22.1
VW/Audi	9,062	13,099	1.2	1.6	682	710	0.2	0.2	9,744	13,809	0.8	1.1	-0.3	-29.4
†Geo	*32,754*	*27,966*	*4.2*	*3.5*	*3,678*	*3,198*	*0.9*	*0.8*	*36,432*	*31,164*	*3.1*	*2.5*	*0.6*	*16.9*
*Made by Japan***	*273,527*	*258,725*	*35.4*	*32.2*	*72,538*	*64,239*	*18.4*	*15.4*	*345,284*	*321,838*	*29.6*	*26.3*	*3.3*	*7.3*

*Includes 1991 estimated sales of 80-Ferrari, 50-Rolls/Bentley, 27-Lotus, 20- Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 7 MONTHS — 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	740,832	874,336	15.1	15.5	636,860	775,764	26.0	27.2	1,377,692	1,650,100	18.7	19.4	-0.7	-16.5
Ford	644,786	813,520	13.1	14.4	701,560	853,470	28.7	29.9	1,346,346	1,666,990	18.3	19.6	-1.3	-19.2
Toyota	393,716	418,319	8.0	7.4	153,248	157,801	6.3	5.5	546,964	576,120	7.4	6.8	0.7	- 5.1
Dodge	193,266	199,178	3.9	3.5	274,306	307,382	11.2	10.8	467,572	506,560	6.4	6.0	0.4	- 7.7
Honda	380,980	430,537	7.8	7.6	—	—	—	—	380,980	430,537	5.2	5.1	0.1	-11.5
Pontiac	310,469	390,429	6.3	6.9	19,153	21,808	0.8	0.8	329,622	412,237	4.5	4.9	-0.4	-20.0
Buick	326,748	316,952	6.7	5.6	—	—	—	—	326,748	316,952	4.4	3.7	0.7	3.1
Nissan	220,042	253,501	4.5	4.5	99,336	103,062	4.1	3.6	319,378	356,563	4.3	4.2	0.1	-10.4
Oldsmobile	258,801	314,660	5.3	5.6	23,929	16,022	1.0	0.6	282,730	330,682	3.8	3.9	-0.1	-14.5
Mercury	226,464	233,879	4.6	4.1	—	—	—	—	226,464	233,879	3.1	2.8	0.3	- 3.2
Mazda	140,652	139,442	2.9	2.5	71,295	74,637	2.9	2.6	211,947	214,079	2.9	2.5	0.4	- 1.0
Plymouth	109,051	148,209	2.2	2.6	102,792	109,684	4.2	3.8	211,843	257,893	2.9	3.0	-0.2	-17.9
GMC	—	—	0.0	0.0	167,755	201,506	6.9	7.1	167,755	201,506	2.3	2.4	-0.1	-16.7
Cadillac	120,344	153,627	2.5	2.7	—	—	—	—	120,344	153,627	1.6	1.8	-0.2	-21.7
Mitsubishi	97,955	101,388	2.0	1.8	16,990	25,427	0.7	0.9	114,945	126,815	1.6	1.5	0.1	- 9.4
Lincoln	110,939	141,195	2.3	2.5	—	—	—	—	110,939	141,195	1.5	1.7	-0.2	-21.4
Jeep	—	—	0.0	0.0	101,703	121,211	4.2	4.3	101,703	121,211	1.4	1.4	0.0	-16.1
Acura	84,995	84,902	1.7	1.5	—	—	—	—	84,995	84,902	1.2	1.0	0.2	0.1
Chrysler	72,934	117,952	1.5	2.1	2,239	1,777	0.1	0.1	75,203	119,729	1.0	1.4	-0.4	-37.2
Hyundai	68,446	80,542	1.4	1.4	—	—	—	—	68,446	80,542	0.9	0.9	0.0	-15.0
Subaru	65,844	61,419	1.3	1.1	—	—	—	—	65,844	61,419	0.9	0.7	0.2	7.2
Isuzu	8,200	2,196	0.2	0.0	57,503	62,019	2.4	2.2	65,703	64,215	0.9	0.8	0.1	2.3
VW	57,682	79,995	1.2	1.4	3,610	4,367	0.1	0.2	61,292	84,362	0.8	1.0	-0.2	-27.3
Volvo	45,022	57,336	0.9	1.0	—	—	—	—	45,022	57,336	0.6	0.7	-0.1	-21.5
Lexus	34,848	34,035	0.7	0.6	—	—	—	—	34,848	34,035	0.5	0.4	0.1	2.4
Eagle	34,337	36,442	0.7	0.6	—	—	—	—	34,337	36,442	0.5	0.4	0.0	- 5.8
Saturn	33,858	0	0.7	0.0	—	—	—	—	33,858	0	0.5	0.0	0.5	—
Mercedes	33,177	42,591	0.7	0.8	—	—	—	—	33,177	42,591	0.5	0.5	-0.1	-22.1
BMW	28,798	36,196	0.6	0.6	—	—	—	—	28,798	36,196	0.4	0.4	0.0	-20.4
Infiniti	21,030	11,375	0.4	0.2	—	—	—	—	21,030	11,375	0.3	0.1	0.2	84.9
Saab	16,075	16,881	0.3	0.3	—	—	—	—	16,075	16,881	0.2	0.2	0.0	- 4.8
Suzuki	3,105	3,690	0.1	0.1	10,261	9,262	0.4	0.3	13,366	12,952	0.2	0.2	0.0	3.2
Audi	7,016	12,645	0.1	0.2	—	—	—	—	7,016	12,645	0.1	0.1	-0.1	-44.5
Daihatsu	3,877	6,701	0.1	0.1	1,845	2,850	0.1	0.1	5,722	9,551	0.1	0.1	0.0	-40.1
Jaguar	5,175	10,860	0.1	0.2	—	—	—	—	5,175	10,860	0.1	0.1	-0.1	-52.3
Porsche	2,844	5,881	0.1	0.1	—	—	—	—	2,844	5,881	0.0	0.1	0.0	-51.6
Alfa Romeo	2,364	1,828	0.0	0.0	—	—	—	—	2,364	1,828	0.0	0.0	0.0	29.3
Peugeot	2,240	2,713	0.0	0.0	—	—	—	—	2,240	2,713	0.0	0.0	0.0	-17.4
Sterling	1,878	2,609	0.0	0.0	—	—	—	—	1,878	2,609	0.0	0.0	0.0	-28.0
Range Rover	—	—	0.0	0.0	1,639	2,526	0.1	0.1	1,639	2,526	0.0	0.0	0.0	-35.1
Yugo	1,507	4,284	0.0	0.1	—	—	—	—	1,507	4,284	0.0	0.1	0.0	-64.8
Other*	1,515	1,715	0.0	0.0	—	—	—	—	1,515	1,715	0.0	0.0	0.0	0.0
TOTAL	**4,911,842**	**5,643,960**	**100.0**	**100.0**	**2,446,024**	**2,850,575**	**100.0**	**100.0**	**7,357,866**	**8,494,535**	**100.0**	**100.0**	**0.0**	**-13.4**
TOTAL BIG 3	**3,182,859**	**3,749,379**	**64.8**	**66.3**	**2,030,297**	**2,408,624**	**83.0**	**84.5**	**5,213,156**	**6,149,003**	**70.9**	**72.4**	**-1.5**	**-15.2**
TOTAL JAPAN	**1,455,244**	**1,547,505**	**29.6**	**27.4**	**410,478**	**435,058**	**16.8**	**15.3**	**1,865,722**	**1,982,563**	**25.4**	**23.3**	**2.0**	**- 5.9**
TOTAL EUROPE	**205,293**	**275,534**	**4.2**	**4.9**	**5,249**	**6,893**	**0.2**	**0.2**	**210,542**	**282,427**	**2.9**	**3.3**	**-0.5**	**-25.5**
GM	1,791,052	2,050,004	36.5	36.3	847,697	1,015,100	34.7	35.6	2,638,749	3,065,104	35.9	36.1	-0.2	-13.9
Ford	982,189	1,188,594	20.0	21.1	701,560	853,470	28.7	29.9	1,683,749	2,042,064	22.9	24.0	-1.2	-17.5
Chrysler	409,618	501,781	8.3	8.9	481,040	540,054	19.7	18.9	890,658	1,041,835	12.1	12.3	-0.2	-14.5
Toyota/Lexus	428,564	452,354	8.7	8.0	153,248	157,801	6.3	5.5	581,812	610,155	7.9	7.2	0.7	- 4.6
Honda/Acura	465,975	515,439	9.5	9.1	0	0	0.0	0.0	465,975	515,439	6.3	6.1	0.3	- 9.6
Nissan/Infiniti	241,072	264,876	4.9	4.7	99,336	103,062	4.1	3.6	340,408	367,938	4.6	4.3	0.3	- 7.5
VW/Audi	64,698	92,640	1.3	1.6	3,610	4,367	0.1	0.2	68,308	97,007	0.9	1.1	-0.2	-29.6
†Geo	*156,882*	*175,584*	*3.2*	*3.1*	*19,789*	*20,148*	*0.8*	*0.7*	*176,671*	*195,732*	*2.4*	*2.3*	*0.1*	*- 9.7*
*Made by Japan***	*1,648,968*	*1,756,050*	*33.6*	*31.1*	*426,961*	*463,846*	*17.5*	*16.3*	*2,071,037*	*2,212,993*	*28.1*	*26.1*	*2.1*	*- 6.4*

*Includes 1991 estimated sales of 560-Ferrari, 500-Rolls/Bentley, 189-Lotus, 140-Maserati, 91-Lamborghini and 35-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

DOMESTIC CAR SALES, JULY & YTD

	July 1991	July 1990	Jan. 1 to July 31, 1991	Jan. 1 to July 31, 1990
Summit	743	0	4,258	0
Talon	2,367	2,248	18,375	18,165
Premier	1,173	3,212	7,012	12,013
Total Eagle	**4,283**	**5,460**	**29,645**	**27,064**
Horizon	122	746	505	10,510
Laser	2,470	2,904	17,393	27,216
Sundance	3,328	4,505	25,034	34,725
Reliant	0	0	0	2,371
Acclaim*	4,527	6,924	56,858	61,200
Total Plymouth	**10,447**	**15,079**	**99,790**	**136,022**
LeBaron A*	1,217	3,653	10,356	19,150
LeBaron J	2,069	6,058	24,319	37,687
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	3,252	2,117	23,023	19,808
Imperial	772	824	6,176	7,040
New Yorker C	1,132	5,097	8,291	28,768
Total Chrysler	**8,442**	**17,749**	**72,165**	**114,737**
Omni	148	689	561	10,389
Shadow	5,747	5,718	42,901	40,235
Monaco	1,419	1,790	5,329	4,526
Daytona	1,048	3,077	8,915	21,631
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit*	4,037	5,245	48,603	50,852
Dynasty	6,403	6,141	64,268	55,574
Total Dodge	**18,802**	**22,660**	**170,577**	**186,203**
CHRYSLER CORP.	**41,974**	**60,948**	**372,177**	**484,026**
Escort*	28,771	20,826	145,581	163,211
Mustang	8,631	11,438	47,793	76,222
Tempo	13,073	18,055	106,573	136,082
Taurus	25,653	24,479	181,605	191,486
Thunderbird	7,062	9,516	45,352	66,013
Probe	10,865	14,952	52,708	78,868
Crown Victoria	6,429	8,991	43,028	66,845
Total Ford Div.	**100,484**	**108,257**	**622,640**	**778,727**
Topaz	5,749	6,490	36,221	46,755
Sable	8,880	9,962	60,377	58,868
Cougar	5,396	7,084	34,122	49,654
Grand Marquis	7,794	8,246	57,113	51,952
Total Mercury	**27,819**	**31,782**	**187,833**	**216,532**
Continental	3,944	4,588	31,418	36,778
Town Car	9,827	9,780	73,880	89,835
Mark VII	851	1,654	5,641	14,582
Total Lincoln	**14,622**	**16,022**	**110,939**	**141,195**
Total L-M Div.	**42,441**	**47,804**	**298,772**	**357,727**
FORD MOTOR CO.	**142,925**	**156,061**	**921,412**	**1,136,454**
Skyhawk	0	118	0	827
Roadmaster	4,857	0	18,622	0
Somerset/Skylark	2,712	6,523	46,369	60,163
Century*	15,918	9,082	78,132	67,577
Regal	11,785	10,518	66,916	47,658
LeSabre	6,089	13,474	54,886	93,658
Reatta	185	835	1,614	4,278
Electra/Park Ave.	9,818	5,373	51,505	30,088
Riviera	929	2,056	8,704	12,703
Total Buick	**52,293**	**47,979**	**326,748**	**316,952**
Allante	281	409	1,777	2,069
Seville	719	2,969	17,855	24,611
DeVille	11,880	11,349	78,809	91,311
Brougham	1,629	1,656	12,747	21,289
Eldorado	889	1,770	9,156	14,347
Total Cadillac	**15,398**	**18,153**	**120,344**	**153,627**
Geo Metro	5,830	4,184	39,239	14,975
Geo Prizm	16,454	13,167	58,940	69,941
Cavalier*	24,968	21,874	176,139	173,106
Camaro	5,345	9,389	30,755	51,362
Celebrity	2	3,987	613	23,711
Corsica/Beretta	26,706	24,839	146,506	187,086
Lumina	23,042	20,768	139,176	140,947
Caprice	11,132	17,404	80,056	107,223
Corvette	1,478	2,454	10,705	15,317
Total Chevrolet	**114,957**	**119,086**	**682,129**	**783,668**
Calais	3,776	9,971	37,352	63,500
Cutlass Ciera*	17,501	9,960	82,416	85,897
Cutlass Supreme	8,294	5,886	55,574	62,544
88	9,775	11,312	43,781	61,502
98	8,481	6,055	34,601	31,581
Toronado	372	1,704	4,877	9,636
Total Oldsmobile	**48,199**	**44,888**	**258,801**	**314,660**
Sunbird	9,164	8,960	58,030	65,496
Firebird	2,937	4,172	14,305	25,598
Grand Am	9,684	17,937	100,520	132,299
Pontiac 6000	1,763	2,745	19,859	29,165
Grand Prix	11,671	9,958	62,601	72,473
Bonneville H	7,966	5,197	33,416	39,727
Total Pontiac	**43,185**	**48,969**	**288,731**	**364,758**
Total Saturn	**8,538**	**0**	**33,858**	**0**
GENERAL MOTORS	**282,570**	**279,055**	**1,710,611**	**1,933,665**
Civic	17,294	15,969	85,033	118,959
Accord	22,960	28,161	192,818	163,412
HONDA	**40,254**	**44,130**	**277,851**	**282,371**
MX-6	870	2,194	16,949	18,601
626	4,005	5,293	36,691	23,385
MAZDA	**4,875**	**7,487**	**53,640**	**43,140**
Eclipse	4,174	3,470	32,310	30,761
Mirage	2,531	31	12,344	31
MITSUBISHI	**6,705**	**3,501**	**44,654**	**30,792**
NISSAN Sentra*	**11,001**	**9,349**	**72,023**	**57,909**
Corolla	16,323	10,632	74,103	27,409
Camry	25,951	17,348	118,840	36,224
TOYOTA	**42,274**	**27,980**	**192,943**	**203,285**
SUBARU Legacy	**6,063**	**1,985**	**30,222**	**4,911**
SUZUKI Swift	**80**	**0**	**436**	**0**
DOMESTIC TOTAL	**578,721**	**599,479**	**3,675,969**	**4,156,553**
IMPORT TOTAL	**194,656**	**213,448**	**1,235,874**	**1,487,487**
INDUSTRY TOTAL	**773,377**	**863,918**	**4,911,843**	**5,643,960**

*Includes units produced in Mexico.

STERLING

FROM PAGE 1

Braman Enterprises in 1987.

Entrepreneur Norman Braman, who recruited many of his fellow Cadillac dealers to sell Sterling, launched Austin Rover Cars of North America during the peak of the European luxury car boom in the United States. Sterling sales reached 14,171 in 1987 but fell every year through 1990, when 4,015 were sold. Through July of this year, Sterling sales were 1,878, down 28.0 percent from 1990.

Auto analyst Karl Ludvigsen of Ludvigsen and Associates in London said the decision on Sterling was "sensible" in light of "the dramatic and complicated challenges of the European market in the next century. They have the Japanese to contend with. They intend to concentrate on Europe."

The Sterling car itself was based on the Acura Legend and born out of a joint venture in England between the Rover Group and Honda Motor Co. Honda replaced the Legend last fall, but Rover wasn't involved. Sterling had planned to introduce a revamped version of its five-year-old car in the 1992 model year. A convertible was expected to follow.

Industry analysts in England believe that the impending launch played a role in Rover's decision to quit the United States now. The European version, sold as the Rover 800, will go on sale in November.

"They had to weigh costs of marketing the new car (along with) staying in the market and building the image of the marque," said Peter Caldwell of Barclays de Zoete Wedd. "Presumably, they are not making any money with the present Sterling and, with the additional costs inevitable in a new launch, decided to cut now."

Sterling's quality was spotty initially, including the electrical problems British cars have been notorious for. Another time, the company was horrified to find that a batch of leather interiors was turning green in the tropical Miami sun.

Rover bought out Braman Enterprises in 1988 and renamed the company in 1989. Customer and dealer satisfaction improved, but the company never really recovered from its early quality problems and its fuzzy image.

A Rover Group spokesman said the company has no plans to sell cars again in the United States.

Sterling has 117 U.S. employees. About 10 percent will be laid off immediately, but the rest — including President Graham J. Morris — will stay in place for the time being while the company restructures itself into a parts-and-service-only subsidiary, said Sterling spokesman Michael Geylin.

Range Rover of North America and the Sterling parts and service subsidiary will be part of a new umbrella company, to be called Rover Group USA. Range Rover will continue to be separate from Sterling. Before last week's announcement, it had been long rumored for Rover Group would some day merge Sterling Motor Cars and Range Rover of North America.

Analyst Ludvigsen said it made sense for Rover to keep its Range Rover sport-utility operations in the United States, where the company has carved out a small but solid niche. "The U.S. is a good market for Range Rover, and Rover knows it," he said.

Sterling's 124 dealers have about 1,000 cars left in inventory, and the company has none, Geylin said.

Greg Ehlers, owner of Ehlers Sterling in Los Angeles and chairman of the Sterling dealer council, said Sterling followed the bad news with a long list of actions to soften the blow, like a 5 percent hike in warranty reimbursements and a promise to pay dealers 100 percent for parts, tools and signs if they decide to drop the franchise. Peugeot's dealers were in the dark on such matters last week.

Correspondents Ed Wendt and Vaughn Freeman in London contributed to this report.

STERLING SALES

1987	14,171
1988	8,901
1989	5,907
1990	4,015
1991*	1,878

*Through July

LIGHT-DUTY TRUCK SALES, JULY & YTD

	July 1991	July 1990	7 Mos., 1991	7 Mos., 1990
Town & Country	313	232	2,239	1,777
Total Chrysler	**313**	**232**	**2,239**	**1,777**
Vans	4,416	5,621	28,762	36,543
Ram Wagon	1,756	1,991	12,244	15,494
Caravan	18,756	16,887	123,919	124,774
Caravan C/V	589	733	6,453	8,458
Ram 50	293	785	2,567	7,548
Raider	0	0	0	1,092
Ramcharger	436	1,096	3,672	7,021
Dakota	7,048	5,863	47,364	47,645
Pickups	7,082	7,288	49,325	58,807
Total Dodge	**40,376**	**40,264**	**274,306**	**307,382**
Voyager	16,787	15,121	102,792	109,684
Total Plymouth	**16,787**	**15,121**	**102,792**	**109,684**
Wrangler	5,234	5,478	28,624	2,065
Cherokee	11,419	10,617	66,610	73,657
Grand Wagoneer	423	723	2,473	4,020
Comanche	499	1,201	3,996	8,869
Total Jeep	**17,575**	**18,019**	**101,703**	**121,211**
CHRYSLER CORP.	**75,051**	**73,636**	**481,040**	**540,054**
Vans	10,822	15,265	61,559	95,589
Aerostar	14,347	16,528	89,909	114,044
Club Wagon	1,659	1,550	13,040	13,316
Ranger	22,421	25,886	145,393	170,560
Bronco	2,187	3,974	15,331	32,606
Bronco II/Explorer	22,333	18,397	144,912	86,585
Pickups	39,552	46,453	231,416	340,770
FORD MOTOR CO.	**113,321**	**128,053**	**701,560**	**853,470**
Vans	8,861	10,599	48,835	66,143
Sportsvan	654	943	5,874	6,027
Geo Tracker*	3,678	3,198	19,789	20,148
Astro	8,170	11,262	67,445	78,500
Lumina APV	4,812	6,873	30,041	39,072
S10	19,620	21,038	125,228	116,495
S10 Blazer	11,274	14,439	71,207	88,718
Blazer	917	1,334	6,499	10,928
Suburban	3,873	4,886	23,713	35,687
Pickups	36,037	40,065	226,671	297,916
P-Model	2,832	2,613	11,558	16,130
Total Chevrolet	**100,728**	**117,250**	**636,850**	**775,764**
Vans	3,478	4,015	19,424	23,538
Safari	3,605	3,708	20,635	21,012
S15/Sonoma	4,153	4,442	26,746	25,911
S15 Jimmy	2,768	3,802	17,170	21,961
Jimmy	211	370	1,669	3,165
Suburban	1,783	2,270	9,733	14,921
Pickups	11,458	13,597	70,139	88,661
P Model	340	205	1,497	1,609
W4	77	107	742	728
Total GMC	**27,873**	**32,516**	**167,755**	**201,506**
Silhouette	2,618	2,441	17,636	16,022
Bravada	1,035	0	6,293	0
Total Oldsmobile	**3,653**	**2,441**	**23,929**	**16,022**
Trans Sport	2,204	2,959	19,153	21,808
Total Pontiac	**2,204**	**2,959**	**19,153**	**21,808**
GENERAL MOTORS	**134,458**	**155,166**	**847,697**	**1,015,100**
DAIHATSU Rocky	**194**	**467**	**1,845**	**2,850**
Pickup*	1,707	2,428	23,202	26,725
Amigo	736	867	4,740	6,495
Trooper	2,575	2,012	15,326	28,777
Rodeo*	1,959	22	14,235	22
ISUZU	**6,977**	**5,329**	**57,503**	**62,019**
Pickup	6,725	5,330	33,683	50,877
MPV	5,408	4,420	31,739	23,760
Navajo*	921	0	5,873	0
MAZDA	**13,054**	**9,750**	**71,295**	**74,637**
Pickup	1,680	2,135	11,109	17,220
Montero	769	1,621	5,824	7,699
Van	0	51	57	508
MITSUBISHI	**2,449**	**3,807**	**16,990**	**25,427**
Pickup*	14,584	11,241	76,312	79,106
Pathfinder	4,156	2,514	21,925	17,676
Axxess	5	646	309	4,909
Van	0	10	5	49
Hawaii	0	181	785	1,322
NISSAN	**18,745**	**14,592**	**99,336**	**133,062**
RANGE ROVER	**240**	**452**	**1,639**	**2,526**
Samurai	396	644	3,040	3,489
Sidekick*	981	357	7,221	5,773
SUZUKI	**1,377**	**1,001**	**10,261**	**9,262**
Pickups	16,581	16,019	92,307	104,068
Previa	5,126	4,808	31,613	21,972
4Runner	4,234	3,971	24,565	28,331
Land Cruiser	751	510	4,763	3,207
Van	0	2	0	223
TOYOTA	**26,692**	**25,310**	**153,248**	**157,801**
VOLKSWAGEN Vanagon	**682**	**710**	**3,610**	**4,367**
IMPORTS	**76,410**	**61,417**	**415,727**	**441,951**
INDUSTRY TOTAL	**393,240**	**418,273**	**2,448,824**	**2,989,575**

*Includes domestic vehicles

Sales charts compiled by Karen Dethowski

Pontiac ups Bonneville rebate to $2,500

ARLENA SAWYERS
Staff Reporter

Eager to make way for its redesigned 1992 Bonneville, Pontiac added $1,000 to the customer incentive on the 1991 model.

Nissan Motor Corp. in U.S.A. became the first manufacturer to announce an incentive that extends into the 1992 calendar year, and Toyota Motor Sales U.S.A. Inc. and Mazda Motor of America Inc. added new programs.

Pontiac is paying a consumer rebate of $2,500 on its 1991 Bonneville, up from the $1,500 it announced July 8.

Toyota is including some 1989 cars and trucks in its dealer rebates. Until Sept. 3, Toyota is paying dealers $700 to $900 on 1989, 1990 and 1991 Camrys and Corollas and $500 to $1,200 on 1989, 1990 and 1991 trucks. Payments are based on the dealer's performance against quota.

Through Oct. 2, 1991, **Nissan** is offering dealers $2,500 to $4,000 on the 1991 300ZX, based on performance against quota.

After Oct. 2, the payments on the 300ZX will be $2,500 to $3,500 until Feb. 2, 1992.

Also through Oct. 2, Nissan dealers earn $400 on sales of the 1991 Sentra. On the 1991 Stanza, Maxima and 240SX dealers receive $600 to $1,800 plus a bonus of $300 per sale when they reach 100 percent of their quotas.

California dealers earn a flat payment of $1,500 on sales of 1991 Nissan trucks. All other dealers receive $1,200 on 1991 Nissan trucks and $1,000 on Pathfinder plus a bonus of $200 and $400 for meeting their quotas.

Bonus payments on cars (except 300ZX) and trucks are retroactive to the first sale.

Mazda offers customers $800 on the 1991 Protege and $1,000 on the 1991 626 or 5.9 percent financing for up to 36 months.

Also, Mazda is paying dealers $500 for sales of the 1991 MX-6 and $2,000 for sales of the 1991 RX-7 and 929. The dealer incentive is $500 on the MPV and $750 on the Navajo.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

MAZDA (1991 models; expires Sept. 4 on 626, Oct. 2 on Protege; 5.9 percent loans offered in lieu of rebates)

Protege	$800
626	$1,000

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91)	$1,500
LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91), Dynasty (1991)	$1,500
Shadow conv. (1991)	$1,000
Spirit (1990-91)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt Vista (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon TSi (1991)	$1,000
Other Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Laser RS Turbo (1991)	$1,000
Other Laser (1991)	$700
Colt GL (1991), Colt (1990), Sundance (1990)	$700
Sundance Highline (1991), Colt Vista (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
(1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.)

Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC. Geo Prizms delivered by July 30 can be financed at 2.9 percent.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Cruiser, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac (1991)	
Grand Am, Trans Sport	$750
Firebird, Grand Prix	$1,000
Bonneville	$2,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MITSUBISHI
(1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)

Mirage (national)	$750
Galant, Eclipse (Hawaii)	$1,000
Trucks (Hawaii)	$1,250-1,500

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

INCENTIVE WATCH
DEALER INCENTIVES

NEW PROGRAM

MAZDA (1991 models; expires Oct. 2 on Navajo, Sept. 4 on others)

MX-6, MPV	$500
Navajo	$750
929, RX-7	$2,000

NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)

Sentra	$450
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-4,000, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500

TOYOTA (1989-90-91 models; expires Sept. 4)

Corolla, Camry	$700-900, quota
Trucks	$500-1,200, quota

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500

FORD MOTOR CO. (expires Sept. 30)

Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Oldsmobile (expires Sept. 25) Eighty Eight (1991)	$1,000

HONDA (expires Sept. 3)

Civic 4-dr. (1991)	$400

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (1991 models, expires Sept. 16)

Cars	$700-1,500
Trucks	$700-1,800

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii; Aug. 30 elsewhere; payments vary by regions.)

Mirage	$250-750
Eclipse	$200-1,500
Galant	$200-2,000
Trucks	$200-1,500

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Oct. 3)

Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (expires Aug. 18)

740 and 940 (1991)	$1,500

DOMESTIC AND IMPORTED CAR & LIGHT TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Day's Supply Aug. 1, 1991	Day's Supply July 1, 1991
ALFA ROMEO (imp.)	1,880	136	111
Acura (imp.)	33,000	62	60
Domestic car	70,700	46	32
Imported car	27,800	56	56
Honda	98,500	46	37
AMERICAN HONDA	131,500	51	40
BMW (imp.)	9,500	58	59
Summit	5,100	177	174
Talon	9,000	99	79
Premier	1,900	39	45
Wrangler (trk.)	8,700	43	51
Cherokee (trk.)	24,000	55	76
Grd. Wagoneer (trk.)	700	43	66
Comanche (trk.)	2,900	151	141
Total Jeep-Eagle	15,900	96	92
Total Jeep-Eagle (imp.)	5,300	157	175
Total Jeep-Eagle (trk.)	36,300	54	70
Horizon	0	0	98
Laser	10,500	110	89
Sundance	15,600	122	87
Acclaim	17,000	98	51
Voyager (trk.)	30,400	47	56
Total Plymouth	43,100	107	88
Total Plymouth (trk.)	30,400	47	56
LeBaron A	4,800	102	70
LeBaron J	5,700	71	53
Fifth Avenue	7,700	62	59
Imperial	2,100	72	60
New Yorker C	2,800	64	70
Town & Country (trk.)	300	25	34
Total Chrysler Div.	23,100	71	68
Total Chrysler Div. (imp.)	19,800	99	107
Total Chrysler Div. (trk.)	300	25	34
Omni	0	0	106
Shadow	19,900	90	67
Monaco	1,400	26	32
Daytona	6,700	165	140
Spirit	15,100	97	54
Dynasty	10,300	42	36
Vans (trk.)	10,300	61	69
Ram Wagon (trk.)	1,500	22	30
Caravan (trk.)	30,800	42	42
Caravan C/V (trk.)	600	26	26
Ram 50 (imp. trk.)	2,900	257	166
Raider (imp. trk.)	0	0	0
Ramcharger (trk.)	2,200	131	124
Dakota (trk.)	16,200	60	62
Pickups (trk.)	27,000	90	103
Total Dodge	53,400	74	55
Total Dodge (imp.)	5,900	107	95
Total Dodge (trk.)	88,400	58	59
Total domestic car	135,500	84	82
Total imported car	38,800	134	124
Total domestic truck	155,400	55	61
CHRYSLER CORP.	321,700	97	93
Imported car	1,100	31	37
Imported truck	300	38	47
DAIHATSU	1,400	33	37
Escort	60,900	55	86
Mustang	22,900	69	79
Tempo	35,800	71	70
Taurus	49,100	50	54
Thunderbird	19,800	73	101
Probe	15,300	37	54
Crown Victoria	21,800	88	88
Vans (trk.)	29,300	70	85
Aerostar (trk.)	26,600	48	51
Club Wagon (trk.)	1,600	25	23
Ranger (trk.)	49,700	58	65
Bronco (trk.)	2,100	25	72
Explorer (trk.)	105,700	69	89
Pickups (trk.)	105,700	69	89
Total Ford Div.	225,600	58	71
Total Ford Div. (imp.)	15,700	129	132
Total Ford Div. (trk.)	256,900	59	70
Topaz	8,500	38	55
Sable	14,500	42	37
Cougar	16,000	77	75
Grand Marquis	19,700	66	61
Total Mercury	58,700	55	53
Total Mercury (imp.)	24,400	88	110
Continental	7,300	46	46
Town Car	13,600	36	34
Mark VII	2,600	79	84
Total Lincoln	23,500	42	40
Total L-M Div.	82,200	50	49
Total domestic car	367,000	86	84
Total imported car	40,100	107	122
Total domestic truck	257,000	59	70
FORD MOTOR CO.	663,500	69	67
Somerset/Skylark	7,400	71	64
Century	13,200	22	35
Regal	19,300	43	56
LeSabre	13,800	59	59
Roadmaster	6,800	47	33
Reatta	700	98	105
Electra/Park Ave.	18,900	50	62
Riviera	2,800	73	75
Total Buick	63,700	62	61
Allante	1,200	111	93
Seville	2,800	101	39
DeVille	26,200	57	59
Brougham	8,700	139	144
Eldorado	2,800	82	80
Total Cadillac	41,700	78	67
Geo Prizm	16,500	26	57
Cavalier	37,000	30	44
Camaro	16,000	78	82
Celebrity	0	0	10
Corsica/Beretta	31,000	30	38
Lumina	23,800	27	30
Caprice	28,100	66	72
Corvette	4,700	83	74
Vans (trk.)	27,100	80	91
Sportsvan (trk.)	1,600	64	38
Geo Tracker (trk.)	10,400	74	84
Astro (trk.)	18,000	57	44
Lumina APV (trk.)	7,300	39	56
S10 (trk.)	50,100	66	70
S10 Blazer (trk.)	26,500	61	78
Blazer (trk.)	2,100	60	64
Suburban (trk.)	8,200	55	62
Pickups (trk.)	104,900	76	88
Total Chevrolet	157,700	36	44
Total Chevrolet (imp.)	57,400	143	134
Total Chevrolet (trk.)	258,200	66	73
Calais	14,000	96	187
Cutlass Ciera	16,300	24	19
Cutlass Supreme	20,000	63	61
88	24,500	65	170
98	15,000	46	87
Toronado	1,000	70	65
Silhouette (trk.)	4,600	46	66
Bravada (trk.)	4,900	123	141
Total Oldsmobile	90,000	49	62
Total Oldsmobile (trk.)	9,500	66	91
Sunbird	16,300	46	57
Firebird	7,400	66	96
Grand Am	22,000	59	60
Pontiac 6000	2,500	37	22
Grand Prix	14,600	33	42
Bonneville	9,500	31	84
Trans Sport (trk.)	5,900	70	68
Total Pontiac	72,300	44	54
Total Pontiac (imp.)	9,900	46	60
Total Pontiac (trk.)	5,900	70	68
Vans (trk.)	11,100	83	115
Safari (trk.)	8,600	62	66
S15/Sonoma (trk.)	14,900	93	87
S15 Jimmy (trk.)	8,800	83	105
Jimmy (trk.)	2,800	320	280
Suburban (trk.)	4,400	64	71
Pickups (trk.)	38,500	87	80
Total GMC (trk.)	88,900	83	90
Total Saturn	15,100	46	51
Total domestic car	462,300	43	51
Total imported car	67,300	139	118
Total domestic truck	360,500	70	77
GENERAL MOTORS	890,100	53	56
HYUNDAI (imp.)*	35,100	76	86
Imported car	9,400	301	100
Truck (dom./imp.)	38,000	142	97
ISUZU	47,400	100	89
JAGUAR (imp.)	2,700	75	77
Domestic car	17,200	92	88
Imported car	25,100	62	55
Truck (dom./imp.)	26,100	52	54
MAZDA	68,400	62	46
MERCEDES-BENZ (imp.)	11,900	53	62
Domestic car	17,000	66	64
Imported car	23,900	80	73
Imported truck	10,700	114	117
MITSUBISHI	51,000	79	74
Infiniti (imp.)	4,700	26	28
Domestic car	19,100	45	61
Imported car	110,100	71	113
Truck (dom./imp.)	42,000	58	68
Nissan	171,200	62	97
NISSAN MOTOR CORP.	175,900	59	92
PEUGEOT (imp.)	900	54	56
PORSCHE (imp.)	2,000	115	110
RANGE ROVER (imp. trk.)	900	39	106
SAAB (imp.)	4,000	69	77
STERLING (imp.)	700	56	61
Domestic car	20,800	80	87
Imported car	14,600	111	79
SUBARU	35,400	90	84
Car (dom./imp.)	2,300	104	170
Truck (dom./imp.)	4,400	83	66
SUZUKI	6,700	85	70
Lexus (imp.)	6,500	26	25
Domestic car	19,500	12	37
Imported car	43,600	46	42
Imported truck	32,800	32	35
Toyota	95,900	26	30
TOYOTA MOTOR SALES	102,400	26	30
Audi (imp.)	7,500	224	140
Volkswagen (imp.)	42,700	146	122
VWoA	50,200	162	118
VOLVO (imp.)*	25,100	104	90
YUGO (imp.)	1,000	94	111
Domestic car	1,900,000	48	54
Imported car	585,000	78	80
TOTAL CAR	1,825,400	56	60
Domestic truck	771,000	62	68
Imported truck	150,100	59	66
TOTAL TRUCK	920,000	61	66
TOTAL STOCKS	2,805,400	58	62

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	8/12	*
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Windsor, Ontario (Pillette Road)	8/12	
Dodge Ram Van		1,273
Dodge Ram Wagon		575
GENERAL MOTORS		
Bowling Green, Ky.	8/12	*
Chevrolet Corvette		
Lansing, Mich. (A Plant)	8/12	*
Buick Skylark		
Oldsmobile Calais		
Lansing, Mich. (B Plant)	8/12, 8/19, 8/26, 9/2	*
Pontiac Grand Am		
Wilmington, Del.	8/12, 8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
Total Canada truck		1,848
Total units lost week of 8/12		1,848

*Model changeover
Source: Automotive News Data Center

GM plans joint venture in Nigeria

ROBIN-LYN RAIMEY
Special Correspondent

General Motors has agreed to set up a joint-venture company with UAC of Nigeria PLC, a Lagos-based truckmaker, to assemble and distribute commercial vehicles in Nigeria.

GM said it plans to buy into an existing assembly plant in order to form a new company, GM Nigeria Ltd. GM will hold 30 percent of the new company, UAC will have 60 percent and the employees, 10 percent. The company currently services the domestic market, but intends to export to other countries.

"This agreement will expand GM's presence in West Africa and act as a catalyst for increased business opportunities in the future," Greg DeYonker, executive director of GM's African Operations, said in a prepared statement. He expects GM to complete the deal in the next month.

Production is estimated at 1,500 units for the 1991 calendar year, with a gradual increase to an expected capacity of 8,000.

The value of the agreement has not been disclosed.

Initial production will include a range of light commercial vehicles and heavy trucks and buses, with expansion to passenger vehicles as soon as possible.

"I am very optimistic about passenger cars," DeYonker said in an interview. "I see a reasonable potential to get up to capacity."

The plant currently assembles complete knockdown kits, the majority supplied by Isuzu in Japan. A smaller number of heavy truck kits come from AWD of the United Kingdom and GM do Brazil.

GM's North American vehicles will be considered for future production, DeYonker said.

GM Nigeria Ltd. will be based just outside of Lagos, Nigeria, in the port city of Apapa. Lagos-headquartered UAC, one of the largest and most successful companies in Nigeria's private sector, currently has 25 dealer locations.

GM's relationship with UAC dates to 1952 when UAC assembled Bedford-designed heavy-duty trucks for sale in Nigeria.

U.S. CAR

	Week Ended Aug. 10, 1991	Week Ended Aug. 3, 1991	July Total	Jan. 1 to Aug. 10, 1991	Jan. 1 to Aug. 11, 1990
Horizon	0	0	0	0	4,327
Sundance	2,050	1,848	4,889	30,905	48,313
Acclaim	0	0	4,612	48,338	60,542
Total Plymouth	**2,050**	**1,848**	**9,501**	**79,243**	**113,182**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	82	18,697	29,866
N. Yorker C-Class	0	0	658	4,773	25,448
Fifth Avenue	0	0	2,889	20,697	16,485
Imperial	0	0	541	4,563	12,553
Total Chrysler	**0**	**0**	**4,170**	**48,730**	**92,416**
Omni	0	0	0	0	4,078
Daytona	0	0	50	4,936	19,962
Shadow	2,000	1,862	5,755	36,115	55,635
Dynasty	0	0	4,628	66,450	67,615
Spirit	0	0	3,647	43,369	55,893
Total Dodge	**2,000**	**1,862**	**14,080**	**150,870**	**203,183**
CHRYSLER CORP.	**4,050**	**3,710**	**27,751**	**278,843**	**408,781**
Escort	5,400	5,266	15,035	123,597	130,781
Mustang	3,493	3,689	5,792	53,299	88,712
Tempo	2,820	3,227	8,170	69,011	88,243
Taurus	3,791	3,905	14,419	192,818	219,440
Thunderbird	2,043	1,810	4,591	47,876	75,596
Total Ford Div.	**17,547**	**17,897**	**48,007**	**486,803**	**597,772**
Topaz	855	796	3,336	29,534	32,451
Cougar	2,342	2,550	6,445	39,330	50,187
Sable	1,158	1,540	6,063	63,700	66,752
Total Mercury	**4,355**	**4,886**	**15,844**	**132,564**	**149,390**
Continental	1,020	1,258	3,237	33,907	37,178
Mark VII	178	220	577	5,941	14,006
Town Car	2,415	2,949	7,617	79,810	96,085
Total Lincoln	**3,613**	**4,427**	**11,431**	**119,658**	**147,269**
Total L-M Div.	**7,968**	**9,313**	**27,275**	**252,222**	**296,659**
FORD MOTOR CO.	**25,515**	**27,210**	**75,282**	**738,825**	**894,431**
Skylark/Somerset	0	0	0	27,510	54,790
Century	928	0	6,909	53,020	41,930
Riviera	105	67	89	13,638	13,813
Electra/Park Ave.	1,599	1,940	7,365	68,119	23,073
LeSabre (fwd)	3,700	1,985	5,795	35,193	99,443
Roadmaster Sedan*	647	647	2,586	14,886	0
Roadmaster Wagon†	130	0	496	16,978	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**7,109**	**4,639**	**23,240**	**230,550**	**242,348**
Eldorado	25	48	114	6,551	12,964
Seville	302	165	256	14,532	23,536
Brougham (rwd)	368	0	839	11,245	17,174
DeVille (fwd)	4,010	3,661	13,852	92,286	97,662
Allante	64	64	281	1,945	2,783
Total Cadillac	**4,769**	**3,938**	**15,342**	**126,559**	**154,139**
Cavalier	1,593	0	17,515	156,624	199,386
Camaro	1,188	0	4,337	30,788	42,781
Corsica/Beretta	2,160	2,169	18,578	156,640	173,102
Caprice	1,976	0	6,260	81,442	160,348
Corvette	0	0	1,248	13,135	14,645
Total Chevrolet	**6,917**	**2,169**	**47,938**	**438,629**	**590,262**
Calais	0	0	0	34,616	62,521
Cutlass Ciera	1,448	0	7,107	48,233	48,972
Cutlass Supreme	0	0	6,634	62,007	55,644
Toronado	64	35	60	2,915	9,946
88 (fwd)	3,120	1,919	8,648	45,704	64,172
Custom Cruiser Wag.††	75	0	340	5,588	1,214
98	1,482	1,186	7,354	49,319	32,784
Total Oldsmobile	**6,189**	**3,140**	**30,143**	**248,382**	**275,253**
Sunbird	800	0	7,229	72,003	92,951
Grand Am	0	0	0	87,061	125,109
Firebird	588	0	1,378	10,416	26,462
Grand Prix	2,313	0	7,124	62,417	72,996
Pontiac 6000	0	0	0	19,603	36,411
Bonneville	2,281	3,084	9,320	36,673	48,610
Total Pontiac	**5,982**	**3,084**	**25,851**	**288,173**	**402,539**
Total Saturn*	**1,081**	**1,081**	**6,485**	**58,096**	**0**
GENERAL MOTORS	**32,587**	**18,571**	**148,119**	**1,382,989**	**1,664,541**
DIAMOND-STAR*	**3,173**	**3,023**	**12,961**	**94,922**	**79,113**
Civic	1,830	1,697	5,969	55,083	72,194
Accord	8,375	7,608	27,203	219,768	195,320
HONDA	**10,205**	**9,305**	**33,172**	**274,851**	**267,514**
MAZDA*	**3,418**	**2,969**	**13,056**	**96,624**	**105,853**
NISSAN	**2,704**	**2,651**	**6,854**	**80,689**	**51,571**
Corolla	2,100	2,313	9,735	66,960	65,570
Geo Prizm/Nova	2,000	1,858	7,726	60,423	64,770
NUMMI	**4,100**	**4,171**	**17,461**	**127,383**	**130,340**
SUBARU-ISUZU Legacy	**1,185**	**1,158**	**4,378**	**34,747**	**16,362**
TOYOTA Camry	**4,250**	**4,263**	**15,230**	**132,889**	**133,139**
TOTAL BIG 3	**62,152**	**49,491**	**251,152**	**2,460,057**	**2,997,753**
TOTAL TRANSPLANT	**29,835**	**27,540**	**102,242**	**841,345**	**783,893**
TOTAL CARS, U.S.	**91,187**	**77,031**	**353,394**	**3,242,882**	**3,751,636**
TOTAL CARS, CANADA	**16,226**	**8,179**	**64,514**	**647,877**	**636,959**
U.S., CANADA CARS	**107,413**	**85,210**	**417,908**	**3,889,879**	**4,388,586**
U.S., CANADA CARS AND TRUCKS	**173,970**	**138,361**	**666,335**	**6,341,290**	**7,389,581**

*Estimate
†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended Aug. 10, 1991	Week Ended Aug. 3, 1991	July Total	Jan. 1 to Aug. 10, 1991	Jan. 1 to Aug. 11, 1990
Monaco	360	0	588	5,703	6,138
Premier	955	6	385	6,591	6,901
CHRYSLER CORP.	**1,315**	**6**	**973**	**12,294**	**13,039**
Tempo	2,640	0	2,843	65,486	74,921
Topaz	1,125	0	1,224	21,533	27,716
Crown Victoria	2,203	2,292	6,392	54,850	74,489
Grand Marquis	2,347	3,087	6,950	56,957	65,933
FORD MOTOR CO.	**8,315**	**5,379**	**17,469**	**198,886**	**243,059**
Celebrity	0	0	0	0	20,319
Cutlass Ciera	0	0	4,998	41,089	53,487
Lumina	1,921	0	16,773	132,605	0
Regal	1,079	0	7,653	71,516	57,182
GENERAL MOTORS	**3,000**	**0**	**29,424**	**245,210**	**283,288**
CAMI*	**256**	**0**	**3,546**	**84,528**	**0**
HONDA Civic	**1,666**	**2,180**	**7,618**	**64,968**	**64,179**
HYUNDAI Sonata	**488**	**614**	**968**	**17,544**	**11,963**
TOYOTA Corolla	**1,208**	**0**	**3,692**	**30,398**	**36,249**
VOLVO 740 and 940	**0**	**0**	**684**	**5,145**	**5,253**
TOTAL CARS, CANADA	**16,226**	**8,179**	**64,514**	**647,877**	**636,959**

U.S. TRUCK

Caravan	0	0	10,319	65,183	67,046
Dakota	560	0	5,338	46,612	41,517
Caravan C/V	0	0	1	2,109	4,171
Ram pickups	560	0	5,378	46,662	61,332
Total Dodge	**1,160**	**0**	**21,036**	**160,566**	**174,066**
Cherokee	4,200	3,480	5,158	77,302	91,790
Comanche	100	70	121	2,997	4,341
Grand Wagoneer	0	0	0	1,560	3,970
Wagoneer/Briarwood	100	70	59	1,621	2,210
Total Jeep	**4,400**	**3,620**	**5,338**	**83,480**	**102,311**
Voyager	0	0	6,666	54,717	62,823
Town & Country	0	1	221	1,942	2,078
Total C-P Div.	**0**	**1**	**6,899**	**56,659**	**64,901**
CHRYSLER CORP.	**5,560**	**3,621**	**33,263**	**380,705**	**341,278**
Aerostar	4,415	4,926	12,028	100,787	126,297
Bronco	403	258	1,503	9,176	32,315
Bronco II/Explorer	6,609	5,035	11,854	160,290	109,921
Navajo	285	201	63	6,357	0
Econoline	3,689	3,998	10,857	85,204	119,894
Heavies	0	1,028	3,345	20,978	33,558
Light trucks	6,846	7,886	22,958	181,426	279,606
Ranger	7,176	6,929	15,675	157,636	176,140
FORD MOTOR CO.	**29,423**	**30,261**	**78,283**	**721,854**	**877,731**
Astro	0	0	2,955	52,560	77,717
Blazer	177	217	935	5,409	11,140
Lumina APV	0	0	3,353	24,370	58,553
Mediums/Heavies	0	0	0	863	5,456
P-Model	0	0	2,648	12,118	15,501
Pickups	2,856	0	24,877	169,842	254,144
S10	2,934	370	19,405	153,720	148,670
S10 Blazer	0	0	2,922	19,036	63,687
Sportsvan/Van	186	0	3,032	24,781	37,786
Suburban	801	615	3,519	18,656	43,886
Total Chevrolet	**6,958**	**1,202**	**83,646**	**481,355**	**716,542**
Jimmy	77	34	254	1,376	3,446
Mediums/Heavies	0	0	0	1,361	6,221
P-Model	0	0	205	1,675	2,063
Pickups	1,073	0	11,008	75,626	90,751
S15/Sonoma	1,036	0	5,378	36,976	34,398
S15 Jimmy	0	0	890	6,787	21,627
Safari	0	0	1,536	22,996	28,103
Suburban	471	590	2,420	15,399	21,968
Vandura/Rally Vans	65	0	776	11,274	14,129
Total GMC	**2,724**	**624**	**22,467**	**173,478**	**222,706**
Silhouette	0	0	1,836	12,990	23,636
Bravada	0	0	992	9,838	0
Total Oldsmobile	**0**	**0**	**2,828**	**22,828**	**0**
Pontiac Trans Sport	**0**	**0**	**2,245**	**15,961**	**36,842**
GENERAL MOTORS	**9,686**	**1,826**	**91,186**	**693,614**	**999,726**
NAVISTAR	**1,555**	**1,523**	**3,956**	**44,710**	**46,215**
NISSAN Pickup	**2,704**	**2,651**	**6,861**	**79,456**	**98,870**
SUBARU-ISUZU	**740**	**391**	**4,363**	**31,093**	**17,372**
AM GENERAL	**463**	**499**	**1,788**	**12,458**	**14,848**
MISCELLANEOUS**	**2,650**	**2,650**	**11,688**	**81,970**	**93,600**
TOTAL TRUCKS, U.S.	**52,712**	**43,323**	**232,332**	**1,965,852**	**2,488,832**

CANADIAN TRUCK

Caravan	2,559	2,388	7,295	84,518	83,462
Caravan C/V	74	5	0	11,913	5,610
Ram Wagon	0	36	980	12,683	14,597
Ram Van	0	43	2,742	23,353	35,320
Total Dodge	**2,633**	**2,472**	**11,017**	**132,467**	**139,189**
Plymouth Voyager	**2,352**	**2,179**	**5,174**	**63,785**	**88,584**
Jeep Wrangler	**1,588**	**1,565**	**3,179**	**35,363**	**35,277**
CHRYSLER CORP.	**6,545**	**6,216**	**19,370**	**231,478**	**241,940**
FORD F series	**2,000**	**3,467**	**4,984**	**90,796**	**86,665**
Light trucks	3,748	0	8,979	82,608	102,358
Vans	213	0	5,232	32,147	31,928
Total Chevrolet	**3,961**	**0**	**14,211**	**114,755**	**134,286**
Light trucks	305	0	3,462	31,426	39,732
Vans	79	0	2,129	13,973	13,309
Total GMC	**384**	**0**	**5,591**	**45,399**	**53,041**
GENERAL MOTORS	**4,345**	**0**	**19,802**	**160,154**	**187,327**
CAMI*	**150**	**0**	**1,500**	**28,823**	**0**
NAVISTAR	**145**	**145**	**436**	**4,396**	**6,131**
TOTAL TRKS., CANADA	**13,845**	**9,828**	**46,895**	**485,569**	**528,903**
U.S., CANADA TRKS.	**66,557**	**53,151**	**278,427**	**2,451,411**	**3,009,995**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding. Compiled by Anne E. Wright

July output falls 3.9% below 1990

BOB DeMAYER
Special Correspondent

U.S. car production for July was 353,394, down 3.9 percent from July 1990. Because of heavy downtime for changeovers, last month's total was down 26.2 percent from June 1991.

U.S. truck production for July was 232,332, down 11.4 percent from July 1990. Last month's total was down 28.8 percent from the previous month.

Automakers scheduled 91,187 cars last week, up 18.4 percent from the preceding week but down 23.4 percent from 1990.

Truckmakers planned to build 52,712 units last week, up 21.7 percent from the prior week but down 22.2 percent from the year-ago week.

General Motors scheduled two shifts of overtime last Saturday at its Flint, Mich., (Buick City) car plant.

Chrysler Corp.'s St. Louis (No. 2) truck plant worked two shifts of Saturday overtime.

Honda of America Manufacturing Inc.'s Marysville, Ohio, car plant worked one shift of Saturday overtime.

Mazda Motor Manufacturing (USA) Corp. said its output did not suffer despite its loss of six shifts of production when a major stamping press failed.

In order to keep production at the normal level, Mazda sourced out some of the parts produced by the press and scheduled daily and Saturday overtime last week.

The stamping press went down Aug. 2 during a die tryout for the 1992 model changeover. The plant lost one production shift on Aug. 2, two shifts on Aug. 5 and 6 and on on Aug. 7.

CANADA: Canadian car production last month was 64,514, down 12.2 percent from July 1990. Last month's total was down 42.1 percent from the previous month.

Canadian truck production last month was 46,095, up 22.1 percent from the year-ago month. It was the highest July truck production in Canada since 1986 when 48,662 were produced. Last month's total was down 43.8 percent from June 1991.

Canadian car production was estimated at 16,226 last week, up 98.4 percent from the prior week and up 31.8 percent from the same week last year.

So far this year, 647,877 cars have been assembled, 1.7 percent more than last year at this time.

Truck production last week was estimated at 13,845, up 40.9 percent from the prior week and was 2½ times as high as that of the year-ago week.

Ford Motor Co. scheduled one shift of daily overtime this week at its St. Thomas, Ontario, car plant.

20% mpg increase is possible, says aluminum industry

IRVINE, Calif. — Aluminum industry experts told the National Academy of Sciences Committee on Fuel Economy of Automobiles and Light Trucks that increased used of aluminum in vehicles would increase economy without sacrificing safety or size.

The aluminum industry report was based on using all of the current automotive applications of aluminum in a mid-sized American four-door sedan.

The industry stated the vehicle would weigh approximately 25 percent less than a conventional sedan. Calculations in the report estimated a 20 percent increase in fuel economy.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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Nissan line gets boss with 'the Infiniti touch'

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — From the start, Nissan Motor Corp. in U.S.A. has used its Infiniti Division as a test lab for handling customers, training salespersons and polishing its image. Now, by tapping Infiniti's No. 2 executive to head the Nissan Division, the company hopes to transfer some of those lessons to its volume franchise.

Infiniti's general sales manager, Earl Hesterberg, 37, will become a corporate vice president and general manager of the Nissan Division Oct. 1. He will replace Robert J. Thomas, 46, who has headed Nissan for three difficult years. Thomas will become vice president of corporate strategy and resource development, a newly established position.

The move comes as Nissan tries to break out of a prolonged sales slump. Car and truck sales fell from nearly 700,000 in 1987 to 591,145 last year. The slide has made Nissan an industry enigma because it has coincided with the introduction of widely acclaimed products, such as the Maxima and 300ZX.

But Nissan acknowledges that it is hobbled by an outdated operating structure and has been trying to overhaul the way it does business. Hesterberg will try to return Nissan to its prior sales levels while carrying out a reorganization begun under Thomas.

Thomas: three difficult years

Hesterberg: starts Oct. 1

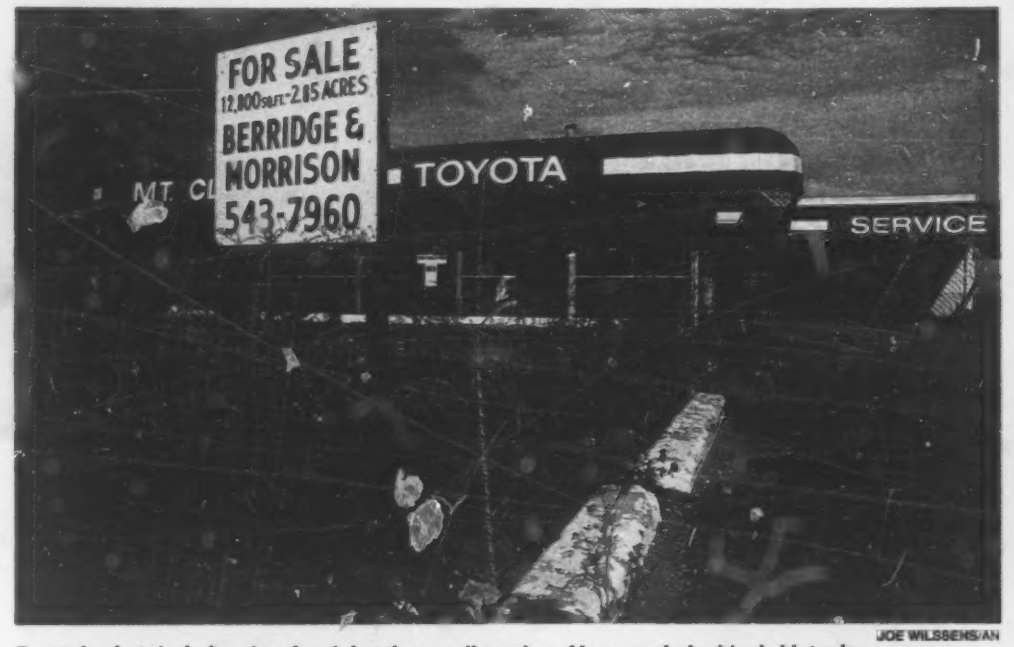
Hesterberg admits he has a task before him.

"Certainly it's a lot easier to start a new division from scratch than to grapple with one that is 20 years old," he said.

"We've been able to be focused on the long term at Infiniti from the beginning. Nissan always has to be concerned with staying competitive in the short term. Hopefully, we'll begin to be able to balance those two, with more emphasis on the long term."

When he gets to Nissan Division,

see NISSAN, 52



JOE WILSSENS/AN

Toyota has lost six dealers since Jan. 1, but the overall number of Japanese dealerships held steady.

Dealership total dips by 328 despite first-half import gain

JOHN K. TEAHEN JR.
Senior Editor

Take equal parts of war, recession and awful sales.

Mix in a cup of red ink, a pinch of tight credit and a dash of overworked incentives.

Simmer over a low flame for six months, and the unappetizing result is dealer attrition.

All those ingredients contributed to a sharp decline in the number of new-car dealerships in the first half of 1991. The mid-year *Automotive News* census found 23,944 outlets in operation in the United States on July 1, down 328 from 24,272 on Jan. 1.

The Big 3 accounted for the entire loss, and then some. The domestic count slipped by 345, to 18,639, during the first half. Conversely, the number of import-only dealerships rose by 17, to 5,305.

CAR DEALERSHIPS IN UNITED STATES

	July 1, 1991	Jan. 1, 1991*
Chrysler Corp.	5,030	5,175
Ford Motor Co.	5,206	5,296
General Motors	8,923	9,048
Totals	19,159	19,519
Minus intercorporate duals	520	535
Net Big 3	**18,639**	**18,984**
Import exclusives	4,184	4,138
Import-only duals	1,121	1,150
Total new-car dealerships	**23,944**	**24,272**

*Revised
Copyright 1991, Automotive News

Chrysler Corp. lost 145 car dealerships during the first half. General Motors was down 125, and Ford Motor Co. was off 90. A change in the number of intercorporate duals (outlets that handle the products of two or all of the Big 3) reduced the net dip to 345.

Each of the Big 3 has dealerships that handle only trucks — 22 for Chrysler, 105 for Ford and 415 for GM. They are not included in this tabulation.

The import dealership increase resulted from a rise of 46 exclusives (outlets that handle a single import make and nothing else) and a decline of 29 in the number of

see CENSUS, 37

Ford expects 1,000 sales from four Soviet dealers

KATHY JACKSON
Staff Reporter

Ford Motor Co. expects to sell about 1,000 cars and trucks in the Soviet Union this year through four dealerships.

The first one opened in the Ukraine in May. A second store is scheduled to open in Estonia by November, and service centers will open in Leningrad and Moscow later this year. The service centers will sell and service vehicles; the dealerships do not have service facilities.

Ford is the only U.S. automaker with a full-line dealership in the communist country, but Chrysler Corp. is considering the move. Chrysler spokeswoman Karen Stewart says the No. 3 carmaker is negotiating with the Russians about selling its vehicles there, but

see SOVIET, 52

JOE WILSSENS/AN

Quality and customer satisfaction have been the linchpins of Bob Stempel's game plan for a rebound at General Motors.

Stempel: GM's Stealth chairman

Top exec keeps low profile in first year; team gets the glory

PAUL FRAME
Staff Reporter

A year after the change at the top at General Motors, the question inevitably arises:

Whatever happened to Bob Stempel?

No, wait. It was Roger Smith who retired. And Stempel moved from president to chairman.

In contrast to Smith, Stempel's leadership style has been to maintain a low personal profile and encourage high visibility for his team.

The GM chairman still has incredible power and isn't afraid to use it. And when he uses it, he's effective, but hard to detect.

Call Robert C. Stempel the Stealth chairman.

After seeing Stempel in action for more than a year, auto industry analysts are convinced the GM team, as Stempel calls it, can be a big winner in the 1990s.

Because of Stempel's dogged focus on customer satisfaction and quality, his willingness to listen, devotion to teamwork, and the intense loyalty he evokes from employees, analysts think the rebuilding at GM will take.

"I think GM North American could resemble GM Europe," predicts Philip K. Fricke, analyst with

see STEMPEL, 51

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Dealers sell more used cars than new

CHARLES M. THOMAS
Staff Reporter

For the first time since World War II, used vehicles are outselling new vehicles at the nation's franchised dealerships.

In 1990, dealers sold 14.3 million used vehicles and 13.9 million new ones, said the National Automobile Dealers Association.

Of the used vehicles, 8.9 million were retailed and 5.4 million were wholesaled, chiefly to independent used-car dealers.

In 1989, dealers sold 14.7 million used vehicles and 14.8 million new vehicles, NADA said.

The affordability of used cars, higher prices and weak sales of new cars, and the introduction of nearly new program cars into the marketplace have helped used-car sales overtake new-car sales.

"New-car affordability is definitely a problem, but so are program cars," said Tom Webb, NADA chief economist.

The last time new-car dealers sold more used cars than new ones was during and shortly after World War II, when manufacturers made only military vehicles.

Of the used cars sold at retail, franchised dealerships obtained 69 percent from customer trade-ins and a record 24 percent, up from 20 percent in 1989, from auto auctions.

Increased auction purchases were the result of daily rental company buybacks, known as program cars. Automakers sell those vehicles to daily rental companies, then repurchase them at a depreciated rate and sell them to new-car dealers at auto auctions.

In 1990, the used-vehicle department accounted for 23.9 percent of the average dealership's total dollar sales and 21 percent of total profits. New-vehicle sales accounted for 60.8 percent of the average dealership's revenue but operated in the red, NADA said.

Frank R. Anderson Jr., NADA president and owner of Sir Walter Chevrolet-Geo in Raleigh, N.C., said his dealership sells slightly more used cars than new cars. He expects the used-car trend to continue as new-car prices escalate.

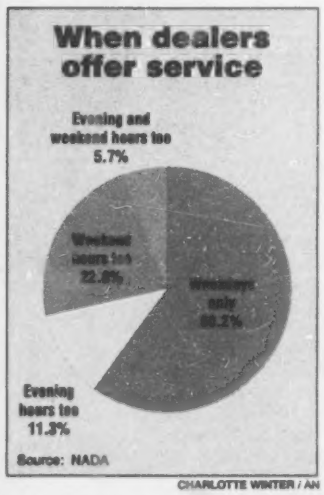
He said program cars make up less than 10 percent of the used cars sold by dealers.

"There is a tremendous advantage to selling used cars — they are less costly for the consumer, and there is a broader market for them," said Anderson.

His dealership concentrates on sales of used cars not only because of the broader market, but because used cars allow a wider mix of vehicles. Anderson is a Chevrolet-Geo dealer, but his used-car operation sells Fords, Chryslers and imports, too.

Moreover, used car sales are not as subject to competitive pressure.

"Selling new against new is competitive," because most brands are similar in appearance and offer roughly the same option packages for about the same price, said Anderson, "but each used car is sold on its own merit."



CHARLOTTE WINTER / AN

Service, parts keep profit up

CHARLES M. THOMAS
Staff Reporter

The average dealership's new-car operation lost money in 1990 as dealers relied on parts and service and used-car sales to bolster sagging revenues, according to a survey of dealers by the National Automobile Dealers Association.

By curtailing expenses and increasing service and parts profits, dealers maintained net profit of 1 percent before taxes in 1990, the same as in 1989. Total sales dipped to $308 billion from $309.7 billion.

Multiple dealership operations are now the rule. More than half of all dealerships are currently part of chains of two or more stores.

Dealerships had record sales of $47.2 billion in parts and service last year, accounting for 15.3 percent of total dealership revenue, up from 12.9 percent in 1985.

Used vehicles accounted for 23.9 percent of total dollar sales in 1990, up from 19.6 percent in 1985. New-vehicle sales dipped to 60.8 percent of total revenue from 67.5 percent in 1985.

Combined profits on used cars and parts and service offset the losses in the new-car department.

Parts and service accounted for 86 percent of total profits last year, and used cars contributed 21 percent. New-car operations resulted in a loss of 7 percent.

THE AMERICAN WAY

Rising star at Nissan takes home habit of "on-off" thinking

MARY ANN MASKERY
Staff Reporter

TOKYO — When Yoshikazu Hanawa returned home earlier this year after nearly seven years in the United States, he brought back a taste for country music, an affection for Southerners and a burning determination to foster understanding between Americans and Japanese.

He also, he says, brought home the unsettling American ability of being able to quickly and firmly say "Yes" or "No."

"The American way of thinking is either on or off," observed Hanawa, the former president of Nissan North America Inc., in a recent interview.

"Ask a question, it's yes or no. But a Japanese answer has variations. So that means, we do not make ourselves clear, even in our own minds."

Hanawa, who was named one of four Nissan Motor Co. executive vice presidents in June, says he learned to appreciate the American propensity for giving — and getting — straight answers.

Where Japanese vagueness fosters flexibility and negotiation, he says, the American penchant for a "straight-forward direct way of living" encourages resolution. But it can also foster inflexibility and a reluctance to compromise, he says.

> We were told that Japan's way was slow and inefficient, and we had to do business like Americans did or we would not keep up.
>
> **Yoshikazu Hanawa**
> Nissan Motor Co.

Hanawa spent five years in Tennessee helping to set up the company's assembly plant in Smyrna and, more recently, 18 months commuting among Los Angeles, Smyrna and Detroit, setting up Nissan North America.

These days, the 57-year-old Hanawa says he finds himself halfway between the American way and the Japanese way.

"Japanese people say I have changed. I like the American way. I expressed my opinion clearly. I kept to my own terms," he says.

"But still I am Japanese — I put my job before my family," he says. Hanawa's wife and three children stayed in Japan during his years in the United States.

Asked if Americans are changing more toward Japanese thinking, he says, "I don't think so. Americans don't like compromise." But, he added, he is sure they are trying.

Hanawa recalls that the Americans and Japanese clashed "every day" during his five years at Smyrna because of the two sides' different approaches to problem resolution.

"The Americans felt frustrated all day. We felt frustrated," he recalls.

The disputes were not over major issues, he says. Rather, it was the small things that triggered disputes, like one discussion over telephone poles that "went on for months," he recalls.

Hanawa's original impressions of the United States changed during his tour there, he says. He was 11 years old when World War II ended, and he remembers the poverty of his teenage years in Japan, of "trying to support myself with grass that I pulled from the side of

see HANAWA, 50

DAVID NELSON
Back in Japan, Hanawa is a key adviser to President Yutaka Kume.

INDEX

Classifieds	44-49	Opinion	12
Coming events	49	Personnel	30
Dealing with dealers	36	Production	53
Incentive watch	52	Sales, Canada	40
Keith Crain	12	Sales, imported cars	40
Late news	2	Sales, 10 day	50
Legal briefs	34	Sales, truck	20
Letters	14, 41	Service management	16
Obituaries	10	Truck industry	20

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Chrysler headlines sound like '80

JOSEPH BOHN
Staff Reporter

Chrysler dying? Baloney > 12

Shades of 1980.

A "troubled," "cash-poor," even "sick" Chrysler Corp. is again making headlines in newspapers such as *The Boston Globe* and *USA Today*. Articles raising questions about Chrysler's long-term survival have even spooked some buyers from showrooms.

To be sure, as Don Buhler, owner of Buhler Dodge in Red Bank, N.J., and co-owner of Buhler & Bitter Chrysler-Plymouth in Hazlet, N.J., pointed out, "the negative talk is not nearly as bad as 10 or 12 years ago."

At that time, Chrysler's problem was paying its bills.

The 1991 company can easily pay its bills, and reported $3.1 billion in cash and marketable securities as of June 30.

But the long-term challenge is continuing to fund future product development as new products are introduced — and to see that those new products sell.

A West Coast Chrysler dealer, who declined to be identified, said negative publicity has hurt his sales.

"They don't want to buy the product unless they can absolutely steal it because they don't feel Chrysler will be around to back the warranty," he said. "I think it's unjustified. The whole auto industry is suffering right now."

But other Chrysler dealers, such as Robert Harris, general manager of Mission Chrysler-Plymouth in West Covina, Calif., said they haven't had any customer feedback from the negative publicity.

"Most of the people that come in here are loyal Chrysler buyers that don't care what anybody said. The only feedback we had was on the

see CHRYSLER, 50

TRUCK INDUSTRY

Parts and service keep heavy-truck dealers in the black, ATD survey finds

JOSEPH BOHN
Truck Editor

Medium- and heavy-truck dealers' profitability has been very good in view of the depressed new-truck sales market.

The American Truck Dealers' 20-Group surveys show that parts and service sales continue to be strong and dealers are doing an excellent job of service absorption.

That means parts and service departments are covering more of the dealerships' overall operating expenses, said Fred Stevenson, manager of the group's consulting services in McLean, Va. But service work alone can't compensate for a plunge of nearly 20 percent in new-truck dollar sales.

The truck group is a division of the National Automobile Dealers Association.

For the first five months of 1991, the average dealer had a total net operating profit of $53,000, down from $167,500 in 1990.

Dealers have been earning an 0.8 percent net profit on sales compared to a 2.2 percent profit in 1990.

The average dealer's new-truck sales of $3,509,000 in the period were off 19.9 percent from $4,382,500 last year.

The average dealer's service absorption rate rose 2.3 percentage points to 91.1 percent during the five-month period, compared to the 1990 percentage.

Total parts sales of $1,594,000 were off only slightly from $1,602,000 in 1990.

Total labor sales of $580,500 were up from $564,500 in 1990.

Used-truck sales of $865,000 for the five-month period this year were about even with the $862,500 in sales recorded during the year-ago period.

BRIEFS

Bendix cautions on brake failures

ELYRIA, Ohio — Bendix Heavy Vehicle Systems sent out advisory letters to 101,000 owners of 1987 and later-model Kenworth, Peterbilt and Freightliner trucks, warning them of potential parking brake problems.

Bendix said a 1987 change in engine oil formulation from SF to SC can cause deterioration of the valve seal, permitting the parking brake to self-release, according to its lab research and field test data.

There have been at least 18 accidental self releases on its MV-2 parking brake valves over the past 17 months, though none has caused injury, the company said.

Bendix advised owners to have dealers or authorized distributors install MV-2 service kits installed to eliminate the potential problem.

Isuzu Truck plans new headquarters

SOUTH EL MONTE, Calif. — Isuzu Truck of America Inc. expects to move into new corporate offices in Brea, Calif., by Thanksgiving.

Steve Allen, Isuzu Truck vice president and general manager, said the company will occupy about two-thirds of a new building now under construction.

Isuzu Truck has been in its present location for seven years and has grown rapidly. The company employs about 75 people and is adding a few people in sales and marketing.

The new building will give Isuzu Truck more room to expand and a more central location, Allen said.

Public recognizes truck progress

DETROIT — Truck manufacturers received high marks for their safety and environmental improvements in a national survey conducted by ICR Research Group in Media, Pa., for the Motor Vehicle Manufacturers Association.

Some 81 percent of 1,000 survey respondents agreed that today's trucks are more pollution-free than older models.

Seventy-nine percent agreed that truckmakers have done a good job of making trucks visible to other drivers at night, and 60 percent agreed that today's trucks are equipped with state-of-the-art safety features.

Still, the survey also showed the public feels that truck drivers have significant room for improvement in driving safety and consideration for car drivers, even though respondents recognized the difficult job truck drivers have.

Until safety issues, especially driver safety, are neutralized, trucks pulling more than one trailer probably will be unacceptable to the public, ICR said.

JULY 1991 TRUCK SALES BY GVW

	July 1991	July 1990	Y-T-D 1991*	Y-T-D 1990
Class 1-3	111,453	125,274	689,261	842,977
Class 4	1,868	2,779	12,299	17,254
Class 6	576	789	3,250	3,314
Class 7	2,453	2,839	12,330	16,615
Class 8	916	1,475	5,028	8,384
FORD	**117,266**	**133,156**	**722,168**	**888,544**
Class 8	1,688	2,050	12,634	13,828
FREIGHTLINER	**1,688**	**2,050**	**12,634**	**13,828**
Class 1-3	100,554	117,365	636,225	776,194
Class 4	201	0	904	0
Class 5	7	35	62	185
Class 6	267	784	1,864	4,287
Class 7	563	793	3,775	4,297
CHEVROLET	**101,592**	**118,977**	**642,830**	**784,963**
Class 1-3	27,753	32,516	167,128	201,506
Class 4	120	0	627	0
Class 5	15	113	214	1,743
Class 6	363	672	2,255	3,260
Class 7	969	1,449	8,778	8,568
GMC	**29,220**	**34,750**	**179,002**	**215,077**
Class 7*	30	35	174	238
Class 8	996	1,201	6,331	8,733
KENWORTH	**1,026**	**1,236**	**6,505**	**8,971**
Class 6	44	82	305	752
Class 7	58	109	408	1,003
Class 8	866	1,418	6,334	9,361
MACK	**968**	**1,609**	**7,047**	**11,116**
Class 6	21	28	191	325
Class 7	94	140	473	696
MERCEDES-BENZ	**115**	**168**	**664**	**1,021**
Class 4	1	16	15	43
Class 5	1	12	22	75
Class 6	967	873	4,583	7,983
Class 7	3,470	2,882	18,704	17,630
Class 8	1,689	2,584	13,636	16,655
NAVISTAR	**6,128**	**6,367**	**36,960**	**42,386**
Class 7	26	15	155	264
Class 8	950	1,034	5,425	7,214
PETERBILT	**976**	**1,049**	**5,580**	**7,478**
Class 7	132	61	555	448
Class 8	1,059	944	6,261	8,208
VOLVO/GM HEAVY	**1,191**	**1,005**	**6,816**	**8,656**
Class 1-3	10	21	160	201
Class 4	5	0	21	0
Class 5	14	40	232	280
Class 6	21	49	344	366
Class 7	28	47	380	582
HINO	**78**	**157**	**1,137**	**1,429**
Class 1-3	58	60	340	428
Class 5	40	59	418	543
Class 6	44	51	231	307
Class 7	35	30	211	306
NISSAN DIESEL	**177**	**200**	**1,200**	**1,584**
Class 1-3	377	475	3,786	3,608
Class 4	102	57	586	426
Class 5	27	33	530	238
Class 6	45	75	498	1,300
Class 7	18	46	133	356
ISUZU TRUCK	**569**	**686**	**5,533**	**5,928**
Class 1-3	140	146	972	1,135
Class 5	69	32	376	400
Class 6	35	30	207	165
Class 7	28	35	206	336
MITSUBISHI FUSO	**272**	**243**	**1,761**	**2,036**
Class 8	5	6	32	68
SCANIA	**5**	**6**	**32**	**68**
Class 1-3	0	186	908	903
Class 4	0	65	297	295
Class 5	0	34	149	149
Class 6	0	20	96	95
IVECO TRUCKS**	**0**	**305**	**1,450**	**1,442**
Class 8	48	99	374	611
WESTERN STAR	**48**	**99**	**374**	**611**
Class 1-3	153,480	142,332	775,927	1,110,468
Class 6	0	0	0	34
Class 7	0	0	0	1
Class 8	35	68	280	399
OTHER TRUCKS	**153,515**	**142,400**	**776,207**	**1,110,902**
CLASS 1-3	**393,825**	**418,375**	**2,274,787**	**2,937,429**
CLASS 4	**2,297**	**2,917**	**14,749**	**18,018**
CLASS 5	**173**	**358**	**2,083**	**3,613**
CLASS 6	**2,383**	**3,453**	**13,824**	**22,188**
CLASS 7	**7,954**	**8,481**	**46,282**	**51,340**
CLASS 8	**8,252**	**10,879**	**56,335**	**73,461**
TOTAL TRUCKS	**414,834**	**444,463**	**2,407,980**	**3,106,049**

* Automotive News estimate. **1990 figures are Automotive News estimates.
Source: Automotive News Data Center and MVMA

Sales soothsayers see recovery — sometime

JOSEPH BOHN
Truck Editor

Medium- and heavy-truck sales continue to be soft — and puzzling — to manufacturers who are monitoring every indicator they can to figure out when the recovery will occur.

As Terry Huber, Ford Heavy Truck Operations dealer sales manager said, "We're confident the recovery will occur; but we're having a difficult time pinning down when and how much recovery there will be."

Soft sales numbers of Classes 4-7 and heavy Class 8 trucks are causing all makers to study their plant capacities and to see what they can do to keep assembly lines going without a lot of downtime.

Ford has been more aggressive in marketing its Cargo trucks after moving production from Brazil to the Kentucky Truck Plant in Louisville this year.

Huber declined to discuss dollar figures, but dealers say Ford has been offering dealer incentives of $1,600 on the CF-7000 to $2,000 on the CF-6000 and CF-8000.

Ford has various other incentives on Cargo and some of its other medium-duties, including a special salesperson contest.

Importers like Isuzu Truck of America Inc. and Mitsubishi Fuso Truck of America also have been putting incentives on their low-cab-forwards to counteract the contraction in this segment.

Isuzu's year-long salesperson/sales manager contest, for example, pays several hundred dollars per unit, according to Steve Allen, vice president and general manager.

The company has managed to increase its share of the low-cab-forward segment this year, but overall, its sales are down. As the biggest retailer of low-cab-forwards, Isuzu's share of this segment in Classes 4-6 rose to 14.4 percent in the first five months from 13.6 percent a year ago. Its overall sales are down primarily because of lackluster demand from major fleet accounts.

It's all over for Iveco, but for parts and service

JOSEPH BOHN
Truck Editor

Iveco Trucks of North America Inc. has ended sales several months earlier than anticipated.

The company, which almost a year ago announced it was pulling the plug on U.S. operations, is still in business as a parts and service organization. Its headquarters will be in Bensalem, Pa., according to James Underwood, senior vice president of sales.

Underwood is working with other officials at Iveco's offices in Blue Bell, Pa., to put the parts and service organization together.

Underwood said that work will be done in about 40 days, and that he will leave the company then.

He expects finalization of the new organization to require another couple of months. The organization is actually operational now, but requires a finance support staff and some additional personnel who will transfer from Blue Bell to Bensalem.

The Blue Bell office will be officially closed Dec. 31. Aside from Underwood, a few officials such as Luciano Rolando, chairman and president, and William E. Eichner, senior vice president of business planning, are still there.

Iveco has sold every truck it had brought into the country, an estimated 1,400 to 1,500 unit inventory, according to Underwood.

Strong dealer support was the key to selling the products so quickly, Underwood said.

Iveco lost only about a dozen dealers since announcing last September that it would stop selling trucks in the United States by the end of this year.

It forecast needing about 140 dealers to maintain strong service and parts support after its pullout. In fact, about 150 to 155 dealers out of 165 have elected to continue servicing the trucks.

The company gave dealers strong support and they sold the inventory quickly.

Underwood declined to give specific dollar figures, but dealers said their salespersons received $700 spiffs on each unit they sold and the company added $2,000 to $4,500 in incentives per vehicle.

Underwood said although dealers cleaned out the supply pipeline rapidly they did not order additional trucks, which they had the option of doing through June 30.

Both Sterling Motor Cars and Peugeot Motors of America, which earlier this month announced their withdrawals from the U.S. market, will go through a similar experience.

The key to an orderly transition out of the country will be "their ability to keep their sales force together," Underwood said.

IMPORT EXCLUSIVES

(Dealerships handling one import make and nothing else)

	Number of exclusives	Number of dealers	Percent of exclusives
Honda	789	979	80.6
Toyota	703	1,183	59.4
Nissan	525	1,107	47.4
Mitsubishi	363	501	72.5
Acura	299	300	99.7
Mazda	250	881	28.4
Hyundai	211	462	45.7
Subaru	180	723	24.9
Volvo	132	401	32.9
Lexus	107	124	86.3
BMW	104	370	28.1
Mercedes-Benz	97	407	23.8
Volkswagen	88	731	12.0
Infiniti	88	89	98.9
Saab	66	320	20.6
Peugeot	32	151	21.2
Yugo	25	174	14.4
Alfa Romeo	23	183	12.6
Jaguar	21	137	15.3
Isuzu	18	595	3.0
Daihatsu	17	226	7.5
Suzuki	14	302	4.6
Ferrari	14	40	35.0
Maserati	7	60	11.7
Lamborghini	7	16	43.8
Rolls/Bentley	3	49	6.1
Audi	1	337	0.3
Porsche	0	245	0.0
Sterling	0	124	0.0
Lotus	0	70	0.0
Aston Martin	0	13	0.0

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NEW-CAR FRANCHISES IN THE UNITED STATES

	July 1, 1991	Jan. 1, 1990
Chrysler	2,943	3,002
Dodge	2,881	2,940
Eagle	1,552	1,572
Plymouth	2,925	2,981
TC by Maserati	301	307
Chrysler Corp.	**10,602**	**10,802**
Ford	4,367	4,452
Lincoln	1,628	1,636
Mercury	2,682	2,713
Ford Motor Co.	**8,677**	**8,801**
Buick	2,915	2,930
Cadillac	1,605	1,620
Chevrolet	4,670	4,750
Geo	4,118	4,143
Oldsmobile	3,075	3,105
Pontiac	2,940	2,960
Saturn	108	58
General Motors	**19,431**	**19,586**
UNITED STATES	**38,710**	**39,189**
Daihatsu	226	235
Acura	300	300
Honda	979	974
American Honda	**1,279**	**1,274**
Isuzu	595	591
Mazda	881	876
Mitsubishi	501	500
Infiniti	89	80
Nissan	1,107	1,113
Nissan Motor	**1,196**	**1,193**
Subaru	723	732
Suzuki	302	288
Lexus	124	121
Toyota	1,183	1,189
Toyota Motor	**1,307**	**1,310**
JAPAN	**7,818**	**6,998**
BMW	370	377
Mercedes-Benz	407	408
Porsche	245	258
Audi	337	341
Volkswagen	731	744
VW of America	**1,068**	**1,085**
GERMANY	**2,090**	**2,128**
Saab	320	340
Volvo	401	407
SWEDEN	**721**	**747**
Aston Martin	13	14
Jaguar	137	137
Lotus	70	71
Rolls-Royce/Bentley	49	53
Sterling	124	128
GREAT BRITAIN	**393**	**403**
Hyundai	462	423
SOUTH KOREA	**462**	**423**
Alfa Romeo	183	193
Ferrari	40	40
Lamborghini	16	16
Maserati	60	42
ITALY	**299**	**291**
Peugeot	151	170
FRANCE	**151**	**170**
Yugo	174	175
YUGOSLAVIA	**174**	**175**
TOTAL	**58,819**	**58,595**

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CENSUS

FROM PAGE 1

stores that stock two or more imports but no Big 3 line.

The loss of 328 dealerships in the first half indicates that the full-year decline will be more severe than it was in 1990. Last year, the downturn for the industry was 452 outlets. Unless there is a late-year improvement in the industry's fortunes, the 1991 dip could be close to 700. That would be the steepest drop since 1982, the final year of the early 1980s recession.

All figures in this article and the accompanying tables refer to the net change in dealership totals.

For the Big 3, franchise counts of individual makes tumbled along with the corporate dealership figures. Chevrolet and Ford, the two biggest dealer organizations, were down 85 and 80. Plymouth, Dodge and Chrysler reported declines of 56 to 59; Pontiac, Eagle, Oldsmobile and Mercury dropped 20 to 31.

Buick, the only domestic make to show a sales increase in the first half, lost 15 dealers. The only Big 3 dealer group to show a gain was newcomer Saturn, which rose from 58 at the beginning of the year to 108 on July 1.

The nation's dealers held 459 fewer Big 3 franchises on July 1 than they did on Jan. 1.

It was a different story for the Japanese, which account for nearly two-thirds of the import franchises. Their totals were steady in the first half; no major increases, but no big declines, either. Toyota and Nissan wound up with six fewer dealers than on Jan. 1. Honda and Mazda were up five apiece; Mitsubishi added one.

Despite an 18 percent sales decline, Hyundai reported a first-half gain of 39 dealers, the biggest increase among the imports.

Franchise totals declined for all of the German, Swedish, British and French makes, but only Saab, Peugeot, Porsche, Volkswagen and Italy's Alfa Romeo had double-digit dips.

Peugeot is withdrawing from the U.S. market. Peugeot Motors of America has told its 151 U.S. dealers that after September, the French manufacturer will not produce cars for sale in the United States.

Sterling Motor Cars, with 124 dealers at midyear, also has thrown in the towel, effective at the end of the 1991 model year.

Although its sales plunged 67 percent, Yugo said it had a first-half decline of only one outlet.

The Japanese dominate the most important import segment — the single-line stores. There are 4,184 of them, and 3,353 (80 percent) are Japanese.

Honda is the leader with 789 exclusives, followed by Toyota, 703; Nissan, 525; Mitsubishi, 363; Acura, 299; and Mazda, 250. Hyundai, which reports 211 one-liners, has the most among the other nations. Also listing more than 100 exclusives are Japan's Subaru, 180, and Lexus, 107, plus Sweden's Volvo, 132, and Germany's BMW, 104.

In this tabulation, an exclusive is a dealership that has a stand-alone sales and service facility. All 501 Mitsubishi dealers have separate showrooms, but 138 of them share service quarters with another make.

The *Automotive News* import compilation includes U.S. dealer-totals for 32 makes of cars from eight foreign lands. The imports reported 11,300 franchises in effect on July 1, down just 36 from the Jan. 1 tally. As noted, the Big 3 franchise count dropped by 459 during that period.

Because of extensive dualing, the Big 3 dealership total and the import dealership total are much lower than their franchise tallies. The 18,639 Big 3 dealerships hold 38,710 franchises from the three corporations. Added to those

The loss of 328 dealerships in the first half indicates that the full-year decline will be more severe than it was in 1990.

18,639 outlets are 4,184 import exclusives and 1,121 import-only duals, resulting in a total of 23,944 new-car dealerships in the United States.

An estimated 16,374 locations handle a captive import along with their domestic cars, but those outlets are included in the Big 3 total. A captive import is a foreign-built line sold only by the Big 3 make that imports it. Pontiac LeMans and Ford Festiva are examples.

And some Big 3 stores carry an independent import along with their domestic and captive brands. Those import franchises also are counted in the Big 3 total.

Thus, the three elements of the new-car-dealership population in the United States are Big 3, import exclusives and import-only duals.

On July 1, cars with foreign nameplates could be purchased at an estimated 22,585 dealerships in the United States. That included the 16,374 Big 3 outlets with captive imports and the 5,305 import-only spots. The balance were Big 3 duals with independent imports (with no captive in the house).

Most captive imports are not included in the mid year franchise count of 50,010 because they are part of the parent franchise. Exceptions are Chevrolet's Geo and Chrysler's TC by Maserati, which are separate franchises and are listed separately.

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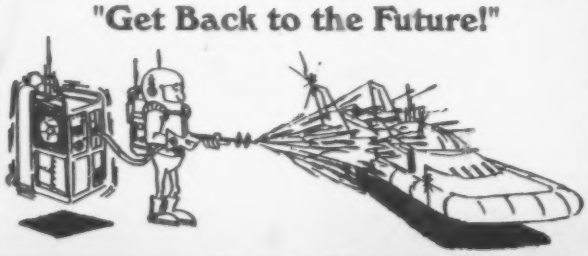

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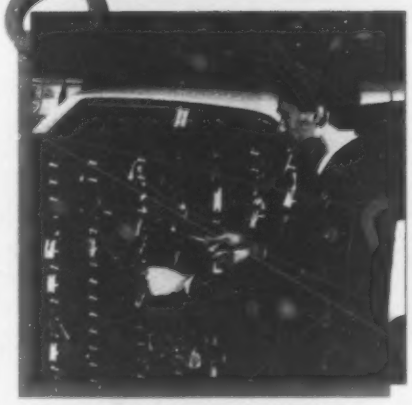

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Lexus, Infiniti outsell German foes

DAVID VERSICAL
National Editor

For the first time ever, both Lexus and Infiniti outsold BMW and Mercedes-Benz last month.

The development is another sign of the growing strength of Japanese luxury cars and comes less than two years after the two makes entered the U.S. market. Lexus had outsold both of the prestigious German makes three times before. Infiniti topped BMW for the first time in June, and last month it outsold BMW again while passing Mercedes for the first time.

Lexus sold 6,550 cars in July, and Infiniti sold 5,441, its best month ever. BMW had 4,859 sales, a 3.2 percent hike over July 1990 that was aided by a 11.8 percent increase for its 3 series, which includes the new 325. Mercedes sales fell 9.9 percent to 4,758.

Lexus sales rose 17.0 percent, helped by 1,446 sales of its new SC400. Infiniti's rose 158.2 percent. While M30 sales fell, Q45 sales more than doubled. Infiniti gained 1,885 sales from the G20, which wasn't on the market a year ago.

Overall sales of imported cars continued to underperform the total U.S. car market in July. Sales of imported cars were off 8.3 percent for the month, while total car sales fell 3.8 percent.

That echoed the trend for the first seven months of the year. Imported cars were off 16.8 percent, while total car sales in the United States dropped 13.0 percent.

IMPORT SALES BY MODEL

	July 1991	July 1990	7 Mos., 1991	7 Mos., 1990
Integra	5,632	7,685	42,297	50,844
Legend	5,883	5,491	36,600	34,058
NSX	201	0	1,400	0
Vigor	1,712	0	4,698	0
ACURA	**13,428**	**13,176**	**84,995**	**84,902**
Milano	1	3	3	32
Spider	126	162	991	1,318
164	155	275	1,370	478
ALFA ROMEO	**282**	**440**	**2,364**	**1,828**
ASTON MARTIN*	**5**	**5**	**35**	**35**
4000	0	1	0	1
5000	0	0	0	11
80	135	330	1,134	2,760
90	62	228	732	2,098
V8 Quattro	16	209	278	1,087
Coupe Quattro	16	51	195	554
100/200	471	643	4,144	5,111
100/200 Quattro	72	90	533	1,023
AUDI	**772**	**1,552**	**7,616**	**12,645**
3 series	2,624	2,346	14,098	17,287
5 series	1,618	1,616	10,305	13,046
635CSi	0	14	6	218
7 series	482	537	2,751	4,957
850i	96	0	1,130	0
M3	17	55	270	473
M5	22	41	238	189
M6	0	0	0	6
BMW	**4,859**	**4,709**	**28,798**	**36,196**
Geo Storm	9,185	6,581	50,956	53,491
Geo Metro (Import)	1,285	4,034	7,747	37,177
Geo Metro (Domestic)	*5,830*	*4,184*	*39,239*	*14,975*
CHEVROLET/GEO	**10,470**	**10,615**	**58,703**	**90,868**
Colt	2,739	3,612	16,283	21,877
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,663	0	11,212	0
Summit (Import)	781	1,126	4,692	8,903
Summit (Domestic)	*743*	*0*	*4,258*	*0*
Vista	745	337	4,455	3,285
TC	46	224	799	2,319
CHRYSLER MOTORS	**5,974**	**5,299**	**37,441**	**37,755**
DAIHATSU	**655**	**806**	**3,877**	**6,701**
FERRARI*	**80**	**80**	**560**	**560**
FORD Festiva	**2,966**	**5,243**	**22,146**	**34,793**
Civic/CRX (Import)	6,628	4,838	40,895	39,574
Civic (Domestic)	*17,294*	*15,969*	*85,033*	*118,959*
Accord (Import)	4,150	15,133	47,724	83,163
Accord (Domestic)	*22,960*	*28,161*	*192,818*	*163,412*
Prelude	2,395	3,905	14,510	25,429
HONDA	**13,173**	**23,876**	**103,129**	**148,166**
Excel	6,219	8,249	37,573	62,056
Sonata*	2,327	2,420	13,092	18,486
Scoupe	2,810	0	17,781	0
HYUNDAI	**11,356**	**10,669**	**68,446**	**80,542**
M30	690	907	3,398	4,143
Q45	2,866	1,200	8,925	7,232
G20	1,885	0	8,707	0
INFINITI	**5,441**	**2,107**	**21,030**	**11,375**
I-Mark	6	88	80	1,020
Impulse	179	298	2,217	1,176
Stylus	634	0	5,903	0
ISUZU	**819**	**386**	**8,200**	**2,196**
XJ6	607	1,084	3,683	7,994
XJS	226	326	1,492	2,866
JAGUAR	**833**	**1,410**	**5,175**	**10,860**
LAMBORGHINI*	**13**	**13**	**91**	**91**
ES250	1,369	1,990	10,832	11,372
LS400	3,735	3,606	21,012	22,663
SC400	1,446	0	3,004	0
LEXUS	**6,550**	**5,586**	**34,848**	**34,035**
LOTUS*	**27**	**27**	**189**	**189**
MASERATI*	**20**	**20**	**140**	**140**
323	1,440	2,130	11,041	12,898
Protege	5,546	5,134	29,008	28,626
626 (Import)	672	1,230	9,843	15,512
626 (Domestic)	*4,005*	*5,293*	*36,691*	*23,385*
MX-6 (Import)	202	18	1,189	112
MX-6 (Domestic)	*870*	*2,194*	*16,949*	*18,601*
Miata	2,538	3,105	22,890	22,994
929	1,246	1,623	8,489	9,831
RX-7	776	929	4,552	6,329
MAZDA	**12,428**	**14,169**	**87,012**	**96,302**
190	936	1,013	8,296	7,384
300E 2.6/260E	464	151	2,689	1,273
300	1,000	1,772	7,619	14,330
300SE	455	448	2,351	3,837
350SDL Turbo	155	191	824	425
350SD	169	0	880	0
300SEL	97	255	816	2,188
420SEL	625	515	2,746	3,877
560SEL	307	324	1,553	2,675
SL Coupe	473	379	4,735	4,766
560SEC	51	150	364	1,058
Tourist	26	86	304	778
MERCEDES	**4,758**	**5,284**	**33,177**	**42,591**
Tracer	4,510	3,523	26,498	13,018
Capri	2,239	1,707	12,133	2,468
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**6,749**	**5,230**	**38,631**	**17,347**
Starion	0	1	0	18
Diamante	2,597	0	6,370	0
Mirage (Import)	874	1,416	15,168	36,952
Mirage (Domestic)	*2,531*	*31*	*12,344*	*31*
Galant	2,976	2,923	22,427	28,650
Sigma	8	136	140	1,322
Precis	200	263	1,353	2,927
3000GT	817	14	7,661	14
Wagon	10	106	182	713
MITSUBISHI	**7,482**	**4,859**	**53,301**	**70,596**
Sentra (Import)	4,086	3,426	15,650	39,545
Sentra (Domestic)	*11,001*	*9,349*	*72,023*	*57,909*
Pulsar	1	153	31	3,508
NX	1,181	0	3,869	0
Stanza	7,446	8,278	40,230	45,964
Maxima	12,146	7,962	58,860	59,068
240SX/200SX	3,848	5,226	19,752	31,017
300ZX	1,237	1,610	8,224	13,214
Hawaii	301	229	1,403	1,920
NISSAN	**30,246**	**26,884**	**148,019**	**194,236**
PEUGEOT	**279**	**337**	**2,240**	**2,713**
PONTIAC LeMans	**4,170**	**6,338**	**21,738**	**25,671**
924S/944	0	10	0	169
944S/Cabriolet	132	225	607	1,356
944 Turbo	0	21	0	450
911 Carrera 2	127	273	1,322	2,229
911 Turbo	46	2	295	8
911 Carrera 4	59	182	443	1,217
928S/GT	42	37	177	396
PORSCHE	**406**	**750**	**2,844**	**5,881**
ROLLS/BENTLEY*	**50**	**100**	**500**	**700**
900	227	668	3,091	3,058
900S	422	1,158	4,260	4,089
900 Turbo	212	776	2,965	4,743
9000S	623	311	2,636	1,339
9000CD	405	232	1,790	1,992
9000 Turbo	260	458	1,270	1,553
Tourist	18	29	63	107
SAAB	**2,167**	**3,632**	**16,875**	**16,881**
STERLING	**493**	**273**	**1,878**	**2,609**
Legacy (Import)	1,380	5,672	11,754	32,352
Legacy (Domestic)	*6,063*	*1,965*	*30,222*	*4,911*
Loyale	2,559	1,623	18,481	14,592
XT/XT6	101	50	1,027	865
Justy	583	966	4,360	8,699
SUBARU	**4,623**	**8,311**	**35,622**	**56,508**
SUZUKI	**474**	**533**	**2,670**	**3,690**
Corolla (Import)	3,614	7,044	37,296	52,367
Corolla (Domestic)	*16,323*	*10,632*	*74,103*	*27,409*
Paseo	3,766	0	7,864	0
Tercel	9,729	6,798	63,439	55,719
Celica	5,083	6,438	40,763	49,385
Supra	329	464	2,188	4,374
Camry (Import)	4,232	6,506	36,697	38,331
Camry (Domestic)	*25,951*	*17,348*	*118,840*	*36,224*
Cressida	799	1,200	5,876	6,461
MR2	730	1,473	6,650	8,397
TOYOTA	**23,282**	**29,923**	**200,773**	**215,834**
Cabriolet	637	706	3,761	5,192
Corrado	185	585	3,252	3,167
Jetta	3,619	4,737	23,942	37,721
Golf/GTI	1,355	2,313	8,671	10,119
Passat	1,536	1,449	9,526	8,558
Quantum	0	2	2	28
Scirocco	0	0	0	9
Fox	958	1,755	8,528	15,201
VOLKSWAGEN	**8,290**	**11,547**	**57,682**	**79,995**
240 series	1,005	2,796	16,805	20,698
700 series*	3,110	4,670	20,139	35,479
940 series*	1,560	0	7,763	0
Tourist	90	173	315	762
VOLVO	**5,765**	**7,639**	**45,022**	**58,939**
YUGO	**279**	**569**	**1,507**	**4,284**
IMPORT TOTAL	**194,656**	**212,387**	**1,235,874**	**1,485,654**

*Estimate * Includes units produced in Canada NOTE: Domestic cars not included in imported totals. Compiled by Karen Dotkowski

CANADIAN CAR AND TRUCK SALES

JULY 1991

	July 1991	July 1990	7 mos. 1991	7 mos. 1990
BMW (imported car)	**432**	**351**	**2,582**	**2,268**
N.A. car	8,389	7,043	61,734	67,393
Imported car	1,770	936	11,926	9,612
N.A. truck	10,351	7,374	61,739	57,530
Imported truck	135	72	827	1,120
CHRYSLER	**20,645**	**15,425**	**136,228**	**135,856**
N.A. car	13,376	12,104	89,166	94,834
Imported car	598	577	4,658	3,789
N.A. truck	9,774	9,672	62,699	78,234
FORD	**23,748**	**22,353**	**156,523**	**176,857**
N.A. car	29,491	26,389	188,804	191,753
Imported car*	1,273	859	3,944	3,117
N.A. truck	12,769	12,732	87,784	94,038
Imported truck	367	232	2,313	2,344
GM	**43,900**	**40,212**	**282,845**	**291,252**
N.A. car	2,716	3,043	15,453	20,119
Imported car	6,998	5,400	49,975	40,488
HONDA	**9,714**	**8,443**	**65,428**	**60,607**
N.A. car	505	518	3,132	3,313
Imported car	1,535	1,178	10,363	9,984
HYUNDAI	**2,040**	**1,696**	**13,495**	**13,297**
JAGUAR (imported car)	**54**	**73**	**425**	**785**
Imported car	56	48	285	398
Imported truck	16	16	102	106
LADA	**72**	**64**	**387**	**504**
LAND ROVER (imported truck)	**14**	**8**	**83**	**16**
N.A. car	774	614	4,319	2,589
Imported car	1,663	2,355	17,974	17,617
Truck**	1,563	1,790	14,350	11,440
MAZDA	**4,000**	**4,759**	**36,643**	**31,646**
MERCEDES-BENZ (imported car)	**254**	**368**	**2,157**	**2,580**
N.A. car	945	0	5,419	0
Imported car	1 950	1,816	13,067	15,089
Truck**	141	1,082	7,567	8,770
NISSAN	**4,036**	**2,900**	**26,053**	**23,859**
PEUGEOT (imported car)	**15**	**13**	**103**	**72**
SUBARU (imported car)	**787**	**888**	**5,124**	**4,354**
N.A. car	124	121	854	248
Imported car	507	885	3,205	5,142
N.A. truck	360	422	2,470	1,217
Imported truck	378	516	2,463	3,869
SUZUKI	**1,389**	**1,944**	**8,992**	**10,476**
N.A. car	1,862	852	13,510	6,290
Imported car	4,532	4,285	32,215	40,225
Imported truck	1,599	1,327	12,182	10,559
TOYOTA	**7,993**	**6,464**	**57,907**	**57,074**
Imported car	3,052	3,090	20,909	21,053
Imported truck	98	122	578	647
VOLKSWAGEN	**3,150**	**3,212**	**21,487**	**21,700**
N.A. car	136	223	1,097	1,896
Imported car	294	166	1,692	1,430
VOLVO	**430**	**389**	**2,789**	**3,326**
N.A. car	**58,318**	**50,987**	**383,488**	**388,435**
Imported car	**25,770**	**23,010**	**180,526**	**177,923**
TOTAL CAR	**84,088**	**73,917**	**564,014**	**566,358**
N.A. truck	**33,254**	**30,290**	**214,692**	**231,019**
Imported truck	**5,311**	**5,165**	**40,465**	**38,985**
TOTAL TRUCK	**38,565**	**35,365**	**255,157**	**269,884**
TOTAL CANADA SALES	**122,653**	**109,282**	**819,171**	**836,242**

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Ind. Automobile Mfrs. of Canada

Canada sales climb 12% in July; cars and trucks share the gains

ANNE E. WRIGHT
Chief Statistician

Sales of light vehicles in Canada continued to pick up steam in July, rising 12.2 percent over 1990.

Car sales rose to 84,088, up 13.8 percent over the year-ago month. It was the fourth straight monthly increase for cars.

Truck sales also picked up speed, climbing 9.1 percent over July 1990.

Each of the Big 3 posted gains, and 10 import makes had double-digit increases. BMW, Hyundai, Nissan, Subaru and Toyota were up more than 20 percent each. Suzuki and Mercedes-Benz dropped about 30 percent.

General Motors of Canada reported its best July for cars since 1986. Its 40,764 sales were up 12.9 percent over the year-ago period.

GM also saw signs of hope in its truck sales, which rose 1.3 percent.

"Since a number of our truck sales are to the construction industry, this represents encouraging signs of economic recovery and growth," said Michael Erdman, vice president of marketing for GM's Canadian unit.

Chrysler Canada posted a 33.8 percent increase in combined car and light-truck sales for July. Led by minivans, the company's 10,486 truck sales set a record for the month.

Ford of Canada reported its second straight monthly car sales increase in July and its first monthly truck sales increase this year. Combined car and truck sales were up 6.2 percent over July 1990.

Ted C. Goellner, vice president of general sales for Ford of Canada, said the "general economic recovery" and buyer incentives are bringing people back into showrooms.

The July increase brought total Canadian car and light-truck sales to 819,171 for the first seven months of this year. That was 2.0 percent below the 1990 total.

CHRYSLER

FROM PAGE 3

automatic transmission (the electronic A-604 transmission that *Consumer Reports* labeled a lemon), andChrysler had enough ammo to take care of that," Harris said.

Chrysler's publicity problems have largely resulted from various efforts to raise cash, such as its proposed new-stock issue, the proposed sale to partner Mitsubishi Motor Co. of Chrysler's share of their Diamond-Star Motors joint-venture plant in Normal, Ill., which has received FTC approval, and possible sale of Chrysler's stock in Mitsubishi.

One of the most direct predictions of Chrysler's demise to appear in the media came in the Aug. 8 issue of *USA Today*.

The article covered Chrysler's proposed mid-September sale of 56 million shares of new common stock to raise more than $700 million. The story quoted William Unverzagt, senior investment officer of the Oregon public employees retirement system: "Why would anybody want to buy stock in a company that probably won't be in business two or three years from now?"

The same article raised the issue of a merger partner for Chrysler. It quotes Chrysler President Robert Lutz as saying, "You can't find a husband for a woman who's on her deathbed in the hospital." Lutz quickly added, "If you're so sick you need a partner, you can't get one."

A separate article in the same issue quotes Michael Mulvaney, of Moody's Investors Service, as saying that even the sale of additional stock "doesn't solve the fundamental financial difficulties" of Chrysler.

Newpapers such as the *Boston Globe* and *The New York Times* have drawn attention to Chrysler's underfunded pension obligations, enormous amounts of money required to retool for new products and a generally "troubled" and ailing position.

Thomas Kowaleski, Chrysler manager of product and marketing public relations, said officials were "disappointed" but not overly concerned about the negative publicity. They're counting on the new products Chrysler will begin launching in January. Launches will start with the V-10 Dodge Viper followed by the Jeep Grand Cherokee in March and the new LH sedans in fall.

"We're just cranking like crazy on all the things that will begin happening in January. Our best PR campaign will be seeing the new products. When you have good products you don't need a lot of smoke and mirrors," he said.

Chrysler officials are relying on their new products for improvement. And they will need an improvement in the economy, which has devastated the financial results of all of the Big 3.

In the first six months of 1991, Chrysler lost $810 million on revenues of $13.61 billion, compared to a net profit of $251 million in 1990 on revenues of $16.48 billion for the first half of 1990.

At June 30, Chrysler had negative net working capital of $2.7 billion, about the same as at the end of the first quarter.

HANAWA

FROM PAGE 3

the road."

That sense of extreme need "is imprinted deeply on my mind," he says.

During those years, America was held up as "paradise," he recalls.

When he first arrived in the United States in 1979, he was surprised at the poor conditions in some of the inner cities. But in many areas, including the suburbs of Detroit, he saw "the big houses, the big cars, the paradise I had imagined."

Hanawa also remembers learning about American business methods after the war.

"We were told that Japan's way was slow and inefficient, and we had to do business like Americans did or we would not keep up," he said. "We were told we had three problems: lifetime employment, the seniority system and company unions."

Economists and manufacturing experts have long since recognized the three as being pillars of Japan's competitiveness.

Before coming to the United States, he admits, he thought that Americans did not work as hard as Japanese and, therefore, that the quality of the cars could not be as good.

"But I changed my mind," he says.

Nissan has taken the lead among Japanese automakers in promoting its American staff. Hanawa thinks that is essential, and he is critical of companies that rely on Japanese management in their U.S. operations.

"We have to ask ourselves whether we are giving jobs with enough challenge to Americans," he says, noting that U.S. managers and workers are justified in feeling angry at being frozen out of senior positions.

"One of the most important things is how much trust we put in Americans. I do believe we must trust the Americans," he says.

But the actual mechanics of working that out is not so easy, he says.

"The Japanese way of conducting business is that we do not actually clarify areas of authority in clear black and white terms," he says. "But Americans want to know what authority they have, what responsibility, and then they don't want others poking into that area."

He thinks Japanese management must set clear targets for their U.S. counterparts.

In sales, for example, "the Japanese way is to sell as much as possible. But Americans ask how many units we want them to sell. We just say, 'As much as possible.' Then they have to do their best, even though the object is not clear."

Now, he says, he is adjusting to the American way. "One day, I say, 'Do this much.' Next year, I ask, 'How did you do?' "

Back in Tokyo, he is doing some of the same things he was doing last year in the United States, when he says he was arguing with the home office constantly to get enough product to the dealers.

Hanawa started with Nissan in 1957, after graduating from Tokyo University with a degree in economics. He was manager of personnel sections in two plants in Japan before joining the U.S. operation, later becoming general manager of corporate planning.

Now, as an executive vice president with extensive American experience and a key adviser to President Yutaka Kume, his name appears on many lists of candidates for the top office.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Aug. 1-10, 1991	Aug. 1-10, 1990
ALFA ROMEO (imp. car)*	56	88
Acura (imp. car)	3,981	3,117
Domestic car	12,245	7,617
Imported car	4,084	4,220
Honda	16,329	11,837
AMERICAN HONDA	19,338	14,954
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	972	942
Domestic car*	2,740	3,198
Imported car*	9	45
Domestic truck*	76	65
Chrysler Division*	2,825	3,308
Domestic car*	5,295	6,782
Imported car*	716	429
Domestic truck*	8,561	9,290
Imported truck*	59	157
Dodge*	14,630	16,658
Domestic car*	1,228	1,504
Imported car*	156	225
Eagle*	1,384	1,729
Domestic truck*	3,307	4,654
Jeep*	3,307	4,654
Domestic car*	3,137	4,183
Imported car*	313	361
Domestic truck*	3,156	3,330
Plymouth*	6,606	7,874
Domestic car*	12,400	15,667
Imported car*	1,195	1,060
Domestic truck*	15,099	17,339
Imported truck*	59	157
CHRYSLER CORP.*	28,753	34,223
Imported car*	131	129
Imported truck*	39	93
DAIHATSU*	170	222
FERRARI (imp. car)*	16	16
Domestic car	26,911	32,318
Imported car	747	1,323
Domestic truck	27,564	34,250
Ford Division	55,222	67,891
Domestic car	4,291	6,095
Lincoln	4,291	6,095
Domestic car	8,181	8,957
Imported car	1,395	1,480
Mercury	9,576	10,437
Domestic car	39,383	47,370
Imported car	2,142	2,803
Domestic truck	27,564	34,250
FORD MOTOR CO.	68,809	84,423
Domestic car	12,022	10,671
Buick	12,822	10,671
Domestic car	3,401	3,910
Cadillac	3,401	3,910
Domestic car	24,048	29,890
Imported car	2,710	2,748
Domestic truck	26,367	32,379
Imported truck	122	76
Chevrolet	53,247	65,093
GMC (dom. trk)	7,246	8,071
Domestic car	9,486	9,034
Domestic truck	677	595
Oldsmobile	10,163	9,629
Domestic car	9,319	12,106
Imported car	1,629	1,456
Domestic truck	622	785
Pontiac	11,570	14,347
Domestic car	1,659	0
Saturn	1,659	0
Domestic car	59,935	65,611
Imported car	4,339	4,204
Domestic truck	34,912	41,830
Imported truck	122	76
GENERAL MOTORS	99,308	111,721
HYUNDAI*†	2,271	2,134
Imported car*	164	77
Domestic truck	672	192
Imported truck*	1,395	1,066
ISUZU*	2,231	1,335
JAGUAR (imp. car)*	167	282
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,114	1,624
Imported car*	2,484	2,834
Domestic truck	253	0
Imported truck*	2,611	1,950
MAZDA*	6,462	6,408
MERCEDES-BENZ (imp. car)*	952	1,057
Domestic car	1,814	891
Imported car*	1,496	972
Imported truck*	490	761
MITSUBISHI*	3,800	2,624
Infiniti (imp. car)	1,088	421
Domestic car	1,704	1,968
Imported car*	6,049	5,506
Domestic truck	2,372	2,296
Imported truck*	3,749	2,918
Nissan*	13,874	12,688
NISSAN MOTOR CORP.	14,962	13,110
PEUGEOT (imp. car)*	56	67
PORSCHE (imp. car)*	81	150
RANGE ROVER (imp. truck)*	48	90
ROLLS/BENTLEY (imp. car)*	10	20
SAAB (imp. car)*	433	726
STERLING (imp. car)*	99	55
Domestic car	822	557
Imported car*	925	1,662
SUBARU*	1,747	2,219
Imported car	95	107
Imported truck	275	200
SUZUKI†	370	307
Lexus (imp. car)	1,461	1,463
Domestic car	7,391	8,573
Imported car	6,018	8,641
Imported truck	5,834	7,434
Toyota	19,243	24,648
TOYOTA MOTOR SALES	20,704	26,111
Audi (imp. car)*	154	310
Imported car*	1,658	2,309
Imported truck*	136	142
Volkswagen*	1,794	2,451
VWoA*	1,949	2,762
VOLVO*†	1,153	1,528
YUGO (imp. car)*	56	112
Domestic car	136,988	149,878
Imported car	42,819	47,025
TOTAL CAR	179,627	196,903
Domestic truck	90,672	95,907
Imported truck	14,758	14,889
TOTAL TRUCK	95,630	110,796
TOTAL CAR & TRK	275,257	307,699

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

CERTIFY

FROM PAGE 4

eral European makers have abandoned the American market for many reasons. But multi-million-dollar U.S. compliance programs were factored into those decisions.

"I remember our director of engine development telling me that the company sold 15 percent of its cars in the U.S. and he had 50 percent of his engineers working on U.S. emissions problems," Drexl says.

Some import-company executives wonder if this growing mountain of standards may be a form of trade barrier.

"It's definitely moving in the direction of greater difficulty," says Wilhelm Hall, manager of emission-control systems for BMW of North America. "But really, the primary trade barrier is the fuel-economy requirements, which are done during the same tests as emissions. And we believe those requirements are most unfair to us. Obviously, smaller carmakers will have more difficulty absorbing compliance expenses."

Hall estimates BMW's costs for U.S. compliance in the "hundreds of millions of dollars." But he says BMW is determined to stay in the U.S. "no matter where the costs go" because "history has shown that the U.S is the proving ground for new technology."

Cliff Tyree, a project manager in the EPA certification branch in Ann Arbor, Mich., says makers' costs for compliance should have dropped in the last few years. He says procedures and regulations have been fairly static and future standards should not present significant cost or equipment change.

Some makers say that compliance is just another part of the cost of doing business in the U.S.

"It certainly wasn't just the cost of certification that made Peugeot pull out of the U.S. market," says Richard Lucki, U.S. factory representative for Peugeot Motors of America. "Yes, there were considerable changes to the 405 to comply. Emissions systems, injection equipment, on-board diagnostics are all different on U.S. vehicles. Vehicles must also be reinforced for crash requirements and fuel-system integrity. But it has to be done."

Lucki adds that almost all of the compliance requirements for the 605, which Peugeot had hoped to sell here, were completed before the decision to pull out of the U.S. market. The car was conceived and engineered as a world car.

Despite international automakers' attempts to build world-vehicles that comply in all markets, U.S.-bound vehicles still undergo many hardware changes.

One engineer from a European-car company says it takes nine months to complete certification. And he predicts that the tougher impending clean air standards and 100,000-mile durability requirements for emission systems will likely stretch that period to a year.

Upturn stalls; Aug. 1-10 sales decline 10.5%

DAVID VERSICAL
National Editor

Any sales momentum the industry gained in recent months hit a roadblock in early August.

Total car and truck sales were down 10.5 percent from last year. While the decline was a bit less than the industry's 13.4 percent drop through July, the early-August period was compared to a terrible 10-day stretch a year ago.

Iraq invaded Kuwait on Aug. 2, 1990. And the corresponding 18.4 percent decline in domestic sales at the start of that month prompted Chrysler Corp. Chairman Lee Iacocca to declare, "The industry is in the tank."

That was again the case for most domestic divisions. Every Ford Motor Co. make was off, with Lincoln diving 29.6 percent. Sales at each of Chrysler's divisions fell at least 12 percent, according to *Automotive News* estimates. The only gainers among Big 3 divisions were Oldsmobile, up 5.5 percent, and Buick, a continuing bright spot, up 12.7 percent.

American Honda Motor Co. Inc. and Nissan Motor Corp. in U.S.A. also provided some exceptions. Honda Division sales increased 38.0 percent. And Nissan reported a 9.4 percent gain for its Nissan Division while its Infiniti sales more than doubled, to 1,088.

Infiniti sales have improved sharply in recent months. Infiniti dealers give credit to a new program that ties dealer cash to customer satisfaction. As dealers explain, they get no cash if their stores fall below minimum CSI goals. But if they exceed the standards, the amount of cash increases as sales volume and CSI ratings rise.

One dealer said $5,000 was the top award per car, but an Infiniti spokeswoman said that was "too high." She declined to give details.

Total car sales in the United States were off 8.8 percent in early August; truck sales dropped 13.7 percent. *Automotive News* estimates 10-day sales for most import makes and Chrysler Corp.

There were nine selling days in the sales period each year.

Staff Reporter Kristine Stiven Breese in Los Angeles contributed to this report.

Chrysler adds rebate on America; buyer cash boosted on other cars

Chrysler Corp. has increased the customer rebates on several of its 1990 and 1991 cars and has added the 1991 Dodge Shadow America and Plymouth Sundance America to the payment list.

Buyers of the price-leader America models will receive a $700 rebate until Sept. 30.

Elsewhere, customer rebates have been hiked $300 and $500 on a number of models.

The 1991 Shadow convertible received a $500 increase, to $2,000.

Also raised $500 were the rebates on the 1990-91 Chrysler LeBaron sedan, Plymouth Acclaim, Dodge Spirit, Plymouth Laser RS Turbo and Eagle Talon TSi, plus the other 1991 Lasers and Talons and the other 1991 Shadows and Sundances.

Customer rebates have been increased $300 on the 1991 Eagle Summit ES three-door, 1990-91 Summit four-door, 1991 Plymouth/Dodge Colt GL and base three-door, all 1990 Colts and the 1990 Sundance/Shadow (excluding the America).

Chrysler made no changes in its consumer rebates on Dodge trucks, Jeeps and minivans.

All of Chrysler Corp.'s incentive programs are scheduled to expire Sept. 30.

Volvo has extended its dealer incentive package to Sept. 2. The importer is paying dealers $1,500 for sales of the 740 and the 940 Turbo and GLE models.

— Darrell Pressley

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)
164, 164L automatic (1991) — Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)
100/200 — $2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)
Dodge Shadow, Spirit (1991) — $100-700, quota
Monaco (1991) — $1,000-2,000, based on sales
Dodge truck
Ram Club Cab (1990-91) — $1,000
Ram D/W (1990-91) — $500
Ramcharger (1990-91) — $1,000
Eagle Premier (1991) — $1,000-2,000, based on sales
Jeep Cherokee (1991) — $500
Plymouth Sundance, Acclaim (1990-91) — $100-700, quota
Minivans (1991) without air bags — $500

FORD MOTOR CO. (expires Sept. 30)
Ford Crown Victoria (1991), Mercury Grand Marquis (1991) — $1,000

GENERAL MOTORS
Cadillac Allante (1991) (no expiration date) — $7,500 on first sale, $8,500 on additional sales
Oldsmobile (expires Sept. 25)
Eighty Eight (1991) — $1,000

HONDA (expires Sept. 3)
Civic 4-dr. (1991) — $400

HYUNDAI (expires Oct. 2)
Sonata SE, Scoupe SE (1991) — $100-300, based on sales

ISUZU (1991 models, expires Sept. 15)
Cars — $700-1,500
Trucks — $700-1,800

MAZDA (1991 models; expires Oct. 2 on Navajo, Sept. 4 on others)
MX-6, MPV — $500
Navajo — $750
929, RX-7 — $2,000

MERCEDES-BENZ (1991 models, no expiration date listed)
300SE, 300SD, 300SDL, 300SEL — $3,000
420SEL, 560SEL — $5,000

MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii; Aug. 30 elsewhere; payments vary by regions.)
Mirage — $250-750
Eclipse — $200-1,500
Galant — $200-2,000
Trucks — $200-1,500

NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)
Sentra — $450
240SX — $600-900, quota
Maxima — $800-1,100, quota
Stanza — $1,800-2,100, quota
300ZX — $2,500-4,000, quota
Pathfinder — $1,000-1,400, quota
Trucks — $1,200-1,400, quota
Trucks (Calif. only) — $1,500

PEUGEOT (1990, no expiration date) — $2,000

SUZUKI (expires Oct. 3)
Swift (1990-91) — $700-1,000
Sidekick (1991) — $700-1,000

TOYOTA (1989-90-91 models; expires Sept. 4)
Corolla, Camry — $700-900, quota
Trucks — $500-1,200, quota

VOLKSWAGEN
All cars (1990, no expiration date) — $500-1,500

VOLVO (1991 models, expires Sept. 2)
740; 940 Turbo and GLE — $1,500

INCENTIVE WATCH — CUSTOMER INCENTIVES
CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91) — $2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91) — $1,500
Other LeBaron (1990-91) — $1,000
N.Y. Landau (1990) — $700
Dodge Shadow conv. (1991) — $2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91) — $1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990) — $1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991) — $700
Colt Vista (1991) — $500
Dodge Trucks
Ram D/W, Ramcharger (1990) — $2,000
Ram van conversion (1990) — $1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990) — $1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991) — $1,000
Ram 50, Power Ram 50 (1990) — $500
Ram 50, Power Ram 50 (1991) — $300
Eagle Premier (1991); Talon TSi (1990-91) — $1,500
Other Talon (1991) — $1,200
Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91) — $1,000
Other Summit (1991) — $700
Summit base 3-dr. (1991) — $400
Jeep Cherokee (1990) — $2,000
Cherokee (1991), Grand Wagoneer (1990-91) — $1,500
Comanche (1990-91) — $1,000
Wrangler (1990-91) — $500
Plymouth Acclaim (1991), Laser RS Turbo (1990-91) — $1,500
Other Laser (1991) — $1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990) — $1,000
Colt Vista (1991) — $500
Colt base 3-dr. (1991) — $700
Sundance America (1991); Colt base 3-dr. (1991) — $700
Colt Vista (1991) — $500
All minivans (1991) — $500
All minivans (1990) — $1,500

FORD MOTOR CO.
(1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.)

Ford Festiva, Mustang — $500-1,000
Escort — $500-750
Tempo, Probe, Thunderbird — $1,000
Taurus SHO — $1,600
Other Taurus — $750-1,250
F series, Econoline — $500-1,000
Ranger — $1,000
Bronco — $1,500
Aerostar — $1,000-2,000
Mercury Tracer — $500-750
Topaz, Cougar, Capri — $1,000
Sable — $750-1,250
Lincoln Town Car, Continental, Mark VII — $2,000

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.

Buick (1991)*
Skylark, Century, Regal, LeSabre — $250-1,000
Riviera, Reatta — $2,000
*Based on option package ordered.
Cadillac Seville, Eldorado — $1,500
DeVille, Fleetwood — $2,000
Brougham — $2,500
Chevrolet cars (1991)
Cavalier — $300
Geo Metro — $400
Camaro, Corsica, Beretta — $500
Geo Storm, Geo Prizm, Lumina, Caprice — $1,000
Chevrolet trucks(1991)
G van — $500-1,000
C/K (except 454SS), R/V — $500
Geo Tracker — $750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV — $1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91) — $1,500
GMC
G van (1990), R/V (1991), Sierra (1991) — $500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991) — $1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91) — $1,500
Oldsmobile (1991)
Oldsmobile has regional programs. This is an example.
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette — $1,000
Custom Crusier, Bravada — $1,000
Cutlass Ciera, 98 — $500
Toronado — $2,000
Pontiac (1991)
Grand Am, Trans Sport — $750
Firebird, Grand Prix — $1,000
Bonneville — $2,500

HYUNDAI (expires Oct. 2)
Excel (1990-91) — $500-1,000
Sonata (1990-91, except SE) — $1,000
Scoupe (1991, except SE) — $750
All models — $300 to military personnel
All models — $1,000 if Hyundai is traded

MAZDA
(1991 models; expires Sept. 4 on 626, Oct. 2 on Protege; 5.9 percent loans offered in lieu of rebates)
Protege — $600
626 — $1,000

MITSUBISHI
(1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)
Mirage (national) — $750
Galant, Eclipse (Hawaii) — $1,000
Trucks (Hawaii) — $1,250-1,500

SUBARU (expires Oct. 2)
Loyale 4wd (1991) — $500
Legacy (1991) — $1,200
XT, XT6 (1991) — $2,000

NISSAN

FROM PAGE 1

Hesterberg should recognize a good deal of the structure and strategy. Much of it has been adapted from Infiniti. Although Infiniti sales have trailed rivals Lexus and Acura, Infiniti has an almost unblemished record in customer satisfaction. That's an area Nissan believes it has to improve if it is going to be truly competitive in the 1990s.

"It was our intention from the beginning not to do things the normal way at Infiniti," said Thomas Mignanelli, president of Nissan Motor Corp. in U.S.A. "We wanted to use Infiniti to test things and find new ways to solve old problems; we've done that." He calls Hesterberg's familiarity with the Infiniti approach "a secondary benefit." The primary one is that he's young and smart, Mignanelli said.

Nissan has begun to mimic Infiniti. For example:

- A pilot organization in Nissan's Dallas region mirrors the way Infiniti's regions are set up. The goal of the new program, due to be extended nationally during the next year or so, is to empower Nissan managers who are closest to dealers to make decisions. Many of those decisions are now made at headquarters.
- Nissan is slowly putting into effect a new dealer communications network that will resemble the satellite network Infiniti uses to connect all dealers with each other and regional and national offices.
- Infiniti dealers can earn up to $25,000 each quarter for top performance in the division's customer satisfaction program. Nissan Division is looking at similar ways to reward dealers.
- Both Nissan and Infiniti moved the sales needle in June and July. They did so with extremely expensive dealer incentive programs. Infiniti's program was tied to CSI performance; Nissan may begin doing that as well.
- While it would be too costly for Nissan to run a training facility for dealer personnel like the one Infiniti has in Scottsdale, Ariz., the regionalization program will emphasize training for dealership staff at the regional level.

"We have been testing rather novel concepts in how we deal with customers and dealers," Hesterberg said. "And you'll probably see pieces of that creep into the Nissan operation. We definitely think there are other applications for what we've been doing."

Under Infiniti's regional approach, dealers generally have less contact with national headquarters. As a result, many dealers, especially those outside California, don't know Hesterberg well.

"Earl is very astute and tuned into the market. But I was surprised to see him go because we were just getting comfortable with him," said Joe MacPherson, owner of MacPherson Infiniti in Tustin, Calif. "It's good for Nissan; I don't know what it means for us." Infiniti has not yet named a replacement for Hesterberg.

Another Southern California dealer praised Hesterberg's salesmanship. Hesterberg joined Infiniti in March 1990. Before that he was the regional general manager of Nissan's Jacksonville region. He joined Nissan from Ford Motor Co. in 1982 as parts, product planning and sales promotion manager.

"Earl has a real sales sense," said Fred Miller, who owns a Nissan and Infiniti store in Van Nuys, Calif. "A strong sales dimension has been lacking at Nissan. We need to go back to NML (Nissan Motor Co. Ltd., in Japan) and say, 'Stop thinking production, start thinking sales and marketing.' Earl will lead that charge."

At least one dealer was put off by Hesterberg's age: "I don't think he's been in long enough to do this. He's the most innovative general sales manager I've ever run across, but he sure is young."

But an automotive advertising source believes Hesterberg's age made him the ideal candidate for the Nissan Division job. "The job wasn't getting done, so they bring in this 37-year-old wonder kid. There's nothing wrong at Nissan that new leadership and a competitive lower-middle-segment car can't help."

That car, Nissan hopes, will be the 1993 Stanza. It will be aimed straight at the Honda Accord and Toyota Camry.

It will also give Hesterberg a chance to remedy what he sees as one of Nissan's biggest problems.

"We have among the best products in the world," he said. "The missing link is our communication of the competitive advantage to the consumer of buying one of our cars. Obviously, we must be able to do that better."

SOVIET

FROM PAGE 1

no firm plans are in motion. General Motors would not comment onany plans it may have for the Soviet Union.

All four Ford stores are joint ventures among Soviet, Belgian and German entrepreneurs. The Soviets hold about an 80 percent interest, said Ford spokeswoman Lin Cummins. She said the stores initially will get all of their vehicles from Ford of Europe.

Ford is focusing on fleet sales.

Ford will accept only hard currency for its vehicles and will not accept the Russian ruble, Cummins said, so the vast majority of the sales will be to businesses. She said one large company plans to purchase vehicles and sell them to its employees.

Although dealerships will sell both cars and trucks, Cummins said most of the orders have been for transit vans and minibuses, similar to the Ford Aerostar.

She said customers from the Ukraine and Moscow, the wealthier areas of the Soviet Union, are buying Sierra and Scorpio cars. Cummins did not know the prices of the vehicles in Russia.

She said an advertising blitz will take place later in the year, including television commercials, billboards and direct mail. She said Ford also will participate in a co-op ad program with the dealers.

Cummins said the Soviet Union's large population gives it the potential for the highest number of vehicle sales in Eastern Europe, but she said Ford's expansion plans depend on the Soviet Union's future financial and political situation.

This year, Ford has established 18 dealerships and 33 service centers in Eastern Europe. Cummins said Poland, Hungary and Czechoslovakia have been the biggest growth areas because "they have been liberated the fastest and have more money."

Ford also has a dealership in Bulgaria, Cummins said, and is considering outlets in Romania and Albania.

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	8/19	
Dodge Monaco		300
Eagle Premier		1,000
FORD		
Lorain, Ohio	8/19	
Ford Thunderbird		2,014
Mercury Cougar		2,262
Oakville, Ontario	8/19	
Ford Tempo		2,600
Mercury Topaz		1,200
Louisville (Kentucky Truck)	8/19	4,298
Ford Econoline		
Ford Club Wagon		
GENERAL MOTORS		
Janesville, Wis.	8/19	
Chevrolet Kodiak		210
GMC Topkick		260
Lansing, Mich. (B Plant)	8/19, 8/26, 9/2	*
Pontiac Grand Am		
Wilmington, Del.	8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
TOYOTA		
Georgetown, Ky.	8/19	*
Toyota Camry		
Total U.S. car		**4,276**
Total Canada car		**5,198**
Total U.S. truck		**4,670**
Total units lost week of 8/19		**14,846**

*Model changeover
Source: Automotive News Data Center

Mercedes hikes prices by 4.4%

MONTVALE, N.J. — Mercedes-Benz of North America last week announced a sales-weighted price increase that averages 4.4 percent on most of its 1992 lineup. *Automotive News* estimates that the hike amounts to $2,215 per model.

The 11 models that have been priced go on sale Sept. 3.

Not included in the boost are the new top-of-the-line S-class four-door sedans, which go on sale in October. Also excluded are two new 300-class sedans, the 400E and the limited-production high-performance 500E. They are scheduled to appear at the end of this year.

Increases announced last week range from $600 on the 190E 2.3 four-door to $4,800 on the 500SL coupe/roadster.

1992 MERCEDES-BENZ PRICES

	1992 Price	Increase over 1991 price
190E 2.3 4-dr.	$28,950	$600
190E 2.6 4-dr.	34,000	900
300D 2.5 4-dr.	42,950	1,550
300E 2.6 4-dr.	42,950	1,550
300E 4-dr.	49,500	1,800
300E 4-dr. (4wd)	57,100	2,400
300CE coupe	60,400	2,500
300TE wagon	53,900	2,250
300TE wagon (4wd)	61,100	2,600
300SL coupe/rdst.	82,500	4,200
500SL coupe/rdst.	97,500	4,800

Designers from Calty peek at the future

PASADENA, Calif. — Car designers from Toyota's Calty Design Research Inc. in Newport Beach, Calif., saw 30 visions of the future in a summer design project they sponsored at Art Center College of Design here last week.

The project asked students to create any of three types of cars: A fun, lifestyle car based on a future need or intuition, a next-generation Celica, or a streamlined vehicle based on the Previa minivan chassis, with a long wheelbase and low, mid-mounted engine.

Alan Schneider of Studio City, Calif., used the Previa base to make his one-fifth scale model of "the ultimate expression of cab forward."

Michael Ma of Rosemead, Calif., designed a lifestyle car with "a happy face and open sides, a cross between a Jeep and a van" that includes bright yard chairs set facing each other in back so families will stay together and enjoy each other.

One car had clear Plexiglas panels exposing human legs and structural parts.

"Conceptually, we're looking for niche cars, a new area of vehicle. And the diversity we've found in this class is really amazing," said Erwin Lui, project chief at Calty and a designer of the new Lexus SC400 coupe.

The project is not intended to result in cars for manufacture.

Said design instructor Ed Taylor: "It's more important that these assignments reflect creativity, rather than that they be ready for production."

U.S. CAR

	Week Ended Aug. 17, 1991	Week Ended Aug. 10, 1991	Aug. to Date	Jan. 1 to Aug. 17, 1991	Jan. 1 to Aug. 18, 1990
Horizon	0	0	0	0	4,327
Sundance	2,000	2,037	4,776	32,892	50,842
Acclaim	0	0	0	48,338	62,963
Total Plymouth	**2,806**	**2,837**	**4,776**	**81,230**	**118,132**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	0	18,697	31,326
N. Yorker C-Class	0	0	0	4,773	25,999
Fifth Avenue	0	0	0	20,697	17,937
Imperial	0	0	0	4,663	12,570
Total Chrysler	**0**	**0**	**0**	**48,730**	**96,896**
Omni	0	0	0	0	4,078
Daytona	0	4	4	4,940	20,877
Shadow	1,850	1,920	4,515	37,885	58,329
Dynasty	0	0	0	66,450	70,447
Spirit	0	0	0	43,369	58,050
Total Dodge	**1,850**	**1,924**	**4,519**	**152,644**	**211,781**
CHRYSLER CORP.	**3,656**	**3,961**	**9,295**	**282,804**	**425,779**
Escort	5,689	5,357	13,152	129,243	137,312
Mustang	3,336	3,516	8,328	56,658	88,727
Tempo	2,831	2,544	6,666	71,566	86,725
Taurus	4,981	3,836	10,379	197,844	227,200
Thunderbird	2,430	1,966	5,120	50,231	75,112
Total Ford Div.	**19,267**	**17,219**	**43,645**	**505,542**	**615,076**
Topaz	1,146	643	2,107	30,468	33,369
Cougar	1,824	1,939	4,783	40,751	49,857
Sable	1,430	1,210	3,256	65,182	68,781
Total Mercury	**4,400**	**3,792**	**10,146**	**136,401**	**152,007**
Continental	1,141	1,045	2,689	35,073	38,337
Mark VII	196	180	464	6,139	14,392
Town Car	2,667	2,446	6,293	82,508	98,400
Total Lincoln	**4,004**	**3,671**	**9,446**	**123,720**	**151,129**
Total L-M Div.	**8,404**	**7,463**	**19,592**	**260,121**	**303,136**
FORD MOTOR CO.	**27,671**	**24,682**	**63,237**	**765,663**	**918,212**
Skylark/Somerset	56	0	56	27,566	56,722
Century	2,030	1,327	3,357	55,449	41,930
Riviera	147	99	273	13,779	13,838
Electra/Park Ave.	1,780	1,577	4,133	69,877	24,835
LeSabre (fwd)	4,125	2,425	7,344	38,043	102,743
Roadmaster Sedan*	647	647	1,553	15,533	0
Roadmaster Wagon†	156	135	291	17,139	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**8,941**	**6,210**	**17,007**	**238,592**	**249,367**
Eldorado	197	97	313	6,820	13,009
Seville	435	256	757	14,921	23,570
Brougham (rwd)	460	415	875	11,732	17,911
DeVille (fwd)	3,718	3,708	8,890	95,702	100,174
Allante	64	64	154	2,009	2,871
Total Cadillac	**4,874**	**4,540**	**10,999**	**131,184**	**157,535**
Cavalier	3,182	1,600	4,782	159,813	204,395
Camaro	1,190	1,171	2,361	31,961	44,834
Corsica/Beretta	2,160	2,177	5,205	158,817	179,333
Caprice	2,325	2,135	4,460	83,926	161,072
Corvette	0	0	0	13,135	14,645
Total Chevrolet	**8,857**	**7,083**	**16,808**	**447,652**	**604,279**
Calais	0	0	0	34,616	64,657
Cutlass Ciera	3,105	2,016	5,121	51,906	48,972
Cutlass Supreme	1,933	41	1,974	63,981	56,493
Toronado	84	55	153	2,990	9,961
88 (fwd)	2,766	1,913	5,447	47,263	66,355
Custom Cruiser Wag.††	100	80	180	5,693	1,214
98	1,482	1,488	3,444	50,807	32,680
Total Oldsmobile	**9,470**	**5,593**	**18,319**	**257,256**	**285,532**
Sunbird	1,602	807	2,409	73,612	96,961
Grand Am	46	0	46	87,107	129,772
Firebird	840	679	1,519	11,347	27,632
Grand Prix	2,430	1,805	4,235	64,339	72,996
Pontiac 6000	0	0	0	19,603	36,411
Bonneville	2,542	2,775	6,551	39,709	50,091
Total Pontiac	**7,460**	**6,066**	**14,760**	**295,717**	**413,863**
Total Saturn	**1,881**	**1,881**	**3,842**	**52,297**	**0**
GENERAL MOTORS	**41,283**	**31,963**	**79,724**	**1,422,996**	**1,705,596**
DIAMOND-STAR*	**3,173**	**3,151**	**7,533**	**98,873**	**82,361**
Civic	1,922	1,855	4,456	57,030	73,981
Accord	7,575	8,386	19,004	227,354	202,411
HONDA	**9,497**	**10,241**	**23,460**	**284,384**	**276,392**
MAZDA*	**3,381**	**1,825**	**6,194**	**97,612**	**100,221**
NISSAN	**2,726**	**2,868**	**6,474**	**83,319**	**52,365**
Corolla	2,100	2,360	5,385	69,320	67,742
Geo Prizm/Nova	2,000	1,869	4,632	62,312	66,787
NUMMI	**4,100**	**4,249**	**10,017**	**131,632**	**134,529**
SUBARU-ISUZU Legacy	**1,215**	**1,229**	**2,898**	**35,997**	**17,946**
TOYOTA Camry	**3,455**	**4,239**	**9,369**	**136,253**	**137,567**
TOTAL BIG 3	**72,724**	**59,736**	**152,256**	**2,470,965**	**3,049,567**
TOTAL TRANSPLANT	**27,547**	**27,413**	**65,975**	**867,270**	**869,431**
TOTAL CARS, U.S.	**100,271**	**87,149**	**218,232**	**3,338,235**	**3,858,018**
TOTAL CARS, CANADA	**25,767**	**18,860**	**45,127**	**673,506**	**648,718**
U.S., CANADA CARS	**126,038**	**103,237**	**263,359**	**4,011,741**	**4,506,736**
U.S., CANADA CARS AND TRUCKS	**212,983**	**170,131**	**438,166**	**6,550,144**	**7,575,668**

*Estimate
††1990 totals reflect LeSabre (rwd) †1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended Aug. 17, 1991	Week Ended Aug. 10, 1991	Aug. to Date	Jan. 1 to Aug. 17, 1991	Jan. 1 to Aug. 18, 1990
Monaco	362	369	731	6,074	6,532
Premier	2,366	1,082	3,450	9,084	7,747
CHRYSLER CORP.	**2,728**	**1,451**	**4,181**	**15,158**	**14,279**
Tempo	3,534	2,531	6,065	68,911	74,807
Topaz	1,036	1,085	2,121	22,529	27,621
Crown Victoria	2,676	2,161	5,754	57,464	77,043
Grand Marquis	3,084	2,340	6,659	60,034	68,886
FORD MOTOR CO.	**10,330**	**8,117**	**28,999**	**208,938**	**248,357**
Celebrity	0	0	0	0	20,319
Cutlass Ciera	0	0	0	41,089	53,487
Lumina	5,787	1,981	7,768	138,452	0
Regal	2,757	1,061	3,818	74,255	58,433
GENERAL MOTORS	**8,544**	**3,042**	**11,586**	**253,796**	**286,256**
CAMI*	**498**	**298**	**858**	**64,929**	**0**
HONDA Civic	**2,288**	**1,858**	**4,731**	**67,161**	**85,983**
HYUNDAI Sonata	**495**	**459**	**1,176**	**17,988**	**12,498**
TOYOTA Corolla	**1,198**	**1,118**	**2,218**	**48,488**	**37,171**
VOLVO 740 and 940	**0**	**0**	**0**	**5,145**	**5,253**
TOTAL CARS, CANADA	**25,767**	**18,860**	**45,127**	**673,506**	**648,718**

U.S. TRUCK

Caravan	2,050	941	2,991	68,174	67,046
Dakota	1,700	1,264	2,964	48,996	42,991
Caravan C/V	50	17	67	2,176	4,171
Ram pickups	1,400	1,179	2,579	48,661	63,618
Total Dodge	**5,200**	**3,401**	**8,601**	**168,007**	**177,826**
Cherokee	4,100	4,174	9,666	81,376	95,847
Comanche	100	121	249	3,118	4,610
Grand Wagoneer	0	0	0	1,560	4,322
Wagoneer/Briarwood	50	113	191	1,684	2,298
Total Jeep	**4,250**	**4,408**	**10,106**	**87,738**	**107,077**
Voyager	1,700	802	2,502	57,219	62,823
Town & Country	50	36	86	2,028	2,078
Total C-P Div.	**1,750**	**838**	**2,588**	**59,247**	**64,901**
CHRYSLER CORP.	**11,200**	**8,647**	**21,295**	**314,992**	**349,804**
Aerostar	3,120	4,462	9,552	103,954	129,966
Bronco	490	157	750	9,420	33,303
Bronco II/Explorer	6,614	6,547	15,175	166,842	114,081
Navajo	324	42	446	6,436	0
Econoline	3,763	3,764	9,126	89,042	124,153
Heavies	753	0	1,164	21,731	34,722
Light trucks	5,685	6,157	14,996	186,422	290,043
Ranger	7,106	7,185	17,053	164,751	180,767
FORD MOTOR CO.	**27,855**	**28,314**	**68,273**	**748,698**	**907,035**
Astro	2,575	0	2,575	55,135	80,232
Blazer	127	171	385	5,530	11,403
Lumina APV	0	0	0	24,370	58,553
Mediums/Heavies	0	0	0	863	5,941
P-Model	516	0	516	12,634	15,501
Pickups	5,787	2,989	8,776	175,762	258,506
S10	5,537	3,206	8,891	159,529	148,963
S10 Blazer	1,913	5	1,918	20,954	63,293
Sportsvan/Van	447	217	664	25,257	38,437
Suburban	813	644	1,703	19,312	45,100
Total Chevrolet	**17,715**	**7,232**	**25,428**	**498,346**	**725,929**
Jimmy	107	75	196	1,481	3,523
Mediums/Heavies	0	0	0	1,361	6,751
P-Model	76	0	76	1,751	2,063
Pickups	1,942	945	2,887	77,440	91,474
S15/Sonoma	1,396	971	2,367	38,305	33,999
S15 Jimmy	602	1	603	7,390	21,298
Safari	1,050	0	1,050	24,046	28,834
Suburban	429	579	1,244	15,935	22,466
Vandura/Rally Vans	173	64	237	11,446	14,379
Total GMC	**5,775**	**2,635**	**8,660**	**179,155**	**224,784**
Silhouette	0	0	0	12,990	23,636
Bravada	0	0	0	9,838	0
Total Oldsmobile	**0**	**0**	**0**	**22,828**	**0**
Pontiac Trans Sport	**0**	**0**	**0**	**15,961**	**36,842**
GENERAL MOTORS	**23,490**	**9,867**	**34,987**	**717,291**	**1,011,191**
NAVISTAR	**1,566**	**0**	**2,184**	**44,718**	**46,238**
NISSAN Pickup	**2,726**	**2,680**	**6,474**	**82,185**	**92,421**
SUBARU-ISUZU	**998**	**885**	**1,981**	**32,880**	**18,264**
AM GENERAL	**498**	**498**	**998**	**12,888**	**14,498**
MISCELLANEOUS**	**2,858**	**2,858**	**6,398**	**84,628**	**96,888**
TOTAL TRUCKS, U.S.	**70,726**	**53,461**	**141,516**	**2,837,327**	**2,536,943**

CANADIAN TRUCK

Caravan	3,186	2,391	5,532	87,536	83,993
Caravan C/V	168	12	182	12,019	5,610
Ram Wagon	0	0	14	12,683	16,964
Ram Van	0	0	17	23,353	34,253
Total Dodge	**3,354**	**2,403**	**5,746**	**135,591**	**140,820**
Plymouth Voyager	2,956	2,492	6,322	66,803	66,869
Jeep Wrangler	1,590	1,602	3,818	36,938	36,385
CHRYSLER CORP.	**7,982**	**6,497**	**15,885**	**239,332**	**244,074**
FORD F-series	**3,629**	**2,648**	**7,055**	**83,714**	**80,464**
Light trucks	3,178	3,333	6,511	85,371	105,838
Vans	213	0	213	32,147	31,928
Total Chevrolet	**3,391**	**3,333**	**6,724**	**117,518**	**137,766**
Light trucks	1,072	630	1,752	32,873	41,132
Vans	79	0	79	13,973	13,309
Total GMC	**1,151**	**680**	**1,831**	**46,846**	**54,441**
GENERAL MOTORS	**4,542**	**4,013**	**8,555**	**164,364**	**192,207**
CAMI*	**398**	**198**	**498**	**29,123**	**26**
NAVISTAR	**185**	**125**	**348**	**4,543**	**6,124**
TOTAL TRKS., CANADA	**15,929**	**13,433**	**33,253**	**991,676**	**931,980**
U.S., CANADA TRKS.	**86,655**	**66,894**	**174,769**	**2,536,493**	**3,067,232**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding. Compiled by Anne E. Wright

Trucks top 2 million, but trail '90

BOB DeMAYER
Special Correspondent

U.S. truck production surpassed two million units for the year last week. In 1990, the two-million mark was reached nearly eight weeks earlier.

Automakers scheduled 100,271 cars last week, up 15.1 percent from the preceding week but down 5.1 percent from the year-ago week.

Year-to-date, U.S. car production is 3,338,235, down 13.5 percent from 1990.

Truckmakers planned to build 70,726 units last week, up 32.3 percent from the prior week and up 22.0 percent from last year.

So far this year, 2,037,327 trucks have been assembled, 19.7 percent behind 1990.

Automakers split last week's estimated production as follows: General Motors, 41.0 percent; Ford Motor Co., 27.6 percent; Honda of America Manufacturing Inc., 9.5 percent; New United Motor Manufacturing Inc., 4.1 percent; Chrysler Corp., 3.8 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.5 percent; Mazda Motor Manufacturing (USA) Corp., 3.4 percent; Diamond-Star Motors Corp., 3.2 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.7 percent; and Subaru-Isuzu Automotive Inc., 1.2 percent.

GM scheduled two shifts of overtime last Saturday at its Flint, Mich., (Buick City) plant. The plant produces the Buick LeSabre and the Oldsmobile Eighty Eight Royale.

Chrysler's St. Louis (No. 2) minivan plant worked two shifts of Saturday overtime.

Mazda continued to operate on overtime last week to make up units lost during an equipment breakdown on Aug. 2.

CANADA: Canadian car production was estimated at 25,767 last week, up 60.2 percent from the prior holiday week and up 108.5 percent from the same week last year.

So far this year, 673,506 cars have been assembled, 3.7 percent more than last year at this time.

Truck production last week was estimated at 15,929, up 18.6 percent from the prior week and up 28.9 percent from the year-ago week.

Ford has idled its Oakville, Ontario, assembly plant this week because of lagging sales in the United States. The plant makes Ford Tempo and Mercury Topaz models, and 80 percent of its production is exported to the United States.

The company has scheduled one shift of daily overtime this week at its St. Thomas, Ontario, car plant, which produces the Ford Crown Victoria and Mercury Grand Marquis.

NOTE

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Automotive News

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latenews

15-minute charge for Nissan electric

Nissan Motor Co. Ltd. planned to unveil a new electric vehicle today in Tokyo that can be recharged completely in 15 minutes, instead of several hours required by most proposed battery systems.

The Nissan FEV (for Future Electric Vehicle) uses a 444-pound nickel-cadmium battery and two motors rated at 27 horsepower each to achieve a top speed of 81 mph and a range of 100 miles driving at 45 mph, according to Nissan North America officials in Detroit. The aerodynamic 2+2 weighs 1,984 pounds and has a wheelbase of 96 inches. Its air conditioner uses a coolant friendly to the environment, and a heat-insulated windshield improves visibility.

Big 3 sales drop sharply

DETROIT — Big 3 vehicle sales for the middle 10 days of August totaled 197,678, falling 16.3 percent behind last year's 236,068.

Chrysler Corp. sales fell 23.6 percent according to *Automotive News* estimates, Ford Motor Co. sales were off 15.3 percent and General Motors declined by 14.6 percent.

Big 3 vehicles sold at a 24,710 daily selling rate compared to 29,509 in the 1990 10-day period.

see **LATE NEWS, 2**

LOW POINT

Recession is over, say analysts, but growth will be slow in '92 model year

CHARLES M. THOMAS
Staff Reporter

Showroom traffic is steadily improving at Rieneke Ford, but many of the customers are only browsing — they can't qualify for financing because they are so loaded with debt.

"Traffic is up, but a lot of them can't buy because their credit is such that they can't afford it financially," said William Rieneke Sr., owner of the Ford-Lincoln-Mercury dealership in Fostoria, Ohio.

The auto industry is languishing in a slump that started in 1989, according to some dealers, a full year before the economy was officially labeled in a recession. But the consensus among economists is

see **OUTLOOK, 34**

Less rental, fleet sales for '92 ➤ 3

Chrysler unveils 'Ultimate Guarantee' for '92 minivans

MARY CONNELLY
Staff Reporter

Chrysler Corp. will launch an aggressive five-prong minivan marketing assault Oct. 1 that may become a test program to wean the company from cash-back and low finance rate incentives.

Called the "Ultimate Guarantee," the program will give 1992 minivan buyers a resale value guarantee, a choice of warranties, a roadside assistance plan and a free car phone, according to dealer sources.

The Ultimate Guarantee marketing program begins Oct. 1 and continues during the fourth quarter, dealers said. Chrysler has not briefed dealers on specific details of the program. But dealers received an overview of the program last week at the company's annual new-model announcement show for dealers in Denver.

The minivan marketing program may supplant retail incentives such as cash-back [illegible] reduced financing offers on 1992 models. If so, the Ultimate Guarantee may serve as a pilot program to determine if Chrysler can break away from the costly retail incentives now plaguing the domestic auto industry. Chrysler's incentive costs averaged $1,296 per vehicle in the second quarter of 1991.

The U.S. auto industry has tried to get out from under cash back

see **CHRYSLER, 38**

Amati: A new era for Mazda

Dealers reply to division's call

DAVID VERSICAL
and KRISTINE STIVEN BREESE
Staff Reporters

After more than two years of operating in secret, Mazda Motor of America Inc.'s luxury car project got down to its first public task last week and took steps towards selecting a dealer body.

Mazda's new Amati division hopes to name its first dealers within a few months and plans to have 50 dealers in operation when the channel opens in spring 1994. If the initial response is any indication, Amati will be able to be selective. Within 48 hours of announcing that it would go ahead with a second sales channel, Mazda fielded 150 calls from dealers seeking information.

"The phone is ringing off the hook," said Jim Duffy, Amati's group sales manager. For Mazda, the move marks a bold step into a league where its larger Japanese competitors have already proven that Americans have a taste for Japanese luxury cars.

For U.S. luxury car dealers, Amati represents either more competition or a fourth opportunity to pick up a Japanese luxury franchise.

And for the maturing baby boomers Amati hopes to attract, the division means two more products to choose from in a luxury field that, Mazda predicts, will grow from 1.3 million units currently to 1.6 million by the mid-1990s.

That statistic was one item gleaned from Mazda's "exhaustive" two-year study of the luxury car market, conducted by its Pegasus task force.

Some dealers and analysts questioned whether Mazda was capable of supporting such a move and if the U.S. market could absorb another player.

But Amati's new general manager, Richard Colliver, outlined three reasons why Mazda felt confident enough to dismiss worries about the market's health and Japanese trade tensions and go ahead:

- "Dealer profitability is going to be a top priority," said Colliver.
- Amati will begin by selling two all-new sedans exclusive to the franchise. They will be built in a new assembly plant designed for luxury cars.
- The dealerships. Amati says it has taken the best ideas from Acura, Lexus, Infiniti and Saturn and will add some of its own to create a "warm and friendly place where customers and salespeople

see **AMATI, 36**

JOE WILSSENS/AN

Fielding questions at the Detroit announcement were Mazda Motor of America executives Richard Colliver, Amati division general manager; Yoshi Taura, president; and Clark Vitulli, senior vice president.

Turmoil in Soviet Union highlights opportunities for Western carmakers

JAMES R. CRATE
International Editor

Despite the likelihood of continuing economic and political disarray in the Soviet Union, last week's failed coup there clears the way for a long-needed overhaul of the moribund economy and points to greater, not reduced, investment potential there.

But the very fact of the failed coup underscores the West's obligation to underwrite Soviet reforms with massive injections of "targeted" assistance, economists and industry executives concurred last week.

"This puts great pressure on the West to help," a senior Ford of Europe executive, speaking on condition of anonymity, said late last week.

"The Putsch leaders, after all, considered widespread economic discontent to form the basis of their action. The fact they acted suggests to many Europeans that we might not have done enough in the past, and that we ought to get in there quickly."

Although reliable statistics are hard to come by, Soviet industrial output is off between 10 percent and 25 percent this year as individual factories, cooperatives and farms increasingly hoard their production for themselves or to "purchase" needed supplies.

At the same time, by some estimates inflation is running as high as 100 percent as the lifting of price controls and several devaluations of the ruble have sent prices soaring.

"If the reports and numbers are correct, then, in Western terms, the Soviet economy has collapsed," one analyst said.

To be sure, Americans have little direct stake in Soviet economic developments.

Even before the coup, the Soviet economy was in a free fall, and its trade and investment

see **SOVIET, 37**

Peugeot is negotiating to build its 605 sedan in the Russian city of Gorky.

INSIDE

INTRO-92

Automakers roll out 1992s:
Cadillac, Page 16
Lexus, Page 22
Porsche, Page 23
Subaru, Page 44

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DeTomaso visits ailing Maserati subsidiary

JIM HENRY
Staff Reporter

Maserati Automobiles Inc. is selling fewer than 10 cars a month in the United States, which has some people with Maserati ties wondering how long the company can keep its presence here.

Alejandro DeTomaso, the managing director of Maserati and chairman of DeTomaso Industries, Maserati's longtime parent company, visited the Baltimore-based U.S. subsidiary last week.

DeTomaso couldn't be reached for comment about Maserati's U.S. future, but George A. Garbutt, president of the U.S. company, and Howard E. Chase, a New York attorney and corporate secretary, said they knew of no plans to quit the U.S. market.

Garbutt said 1991 sales are below last year's, when Maserati sold its 50 U.S. dealers only 87 cars, compared to 213 in 1989.

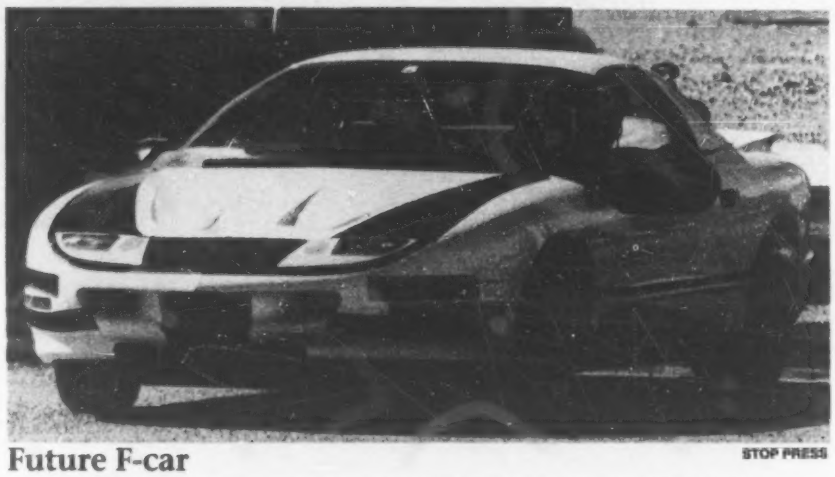
"I wouldn't shed any tears if he pulled out of the U.S.," said Patrick D'Angelo, a Cleveland attorney and member of the DeTomaso Industries board.

In terms of sales volume, it's "ridiculous" for Maserati to stay in the United States, said Max Haechler, a Maserati dealer in Scottsdale, Ariz., who also has Rolls-Royce and Alfa Romeo franchises. He said he's had some cars in stock for two years.

Even as sales of Maserati's own cars dwindle worldwide, the company is starting to take in some money building and developing cars for its sister Fiat subsidiaries.

Fiat Auto S.p.A. bought 49 percent of Maserati S.r.L and the Maserati trade name last year for $117.7 million.

DeTomaso Industries, which owns 43 percent of Maserati S.r.L., reported a second-quarter net loss of $1.7 million, an improvement over a $3.0 million loss for the same period last year.



STOP PRESS

Future F-car

Development work continues on the upcoming redesigns for the Pontiac Firebird and Chevrolet Camaro, due to bow midway through the 1993 model year. This prototype, thought to be a Firebird, shows concealed headlights, deeply sculpted air intakes on a nose more rounded than the current design, and flared front fenders.

index

Auction ads	24-26
Auction dates	31
Classifieds	27-31
Calendar	26
Comment	14
Dealers	20
Incentives	38
Keith Crain	12
Letters	14
Obituaries	23
Opinion	12
Personnel	20
Production	39
Sales, Europe	10

corrections

An article in the Aug. 19 issue incorrectly stated that Mazda sells its new sports coupe as the MX-3 in Japan. The car is sold under the names Presso and AZ-3.

latenews

CONTINUED *from* PAGE 1

There were eight selling days in the period this year and last.

New-car deliveries from Ford, GM and Chrysler totaled 117,073, trailing last year's 137,924 by 15.1 percent. New-truck deliveries totaled 80,605 compared to last years 98,144, a 17.9 percent decline.

Chrysler does its talking with Lee Iacocca's voice

HIGHLAND PARK, Mich. — Chrysler Corp. Chairman Lee Iacocca will play a prominent role in 1992 model year corporate advertising, sources said.

Iacocca will tout the upcoming Dodge Viper sports car and the company's new 7,000-person tech center in Auburn Hills, Mich., as examples of how the company has geared up to compete in the 1990s.

Sources also said Chrysler will follow through in the fourth quarter on an earlier promise to restore $40 million to $50 million cut from ad budgets during the industry's first quarter sales slump.

Ferrari gets injunction to prohibit F40 clone

ENGLEWOOD CLIFFS, N.J. — Ferrari S.p.A. has obtained a preliminary injunction enjoining the manufacture and sale of a "Xillion F40" replica.

Judge Federico A. Moreno of the U.S. District Court in Miami, upheld a magistrate ruling that Ferrari had a valid case of infringement and that continued manufacture and sale of the "Xillion F40" would result in irreparable injury to Ferrari.

This is the latest in a series of cases in which Ferrari has obtained recognition by court decision or court approved settlement of its rights in the distinctive appearance of Ferrari automobiles. The cases include cars now in production, such as the F40 and the Testarossa, and those no longer in production, such as the Daytona and the 308 and 328 models.

Isuzu selects new ad agency

LOS ANGELES — American Isuzu Motors Inc. has chosen San Francisco ad agency Goodby, Berlin & Silverstein to handle the creative and strategic planning for its $90 million national and regional account.

The new agency replaces Della Femina, McNamee/WCRS, which Isuzu dropped last spring. Della Femina created the lying pitchman Joe Isuzu. Goodby, Berlin & Silverstein's first ads will appear early next year, when Isuzu launches a new Trooper sport-utility.

The agency currently handles the Northern California Honda Dealers account. One controversial campaign contrasted "heathens" in Southern California with their more urbane neighbors in the Bay Area. Agency executives said it was too early to say if they'd have to give up the Honda dealers' business.

Goodby, Berlin & Silverstein will open an office in Los Angeles.

Isuzu Senior Vice President and General Manager E.F. "Fritz" Kern said Isuzu discovered "a real simpatico between the top people at our company and the principals at the agency."

Cadillac sets prices of '92 Eldorado, Seville

BLOOMFIELD HILLS, Mich. — Cadillac increased the prices on its 1992 base Eldorado and 1992 base Seville by $975 and $780, respectively.

The price for 1992 Eldorado is $32,470, up from $31,495 in 1991; the price of the 1992 Seville is $34,975, up from $34,195 last year. The 1992 Eldorado touring coupe is priced at $34,970 and the 1992 Seville STS is priced at $37,975.

Peter Gerosa, Cadillac general sales manager for sales and service, noted that the standard Seville and Seville STS come in at $5,000 and $2,500, respectively, less than the 1991 Lexus LS400, which starts at $39,000. Lexus has not announced 1992 prices.

Gerosa said Cadillac has made a commitment to dealers to not sell either car to daily rental companies for at least a year.

Mitsubishi Expo LRV carries $11,169 price tag

LOS ANGELES — Mitsubishi's new five-passenger Expo LRV sport wagon goes on sale today for $11,169. A companion model, the seven-passenger Expo, will have a base price of $13,549.

In May, Mitsubishi Motor Sales of America Inc. executives had said they expected the Expo LRV would start below $11,000 and the larger model would come in under $14,000.

Expo pricing could be a sensitive issue because the U.S. government is still investigating dumping charges against Japanese minivan makers. Although Mitsubishi says the Expos are cars, not minivans, the International Trade Commission and Department of Commerce have not excluded Mitsubishi from the investigation.

Chrysler offers dealers canned radio network

HIGHLAND PARK, Mich.— Chrysler Corp. is offering its dealers a closed-circuit radio network with programming that includes national and local dealer commercials.

Dealers get a choice of six recorded music formats, each with six 30-second national Chrysler commercials and six 30-second commercials customized to the dealer's products and services, said Mike Kelley, Chrysler sales promotion manager.

This is believed to be the first time an automaker has started such a program.

briefly

St. Louis pickets: 'Close at 6 p.m.'

The extended hours controversy, exacerbated by threats of bombs and other violence, continued last week at John Chezik **Honda** in St. Peters, Mo., with picketing by salespersons from other dealerships. The pickets' signs said: "Go home," "Greed," "Stop late hours Tuesday and Thursday," "Close at 6 p.m.," and "Will the owner work extra hours?" One picket, John Murphy of Dave Sinclair **Ford** in St. Louis, said, "We are trying to get them to close at six like everybody else." Another, from St. Charles **Nissan-Volkswagen**, said, "If they can't make it in 50 hours they can't make it. This is not a life." Pete Franklin, general manager of John Chizek Honda, said: "We want to stay open to sell cars. We want to be left alone. We want the right the work and feel we are being strong-armed."

POUNDING THE PAVEMENT — Lee Iacocca the salesman will tour several U.S. and European cities in September to drum up interest in the company's new equity offering of 56 million common shares. **Chrysler Corp.** told Wall Street analysts the tour will begin Sept. 3 in Detroit and end Sept. 26 in New York. Fifteen cities in the United States and Europe will be hit during the road show. Understudies Robert Lutz, Chrysler president, and Robert S. Miller Jr., Chrysler vice chairman, may fill in for Iacocca on some stops.

Salesman Lee: star of the show

GUILT COMPLEX — Jerry Hirshberg advises that **Nissan** Design International's famous excursions to movies have only a couple of rules: Everyone in the California office has to go, and they have to go in the daylight, so when they come out of a film (such as *Silence of the Lambs* and *Naked Gun 2½*), "they come out into the daylight and are forced to squint into the sun." It's meant to make them feel slightly guilty for playing hooky, says Hirschberg, the firm's vice president.

LOW LEVELS — On Aug. 1, domestic car inventories were at their lowest level in 10 years. The stockpile of 1,069,800 units was also the lowest Aug. 1 total since 1983, when there were 1,102,100 units in dealers hands, at ports of entry and in transit. Production cutbacks and enticing incentives consumer contributed to the reduction.

WINNER LOSES — The Institute of Electrical and Electronics Engineers Inc. will hold an interactive satellite TV conference Sept. 19 during which past winners of the Malcolm Baldrige National Quality Award, including **Cadillac**, will discuss their winning ways. According to the institute, the participants will "explain how to develop a quality program to gain market share, how to use the Baldrige Award as a self-assessment tool and how to build an effective quality team." Apparently, the institute doesn't realize that **Cadillac** has lost market share since it won the Baldrige Award last fall. At least Cadillac's William T. Lesner, who led the company's Baldrige quest and is now an examiner himself, will be able to discuss the other two key points of the institute's program. Corporations and universities are invited to participate for $1,000 or $850, respectively.

Which way for the Honda Way?

Philosophic legacy guides firm as it grows too big for old style

MARY ANN MASKERY
Staff Reporter

TOKYO — When automobile sales in the United States fell sharply early this year as the Gulf War discolored the world, Honda Motor Co. was the first Japanese company to trim its production plans and sales goals.

Automotive analysts wondered whether Honda, for political reasons, was trying to take a lower profile in a depressed American market. The reaction surprised President Nobuhiko Kawamoto. He said he was not concerned about what other companies did or what effect the announcement would have on politicians. It was a business decision, a reaction to a falling market.

"For this management team," he said, "it is important to act quickly."

Quick reaction, confidence, teamwork and uncanny timing have been hallmarks of Honda since it was founded in the ashes of World War II. Those characteristics were part of the founder himself, who died earlier this month.

Now Honda Motor Co. is in a transitional period, still firmly attached to the precepts of its founder, but at the same time aware that it can no longer function as an entrepreneurial shop.

Honda stumbled slightly in recent years. With weakening sales and a deteriorating image in its home market and thinner profit margins, commentators wondered if the Honda magic was gone. The feisty kid of the corporate world appeared to be growing old; Honda was too big for its own management style.

Attributes of the Honda corporate culture, many of which are rooted in Soichiro Honda's dynamic personality, have been evolving ever since he retired in 1973. The central philosophy of the company — the elusive Honda Way — continues to be the target of criticism from outsiders. But whatever it is, Honda Motor Co. seems to be adapting to it.

The troika of President Kawamoto and Executive Vice Presidents Shoichiro Irimajiri and Yoshihide Munekuni assumed office a year ago with the explicit intention of shaking up the decision making process. The new leaders talked with various branch offices, with dealers and employees.

"We finally concluded we need quicker action," Munekuni said. "The market is changing faster than us. We should be faster."

Their answer, a new management system described by Honda as "the largest restructuring since the company was established," was first imposed in March and is being worked out on the run.

It calls for a more centralized top-down structure that lays out clear lines of authority, a complete turn from Shoichiro Honda's unorthodox approach that left its impact on the company despite his own efforts to take a back seat in his retirement years.

The company still employs an open board room, where there are no offices, where everyone can talk, where top managers face each other from a circle of desks spaced barely 10 feet apart. The physical layout helps to promote *waigaya,* an internal company term for a kind of brainstorming approach to decision-making, which employees describe as part of "the unique Honda culture."

The brainstorming approach reflects Soichiro Honda's distaste for formality and any structured authority. But it was actually established after the retirement of Honda and his partner, Takeo Fujisawa. It was an attempt to fill in the void left by the founding geniuses by drawing on talent throughout the company. As such,

see **HONDA,** *33*

JOE WILSSENS/AH

Marilyn White, manager of advanced styling for PPG Industries, is deeply involved in the color world. She trained as a fine arts painter and dresses with flair. "I love color. I always have. I like to wear it, to put it together."

Color gurus have eyes on the future

Look for the '94s to be dressed in lighter, brighter hues

WILLIAM R. DIEM
Assistant Managing Editor

Non-shiny paint will take its first tiny sliver of the market in the 1993 or 1994 model year when it shows up on a production car.

The shiny bright wet look will continue to dominate car painting, says one color expert, but it will be joined by low-luster paint that can be used as accent in a two-tone.

Marilyn White, manager of advanced styling for the PPG Industries color studio in Troy, Mich., would give no details, but she indicated that an automotive customer last year had chosen one of the low-luster paints showcased in PPG's paint show, Environomics, aimed at 1994 models.

"We've had dark colors that we've used in some applications, like cladding," said White. "Now we've got something that's clean and bright and low-luster. It's open for the designer to consider using anywhere on a car."

The three giants of automotive paint are PPG, BASF Corp. and DuPont Co., each with about a third of the market. They market their paints in different ways, but the goal of each is to let car designers know what is possible, and what is likely to be popular.

The Environomics show went to Mexico City last month after starting in the fall of 1990; the 1995 show is being prepared now for visits this fall to domestic manufacturers.

In June, BASF invited car designers to come mingle and look at BASF technology and trend prediction for the 1995 model year. The 1995 color show DuPont is preparing will be shown about 200 times.

Follow that trend

The matte paint PPG sold is a result of proprietary PPG technology, but its potential colors are a result of trend. And everyone

see **COLOR,** *32*

Drop in fleet sales expected for 1992

JOSEPH BOHN
Staff Reporter

Reduction in daily rental sales and cost-cutting by major corporations are expected to reduce fleet sales in the 1992 model year.

Fleets, including daily rental, corporate and governmental segments, accounted for 21 percent of all vehicle sales in 1990, according to the National Automobile Dealers Association. That's up 2 percentage points from the previous year.

Fleet sales have been running at even higher, record levels this year.

But as General Motors, Ford Motor Co. and Chrysler Corp. reduce sales to rental car companies by stretching out the minimum length of time rental firms are required to keep the vehicles, sales to the rental market may fall as much as 20 percent during the 1992 model year, according to George Frink, Chevrolet director of fleet sales.

At the same time, many major corporations are stretching out trade-in cycles on their fleet vehicles to cut costs, according to Ken Klink, director of new vehicle purchasing for GE Capital Fleet Services in Eden Prairie, Minn.

Frink noted that domestic auto manufacturers have encouraged longer trade-in cycles on rental cars to reduce the number of program cars they cycle through the market.

Program cars are sold to daily rental firms, then repurchased by the automakers at guaranteed rates and redistributed to dealers through auto auctions.

They have cost the auto companies a lot of money in subsidies and have cut into new-vehicle sales.

Ford lengthened its minimal holding period for daily rental units to six months from four months in May. GM is following suit with the 1992 models.

> Sales to the rental market may fall as much as 20 percent.
>
> **George Frink**
> Chevrolet

Chevrolet's new minimum holding requirement will be six to nine months, depending on the geographic area, Frink said. There is still a four-month minimum period for Florida because of seasonal factors.

The longer terms will be reflected more in the spring and summer than the early part of the model year, Frink said.

Chevrolet's initial 1992 fleet order flow is up from last year, but "it's awfully early to mail out projections," about the market, Frink said.

GE Capital, which as part of its leasing and service operation handles 400,000 vehicles, sees the 1992 market as flat to slightly down.

Klink said, "We're seeing a lot of major clients stretching

see **FLEETS,** *33*

Toyota making big push to become player in fleets

JOSEPH BOHN
Staff Reporter

Toyota Motor Sales U.S.A. Inc. is pushing aggressively to get its restyled 1992 Camry under revolving red and blue lights.

At a meeting of law enforcement groups in Louisville, Ky., this month, Toyota paid the transportation costs and expenses for 200 managers of police fleets to tour its Georgetown, Ky., plant, where Camrys are built.

Toyota did not formally announce a program, but sales persons made it clear that a police package for the 1992 Camry is under serious consideration, said an official with the National Association of Fleet Administrators, which sponsored the law enforcement meeting.

Japanese automakers are trying to get a toehold in the commercial fleet market. Commercial fleets, including police fleets, is one of the last bastions of domestic sales strength. More than 98 percent of the all vehicles bought by commercial fleets are domestic nameplates, according to the fleet association, based in Iselin, N.J.

Some companies operating major fleets have policies against buying imports, and some fleet managers just consider it prudent to avoid them.

But many fleets are testing small numbers of import vehicles, and they "almost universally don't want to make public statements about what they're doing," said Dave Lefever, executive vice president of the association.

So far, no importer has made significant inroads into the market, but Toyota has made "an incredible effort to be the most visible company to fleets," said Lefever. "They do everything, are everywhere. Every fleet person they have pays dues to the NAFA."

Toyota is also buying ads, doing a lot of direct mail and making a lot of calls on people to increase its penetration of the fleet market, he added.

Nissan and Mazda are also vigorously pursuing the fleet market.

"Just a few years ago, fleets had to pay regular retail prices for an import. Now, they're beginning to offer more in terms of fleet incentives. They're doing more to advertise to fleet companies, and they are attending our conferences," Lefever said.

The National Association of Fleet Administrators has one major yearly convention; its 32 local chapters have monthly meetings. Import automobile officials have begun regularly attending those meetings, Lefever said.

Europe's car sales, still led by Germany, up 17.6% last month

JAMES R. CRATE
International Editor

Driven by what analysts say will be the last of a string of dramatic monthly increases in German demand, European new-car sales last month jumped 17.6 percent from a year earlier, the biggest gain since a 27 percent advance in July of 1985.

According to *Automotive News* estimates, the rise, to 1.26 million units, put year-to-date sales for the 17 countries 4.1 percent ahead of 1990's record pace, when the industry sold 13.42 million units for the full year.

The July run up pushed sales for the seven months through July 31 to 8.69 million units.

But once again, the strong demand in Germany masked continuing weakness in several of Europe's other major markets.

German sales, which soared 67.5 percent last month compared to July 1990, accounted for 39 percent of the 17-nation total, up from 35 percent in June and a more-normal 27.5 percent a year earlier.

Historically, German sales have accounted for about one-fifth of total European volume.

Sales in the depressed British market, which is off nearly 25 percent for the year to date, slid 21 percent in July from a year ago, while preliminary data point to a 25 to 30 percent decline in store for August.

France slipped 2.1 percent for the month, bringing the seven-month total to 1.21 million units, down 14.2 percent from a year earlier.

Spain, Europe's fifth biggest market, dropped 9.9 percent for the month compared to July 1990 and was off 15.3 percent for the year.

Italy, the second biggest market after Germany, showed no change from a year earlier.

Stripping out the German rise, total European sales in July would have been virtually even with a year earlier.

Analysts, pointing out that the German data were skewed by a special factor in July, said the run up over the past year has run its course because of higher tax and interest rates there, and a collapse of purchasing power in the former East Germany.

The Bundesbank, the German central bank, raised two key interest rates two weeks ago in a move aimed at reining in inflationary consumer spending. The move followed increases in the personal income tax and fuel tax that took effect in July.

"The German numbers were artificially boosted by the termination of a tax incentive on small, catalytic (converter) equipped cars there," explained Steve Reitman, who follows the industry for UBS/Philips & Drew in London.

"We suspect the bulk of these sales were dealer registrations to beat the deadline," he said.

Reitman, who holds to his earlier forecast of a 3 to 5 percent decline in European sales this year, said he expects to see a dramatic leveling out of German demand over the remainder of 1991.

"We expect August to show a considerable decline from July's levels" as tighter fiscal policies sop up consumer demand, he said. "Statistically, we'll get a more even picture of the market from here on out," Reitman added.

Philip Wylie, automotive analyst for Salomon Brothers in London, said a meaningful drop-off in German demand in coming months is a virtual certainty.

"With the runout of savings in the eastern states, which has fueled the German boom, it will be very hard to continue these rates of growth," said Wylie, who forecasts a 1.5 percent decline in European sales this year.

"The savings in the east have got to be tapped out by now," he said.

Still, industry executives and most analysts expect German sales to rise to about 4 million units this year, from 3.27 million in 1990. Most projections factor in sales of about 400,000 units in the former East Germany.

The strong demand from Germany helped most of the volume producers post sharply higher sales totals for the month.

■ Volkswagen Group, the European and German sales leader, said its European sales in July rose 24.4 percent, to 226,882 units, with the help of a 62.3 percent jump in German sales.

The company, which produces the VW, Audi and Seat brands, derived 56 percent of its total volume in its home market last month.

■ Fiat Group reported unchanged sales for the month of 165,674 units despite a doubling of its volume in Germany.

The Italian group continues to be weighed down by consumer defections in its home market, Europe's second largest, where its sales fell 13 percent last month.

Fiat's lost volume has gone primarily to VW and Ford, both of which have gained market share in Italy.

■ General Motors Europe sales rose 21.7 percent, to 146,380, buoyed by a 67.6 percent increase in Germany.

Sales there, by far its dominant market, accounted for 57 percent of the company's total volume last month.

■ Ford of Europe jumped 32 percent, to 138,897 units, with the boost of a 92 percent surge in German volume, to a record 50,850 units.

Reflecting the severe downturn in its home market, Ford sold four cars in Germany in July for every one it sold in Britain: 50,850 to 12,205.

For the seven months, Ford's British sales slid 27 percent, to 209,649 units, but jumped 59 percent in Germany, to 304,830.

■ France's Peugeot and Renault groups posted gains in July of 16.3 percent and 11.2 percent in Europe. The two automakers' sales rose 74.2 percent and 143.8 percent for the month in Germany.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	7 months, 1991	Pct. change vs. 1990
Germany	2,869,700	+53.8
Italy	1,569,900	− 2.4
France	1,215,500	−14.2
United Kingdom	837,800	−24.6
Spain	549,500	−15.3
Netherlands	358,200	+ 1.1
Belgium-Luxembourg	339,700	+ 0.9
Switzerland	208,100	− 3.4
Austria	204,200	+ 5.9
Portugal	135,800	+ 9.2
Sweden	111,400	−25.4
Greece	86,800	+25.6
Finland	61,300	−37.5
Denmark	53,900	+ 0.6
Ireland	51,800	−17.0
Norway	32,000	−15.3
Total	**8,685,600**	**+ 4.1**

EUROPEAN SALES

Manufacturer	7 months, 1991	1991 share[1]	7 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,456,200	16.8	1,288,700	+13.0
Fiat Auto[2]	1,150,800	13.2	1,263,700	− 0.9
General Motors[3]	1,060,800	12.2	949,000	+11.8
Ford[4]	1,039,300	12.0	944,600	+10.0
(Jaguar	7,200	0.1	11,000	−34.5)
Peugeot S.A.[5]	993,200	11.4	1,067,900	− 7.0
Renault	852,400	9.8	837,300	+ 1.8
Mercedes-Benz	292,500	3.4	260,400	+12.4
Nissan	274,100	3.2	231,100	+18.6
BMW	247,100	2.8	229,900	+ 7.5
Toyota	225,700	2.6	220,000	+ 2.6
Rover	200,500	2.3	222,000	− 9.7
Mazda	187,900	2.2	168,500	+11.5
Volvo	125,900	1.4	150,500	−16.4
Mitsubishi	123,000	1.4	104,100	+10.2
Honda	104,700	1.2	94,100	+11.3
Suzuki	62,100	0.7	61,500	+ 1.0
Lada	55,600	0.6	63,000	−11.7
Subaru	34,400	0.4	31,300	+ 9.7
Daihatsu	33,700	0.4	24,600	+37.0
Saab	30,900	0.4	35,300	−12.5
Skoda	26,900	0.3	15,300	+75.8
Isuzu (non-GM)	2,200	0.0	3,700	−41.0
Others	105,700	1.2	78,900	+34.0
Total	**8,685,600**	**100.0**	**8,345,400**	**+ 4.1**

1-doesn't total 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
4-Includes Jaguar
5-Peugeot, Citroen, Talbot

Study predicts world sales will rise 50% in 20 years

ED WENDT
Staff Correspondent

LONDON — Worldwide vehicle sales, led by "explosive" growth in South Korea and Eastern Europe, will jump more than 50 percent in the next 20 years, according to a study released last week.

The report, *The World Market Strategic Review and Forecast Databook*, published by London-based Euromotor Reports and Pemberson Associates, says worldwide vehicle sales by the year 2010 will rise to 74.7 million units from the 49.3 million sold last year. Most of the rise will come as consumer incomes in the lesser-developed Asian and East European rise to levels that permit new-car purchases, says the company.

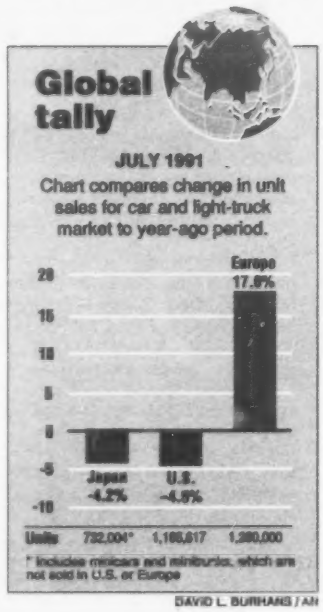
According to the projections, fully one-third of the increase, or about 8 million units, will be accounted for by newly developing markets in Asia. The South Korean market alone will rise to 3.4 million units a year by 2010 from 980,000 last year, the report says.

The forecast predicts that Asian vehicle sales will approach 12 million units in 2010, up almost 200 percent from 1990 levels.

Euromotor also foresees strong growth in Eastern Europe, where annual volume is expected to grow by 4.3 million units by 2010, compared with 4 million units in Western Europe.

Karl Ludvigsen, managing director of Euromotor Reports Ltd. and chairman of Ludvigsen Associates, called his projections a "conservative estimate" that would withstand even last week's political turmoil in the Soviet Union.

"The motor industry has survived this kind of upheaval we are seeing in Russia before," he said. "It's too important an industry for the Soviet Union to allow it to suffer tremendously."



DAVID L. BURHANS / AN

Ludvigsen described South Korea as a "powerhouse."

"Sales in South Korea will accelerate at such a rate that the national fleet will explode from 3.2 million in 1990 to 24.8 million in 2010, an expansion of 665 percent over the forecast period," he said.

The report considers China the next most important Asian market. It predicts sales there will total 2.6 million vehicles in 2010, up 243 percent from 1990. As in South Korea, it says, Chinese demand will be met chiefly by domestically-produced vehicles.

"Both countries will have immense demands for vehicle design and tooling services in the years ahead," said Ludvigsen.

Less-developed countries, the report predicts, will gain massively in importance as vehicle markets in the next 20 years. According to the report, they will experience a 153 percent rise in overall passenger-car demand and a 161 percent rise in commercial-vehicle sales.

"The outlook for 2010 is for more than one-third of the world's vehicle sales to be made in LDC nations," said Ludvigsen.

According to the report, vehicle demand in the less-developed countries lags the more-developed countries by up to 35 years. In 1960, it points out, the more-developed countries absorbed 13 million vehicles, a demand level the study predicts will be reached by the less-developed countries in 1995. In 2010, they will reach a demand level of 26 million vehicles, a level attained by the more-developed countries in 1975, says the study.

Ludvigsen warns vehicle manufacturers to "maintain and build their strategic positions in the LDCs, since by far the majority of the rising demand in the LDC nations will be met by local assembly and/or manufacture."

But car and truck sales in the more-developed countries will jump as well, the study says. From 1990 to 2010, it says, auto sales in the more-developed countries will jump 40 percent, while commercial vehicles will rise by 62 percent.

Ludvigsen said the "revived Eastern Europe" will become another rival of Western Europe. Eastern markets will grow 112 percent against 26.6 percent for the Western markets, he added.

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PORSCHE

America Roadster joins 911 lineup

KRISTINE STIVEN BREESE
Staff Reporter

Most of Porsche Cars North America's attention for 1992 will be focused on the new 968 coupe. In addition to the 968, which replaces the 944, Porsche is offering a new limited-edition model, the 911 America Roadster.

INTRO-'92

There will also be minor changes to the 911 Carrera 2 and 4. The 911 Turbo and both 928 models will remain as is.

The 911 America Roadster gets its name from the 1952 limited-edition 356 America Roadster. It shares the same 3.6-liter, six-cylinder engine as the Carrera 2 and 4. The engine delivers 247 horsepower at 6,100 rpm and 228 pounds feet of torque at 4,800 rpm.

The car will resemble the 911 Turbo in many respects, although it won't have the huge fixed spoiler that dominates the rear of the Turbo. The suspension and brakes are shared with the Turbo. And its wide front and rear fenders and five-spoke wheels resemble the Turbo.

The Roadster will come with a five-speed transmission or the Tiptronic transmission, which allows clutchless manual shifting or automatic operation.

The $87,900 America Roadster will be sold in limited volume — "only a few hundred," according to a Porsche spokeswoman. It will be available only as a cabriolet. The car goes on sale in November.

Sales of the 911 America Roadster, priced at $87,900, will be limited to a "few hundred," Porsche officials say.

The Carrera 2 and 4 will get redesigned side-view mirrors and the new five-spoke, Turbo-design wheels as on the Roadster. The rear-wheel-drive and all-wheel-drive Carreras should be available before the Roadster "in early fall," according to the company.

PORSCHE FOR 1992

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
911 America Rdstr.	89.4	168.3	69.9	52.0	3,164	3.6L, I-6	rwd	conv.
Carrera 2	89.5	168.3	65.0	52.0	3,031	3.6L, I-6	rwd	2-dr.,conv.
Carrera 4	89.5	168.3	65.0	52.0	3,252	3.6L, I-6	awd	2-dr.,conv.
911 Turbo	89.4	168.3	70.0	51.6	3,274	3.3L, I-6	rwd	2-dr.
928	98.4	178.1	72.3	50.5	3,549	5.0L, V-8	rwd	2-dr.
968	94.5	170.1	68.3	50.2	3,086	3.0L, I-4	rwd	2-dr.,conv.

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	July Total	June Total
Toyota	60	23	83	66
Saturn	79	—	79	62
Infiniti	61	—	61	49
Honda	55	—	55	69
Nissan	37	17	54	43
Lexus	53	—	53	53
Ford	24	26	50	46
Chevrolet	27	22	49	49
Acura	45	—	45	46
Mazda	20	15	34	32
Mitsubishi	28	5	33	34
Hyundai	25	—	25	22
Dodge	8	14	22	26
Buick	18	—	18	17
Oldsmobile	16	1	17	14
Pontiac	16	1	17	18
Subaru	15	—	15	15
Volvo	14	—	14	17
BMW	13	—	13	11
Isuzu	1	12	13	22
Mercury	13	—	13	13
VW	11	1	12	13
GMC	—	12	12	11
Mercedes	12	—	12	12
Jeep	—	11	11	11
Plymouth	4	6	10	12
Cadillac	10	—	10	10
Lincoln	9	—	9	10
Suzuki	2	5	7	5
Saab	7	—	7	5
Jaguar	6	—	6	7
Sterling	4	—	4	3
Daihatsu	3	1	4	4
Range Rover	—	3	3	3
Eagle	3	—	3	4
Chrysler	3	0	3	4
Audi	2	—	2	4
Peugeot	2	—	2	2
Porsche	2	—	2	2
Yugo	2	—	2	1
Alfa Romeo	2	—	2	2

Toyota regains lead in sales per dealer

Toyota lead all franchises in retail sales per dealer in July, displacing Honda. Toyota also led in April and May.

Nissan, in the fifth position, was the closest car-truck brand to Toyota. Saturn, which added 50 franchises in the first six months of this year, took the second position, followed by Infiniti and Honda, also car-only franchises.

July new-car sales were the strongest of the year on a seasonally adjusted basis, and that showed up in sales-per-dealer averages, which rose for many brands.

Between Jan. 1 and July 1, 29 makes lost dealers, 10 networks grew and four were unchanged.

— *Karen Detkowski*

obituaries

Chester G. Sandman

SHELBYVILLE, Ind. — Dealer Chester G. Sandman, 90, died Aug. 20. Sandman, who retired in 1989, co-founded Sandman Brothers Inc. (Buick-Pontiac-Cadillac-GMC Truck-Chrysler-Dodge-Plymouth).

Stanley W. Stuttard

GREENVILLE, S.C. — Stanley W. Stuttard, 68, a 35-year General Motors employee, died Aug. 10. Stuttard, who was retired, was director of plant engineering for GM in Wentzville, Mo., from 1973-81. From 1981-83, he was director of plant engineering in Wentzville.

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COLOR

FROM PAGE 3

has their own idea of the trends.

Color trends are debated and discussed in spring and fall each year at an event called Color Marketing, when about 1,200 people gather from the design, product and fashion worlds.

According to White, participants basically agree on the trends, then go back to their own car companies, color studios or fashion houses and interpret them for their customers' needs.

"Fashion puts out the colors first," said White, followed several years later by cars. Consumers get used to the fashionable color palette, having seen it in clothes and furnishings, so they are ready for the new colors on automobiles several years later.

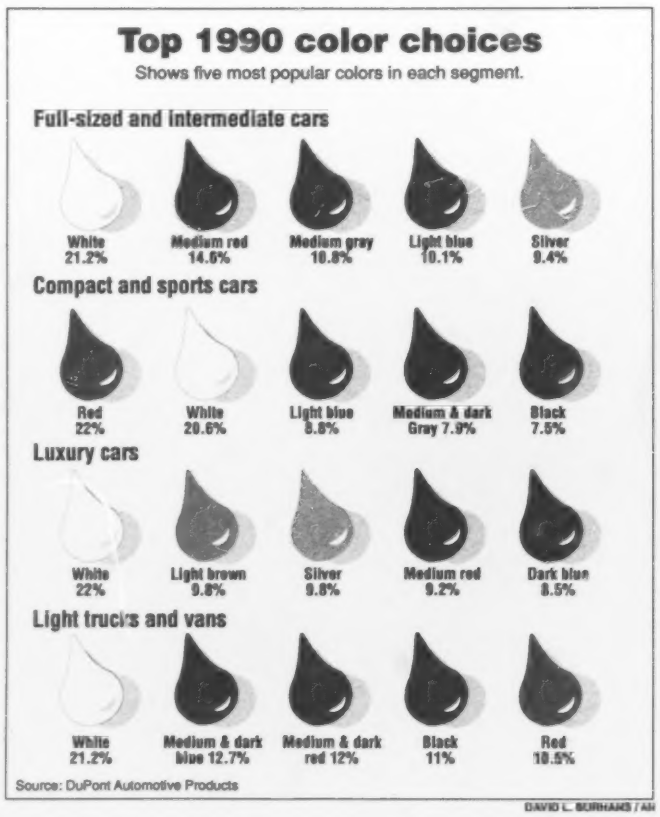
Jon Hall, chief color designer at BASF, disagreed completely: "That might have been true 10 years ago, but not now."

Hall said the color trend for cars is influenced by fashion, but that the arranged color palette is an old-fashioned idea.

Robert Daily, color marketing manager for DuPont automotive finishes, said Color Marketing affects fashion, but only informs auto paints.

Workshops at the group's meeting last spring in Dearborn, Mich., developed trend forecasts for 1993, but at that time the paint makers were putting final touches on their color offerings for the 1995 model year. Fashion, gift wrap and other industries with fast turn-around times can react almost immediately, Daily said, and "sometimes we see revolutionary things happen." But for durable automobiles and their long lead times, color trends tend to evolve slowly, and the sessions "substantiate, or unsubstantiate, what I've already done."

> The shapes (of cars) are going to be different in the '90s, more rounded, more aero, more sculpted, more stylized shapes. We'll see color more conducive to those shapes, generally lighter in value, brighter and cleaner, more chromatic.
>
> **Robert Daily**
> DuPont automotive finishes



DAVID L. BURHANS / AN

Brighter future

The three color gurus have different ways of arriving at their forecasts, but they see a similar future.

"The shapes (of cars) are going to be different in the '90s, more rounded, more aero, more sculpted, more stylized shapes. We'll see color more conducive to those shapes, generally lighter in value, brighter and cleaner, more chromatic," said Daily.

"There seems to be a resurgence of green right now, more in teal, aqua or jewel-type greens. Browns are down now, but may be back in the mid-'90s. A reddish beige or light tan has been popular in the luxury segment, but 'root beer' colors have not been very popular. The general trend is warmer, influenced by red."

PPG's White shared these thoughts:

"You'll see a lot of reds and blues and the influence of purple in the '90s. We've got a dark brown, 'tundra,' that's not a chocolate brown; it's a new color, brown with the influence of violet.

"And you're going to see green, because of the environment."

Hall sees the same ecological influence, and at his company's 1995 model year shows for automakers in Tokyo and Detroit, he predicted more "greens, golds and new kinds of brown" because of it. A parallel trend is the high-technology look that will show up as "flat black, brushed steel, the kinds of finishes you see on computers. It's more of a cold look, almost the opposite of the ecological influence."

Finally, Hall said, there is "an interest in color and fun things. Young people are consuming fluorescent, wild colors."

Colors that have fallen out of favor, said Hall and Daily, are gray metallic and silver metallic. Hall agreed that browns are at a low point now, but will come back.

"Tan has become an absence," said White. "We're going to see a new neutral type color: 'pebble,' 'eggshell.' We'll see silver with a second accent color in it."

The lime green on PPG's 1995 palette is an example of how a color moves through the consumer world. It is a bright neon hue that showed up several years ago on summer shorts worn by pre-teens, then moved to trim accents on such things as aftermarket windshield wiper air deflectors. A version was in the 1994 PPG collection, and a sample of the color on a piece of sheet metal will stay on the selection wall for 1995.

Fluorescent colors have been limited to pace cars, show cars and Formula One racers because they fade quickly in the sunlight, but White said PPG has a technical solution. She would not say whether any customer had chosen it.

It's a small world

The world of automotive paint color is small.

"It's a non-union, clique sort of group," said White. "Globally, it's a very small group," perhaps several hundred. Hall said there are seven or eight major paint companies in Europe, three or four in Japan as well as the three in the United States.

PPG, BASF and DuPont take their color shows to each of the automakers. Their color experts participate in allied events, like Design Saturday, an October New York show for interior designers, and Neocon, a June show held in conjunction with the Chicago Furniture Mart.

Confidentiality is a given in the industry. But the paint companies call on the same customers, buy from the same pigment makers, and attend the same conferences, so word on trends naturally gets around and the industry's rhythms are broadly known.

"Almost everybody has their '95 show done," said Stan Novinski, global manager for industrial products at The Mearl Corp., a supplier of pearlescent pigments to the paint industry worldwide.

"There's a lot of pressure to bring advanced methods ahead" and speed up the introduction of new paints, said Novinski.

Daily said DuPont is not inclined to put untested colors and techniques in the color shows, because the car designers get too excited and want the new color now.

White said it takes 2½ years for colors to reach cars in the Big 3, because paint makers, independent pigment makers and all the suppliers for the interiors have to crank up and coordinate their efforts.

The delay can be as much as five years if new technology is involved, said Hall, because among other things, auto companies demand to know what happens to the paint after two years of exposure to Florida sunshine.

"It's rare that a color is bought right off the wall," said White. Carmakers want it a little bluer, or a little darker, or a little lighter, to match their choices for interiors and their visions for a car. "Color is still a creative portion of the design business," she said. "A great design isn't great enough until it has the right color on it."

And following several automakers who have opened West Coast design studios in trend-setting California, PPG Industries is preparing to open a color studio in Torrance, Calif.

The Big 3, most Japanese companies, Volkswagen, BMW and Mercedes-Benz have studios on the West Coast.

The PPG color studio will share space with other PPG offices and will report to White.

Technology can give a company an edge beyond the subtlety of designing a particular color to meet a trend. Both BASF and PPG are working on multi-hued colors called metamerics that look different in different lights.

Such paint would satisfy both the ecological and the high-tech trends, said Hall: "It's an effect that occurs in nature, and it can be manufactured, as in a hologram."

High-tech colors

DuPont is experimenting with photochromic colors that change in sunlight, and thermachromic colors that change with heat. It has also worked with bicolored pearly colors, but Daily said they don't usually look good on large surfaces, like car fenders.

Besides bright, low-luster colors, PPG is working on dark colors that reflect sunlight and heat as well as white. Dark colors don't sell well in the South now because of heat buildup.

Japan's Nippon Paint Co. has developed a way to paint aluminum or composites using an electric charge in the metal that causes the pigment to hold a different angle than non-charged areas, letting a logo or other graphic device show up in a single color of paint.

At Mearl, chemists are studying silver-coated paint particles and optical features coming out of the money-printing industry.

Technological answers to environmental concerns are behind some color directions. Pigments with lead in them — some yellows, oranges and reds — have already been dropped by manufacturers.

U.S. assembly plants and paint lines have gone almost completely to paints called high-solids, which have more pigment. High solid paints can be applied with waterborne paint systems like that at the Saturn Corp. plant in Spring Hill, Tenn.

In standard paint booths, they can be applied with less of the volatile organic compounds used in carriers that add to air pollution when they evaporate, leaving the pigment behind.

Asian and European plants use more low-solid paints, which leave more pollution behind.

A red hot opportunity with Honda

Bright fluorescent paints are a particular challenge, because they fade in the sunlight.

Larry Shinoda, a Detroit car designer who has worked at General Motors and Ford Motor Co., tells this story:

Earlier this year he was in Tokyo with some people from Nippon Paint Co., a leading Japanese supplier. They were in a Ginza hostess club when Nobuhiko Kawamoto, president of Honda Motor Co., joined the group.

The suppliers naturally offered to do business with Honda, whose engines power the dominant McLaren-Honda Formula One cars.

"Yes, there is something you can do for us," said Kawamoto. "Make a Marlboro Red that's durable."

— William R. Diem

Color designers have visions of the future

Color designers get to see the insides of a lot of car studios, but they are sworn by contract and their sense of ethics to secrecy. But if they won't convey details, they will convey excitement.

Robert Daily, color marketing manager for DuPont Automotive Products, sees this future:

"There's a tremendous amount of enthusiasm at the different automotive design studios. Without exception, they have a lot of creative people, doing creative things, exciting things, new shapes to go along with the new technologies.

"Designs are going to be rounded, a sculpted look. It's a big departure from the boxy shapes.

"I think you're going to see niche markets open up for things like the (Pontiac) Stinger. Along with that, they want some niche colors."

How PPG showed its colors

PPG Industries' Marilyn White would not describe her company's 1995 paint show, but it is likely to adopt some ideas from the innovative 1994 Environomics show.

At each of a dozen basic color stations, painted exterior steel panels in varying shades of a color were displayed with fashion items, magazine clippings, automotive carpeting, bucket seats and painted wheels.

Suppliers Seton Co. (seat leather), Chatham Knitting Mills (seat cloth), and Asahi Motor Wheel and Masland Industries (carpet) worked with PPG color designers on the exhibit, and representatives followed it to auto companies around the world last year.

White said PPG has been asked by some U.S. and Japanese carmakers to arrange a color show for car dealers. The companies hope that if dealers are more aware of color options, they will order color more aggressively. "We're hoping it will happen," she said.

— William R. Diem

OUTLOOK

FROM PAGE 1

that the recession has ended even if economic growth remains anemic through next year.

But that doesn't mean auto sales will rebound soon. Auto analysts expect car sales to gradually strengthen. There could even be a slight surge in September and October if automakers offer more attractive incentives to clear out 1991 model inventories.

But volumes could sink in the fourth quarter if General Motors and Chrysler Corp. reduce their sales to fleets.

Last March, Ford and GM said they would lengthen the cycle that vehicles sold to daily rental companies stay in the fleets before being repurchased by the automakers. The program begins with 1992 vehicles. At Ford, the time spent in service has increased to six months or 15,000 miles, up from four months and no minimum mileage. GM is expected to adopt a similar program.

Though Chrysler never announced a plan to extend cycle time for daily rental cars, sources said the number of program cars for the 1992 model year will drop to 200,000 vehicles, down from 240,000 vehicles this model year.

"Chrysler and GM have been flooding the market with fleet sales to the rental car industry," said Jean Claude Gruet, analyst for New York-based UBS Securities. He says fleet sales constitute more than 25 percent of the market, with retail sales lagging behind. Hence if fleet sales soften in the fourth quarter, then automakers will need an improvement in retail sales to take up the slack.

But consumers are in a defensive posture. High levels of consumer debt, declines in real wage growth and disposable income, and unemployment at 6.7 percent have made them skittish.

"Real wage growth is needed to sustain a sales recovery," said Gruet. "For auto sales to rebound, the economy needs a stimulus and I don't know where that will come from."

Several analysts surveyed by *Automotive News* at the start of the year have adjusted their sales predictions downward for the calendar year. The spread between the nine analysts surveyed is now a low of 12.5 million car and truck sales in the United States to a high of 13.2 million. The high earlier in the year was an optimistic 13.9 million vehicles.

Analysts agree that Toyota, Honda and Mazda will finish the year with improved market share. "Toyota is the major automaker to gain share, but even Subaru's share is up moderately because of the company's aggressive marketing of the Legacy," said Michael Luckey, of New York-based Luckey Consulting Group.

Shares of the car market are expected to deteriorate for Chrysler Corp. and Ford Motor Co. Neither company will introduce major new models that could boost their sales. Analysts say GM's market share could strengthen.

In the light-truck market, analysts predict market shares at Chrysler and Toyota will advance while Ford and GM's shares will dip.

"Toyota, Nissan, Mitsubishi and Chrysler will see some improvement in the truck market, but there is really no sea changes going on in the truck market," said Maryann Keller, analyst with New York-based Furman Selz Inc.

"The Japanese will be the winners overall and specifically at Honda, Toyota and Mazda," she added.

The automakers are optimistic about the fourth quarter. Total Big 3 production for the fourth quarter is pegged at 2.5 million, up 15 percent from 2.1 million in the fourth quarter a year ago and a predicted 2.2 million in third quarter 1991. But automakers are always generous in their fourth quarter forecasts.

Chrysler is expected to produce 419,000 vehicles, up from 365,000 in the third quarter and 404,000 in the fourth quarter a year ago.

Ford plans to produce 849,000 vehicles, up from 798,000 in the third quarter and 728,500 in the fourth quarter a year ago.

GM projects it will produce 1.2 million vehicles, up from 1.1 million in the third quarter and 2.1 million in fourth quarter 1990.

ANALYSTS' FORECASTS FOR THE 1991 CALENDAR YEAR

(figures in millions of units)

		Total vehicles	Cars	Trucks*	Imported cars	Imported trucks
Bernard Campbell	original	13.3	8.8	4.5	2.4	0.50
Data Resources	revised	13.0	8.8	4.2	2.3	0.50
Jean Claude Gruet	original	13.0	8.5	4.5	2.2	0.54
UBS Securities	revised	13.0	8.6	4.4	2.1	0.57
John Hammond	original	13.0	8.7	4.3	2.3	0.35
J.D. Power	revised	12.6	8.5	4.1	2.1	0.50
Maryann Keller	original	13.5	9.2	4.3	2.6	0.6
Furman Selz Inc.	revised	13.2	8.6	4.6	2.1	0.6
Jack Kirnan	original	13.4	9.0	4.4	2.3	0.45
Kidder Peabody	revised	12.5	8.6	3.9	2.4	0.30
Ann Knight/Steve Girsky	original	13.6	8.9	4.7	2.4	0.46
Paine Webber	revised	12.9	8.5	4.4	2.1	0.50
Michael Luckey	original	13.4	9.1	4.3	2.4	0.60
Luckey Consulting Group	revised	12.7	8.4	4.3	2.2	0.50
Wendy Needham	original	13.5	8.8	4.7	2.6	0.60
Smith Barney	revised	12.8	8.4	4.4	2.3	0.60
William Pochiluk	original	13.9	9.2	4.7	2.6	0.56
Autofacts Inc.	revised	13.1	8.7	4.4	2.3	0.56

*Includes medium- and heavy-duty trucks

FOURTH QUARTER PRODUCTION FORECAST

Big 3 U.S. and Canada cars and trucks

	1991	1990	Percent Change
U.S. car	172,000	190,200	– 9.6
Canada car	7,000	8,000	– 12.5
Total car	**179,000**	**198,200**	**– 9.7**
U.S. truck	134,000	117,600	13.9
Canada truck	106,000	88,700	19.5
Total truck	**240,000**	**206,300**	**16.3**
CHRYSLER CORP.	**419,000**	**404,500**	**3.6**
U.S. car	346,000	304,500	13.6
Canada car	103,000	94,700	8.8
Total car	**449,000**	**399,200**	**12.5**
U.S. truck	374,000	301,200	24.2
Canada truck	26,000	28,100	– 7.5
Total truck	**400,000**	**329,300**	**21.5**
FORD MOTOR CO.	**849,000**	**728,500**	**16.5**
U.S. car	722,000	596,200	21.1
Canada car	87,000	103,600	– 16.0
Total car	**809,000**	**699,800**	**15.6**
U.S. truck	362,000	283,600	27.6
Canada truck	71,000	63,400	12.0
Total truck	**433,000**	**347,000**	**24.8**
GENERAL MOTORS	**1,242,000**	**1,046,800**	**18.6**
U.S. car	**1,240,000**	**1,090,900**	**13.7**
Canada car	**197,000**	**206,300**	**– 4.5**
Total car	**1,437,000**	**1,297,200**	**10.8**
U.S. truck	**870,000**	**702,400**	**23.9**
Canada truck	**203,000**	**180,200**	**12.7**
Total truck	**1,073,000**	**882,600**	**21.6**
TOTAL BIG 3	**2,510,000**	**2,179,800**	**15.1**

'92 looks both half empty, half full, say dealers

DARRELL PRESSLEY
Special Correspondent

For every dealer who is bubbling with excitement about the upcoming 1992 model year, there is one who is stocking up on Alka-Seltzer in anticipation of another long year.

Skepticism by consumers on the stability of the economy, vehicle price increases and the resurgence of the used-car market have caused some dealers to be conservative in ordering 1992 vehicles.

Orders are 15 to 20 percent lower than last year at Kallis Ford-Chrysler in Belfast, Maine, said Terrell Whitney, general manager: "It doesn't look promising right now. I don't care what you put in front of them, the only ones who are buying are the ones that have to," and they are buying program cars, which has hurt new-car sales.

Program cars are sold to daily rental firms, then repurchased by automakers at guaranteed rates and redistributed to dealers through auctions.

And with no sure signs that the recession is over, dealers are concerned that the economy, as well as price increases, will have a big impact on sales.

"The price in and of itself is not the problem," said Frank Ursomarso, president of Union Park Pontiac-BMW-Honda-GMC Truck in Wilmington, Del. "If the consumer loses income, or is laid off, then their ability to pay decreases. The manufacturer who can offer value at the lowest price will come out ahead."

Even with price hikes, some 1992 models are expected to be hot items. Ursomarso said showroom traffic has increased and the dealership is ordering about 20 percent more units than last year. With restyled models like the Pontiac Bonneville and Grand Am, "we see the market improving," he said.

Automakers are optimistic about the 1992 model launch and hope the light at the end of the tunnel isn't coming from a train. Michael Grimaldi, general marketing manager at Oldsmobile, said, "We are seeing a rebound in sales during the summer, with this last month being even stronger. We are looking cautiously optimistically at the fall quarter, and expect sales to continue to strengthen well into the 1992 model year."

El Schlesinger, Pontiac general sales and service manager, said the redesigned Bonneville and Grand Am puts the division in "excellent position" going into the 1992 model year: "We're in decent shape — in fact we're in great shape to keep our production in place as we go through the fourth quarter."

James Reilly, president of Reilly Buick-GMC Truck Inc. in Colorado Springs, Colo., believes the new model year will bring a slight increase in sales: "We're not going to see a tremendous upturn in car sales. We might see two or three more cars sold a month."

As they decide what models to order and how many to keep in inventory, dealers are faced with the dilemma of trying to anticipate the desires of customers.

"People aren't catalog buyers like they used to be," said Reilly. "They come in and say, 'If you don't have it, I'm going to go down the street.' "

Dan Hatfield, vice president and general manager of Toyota West in Columbus, Ohio, said 1992 will be a very stable year for the auto industry, but he is still keeping his fingers crossed: "I probably wouldn't be in this position if I weren't an eternal optimist."

Staff Reporters Liz Pinto and Arlena Sawyers contributed to this report.

Ford will repair Tempo, Topaz fuel pumps for U.S. owners

KATHY JACKSON
Staff Reporter

Ford Motor Co. says it will extend fuel pump warranty coverage on the 601,000 1988 and 1989 Tempos and Topazes that have been sold in the United States, a move that could cost the automaker about $75 million.

Ford already faces a bill of approximately $9.3 million for the 52,000 Tempos and Topazes that customers have fixed on their own at an average cost of $180.

The program will extend coverage to five years or 50,000 miles, pay for future fuel pump failures, and reimburse consumers who have already paid for the repairs, Ford spokesman Mike Moran said.

Ford announced the program Friday, a day after the Center for Auto Safety wrote a letter to the FTC. The letter from the Washington-based consumer watchdog group urged the FTC to force Ford to implement a program similar to the one that was announced earlier this month in Canada. In that program, Ford of Canada agreed to pay for fuel pump failures on the two models and to extend warranty coverage on the part.

> Ford said the letter from the consumer group had nothing to do with its actions.

Fuel pumps on Tempos and Topazes sold in Canada and the United States have been failing at a rate far higher than fuel pumps installed by other manufacturers.

Ford spokesman Mike Moran said the letter to the FTC from the consumer group had nothing to do with Ford's actions. Moran said Ford was conducting its own investigation and was prepared to satisfy customer complaints. "Our actions were moving quite far along prior to any letter," Moran said.

The association's executive director, Clarence Ditlow, remained critical. "It's a shame that it took public pressure to get Ford to do the right thing," Ditlow said. "That's why Ford is losing sales to the Japanese."

Admitting that the internal seal on the pump may wear prematurely, Ford of Canada on Aug. 13 agreed to pay for all past and future fuel pump failures on the 132,000 models sold in Canada. Ford of Canada also extended warranty coverage on the cars at a cost estimated between $11 million and $15 million.

Moran said the U.S. program will be similar to Canada's, but he didn't have all of the details. He said the failure rate in Canada may be 15 to 20 percent higher than it is in the United States because they use a more volatile fuel in Canada that could destroy the seal more quickly.

The cars are built by Ford at Kansas City, Mo., and Oakville, Ontario.

The pumps generally fail during very warm weather and cause the vehicles to stall. Some U.S. dealers say failure often occurs between 20,000 and 40,000 miles; some say they have replaced more than 100 pumps per year.

Pontiac adds rebates to '92s

Pontiac jumped into the 1992 model year incentive war last week by announcing consumer rebates on some of its vehicles.

Pontiac is paying buyers $500 on 1992 LeMans and 1992 Firebird and $750 on 1992 Grand Prix and 1992 Trans Sport.

Also, the car company expanded its current incentive program on 1991 vehicles: Grand Am and Trans Sport, $750; Firebird and Grand Prix, $1,000; and Bonneville, $1,500.

In lieu of rebates consumers may choose special financing rates of 4.9 percent to 10.9 percent, depending on the length of the contract.

Pontiac's incentive program on 1991 and 1992 vehicles will expire on Sept. 25.

Cadillac continues its 1991 model year clean-up with a factory-to-dealer incentive program on select cars.

Through Sept. 25, dealers earn $500 on 1991 DeVille, Fleetwood and Brougham.

— *Arlena Sawyers*

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
AUDI (expires Sept. 30)	
100/200	$2,000-3,500
CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)	
Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500
FORD MOTOR CO. (expires Sept. 30)	
Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000
GENERAL MOTORS	
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
DeVille, Fleetwood, Brougham (expires Sept. 25)	$500
Oldsmobile (expires Sept. 25)	
Eighty Eight (1991)	$1,000
HONDA (expires Sept. 3)	
Civic 4-dr. (1991)	$400
HYUNDAI (expires Oct. 2)	
Sonata SE, Scoupe SE (1991)	$100-300, based on sales
ISUZU (1991 models, expires Sept. 16)	
Cars	$700-1,500
Trucks	$700-1,800
MAZDA (1991 models; expires Oct. 2 on Navajo, Sept. 4 on others)	
MX-6, MPV	$500
Navajo	$750
929, RX-7	$2,000
MERCEDES-BENZ (1991 models, no expiration date listed)	
300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000
MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii; Aug. 30 elsewhere; payments vary by regions.)	
Mirage	$250-750
Eclipse	$200-1,500
Galant	$200-2,000
Trucks	$200-1,500
NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)	
Sentra	$400
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-3,500, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500
PEUGEOT (1990, no expiration date)	$2,000
SUZUKI (expires Oct. 3)	
Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000
TOYOTA (1989-90-91 models; expires Sept. 4)	
Corolla, Camry	$700-900, quota
Trucks	$500-1,200, quota
VOLKSWAGEN	
All cars (1990, no expiration date)	$500-1,500
VOLVO (1991 models, expires Sept. 2)	
740; 940 Turbo and GLE	$1,500

CHRYSLER

FROM PAGE 1

and low interest financing incentives. Most recently, Ford Motor Co. abandoned all such incentives and opted to give its dealers the incentive money. But Ford capitulated in the face of consumer resistance and a weakening economy and returned to retail incentives.

Chrysler holds 44 percent of the U.S. minivan market. It is a market the company created in the 1984 model year but must increasingly defend against new domestic and import contenders. The minivan also is Chrysler's financial lifeline and the company desperately needs the money minivans generate to fund new product programs.

The five elements of the Ultimate Guarantee minivan program are a choice of warranties, "value" pricing, safety, security and resale value guarantees.

The Ultimate Guarantee program affects only 1992 minivan buyers, but Chrysler is revamping its warranty coverage for all of its 1992 vehicles, dealers said.

Buyers of 1992 Chrysler Corp. models may choose between two warranty programs that carry no deductibles, dealers said. No other manufacturer currently offers buyers a choice of coverage, dealers added.

Called the Owner's Choice Protection Plan, buyers may opt for three-year/36,000-mile bumper-to-bumper coverage with no deductible or for Chrysler's current seven-year/70,000-mile powertrain coverage.

The $100 deductible has been dropped for the seven-year/70,000-mile coverage. The seven-year/70,000-mile coverage includes bumper-to-bumper coverage with no deductible for the first 12 months/12,000 miles, just as 1991 warranties do.

Dealers had sought the three-year/36,000-mile coverage. General Motors, Ford Motor Co. and major Japanese and European makes will offer at least three-year/36,000-mile warranty coverage for 1992 and some have no deductible.

Chrysler will retain its Crystal Key warranty for luxury cars and the Chrysler Town & Country minivan. Crystal Key is bumper-to-bumper coverage for five years/50,000 miles with no deductible. Buyers are then covered with a seven-year/70,000-mile powertrain warranty. The $100 deductible on the seven-year/70,000-mile coverage will be dropped on 1992 models, dealers said.

Dealers said the Ultimate Guarantee program for 1992 minivans will include a resale value guarantee. If a Chrysler Corp. minivan buyer trades in the vehicle to a Chrysler dealer within four years of purchase, Chrysler will guarantee that the minivan's resale value will match or exceed the resale value of any minivan on the market, dealers said. The company has not yet provided dealers with details on how the resale value will be computed.

Along with the resale guarantee, Chrysler will promote a so-called "security guarantee." This feature will offer some type of roadside assistance plan, although dealers have been given only sketchy information.

In addition, a free cellular phone will be offered with a minivan purchase. Dealers said the free phone offer is expected to appeal to women buyers because the phones give them a sense of security.

The marketing campaign also will push safety. Chrysler will promote its minivan driver-side air bag, the availability of anti-lock brakes and optional child-safety seats that are integrated into minivan rear seats. The child safety seats are a new option in 1992.

In addition, Chrysler will promote heavily its Family Value minivan that was introduced in the 1991 model year. Dealers said the minivan will be advertised with a "pricing guarantee" as the best-priced minivan in the market, offered with an automatic transmission and air conditioning for a sticker of $14,500.

Dealers applauded the move, saying the program will give them the chance to maintain or even gain minivan market share.

INCENTIVE WATCH — CUSTOMER INCENTIVES
CONTINUING PROGRAMS

CHRYSLER CORP. Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.	
Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91)	$1,500
Other LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Shadow conv. (1991)	$2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91)	$1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990)	$1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1991); Talon TSi (1990-91)	$1,500
Other Talon (1991)	$1,200
Talon (1990); Summit ES 3-dr. (1991);	
Summit 4-dr. (1990-91)	$1,000
Other Summit (1991)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1991), Laser RS Turbo (1990-91)	$1,500
Other Laser (1991)	$1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990);	
Colt Vista (1990)	$1,000
Colt Vista (1991)	$500
Colt base 3-dr. (1991)	$700
Sundance America (1991); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
All minivans (1991)	$500
All minivans (1990)	$1,500
FORD MOTOR CO. (1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.)	
Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000
GENERAL MOTORS Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.	
Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$,1500
Toronado	$2,000
Pontiac	
LeMans, Firebird (1992)	$500
Grand Am, Trans Sport (1991)	$750
Grand Prix, Trans Sport (1992)	$750
Firebird, Grand Prix	$1,000
Bonneville (1991)	$1,500
HYUNDAI (expires Oct. 2)	
Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded
MAZDA (1991 models; expires Sept. 4 on 626, Oct. 2 on Protege; 5.9 percent loans offered in lieu of rebates)	
Protege	$800
626	$1,000
MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)	
Mirage (national)	$750
Galant, Eclipse (Hawaii)	$1,000
Trucks (Hawaii)	$1,250-1,500
SUBARU (expires Oct. 2)	
Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Bricklin broke again

Chapter 7 filing lists $20 million in debts

CHARLES M. THOMAS
Staff Reporter

For the second time in a roller coaster career spanning more than two decades, flamboyant automotive entrepreneur Malcolm Bricklin has filed for personal-bankruptcy liquidation.

Bricklin's filing in Phoenix last week under Chapter 7 of the Bankruptcy Code listed less than $50,000 in assets, more than 150 creditors and claims totaling nearly $20 million, said his attorney, James LaGanke.

Bricklin previously filed under Chapter 7 in 1975 in Phoenix after his Bricklin car venture failed.

The new filing "will wipe the slate clean" and allow Bricklin to proceed with plans for a chain of "auto ranches" selling rebuilt cars, LaGanke said.

Bricklin, 52, said in a statement last week, "I am reluctantly taking this action to resolve my present financial problems . . . which primarily arose out of Global Motors' default on its contractual obligations to me."

Bricklin sold his interests in Global, importer of the Yugo from Yugoslavia, in 1988 to an investment firm for $15 million to $20 million. Global later filed for bankruptcy court protection.

The biggest liability listed by Bricklin is $17.3 million that a federal judge ordered him in June to pay to a couple for breach of contract. John and Rebecca Bednarik of Accokeek, Md., said they had invested $350,000 in a Bricklin venture in 1983 in exchange for U.S. Yugo distribution rights.

Two years ago he planned to create the first national dealership chain comprising 1,000 points. In typical Bricklin fashion, the linchpin for the chain was a "closing booth" — a mystical room that combined holograms and Disneyesque imagineering.

But he failed to gain the support of manufacturers for the venture.

Earlier this year, he announced yet another enterprise — a national chain of 50 used-car lots and remanufacturing centers to recondition vehicles.

Some of Bricklin's high-flying ventures have worked. He founded Subaru of America in 1968.

But several years later he launched a company to build a gull-wing sports car that ended in bankruptcy after a short production run. In 1983 he formed International Automobile Importers to import the Bertone X1/9 and Pininfarina Spider after Fiat pulled out of the U.S. market.

The two models never met Bricklin's sales expectations, nor did the dealer network ever reach the 1,000 he forecasted.

In 1984, Bricklin formed a company to import Yugos. He sold out in 1988 shortly before the financially troubled company laid off most of its corporate staff. The company is still struggling and trying to reorganize.

The Associated Press contributed to this report.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	8/26	3,590
Ford Mustang		
Kansas City, Mo.	8/26	
Ford Tempo		2,950
Mercury Topaz		1,065
Lorain, Ohio	8/26	
Ford Thunderbird		1,860
Mercury Cougar		2,315
Lorain, Ohio	8/26	*
Ford Econoline		
Ford Club Wagon		
GENERAL MOTORS		
Detroit-Hamtramck, Mich.	8/26	**
Cadillac Allante		
Janesville, Wis.	8/26	
Chevrolet Kodiak		210
GMC Topkick		260
Lansing, Mich. (B plant)	8/26, 9/2	*
Pontiac Grand Am		
Wilmington, Del.	8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
Total U.S. car		11,780
Total U.S. truck		470
Total units lost week of 8/26		12,250

*Model changeover
**Holiday
Source: Automotive News Data Center

MORAN

FROM PAGE 4

for a capital loan — literally with tears in his eyes," Moran recalls in the letter. "We loaned him the money, which wound up being more than three times what he thought was the absolute maximum he needed."

But on the heels of Moran's letter, some dealers in the Southeast region received a three-page rebuttal signed "Anonymous — as I do not wish to evoke the wrath of Moran."

The letter questions why Moran would allow undercapitalized

After Moran's letter, some dealers received a rebuttal.

dealers to obtain Toyota franchises in the first place, unless "that same distributor was not proper or reputable and most definitely believed he could gain from the dealer's eventual demise."

The letter also chides Moran for criticizing the media for reporting news about the lawsuits and allegations that the company made improper political contributions in Florida.

"One only wonders," the anonymous letter reads, "how many more revelations will be discovered about this bully. Surely the press, the lawyers, the affected dealers, the current and former Southeast Toyota employees have more fuel to add to the fire. And just as surely, the value of the remaining Southeast Toyota dealerships continue to erode."

One North Carolina dealer, who asked not to be identified, said he agreed with Moran's claim that most of the suits against Southeast Toyota are being brought by dealers who "didn't run their businesses right."

Another North Carolina dealer, who also asked not to be identified, said that similar anonymous letters criticizing Moran have circulated in recent years.

An Alabama Toyota dealer who received both letters said he tended to agree with the anonymous letter more than Moran's.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 8/19-8/24/91	Actual 8/12-8/17/91	Month 8/1-8/24/91	Year 1/1-8/24/91	Year 1/1-8/25/90
LeBaron A.	0	0	0	0	8064
LeBaron J	0	0	0	18897	32787
New Yorker	0	0	0	4773	26487
Fifth Avenue	0	0	0	20697	18958
Imperial	150	0	150	4,713	12,626
Town & Country (trk.)	200	229	465	2,407	2,078
Total Chrysler	**350**	**229**	**615**	**51,287**	**101,000**
Horizon	0	0	0	0	4,327
Sundance	2,300	2,134	7,210	35,326	53,096
Acclaim	2,300	542	2,842	51,180	65,647
Voyager (trk.)	2,500	2,252	5,554	60,271	62,823
Voyager (Can. trk.)	2,958	2,801	9,123	69,604	67,965
Total Plymouth	**10,058**	**7,729**	**24,729**	**215,381**	**253,858**
Omni	0	0	0	0	4,078
Daytona	0	27	31	4,967	21,821
Shadow	2,150	1,996	6,811	40,181	60,644
Dynasty	2,600	0	2,600	69,050	72,412
Spirit	1,000	32	1,032	44,401	60,394
Monaco (Can.)	0	364	733	6,076	6,891
Caravan (trk.)	2,400	2,328	5,669	70,852	67,046
Caravan (Can. trk.)	3,186	2,998	9,530	90,534	85,280
Caravan C/V (trk.)	50	91	158	2,267	4,171
Caravan C/V (Can. trk.)	96	153	263	12,100	5,610
Dakota (trk.)	1,900	1,699	4,863	50,895	44,620
Ram pickups (trk.)	1,600	1,364	4,143	50,225	66,049
Ram Wagon (Can. trk.)	289	0	303	12,972	16,173
Ram Van (Can. trk.)	951	0	968	24,304	36,964
Total Dodge	**16,222**	**11,052**	**37,105**	**478,824**	**552,153**
Premier (Can.)	0	963	2,047	7,681	7,398
Cherokee (trk.)	3,900	4,107	13,573	85,283	99,694
Comanche (trk.)	150	124	423	3,292	4,942
Grand Wagoneer (trk.)	0	0	0	1,560	4,647
Wagoneer (trk.)	150	98	389	1,882	2,443
Wrangler (Can trk.)	1,590	1,634	5,452	38,572	37,875
Total Jeep-Eagle	**5,790**	**6,926**	**21,884**	**138,270**	**156,999**
Total U.S. car	**10,500**	**4,731**	**20,676**	**293,985**	**441,341**
Total Can. car	**0**	**1,327**	**2,780**	**13,757**	**14,289**
Total U.S. truck	**12,850**	**12,292**	**35,237**	**328,934**	**358,513**
Total Can. truck	**9,070**	**7,586**	**25,639**	**248,086**	**249,867**
CHRYSLER CORP.	**32,420**	**25,936**	**84,333**	**884,762**	**1,064,010**
Escort	5,741	5,678	18,882	134,973	144,992
Mustang	3,605	3,327	11,924	60,254	88,727
Tempo	3,043	2,122	9,000	73,900	86,800
Tempo (Can.)	0	3,234	5,765	68,611	77,733
Taurus	6,171	4,922	16,491	203,956	230,457
Thunderbird	0	2,432	5,122	50,233	75,112
Crown Victoria (Can.)	2,669	2,675	8,422	60,132	79,504
Aerostar (trk.)	4,434	2,152	13,018	107,420	134,996
Bronco (trk.)	636	488	1,384	10,054	34,293
Explorer/Bronco II (trk.)	6,613	6,346	21,520	173,187	118,738
Navajo (trk.)	372	278	772	6,764	0
Econoline (trk.)	3,097	3,823	12,283	92,199	128,383
Heavies (trk.)	0	715	1,126	21,693	35,884
Light trucks (trk.)	5,054	5,615	19,980	191,406	300,289
Light trucks (Can. trk.)	1,133	3,073	8,241	64,900	92,566
Ranger (trk.)	5,762	6,818	22,537	170,225	185,423
Total Ford Div.	**48,330**	**53,698**	**176,468**	**1,489,987**	**1,813,897**
Topaz	1,302	1,070	3,333	31,694	33,294
Topaz (Can.)	0	977	2,062	22,470	28,937
Cougar	0	1,811	4,770	40,738	49,857
Sable	1,775	1,501	5,102	67,028	69,949
Grnd Marquis (Can.)	3,091	3,029	9,695	63,070	71,913
Total Mercury	**6,168**	**8,388**	**24,962**	**225,000**	**253,950**
Continental	1,163	1,139	3,850	36,234	39,458
Mark VII	205	194	667	6,342	14,785
Town Car	2,721	2,671	9,018	85,233	100,758
Total Lincoln	**4,089**	**4,004**	**13,535**	**127,809**	**155,001**
Total L-M Div.	**10,257**	**12,392**	**38,497**	**352,809**	**408,951**
Total U.S. car	**25,726**	**26,867**	**88,159**	**790,585**	**934,189**
Total Can. car	**5,700**	**9,915**	**25,844**	**214,283**	**258,987**
Total U.S. truck	**25,969**	**26,235**	**92,621**	**772,948**	**938,906**
Total Can. truck	**1,133**	**3,073**	**8,241**	**64,900**	**92,566**
FORD MOTOR CO.	**58,587**	**66,090**	**214,965**	**1,842,716**	**2,222,848**
Skylark	226	29	255	27,765	58,667
Century	2,000	1,991	5,318	57,410	41,930
Regal (Can.)	2,854	2,796	6,711	77,148	90,469
Riviera	192	165	483	13,989	14,362
Park Avenue/Electra	1,837	1,967	6,157	71,901	26,955
LeSabre	3,493	2,811	9,523	40,222	105,097
Roadmaster Sedan*	1,259	1,289	3,454	17,434	0
Roadmaster Wagon†	156	150	441	17,289	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**12,017**	**11,198**	**32,342**	**324,364**	**346,779**
Eldorado	289	69	474	6,981	13,537
Seville	553	449	1,324	15,488	24,096
Brougham	633	539	1,587	12,444	18,702
DeVille	3,718	3,298	12,188	99,000	102,905
Allante	0	64	154	2,009	2,961
Total Cadillac	**5,193**	**4,419**	**15,727**	**135,922**	**162,201**
Cavalier	3,618	3,176	8,394	163,425	210,446
Camaro	1,338	1,288	3,797	33,397	46,423
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	2,160	2,161	7,366	160,978	185,073
Lumina (Can.)	6,370	5,796	14,147	144,831	0
Caprice	2,848	2,432	7,415	86,881	161,072
Corvette	215	0	215	13,350	14,895
Astro (trk.)	2,751	2,513	5,264	57,824	83,196
Blazer (trk.)	5	126	389	5,534	11,771
Lumina APV (trk.)	398	96	494	24,864	56,553
Mediums (trk.)	0	0	0	863	6,325
P-Model (trk.)	570	568	1,138	13,256	15,501
Pickups (trk.)	6,581	5,461	15,031	182,017	265,801
Pickups (Can. trk.)	3,178	3,929	10,440	89,300	109,044
S10 (trk.)	5,552	5,713	14,619	165,257	154,251
S10 Blazer (trk.)	1,953	1,944	3,902	22,936	67,032
Sportsvan (trk.)	675	428	1,320	25,913	39,459
Sportsvan (Can. trk.)	941	312	1,253	33,187	32,032
Suburban (trk.)	900	756	2,546	20,155	46,557
Total Chevrolet	**40,053**	**36,899**	**97,729**	**1,243,978**	**1,527,758**
Calais	0	0	0	34,616	66,818
Cutlass Ciera	3,106	3,056	8,180	54,965	48,972
Cutlass Ciera (Can.)	0	0	0	41,089	53,487
Cutlass Supreme	2,250	2,141	4,432	66,439	58,619
Toronado	117	96	282	3,119	10,289
88	2,391	1,681	6,753	48,569	67,831
Custom Cruiser Wag.††	143	116	339	5,852	1,214
98	1,482	1,564	5,008	52,371	32,842
Silhouette (trk.)	123	20	143	13,133	23,636
Bravada (trk.)	204	197	401	10,239	0
Total Oldsmobile	**9,816**	**8,871**	**25,538**	**330,392**	**363,788**
Sunbird	1,822	1,601	4,230	75,433	100,989
Grand Am	188	24	212	87,273	134,676
Firebird	693	712	2,084	11,912	28,103
Grand Prix	2,448	2,403	6,656	66,760	74,879
Pontiac 6000	0	0	0	19,603	36,411
Pontiac 6000	0	0	0	0	137,968
Bonneville	2,620	2,887	9,516	42,674	51,452
Trans Sport (trk.)	230	45	275	16,236	36,842
Total Pontiac	**8,801**	**7,672**	**22,973**	**319,891**	**601,320**
Jimmy (trk.)	57	124	270	1,555	3,631
Mediums (trk.)	0	0	0	1,361	7,417
P-Model (trk.)	65	30	95	1,770	2,063
Pickups (trk.)	1,752	2,293	4,990	79,543	93,261
Pickups (Can. trk.)	1,072	316	2,058	33,189	42,176
Sonoma (trk.)	1,669	1,106	3,746	39,684	35,187
S15 Jimmy (trk.)	658	446	1,105	7,892	22,425
Safari (trk.)	1,116	1,085	2,201	25,197	29,752
Suburban (trk.)	479	496	1,790	16,482	23,378
Vandura (trk.)	261	176	501	11,710	14,761
Vandura (Can. trk.)	347	122	469	14,363	13,349
Total GMC	**7,476**	**6,194**	**17,235**	**232,746**	**287,400**
Total Saturn*	**1,681**	**1,601**	**5,443**	**53,898**	**0**
Total U.S. car	**43,398**	**39,768**	**121,679**	**1,484,653**	**1,749,515**
Total Can. car	**9,224**	**8,502**	**20,858**	**263,068**	**302,243**
Total U.S. truck	**25,999**	**23,623**	**60,219**	**743,423**	**1,048,799**
Total Can. truck	**5,538**	**4,679**	**14,230**	**170,839**	**196,601**
GENERAL MOTORS	**84,159**	**76,654**	**216,987**	**2,641,183**	**3,289,158**
Can. car	1,000	1,072	2,322	66,592	0
Can. trk.	400	440	990	29,663	0
CAMI*	**1,400**	**1,512**	**3,312**	**96,255**	**0**
DIAMOND-STAR*	**3,200**	**3,145**	**10,705**	**101,245**	**85,899**
Civic	1,683	1,820	6,037	58,611	75,909
Civic (Can.)	2,146	2,277	6,954	69,384	68,022
Accord	8,390	7,574	27,393	235,743	209,133
Total U.S. car	**10,073**	**9,394**	**33,438**	**294,354**	**285,042**
Total Can. car	**2,146**	**2,277**	**6,954**	**69,384**	**68,022**
HONDA	**12,219**	**11,671**	**40,394**	**363,738**	**353,064**
HYUNDAI Sonata (Can.)	**251**	**176**	**1,132**	**17,950**	**12,957**
MAZDA*	**3,409**	**4,028**	**10,250**	**101,668**	**113,610**
U.S. trk.	1,500	1,555	3,664	46,210	47,819
Can. trk.	160	165	508	4,703	6,345
NAVISTAR	**1,660**	**1,720**	**4,172**	**50,913**	**54,164**
Sentra	2,726	2,731	9,205	86,050	53,373
Pickup (trk.)	2,726	2,740	9,214	84,906	94,833
NISSAN	**5,452**	**5,471**	**18,419**	**170,956**	**148,206**
Toyota Corolla	2,100	2,174	7,559	71,494	69,411
Geo Prizm	2,000	1,734	6,366	64,046	68,422
NUMMI	**4,100**	**3,908**	**13,925**	**135,540**	**137,833**
Legacy	1,223	1,195	4,101	37,200	17,764
Pickup (trk.)	327	449	786	16,672	0
Rodeo (trk.)	776	839	2,658	16,969	0
Total U.S. car	**1,223**	**1,195**	**4,101**	**37,200**	**17,764**
Total U. S. trk.	**1,105**	**1,288**	**3,444**	**33,641**	**19,183**
SUBARU-ISUZU	**2,328**	**2,483**	**7,546**	**70,841**	**36,947**
Camry	0	3,465	9,409	136,263	142,042
Corolla (Can.)	1,300	1,388	3,798	41,988	38,638
TOYOTA	**1,300**	**4,853**	**13,207**	**178,251**	**180,680**
VOLVO 740,940 (Can.)	**180**	**0**	**180**	**5,325**	**5,433**
AM GENERAL (trk.)	**400**	**400**	**1,360**	**13,250**	**14,940**
MISCELLANEOUS (trk.)**	**2,650**	**2,650**	**9,010**	**87,270**	**99,600**
Total U.S. car	**104,355**	**99,224**	**321,540**	**3,441,543**	**3,999,808**
Total Canada car	**19,861**	**24,747**	**63,968**	**692,347**	**699,669**
Total U.S.-Canada car	**124,216**	**123,971**	**385,508**	**4,133,890**	**4,699,477**
Total U.S. truck	**73,198**	**70,783**	**214,771**	**2,118,582**	**2,613,693**
Total Canada truck	**16,301**	**15,943**	**49,606**	**517,391**	**545,379**
Total U.S.-Canada truck	**89,499**	**86,726**	**264,379**	**2,627,973**	**3,159,072**
TOTAL U.S.	**177,553**	**170,007**	**536,312**	**5,552,125**	**6,573,501**
TOTAL CANADA	**36,162**	**40,690**	**113,576**	**1,209,738**	**1,245,048**
TOTAL U.S.-CANADA CAR & TRUCK	**213,715**	**210,697**	**649,887**	**6,761,863**	**7,818,549**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Build rises as plants make '92s

ANNE E. WRIGHT
Chief Statistician

Car and truck production in the United States and Canada continues to climb as more plants return from model changeover and begin producing 1992 vehicles. To date, 95 percent of the production facilities have completed changeover.

Ford Motor Co.'s Lorain, Ohio, truck facility is down this week and is expected to begin Job 1 on Sept. 3.

General Motors' Lansing, Mich., B plant and Wilmington, Del., car facilities are down for model changeover and are expected to begin building 1992 models in early September. The Flint, Mich., truck facility will be down for major retooling to prepare for full-sized van production in the fall of 1992. The plant currently produces the Chevrolet Blazer and Suburban and the GMC Jimmy and Suburban.

Four transplant manufacturers are still producing 1991 models: Nissan Motor Manufacturing Corp. U.S.A.; Subaru-Isuzu Automotive Inc.; Toyota Motor Manufacturing U.S.A. Inc.; and Volvo.

This week's estimated car and truck build is 213,715, up 1.43 percent over the prior week but 2.34 percent below the year-ago week.

Year-to-date, total vehicle production in the United States and Canada is 6,761,863, trailing 1990 by 13.52 percent.

U.S. and Canada estimated car production last week was 124,216, virtually even with the previous week and down 1.85 percent below the year-ago week. So far this year, 4,133,890 cars have been assembled, 11.28 percent behind 1990.

Truck production in the United States and Canada was estimated at 89,499 last week, an increase of 3.20 percent over the prior week and down 3.00 percent from the year-ago week. Year-to-date, truck production remains 16.81 percent behind 1990.

Chrysler Corp. scheduled two eight-hour overtime shifts last Saturday at the Warren, Mich., truck plant.

Ford plans daily overtime next week at car plants in Atlanta and St. Thomas, Ontario; and at truck plants in Kansas City, Mo.; Louisville, Ky.; and St. Louis.

GM worked two shifts of overtime last Saturday at the Baltimore truck plant.

GM also idled the Allante line at the Detroit-Hamtramck, Mich., plant. The downtime is due to a holiday in Italy, where the Allante body is built.

■ **NEW TABLE:** The production table inaugurates a new format this week. It is designed to reflect an integrated look by manufacturer at car and truck production in the United States and Canada.

Comments concerning the new format can be mailed to the Automotive News Data Center at 1400 Woodbridge, Detroit, MI 48207 or faxed to (313) 446-0383.

NOTE

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37

Automotive News

September 2, 1991

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C2710-

Fast-paced Japanese hit the expansion redline

MARY ANN MASKERY
Staff Reporter

TOKYO — Japan's automakers, long thought to be as invincible as one of Norman Schwarzkopf's armored columns, are starting to look vulnerable these days as they face a growing list of major problems at home and abroad.

After five years of breakneck growth, a period that provided both the funds and confidence to expand worldwide, the industry has run up against a brick wall of limitations that few could have foreseen even one year ago. They include:

- A growing labor shortage at home, affecting everything from production scheduling to capital spending. To woo reluctant youths into their plants, companies must increasingly turn to part-time work, flexible hours and such amenities as dormitories and first-rate restaurants.
- Mounting union and environmentalist opposition to the industry's vaunted short product cycle, a pillar of its competitiveness. Opponents charge the industry with wasting resources.
- Disruptive traffic congestion at home, affecting both the industry's vaunted just-in-time delivery system and sales. So severe has the country's traffic snarl become that a certified proof of parking space must be shown before a car may be registered.
- A sharp rise in the cost of capital funds, the lifeblood of expansion and modernization. Companies, which paid for their last decade's expansion with money borrowed at 1 percent to 1.5 percent, are now drawing down cash reserves to avoid rates that have soared above 8 percent.

Stock offerings, another traditional source of financing, have been shut off by a year-long bloodbath on the Tokyo Stock Exchange, off 35 percent in the past year.

- Rising protectionist sentiments abroad, dampening both export sales and direct plant investment.
- Weak sales in the home market,

see **JAPAN,** *34*

latenews

Dealers whack TV ad spending

NEW YORK — Car dealers and manufacturers trimmed their first half TV ad spending by more than $250 million from a year earlier. Total 1991 TV ad spending through June totaled $1.43 billion.

The Television Bureau of Advertising said car dealers cut spending on local TV by 22 percent to $111.9 million in the period. Manufacturers' network spending declined 17 percent to $741.4 million, and auto spending on the spot market was off 11 percent to $572.3 million.

Figures are based on Arbitron data in the 75 largest TV markets.

Mazda ads tease launch of new cars

IRVINE, Calif. — Mazda Motor of America Inc. began a teaser advertising campaign Sept. 1 to preface what it terms the "most expansive new model launch in the company's history."

The campaign includes seven 15-second commercials urging viewers to watch TV Sept. 22 when the "New Mazda" will be revealed on network and Fox TV.

Spots for the MX-3 sports coupe and 929 luxury sedan open with shrouded cars. Viewers are given a glimpse of the MX-3 as the shroud waves gently in the wind.

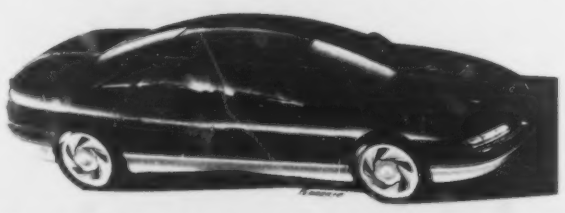
In the 929 spots, the shroud falls from the car just as the camera's view becomes obstructed.

The 929 and MX-3 are the first of five new models Mazda plans to introduce over the next nine months. The other three are the

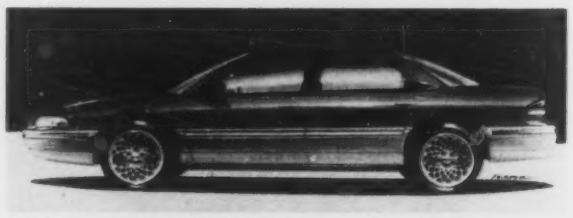
see **LATE NEWS,** *2*

The first official look at the 1993 Dodge Intrepid shows a family resemblance to Viper, especially the grille and head lamps; Intrepid goes into production next summer.

Chrysler christens '93 LH triplets



Tires on all LH models including this Eagle Vision are pushed to the edges of the sheet metal to create an aggressive stance.



Cab-forward design allows the Chrysler Concorde's doors to be significantly wider than those of most sedans.

Chrysler Corp. has named three mid-sized sedans it will introduce in the 1993 model year: Chrysler Concorde, Dodge Intrepid and Eagle Vision.

Production begins in June 1992 at Chrysler's Bramalea, Ontario, plant. The assembly plant will shut down Dec. 6 for model changeover; it currently produces the Dodge Monaco and Eagle Premier, which will be discontinued.

The new line of sedans, codenamed LH, display Chrysler's cab-forward design philosophy, which moves the leading edge of the windshield forward, over the engine compartment.

The vehicles will feature a new Chrysler-built 3.5-liter, 24-valve V-6 engine, electronic traction control, anti-lock brakes and standard driver- and passenger-side air bags.

Chrysler tries new marketing for old line

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Chrysler Corp. will try to get customers to trade in their vehicles sooner with a new financing program that combines the low monthly payments of leasing with the advantage of car ownership.

Chrysler announced several innovative marketing programs last week at a 1992-model introduction that was short on new products and long on new approaches to attract buyers.

The Gold Key Plus program begins Oct. 1 on all new 1991 and 1992 models. Under the program, buyers will make a downpayment of at least 5 percent and will own the vehicle. Chrysler pre-sets a residual value for the end of a 24- to 48-month contract cycle.

Other new marketing or financing programs confirmed by Chrysler include:

- The Ultimate Guarantee for buyers of 1992 minivans during the fourth quarter of 1991: A guarantee of a Chrysler trade-in value within 48 months at least as high as competitive minivans, a choice of warranties, a roadside assistance plan and a free car phone. Buyers can opt for the program instead of any retail incentives.
- A choice on all Chrysler vehicles of the company's traditional seven-year/70,000-mile powertrain warranty combined with the 12-month bumper-to-bumper warranty, or a new three-year bumper-to-bumper warranty. Chrysler has eliminated deductibles. Advertising for 1992-models will hammer home the uniqueness of the choice.

Chrysler introduced only one all-new vehicle last week: The Mitsubishi-built Eagle Summit wagon/Plymouth Colt Vista, a five-pas-

see **CHRYSLER,** *36*

Iacocca will stick around ➤ 3

Hyundai hopes to improve image with Elantra freebies

KRISTINE STIVEN BREESE
Staff Reporter

CARMEL, Calif. — In an attempt to ease consumer fears about owning its cars, Hyundai Motor America will pay for all maintenance and repairs on its 1992 Elantra for two years/24,000 miles.

The program, called Value Care, begins wher

goes on sale next month. If it works, Hyundai could spread the plan to its other three models.

"We have to overcome the perceived risk of buying a Hyundai product," said Tom Ryan, vice president of marketing. "Our research shows that we are better than the perception. Image is our [illegible] problem."

The move is one of a series of programs aimed at rebuilding the importer. Despite the addition of the Sonata and Scoupe models, Hyundai's annual sales have dropped nearly 50 percent since 1988. The company's 1991 unit sales were off 15.0 percent through July.

Under the Value Care program, Hyundai says it will pick up the tab for virtually any needed repair or maintenance. That includes oil changes, filters, fluid changes, wipers, brake shoes, tires, spark plugs and tune-ups.

The program comes in addition to Hyundai's three-year/36,000-mile bumper-to-bumper warranty.

see **HYUNDAI,** *35*

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Automakers roll out 1992s:

Chevrolet, Pg 10
Chevy truck, Pg 14
Chrysler, Pg 19
Dodge, Pg 16
Dodge truck, Pg 16
Eagle, Page 11
Geo, Pg 10
GMC, Pg 14
Jeep, Pg 11
Oldsmobile, Pg 32
Plymouth, Pg 17
Suzuki, Pg 32

Oldsmobile's new Achieva

Johnson: in Tokyo

Kurylko: in Frankfurt

2 reporters move overseas

Two key *Automotive News* reporters have been reassigned to overseas posts by Editor Peter Brown.

Richard Johnson, 37, who has been Europe editor in Frankfurt since 1985, was named Asia editor. He joins Mary Ann Maskery, Tokyo bureau chief.

Diana Kurylko, 35, a Washington bureau reporter for three years, succeeds Johnson in Frankfurt.

Johnson joined *Automotive News* in 1984 and covered Ford Motor Co. and the former American Motors before being transferred to Europe. A native of Michigan, he graduated from Oakland University with a degree in English.

Kurylko, a native of New Jersey, joined *Automotive News* in 1988. A Rutgers University graduate, she is a past president of the Washington Automotive Press Association.

index

Auction ads	22-26
Auction dates	26
Classifieds	27-31
Dealers	31
Incentives	36
Keith Crain	12
Legal file	21
Letters	13
Opinion	12
Personnel	20
Production	37
RVs	18

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corrections

■ An article in the Aug. 26 issue reported incorrectly that the U.S. Treasury Department has issued a ruling on the disputed domestic content levels at CAMI Automotive Inc. Treasury actually reached a preliminary conclusion on the matter but has not announced it formally. Any ruling will come jointly from the United States and Canada under the Canada-U.S. Free Trade Agreement.

■ An Aug. 19 photograph of an empty Toyota dealership may have created a false impression. The caption noted that Toyota Motor Sales U.S.A. had lost six dealers since Jan. 1. But the assets of the pictured dealership had been sold a year ago, and the purchaser opened a Toyota store nearby. So the closing of the pictured store was not part of any net loss.

HANS G. LEHMANN/HIDDEN IMAGE

Mazda readies new RX-7

Mazda will unveil an RX-7 replacement at the Tokyo auto show in October, but prototypes have been touring Germany's Nurburgring track. The new model features more rounded styling but is about the same size as the current RX-7. Power will come from a rotary engine, a turbocharged version expected to produce 200 horsepower. A U.S. debut is slated for spring.

latenews

CONTINUED *from* PAGE 1

RX-7, 626 and MX-6.

The campaign was developed in conjunction with Mazda's advertising agency, Foote, Cone & Belding in Orange County, Calif.

Ford recalls Probes, Festivas for emissions

DEARBORN, Mich. — Ford Motor Co. is recalling about 26,000 of its 1990 Probe models equipped with 3.0-liter V-6 engines to check exhaust emissions levels.

Dealers may have to install a new engine control module in some of the cars. Models built for California are not included.

Ford is also recalling about 20,400 of its 1988 and 1989 Festivas with 1.3-liter four-cylinder engines and manual transmissions built for California. Dealers will replace the exhaust gas recirculation valve. Ford said the current valve may incorrectly activate an indicator to service the emissions control system.

Volvo, Renault report second-quarter losses

NEW YORK — AB Volvo reported its pre-tax profit plummeted 74.3 percent in the second quarter, to about $40.7 million (258 million Swedish kronor).

Separately, Volvo's partner, Renault SA, announced its pre-tax operating profit sank 65.4 percent in the second quarter, to $161.9 million (962 million francs).

Volvo's year-old plan to cut overhead by $473 million has had some effect already and will be fully felt in the second half, the company said.

AB Volvo and Renault SA are tied by a series of cross-shareholdings.

Yugo ad account up for review

NEW YORK — Yugo America announced it is putting its advertising account up for review.

Yugo expects its present agency, Frankfurt Gips Balkind, to be among the agencies to pitch the account in the review that begins this week, said Tim Stone, Yugo national sales manager. Annual ad billings are $7 million to $9 million.

Toyota operating profit dips 22% for fiscal year

TOKYO — Toyota Motor Corp. said last week that operating profit from worldwide operations for the fiscal year ended June 30 fell 22.3 percent from a year earlier, to the equivalent of $3.6 billion. The dip reflected increased research spending and higher costs for personnel and depreciation, Toyota said.

Sales rose 7.2 percent, to $71.4 billion, the company said.

Toyota said unconsolidated operating income, which includes only parent-company results, slid 37.1 percent, to $2.4 billion. But net income for the year fell only 2.2 percent, to $3.1 billion.

Toyota said it produced 4.1 million vehicles in Japan last year, an increase of 1.9 percent. The company said it hopes to meet a target of 4.3 million this fiscal year. But company executives said a possible slowdown in the domestic market and uncertain conditions in key export markets could affect results.

Infiniti up 4.4%; Q45 now $42,000

CARSON, Calif. — Infiniti, the luxury-car division of Nissan Motor Corp. in U.S.A., has raised prices an average of 4.4 percent on its 1992 models.

The 1992 prices are: G20 four-door sedan, $18,300, up $550; M30 coupe, $25,000, up $500; M30 convertible, $33,000, up $2,000; and Q45 four-door sedan, $42,000, up $2000.

The destination charge remains at $385 on the 1992 models.

Prices of 1992 Nissan, Lexus and Suzuki models are on Page 33.

Autolatina moves Fox to Argentina plant

SAO PAULO, Brazil — Autolatina, the joint venture between Ford Motor Co. and Volkswagen AG, said last week it will concentrate production of several four-door models in Argentina while its Brazilian operation focuses on coupes.

Production of the U.S.-bound VW Fox, sold here as the Voyage sedan, will shift to Argentina next year. Autolatina already builds the four-door Ford Escort in Argentina.

Five finalists named in Amati agency search

LOS ANGELES — Two ad agencies jilted in recent romances with automakers are looking for true love this time with Amati, the newly announced luxury division of Mazda Motor of America Inc. Three fresh faces are at the dance, too, hoping to win the $50 million account.

Amati's five finalists are: Della Femina, McNamee/WCRS, which recently lost the American Isuzu Motors Inc. account; Lord, Dentsu and Partners, which handled Peugeot Motors of America Inc. business until Peugeot pulled out of the market last month; Foote, Cone & Belding, whose branch in Irvine, Calif., handles the Mazda Motor of America account; Jordan, McGrath, Case and Taylor; and Tatham/R.S.C.G.

The Amati is scheduled to be introduced in the spring of 1994.

BMW names Stofer to top U.S. finance post

NEW YORK — BMW of North America Inc. named Wolfgang Stofer, 47, its new chief financial officer last week. He replaces Klaus-Christian Penner, 42, who became a senior planner in the Finance Group at parent company BMW AG.

Stofer was most recently chief financial officer for BMW Italy. He joined BMW in 1978, after serving as an auditor for Touche-Ross in Europe.

briefly

Zap! Video games topple Toyota

After seven years as the best publicly traded company in Japan, **Toyota Motor Corp.** this year fell to third. Nintendo Co., a video game maker, and 7-Eleven Japan Co., a chain of convenience stores, deposed the carmaker. The business newspaper *Nihon Keizai Shimbun* ranked companies by size, efficiency, shareholders' equity ratio and profitability. Toyota profits fell this year.

THE GREAT ESCAPE — No offense, but **Hyundai's** marketing vice president, Tom Ryan, doesn't like Motown. At a press event last week he said that during 20 years with **Ford Motor Co.** he tried to avoid assignments in Detroit, but he was sent there every time he got promoted. So he tried to escape when he joined Michelin Tire Corp. for four years, moving to Greenville, S.C., but the tire giant wanted to move him to Detroit, too. So, now he's with Hyundai . . . where the only transfers are to Seoul.

WELCOME TO THE CLUB — J. Davis Illingworth Jr., vice president and general manager of the **Lexus** division at **Toyota Motor Sales U.S.A. Inc.**, said last week he wishes **Mazda Motor of America Inc.** well in launching the new Amati second channel, but Illingworth said he is glad Lexus is almost finished with the formative stage: "If it were two years ago and I had to go through launching a division again, well . . . My advice to them is to buy plenty of aspirin, because they're going to have a lot of headaches."

Illingworth: Take two aspirin.

MUSEUM QUALITY — **Mercedes-Benz** last week built the last of its current S-class line, ending an 11-year run of 892,123 cars. The last of the current series, a black pearl 560SEC, went straight to the Mercedes museum in Stuttgart, Germany. The series has been replaced by a bigger, heavier and more expensive family.

WHO GOT EDUCATED —**Chevrolet** last week inaugurated the newly relocated Detroit Press Club in the city's Renaissance Center. The occasion: General Manager Jim Perkins' announcement of a partnership between Chevrolet and Apple Computers Inc. called Driving for Education. In an exhibit directly across from the Press Club entrance, for all to ogle as they poured into and out of the Chevy conference, stood an exhibit of **Ford Motor Co.** products.

ROUGH WATERS —Great Britain's anti-import factions can't count on this way to beat imports back to the sea. *Autocar & Motor* reported that two Japanese ships bound for England ran into another one at the Straits of Gibraltar. The accident cost **Toyota** 3,424 cars and **Mazda** 1,156 vans.

NAME GAME —Maybe you've heard it. Ever since **Mazda Motor of America Inc.** announced the name of its 1994 luxury car, scoffers have been scoffing: **"Amati? What a *strange* name for an automobile!"** We aren't trying to tell Mazda how to respond to those jibes, but we can think of three equally strange names that have been applied to luxury cars in recent years. **Acura. Lexus. Infiniti.**

Postwar Middle East is boom market for Big 3

BOB DeMAYER
Special Correspondent

Vehicle sales are soft in North America, but the expected postwar boom in the Middle East is well under way.

In the drive to meet postwar demand, the Big 3 shipped 2½ times as many vehicles to the Persian Gulf market in the first half of this year as they did in the first half of 1990, according to data compiled by the Motor Vehicle Manufacturers Association.

The Big 3 shipped 37,996 cars and trucks to the Persian Gulf region in the first half of the year compared to 14,903 in the first half of 1990 — the period immediately before Saddam Hussein's Iraqi army invaded Kuwait. General Motors accounted for 72 percent of the shipments this year and 75 percent last year.

Chrysler Corp. did not begin began shipments to the region until December 1990.

The six countries that form the Persian Gulf market, also known as the Gulf Cooperative Council, are Bahrain, Kuwait, Omar, Qatar, Saudi Arabia and the United Arab Emirates.

General Motors increased shipments to Kuwait, in particular, to replace vehicles destroyed and stolen during the Persian Gulf war, according to GM spokesman John Pekarek.

"In Kuwait, our sales this half were above and beyond normal," said Pekarek. "After the war ended, there was a better and more positive attitude, which helped increase our sales to the other Middle Eastern countries."

The Chevrolet Caprice sedan and the GMC Suburban are GM's best-selling car and truck in the Middle East.

According to the MVMA, GM shipped 27,526 cars and trucks to the Middle East in the first half of 1991, compared to 11,262 in the first half of 1990.

Ford's most popular cars in the Middle East are the Ford Crown Victoria and the Mercury Grand Marquis, according to Ford spokeswoman Lin Cummins.

Cummins said Ford's increase in shipments to the Middle East this year was due to postwar spending, inventory replacement for Kuwaiti dealers, inventory building by dealers in other countries and a Ford effort to increase Gulf market penetration.

Sales momentum in the region has grown steadily since the end of February, when

see **MIDDLE EAST,** *33*

NO RUSH

Iacocca quashes talk he's got one foot out the door

MARY CONNELLY
Staff Reporter

ROCHESTER HILLS, Mich. — Chrysler Corp. Chairman Lee Iacocca signaled last week that he is unlikely to retire soon.

In fact, Iacocca suggested that the Chrysler board of directors will be "deliberating all next year" about who will succeed him.

Iacocca's impromptu remarks to reporters were made at a dealership dedication ceremony in Rochester Hills, Mich.

Asked how long he will stay at the Chrysler helm, Iacocca, who will be 67 in October, said, "I don't know. 'Til things turn around."

Then in a joking manner, he said, "As soon as you get to be 65, they speculate you're going to drop dead. I'm really 64. Print that. I got a couple years to go."

The tenor of Iacocca's remarks made it clear that he is not in any hurry to hand over the chairmanship. There has been incessant speculation at Chrysler about when Iacocca might step down or name a successor. Iacocca has done little to clarify the issue.

Detroit was abuzz this summer with word that Chrysler was looking outside the company for a possible Iacocca successor. But the company has neither confirmed the report nor supplied the names of possible candidates.

New ads, dealership benefits ➤ 4

Chrysler President Robert Lutz and Vice Chairman Robert S. Miller Jr. are considered the primary internal contenders.

Iacocca has a strong incentive to remain at Chrysler beyond 1991. Under his contract, Chrysler will give him 62,500 shares of common stock for every quarter he works after Jan. 1, 1992. The contract expires Dec. 31, 1991, but in June 1990 Iacocca signed an agreement with the Chrysler board that allows him to remain as chairman indefinitely and gives him the shares.

Iacocca's comments last week that he will remain chairman until good times return indicate he will

see **IACOCCA,** *33*

JOE WILSSENS AN

At a Dodge dealership groundbreaking, Chrysler Chairman Lee Iacocca, second from right, meets the family of owner Tony Viviano, right. Pictured are grandsons Tony, left, and Jason, daughter-in-law Alicyn and son Sal.

Chrysler chief meets the family

Chrysler Chairman Lee Iacocca made a rare public appearance last week to help Dodge dealer Tony Viviano lay the cornerstone for his new $4 million store in Rochester Hills, Mich.

Tired of being isolated in a trailer away from people and press, Iacocca said to Viviano, "Come on, let's go meet your family and friends."

Viviano's sons Sal and Nino will manage the new 25,000-square-foot Metropolitan Dodge facility.

"This investment is like a little shot in the arm for the car business," said the elder Viviano.

— *William R. Diem*

Germans, Swedes first to tap Baltic markets

Automotive News Staff

The newly sovereign Baltic states of Estonia, Latvia and Lithuania are emerging as a potential market where some German and Swedish automakers are already doing business while U.S. makers wait on the sidelines.

Virtually all automakers continue to profess caution toward the Baltic states and other segments of the disintegrating Soviet Union despite widespread diplomatic recognition of the three nations with a combined population of nearly 8 million.

Primary industry concerns are the lack of hard currencies to pay for vehicles and the lack of economic infrastructures to support sales and service operations. Some proposed ventures are now on hold.

Volkswagen AG seems to have the best toehold in Lithuania, the southernmost Baltic nation. A few German VW dealers have been exporting new cars, mostly Golfs, to that country for years.

W.P. Schmidt, Volkswagen export director, says, "They now sell a few hundred cars altogether, and some even print instruction manuals in the local language and have been sending instructors to train local mechanics."

Saab-Scania AB began exporting trucks to Estonia a year ago, and to date has sold some 30 heavy-duty trucks to an Estonian long-haul transport company with its own service facilities.

Volvo Truck Corp. is scheduled to open its own authorized truck service facility in Tallinn, Estonia, this month. The company said it definitely plans to expand its presence there. Volvo Truck's exports to the Baltics went from zero in 1988 to about 40 units in 1990.

Volvo Car Corp. sells about 50 cars a year in the Baltic countries.

Saab Automobile AB was contacted by an Estonian car importer when the liberation movement started in 1990. A Saab spokesman said the talks were interrupted, but the climate again seems favorable.

Chrysler Corp. President Robert Lutz last week said the massive changes under way in the Soviet Union and the Eastern Bloc will create vast new markets, fueling an economic boom which may overturn the notion that growth in the industrialized world is peaking. Lutz declined comment on Chrysler's plans in the Baltic region.

MARTHA GRATTAN / DAVID L. BURHANS / AN

But Chrysler Chairman Lee Iacocca did indicate that "nothing came of" the company's discussions with the Soviet government about a possible venture to modernize a minivan assembly plant on the Baltic coast. Discussions, begun in 1988, focused on the possible modernization of the RAF factory in Riga, Latvia, which produces an 11-passenger minibus (RAF-2203) and derivatives primarily used as medical ambulances, and as fire protection and traffic control vehicles.

"We were invited by the old regime," Iacocca said. "I don't know who we would go back to see this time."

Richard M. Lee, executive-in-charge of General Motors' international export sales, said it's still too early to tell what business opportunities there will be in the Baltic states and the other newly independent states.

"From a long-term perspective, there are some very significant signs that those markets are going to open up eventually and, in terms of volume growth, could represent

see **BALTIC,** *33*

Isuzu prepares to crank up Rodeo output

LINDSAY CHAPPELL
Staff Reporter

American Isuzu Motors Inc. is banking on a surge in Rodeo sales this year to clear production from an expanded U.S. assembly plant.

Isuzu's U.S. factory is about to pump up the volume on the sport-utility to about 60,000 a year, or 5,000 a month. That's almost twice the volume that Isuzu dealers have managed to sell so far in the Rodeo's best month.

Sales are brisk for the Rodeo, introduced in 1990, the company reports. But in its best-selling month to date, June 1991, the Rodeo posted 2,775 sales. If that level held for 12 months, it would amount to about 33,000 sales a year — or 26,000 less than what Subaru-Isuzu Automotive Inc. now plans to build.

"The Rodeo is selling better every month," said Susan Cain, a spokeswoman for American Isuzu. "We have high hopes for it."

The increase in volume is the result of a $65-million expansion at the Subaru-Isuzu factory in Lafayette, Ind. That expansion was originally slated to boost Isuzu's output as well as its partner's, Fuji Heavy Industries Ltd.

Fuji manufacturers the Subaru

see **ISUZU,** *33*

10-DAY CAR AND TRUCK SALES, BY MAKE

	Aug. 11-20, 1991	Aug. 11-20, 1990
ALFA ROMEO (Imp. car)*	85	132
Acura (Imp. car)	3,465	3,651
Domestic car	14,983	12,323
Imported car	4,244	5,471
Honda	19,227	17,794
AMERICAN HONDA	22,692	21,445
ASTON MARTIN (Imp. car)*	2	2
BMW (Imp. car)*	1,458	1,413
Domestic car*	2,873	4,038
Imported car*	14	67
Domestic truck*	75	62
Chrysler Division*	2,962	4,167
Domestic car*	5,551	7,250
Imported car*	1,074	643
Domestic truck*	8,505	8,690
Imported truck*	88	236
Dodge*	15,218	16,819
Domestic car*	1,287	1,526
Imported car*	234	338
Eagle*	1,521	1,864
Domestic truck*	3,285	4,700
Jeep*	3,285	4,700
Domestic car*	3,289	4,997
Imported car*	470	542
Domestic truck*	3,135	3,617
Plymouth*	6,894	9,156
Domestic car*	13,000	17,811
Imported car*	1,792	1,590
Domestic truck*	15,000	17,069
Imported truck*	88	236
CHRYSLER CORP.*	29,889	36,705
Imported car*	197	193
Imported truck*	58	140
DAIHATSU*	255	333
FERRARI (Imp. car)*	24	24
Domestic car	25,422	28,359
Imported car	913	1,332
Domestic truck	28,883	36,512
Ford Division	55,218	66,203
Domestic car	3,434	8,142
Lincoln	3,434	8,142
Domestic car	8,051	4,612
Imported car	1,573	1,698
Mercury	9,624	6,310
Domestic car	36,907	41,113
Imported car	2,486	3,030
Domestic truck	28,883	36,512
FORD	68,276	80,655
Domestic car	12,660	11,970
Buick	12,660	11,970
Domestic car	3,205	5,570
Cadillac	3,205	5,570
Domestic car	22,524	30,223
Imported car	2,880	2,978
Domestic truck	26,820	32,803
Imported truck	56	56
Chevrolet	52,280	66,060
GMC	7,929	8,787
Domestic car	10,514	9,701
Domestic truck	828	830
Oldsmobile	11,342	10,531
Domestic car	9,527	12,633
Imported car	1,090	1,333
Domestic truck	560	791
Pontiac	11,177	14,757
Domestic car	2,280	0
Saturn	2,280	0
Domestic car	60,710	70,097
Imported car	3,970	4,311
Domestic truck	36,137	43,131
Imported truck	56	56
GENERAL MOTORS	100,873	117,595
HYUNDAI*†	3,407	3,201
Imported car*	246	116
Domestic truck	1,099	302
Imported truck*	2,093	1,599
ISUZU*	3,438	2,017
JAGUAR (Imp. car)*	250	423
LAMBORGHINI (Imp. car)*	4	4
LOTUS (Imp. car)*	8	8
MASERATI (Imp. car)*	6	6
Domestic car	1,521	2,660
Imported car*	3,726	4,251
Domestic truck	326	0
Imported truck*	3,916	2,925
MAZDA*	9,489	9,836
MERCEDES-BENZ (Imp. car)*	1,427	1,585
Domestic car	1,735	1,120
Imported car*	2,245	1,458
Imported truck*	735	1,142
MITSUBISHI*	4,714	3,720
Infiniti	1,632	632
Domestic car	2,512	3,129
Imported car*	9,074	8,259
Domestic truck	3,486	3,696
Imported truck*	5,624	4,378
Nissan*	20,695	19,462
NISSAN MOTOR CORP.	22,328	20,094
PEUGEOT (Imp. car)*	84	181
PORSCHE (Imp. car)*	122	225
RANGE ROVER (Imp. truck)*	72	136
ROLLS/BENTLEY (Imp. car)*	15	30
SAAB (Imp. car)*	650	1,090
STERLING (Imp. car)*	148	82
Domestic car	1,103	643
Imported car*	1,337	2,493
SUBARU*	2,490	3,136
Imported car	142	160
Imported truck	413	300
SUZUKI†	555	460
Lexus (imp. car)	1,530	1,516
Domestic car	9,946	10,444
Imported car	6,457	9,633
Imported truck	6,784	7,989
Toyota	23,197	28,066
TOYOTA MOTOR SALES	24,727	29,582
Audi (imp. car)*	232	466
Imported car*	2,487	3,464
Imported truck*	205	213
Volkswagen*	2,692	3,677
VWoA*	2,923	4,143
VOLVO*†	1,730	2,292
YUGO (Imp. car)*	84	166
Domestic car	142,417	159,340
Imported car	54,822	61,477
TOTAL CAR	197,239	220,817
Domestic truck	84,931	100,710
Imported truck	20,043	18,113
TOTAL TRUCK	104,974	119,823
TOTAL CAR & TRK	302,213	340,640

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

Car-truck sales dive 11.3% in mid-August

JIM HENRY
Staff Reporter

New-vehicle sales fell 11.3 percent to 302,214 cars and light trucks in mid-August. The dip was slightly less than the 13.2 percent decline for the year to date.

Car sales were down 10.7 percent, and light trucks were 12.4 percent below the year-ago period. In mid-August 1990, sales were down a modest 4.6 percent despite the crisis in the Middle East that led to the Persian Gulf war.

Mid-August sales were mixed for the leading Japanese firms. Sales rose 5.8 percent for American Honda Motor Co. Inc. Acura sales declined 5.1 percent, but Honda climbed 8.1 percent. Nissan Motor Corp. in U.S.A. (Nissan/Infiniti) shot up 11.1 percent. Toyota Motor Sales U.S.A Inc. (Toyota/Lexus) was off 16.4 percent.

Combined Big 3 sales of domestic and imported cars and trucks were down 15.3 percent. Chrysler Corp. sales were off an estimated 18.6 percent, as every division trailed last year. Ford Motor Co. sales fell 15.4 percent, although Mercury was up 52.5 percent.

General Motors sales declined 14.2 percent. As in early August, Buick and Oldsmobile were the only divisions to post a gain. Nevertheless, GM sold more vehicles than Ford and Chrysler combined.

Automotive News estimates 10-day sales for Chrysler and for most imports. There were eight selling days in mid-August both years.

Head injuries 'possible' for drivers of Civic, Suzuki Sidekick

WASHINGTON — Drivers of the Honda Civic and the Suzuki Sidekick could suffer "possible" serious head injuries in a 35-mph crash, the government says.

The Sidekick front-seat passenger also could suffer "possible" serious head injury, according to the latest round of crashes in the National Highway Traffic Safety Administration's New Car Assessment Program.

Three other vehicles — the Isuzu Stylus, Nissan Stanza, and Nissan 300ZX — all had head scores well below the 1,000 threshold. The scores indicate that serious head injury is "unlikely," according to NHTSA. Passenger scores on the Stylus and Stanza also were in the "unlikely" range; data for passengers was not available on the 300ZX.

NHTSA crashed 32 vehicles in the 1991 model year. Also included in its bank of results are "projected scores" of 57 other vehicles that were crashed in previous years and that haven't been since redesigned.

Of 15 subcompacts crashed, the Civic was among three that scored in the "possible" serious head-injury range for drivers. The four-door Sidekick was one of seven sport-utilities with head-injury scores above the 1,000 threshold. But the four-door Sidekick had the highest passenger head-injury score among 12 sport-utilities crashed: 2,017.

In a statement, Suzuki noted that its vehicles comply with federal safety rules and that "NHTSA has not demonstrated a relationship between NCAP tests and a broad variety of real world driving conditions.

"As NHTSA makes it clear in its report, the NCAP results are not a basis for determining if a vehicle is safe," Suzuki said. "Minor variations in test procedures can result in significantly different test results."

A Honda spokeswoman said the Civic had "significantly better head-injury scores" in Honda's own tests.

The Audi 100 has the lowest driver head-injury score of all 89 vehicles: 185. The Ford Taurus had the lowest passenger head-injury score: 258. Both are intermediate cars. The highest driver score was for the Chevrolet G20 van: 3,665. The highest passenger score belonged to the Jeep Comanche pickup: 2,700.

NHTSA performs the crashes as a "consumer information" program. Vehicles meet federal safety standards at 30 mph. The agency says comparisons should be made among vehicles in the same weight range.

Environmental messages to get more play in ads

RAYMOND SERAFIN
Crain News Service

Safety, one of the key ad themes for automakers, may soon be joined by environmental messages.

General Motors will gradually integrate into its advertising information about progress on environmental issues, said Marina v.N. Whitman, vice president of the Public Affairs and Marketing Group.

"The concern about environmental impact is coming," she said, adding that now "it's not quite at the same stage as safety demands in customer terms."

Whitman said political questions about "green" issues are causing a marketplace problem, largely because U.S. automakers haven't done enough to explain their environmental efforts to the public.

"People are getting concerned about environmental issues," she said, "and that's why it's important to close this perception gap — to get the facts out about our emissions reduction leadership, our leadership in electric cars, about all the work we're doing on alternative fuels."

The political problem stems from Detroit's long history of knocking heads with Washington lawmakers over such regulatory issues as fuel economy, emissions, safety and recyclability — all potentially costly issues for the industry as it tries to pull itself out of a financially draining sales slump.

"Detroit has a lot of credibility problems because they complain about how things can't be done, and then the Japanese or the Europeans do them and create an image of being more technically advanced," said Stanley Plog, chairman of Plog Research, a marketing consulting firm.

"It would be hard to trace how many sales it costs Detroit, but it doesn't help if people have a negative attitude about you," he said. "You come across as anti-environmental at a time when everyone likes to think of themselves as environmentalists."

GM tends to be a lightning rod for social critics because of its size, said Thomas O'Grady, president of Integrated Automotive Resources, a marketing consulting firm. That goes back at least to the 1960s, when Ralph Nader earned his reputation as a consumer crusader by taking on GM on safety issues.

NEW CAR ASSESSMENT PROGRAM RESULTS FOR 1991

	Head injury: Driver	Head injury: passenger	Airbag
LIGHT CARS (2,000-2,499 POUNDS)			
Geo Storm*	417	981	Driver
Ford Escort*	434	450	No
Isuzu Stylus	580	No data	Driver
Nissan Sentra*	583	681	No
Acura Integra	585	637	No
Hyundai Excel	696	419	No
Mazda Protege*	779	612	No
Toyota Celica	834	685	Driver
Hyundai Scoupe*	870	618	No
Saturn SL2*	918	1,018	No
Mazda Miata	920	531	Driver
Mitsubishi Mirage	960	772	No
Honda Civic	1,068	601	No
Toyota Tercel*	1,138	729	No
Toyota Corolla*	1,238	613	No
COMPACT CARS (2,500-2,999 POUNDS)			
Chevrolet Beretta*	343	739	Driver
Dodge Daytona	399	297	Driver
Oldsmobile Calais	405	328	No
Nissan 240SX	407	525	No
Chevrolet Corsica*	493	956	Driver
Dodge Shadow*	503	457	Driver
Nissan Stanza	546	No data	No
Ford Probe*	550	418	No
Ford Tempo	721	470	No
Honda Accord*	750	378	No
Plymouth Acclaim*	762	446	Driver
Chevrolet Cavalier	770	485	No
Mitsubishi Eclipse	772	612	No
Buick Century*	815	1,144	No
Pontiac Grand Am	846	601	No
Subaru Legacy	1,007	675	No
Mitsubishi Galant*	1,024	711	No
BMW 325i	1,036	No data	Driver
Volkswagen Passat	1,182	604	No
Honda Prelude	1,279	854	No
MEDIUM CARS (3,000-3,499 POUNDS)			
Audi 100	185	710	Driver
Infiniti M30	466	443	Driver
Ford Taurus*	480	258	Driver
Chrysler New Yorker*	511	No data	Driver
Volvo 740	519	445	Driver
Honda Accord LX*	562	539	Driver
Chevrolet Camaro*	585	583	Driver
Ford Mustang	651	438	Driver
Ford Taurus	735	609	Driver
Nissan 300ZX	765	No data	Driver
Toyota Cressida	790	544	No
Mercedes 190E 2.6	800	833	Driver
Nissan Maxima	808	736	No
Buick Regal	880	535	No
Lexus ES250	992	630	Driver
Chevrolet Lumina	1,200	No data	No
Buick LeSabre	No data	426	No
HEAVY CARS (3,500 POUNDS & OVER)			
Cadillac DeVille	423	No data	Driver
Lincoln Town Car	471	No data	Driver/pass.
Chrysler Imperial	517	2,132	Driver
Chevrolet Caprice*	533	1,101	Driver
Ford Thunderbird	541	496	No
Lincoln Continental	863	492	Driver/pass.
MULTI-PURPOSE VEHICLES			
Jeep Wrangler YJ	758	1,229	No
Chevrolet Blazer	772	No data	No
Ford Explorer*	903	No data	No
Jeep Cherokee	943	841	No
Isuzu Amigo	996	744	No
Chevrolet Blazer*	1,026	1,826	No
Isuzu Rodeo*	1,254	884	No
Toyota 4Runner	1,306	1,133	No
Suzuki Sidekick 4-dr.	1,314	2,017	No
Suzuki Sidekick 2-dr.	1,345	1,763	No
Chevrolet Suburban	1,477	1,176	No
Isuzu Trooper II	1,564	1,952	No
LIGHT TRUCKS			
Dodge D150	685	486	No
Nissan Pickup	742	965	No
Chevrolet C1500	892	374	No
Chevrolet S-10	985	522	No
Jeep Comanche	1,052	2,700	No
Ford F-150	1,074	587	No
Chevrolet S-10	1,074	1,358	No
Ford Ranger	1,270	736	No
Toyota Pickup 4x4*	1,342	808	No
Toyota Pickup	1,520	883	No
Isuzu Pickup (spacecab)	1,873	723	No
VANS			
Pontiac Trans Sport	761	595	No
Mazda MPV*	1,038	500	No
Volkswagen Vanagon GL	1,320	899	No
Toyota Previa*	1,434	790	No
Ford Aerostar	1,568	1,070	No
Chevrolet Astro	1,849	1,838	No
Ford Club Wagon	2,613	1,896	No
Chevrolet G20	3,665	1,452	No

*1991 models crashed; others crashed in previous model years.
Source: National Traffic Safety Administration Names in bold were just released.

BIG 3 EXPORTS TO MIDDLE EAST

(First six months)

	Cars		Trucks		Total		Percent change
	1990	1991	1990	1991	1990	1991	
Kuwait	1,561	4,803	653	8,249	2,214	13,052	489.5
Saudi Arabia	6,807	9,135	2,600	11,592	9,407	20,727	120.3
Qatar	711	557	183	317	894	874	– 2.2
U.A.E.	1,440	1,518	349	836	1,789	2,354	31.6
Oman	365	701	29	170	397	871	119.4
Bahrain	190	110	12	8	202	118	– 41.6
Total	**11,077**	**16,824**	**3,826**	**21,172**	**14,903**	**37,996**	**155.0**

Source: Motor Vehicle Manufacturers Association

MIDDLE EAST

FROM PAGE 3

the hostilities ended.

Since July, when Ford resumed shipments to Kuwait, it has shipped 1,200 new products there, including the Ford Explorer sport-utility. This is the first time the Explorer has been exported to Kuwait, according to Cummins.

In October, Ford plans to start shipping 1992 Ford Tempo, Mercury Topaz and Ford Taurus models to the region, Cummins said.

Ford shipped 5,303 cars and trucks to the Middle East during the first half of this year compared to 3,449 in the first half of 1990.

For all of 1989, Ford shipped more than 9,500 cars to the Middle East, according to Cummins. In 1990, that dropped to fewer than 7,400.

The Jeep Cherokee is the best-selling Chrysler vehicle in the Middle East, according to Chrysler spokeswoman Karen Stewart.

Saudi Arabia is the largest Middle Eastern market for Chrysler.

Chrysler shipped 5,167 cars and trucks to the Middle East during the first half of 1991 compared to 192 in December of 1990, its first month in the market.

1992 NISSAN, LEXUS, SUZUKI PRICES

	1992 Price	Change from final 1991 price
NISSAN Sentra		
E 2-dr.	$ 8,495	+$ 205
E 4-dr.	9,550	+ 325
XE 2-dr.	9,880	+ 350
XE 4-dr.	10,565	+ 350
SE 2-dr.	10,560	+ 450
SE-R 2-dr.	11,850	+ 480
GXE 4-dr.	12,950	+ 465
Sentra		
XE 4-dr.	12,750	+ 370
GXE 4-dr.	17,070	+ 1,245
SE 4-dr.*	16,690	+ 1,245
Maxima		
GXE 4-dr.	19,695	+ 320
SE 4-dr.	20,815	+ 320
NX		
1600 2-dr.	11,300	+ 210
2000 2-dr.	13,480	+ 510
240SX		
Coupe	14,515	+ 420
SE coupe	16,690	+ 490
Fastback	14,785	+ 435
SE fastback	16,385	+ 495
LE fastback	18,725	+ 555
Pathfinder		
XE 4-dr. (2wd)	17,265	+ 630
XE 4-dr. (4wd)	18,910	+ 650
SE 4-dr. (4wd)	21,980	+ 775
*New model for 1992		

	1992 Price	Change from final 1991 price
LEXUS ES300		
4-dr.*	25,250	+ 3,750
SC300**		
2-dr.	32,000	—
SC400		
2-dr.***	37,500	—
LS400		
4-dr.	42,200	+ 3,200
*The 1992 ES300 replaces the 1991 ES250		
**New model for 1992		
***Introduced June 1, 1991		
SUZUKI Swift		
GA 3-dr. hatch.	6,899	+ 200
4-dr.	7,699	+ 200
GT 3-dr. hatch.	9,599	+ 200
GS 4-dr.	9,099	+ 500
Samurai		
JA soft top (2wd)	6,299	+ 300
JL soft top (4wd)	8,199	– 100
Sidekick		
JS 2-dr., soft top (2wd)	10,699	+ 400
JX 2-dr. soft top (4wd)	11,999	+ 200
JX 4-dr. hard top (4wd)	12,499	+ 500
JLX 4-dr. hard top (4wd)	13,699	+ 700

Nissan prices rise 3.4%; Lexus, Suzuki also climb

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — The approach of the 1992 model year brought announcements of price increases last week from Nissan Motor Co. in U.S.A., Lexus Division of Toyota Motor Sales U.S.A. Inc. and American Suzuki Motor Corp.

Nissan hiked its 1992 cars and trucks an average of $450, or 3.4 percent on a sales-weighted basis. It was the first of the major Japanese makes to disclose its 1992 prices.

Nissan's cheapest model, the Sentra E two-door, jumped 2.5 percent, from $8,290 to $8,495. That $205 hike was the smallest of those posted last week. Others ranged from $210 on the NX 1600 coupe to $1,245 on the Stanza GXE four-door sedan.

The Maxima sedans went up $320 apiece.

On the sporty side, the 240SX coupes and hatchbacks went up $425 to $555. Pathfinder sport-utility vehicles rose $630 to $775 for 1992.

Prices of the Nissan 300ZX will be announced Oct. 7, and pickup truck stickers will be disclosed Sept. 16.

The new Lexus ES300 sedan, the division's entry-level car, is priced $3,750 higher than the ES250, which it replaces.

The ES300 offers better performance and more room and is priced at $25,250 with a five-speed manual transmission and $26,150 with automatic.

Another new Lexus, the SC300 coupe, is $31,100 with five-speed and $32,000 with automatic. The flagship LS400 is up $3,200, at $42,200. The leather interior package is standard; it was $1,400 extra for 1991.

Suzuki's lowest-priced sport-utility, the Samurai, climbed above $6,000 for 1992. The base model is $6,299, up $300, but the four-wheel-drive Samurai was cut $100.

The Sidekick sport-utilities are up $200 to $700.

The Suzuki Swift three-door hatchbacks went up $200, and so did the base four-door sedan. The GS sedan rose $500.

IACOCCA

FROM PAGE 3

be at the helm well into next year. Chrysler expects 1992 to mark a reversal in its declining fortunes.

Early in the year, the company will launch the 1993 Jeep Grand Cherokee, which it hopes will strengthen its position in the four-door sport-utility market.

Next fall, Chrysler's crucial line of LH mid-sized sedans bows. The sedans ride on Chrysler's first new car platform since 1980 and are vital to the company's quest to regain car market share.

Iacocca said he expects the new products to be introduced during an upturn in the automotive sales cycle. Although Iacocca was an early doomsayer when he predicted the current recession, he sounded optimistic last week, suggesting that U.S.-Canada car and truck sales will reach "15 million units or better" in 1992.

Iacocca also indicated that Chrysler is likely to continue its cost-cutting beyond the $3 billion reduction it is now trying to reach. "I expect volumes and margins to pick up and costs are down. That's a recipe for a banner year," he said about 1992.

Chrysler will need the heftier margins of its new products. Its cash crunch is not likely to abate in 1991.

In fact, Iacocca said last week that the company by "a close call" opted to issue 56 million new shares of common stock to avoid a further downgrading of the company's credit by rating agencies. The public offering consists of 33 million new shares; 23 million shares will be contributed to Chrysler's under-funded pension plan.

Iacocca said the share offering, which is intended to raise an estimated $400 million, was not made to avoid tapping into the company's $1.75 billion line of bank credit.

He said the equity offering was made "strictly to shore up the credit ratings and make sure they don't downgrade us one more time."

Major rating agencies downgraded the long-term debt of Chrysler and Chrysler Financial Corp., the company's financial services subsidiary, to junk bond status early this year.

Iacocca will begin peddling the new shares next week.

He said Chrysler will host 50 to 75 of the company's top institutional investors Tuesday. In addition to hearing the chairman's upbeat forecast, investors will test drive future products at the company's Chelsea, Mich., proving grounds.

BALTIC

FROM PAGE 3

some significant markets," Lee said. "It's just really a question of how soon and what has to happen before all that starts to fall into place. There's quite a little bit of infrastructure that has to be repaired and built."

Lee said the Baltic states seem to starting from a base level farther back than from where countries such as Poland and Czechoslovakia started, although the Baltic nations do have seaports and proximity to Western Europe.

Lee: too early to tell

A Ford Motor Co. spokeswoman in Dearborn said Ford is monitoring developments in the Soviet Union, saying it is too early to tell if there is any market potential in the three Baltic republics.

There is a Ford dealership in Estonia, owned by the Soviet Union, which pays hard currency for vehicles. There is also a Ford dealership in the Ukraine and service centers in Leningrad and Moscow.

Before the Putsch, Ford had plans to sell 1,000 vehicles in the Soviet Union. "We are watching it on a day-to-day basis," the Ford spokeswoman said.

Support for economic and technical aid from Western democracies was mushrooming last week after President George Bush and British Prime Minister John Major huddled in Maine. But the hesitancy of major Western nations to clearly define a modern-day Marshall Plan for the region has left huge question marks about the fate of the auto industry there.

The failed Soviet coup d'etat and ongoing independence movement by Soviet republics have likely enhanced auto industry opportunities in the region, said Philip Wylie, the leading industry analyst for Salomon Brothers in London.

But Wylie warned that a total break up of the Soviet Union could lead to chaos and major setbacks in current and future investments by vehicle manufacturers.

Most European analysts seem to agree that some sort of "economic union" similar to the European common market will likely evolve. Garel Rhys, professor of motor industry economics at Cardiff Business School, said the failed coup sent a loud message to Western automakers that their investments are now much safer in the region.

"The generals have thrown their dice and lost," said the professor. "The communist hardliners are out and the generals have been told in the Soviet Union to leave alone the satellite countries," said Rhys.

Salomon's Wylie said manufacturers should not be overly worried about their investments in the Soviet region. "It may be a very difficult situation," he said, "but I think it will eventually be resolved.

"These investments that have been made in Eastern Europe haven't been made with a short-term goal," Wylie said. "It has all been done with a fairly long payback period. As a result, they are prepared to wait for the turnaround which is coming.

"It is not going to be until 1995 when we see the growth really starting to come through," he said.

Rhys warned investors not to abandon the industry. "They should not be frightened," he said. "I think they should pause for a moment, but not run and scatter."

Staff Reporters Mary Connelly, Phil Frame and Charles M. Thomas in Detroit and Staff Correspondent Stig Bjorklund in Sweden contributed to this report.

ISUZU

FROM PAGE 3

Legacy at the plant and is a 51-percent partner in the venture. But Fuji opted not to expand Legacy production.

As a result, Rodeo production will grow from 150 units a day currently to 247 a day by December, giving Isuzu about 23,000 more Rodeos a year. Legacy production will remain at 250 a day, or 60,000 a year.

The expansion will also increase Isuzu's pickup production by about 8,000 units annually to about 32,000, bringing Isuzu's total share of the plant's output to 92,000 units a year.

"We've been waiting for the marketing guys to tell us to let it rip," Rick McKinnon, vice president of manufacturing at the plant, said of the new expansion. "I hope we're reading it right and aren't premature."

Plans originally called for Subaru and Isuzu to divide plant output equally.

American Isuzu has no plans to export the Rodeo, beyond a few hundred units that are now going to Canada and Puerto Rico.

The factory expansion follows almost two years of political bickering between Subaru-Isuzu and the state of Indiana.

The venture was originally supposed to expand from producing 120,000 units a year to 240,000, according to its 1986 "memorandum of understanding" with the state. Indiana committed about $84 million in state incentives to help build the plant.

But when plant officials said that the first expansion would only be an intermediate one, boosting production to about 170,000 units a year, state officials questioned whether the agreement had been violated.

The newly completed expansion was recently funded by leveraged-lease financing through the Indiana Development Finance Authority, a public agency. The arrangement allowed the car and truck maker to enter into a sale and lease-back of the $65 million in equipment.

But a plant spokeswoman said that Subaru-Isuzu has still not received approximately $8.8 million in state funding the company is counting on to train additional employees.

She said that discussions are still under way between the manufacturer and the state about the training funds.

The spokeswoman said that about 40 employees had been trained without the state funds, and that another 100 temporary production workers had been added to plant's 1,900-member work force.

Meanwhile, there are still no plans to expand production of the Subaru Legacy. In March of this year, Isamu Kawai, president of Subaru's parent company, Fuji Heavy Industries Ltd., visited the plant to determine whether that operation should be expanded along with Isuzu's.

Plans call for the plant to reach a capacity of 240,000 vehicles a year by 1993, of which Subaru would get 120,000.

The expansion also creates an overcapacity issue for the transplant. The expansion gives Subaru-Isuzu a production capacity of 170,000 vehicles a year. All production plans combined bring the partners to a little over 152,000 vehicles a year — a shortfall of 18,000 units.

Infiniti rewards dealers; Sterling offers $11,000 rebate

ARLENA SAWYERS and LIZ PINTO
Staff Reporters

Infiniti, the luxury car division of Nissan Motor Corp. in U.S.A., continues to stress customer satisfaction via a program that awards cash to dealers with high customer satifaction ratings.

Also, Ford Motor Co. announced customer rebates on some 1992 vehicles last week, and Peugeot Motors of America Inc. and Sterling Motor Cars are offering generous factory-to-dealer incentives to help clear out the last of their inventory in this country.

Infiniti dealers report that they are paid a cash incentive based on how well they meet volume and customer satisfaction objectives set by the division. They must achieve a customer satisfaction rating of at least 95 points (out of 100) to qualify for the bonus. Payments range up to $5,000 per car sold. The program extends through September and includes all 1991 Infiniti cars except the M30 convertible.

Infiniti would not discuss the program, but a spokeswoman acknowledged that the division has a cash program to "reward the dealers who are doing what we set out to do."

Susan Jacobs of Jacobs Automotive, an automotive consultant firm in Little Falls, N.J., said the incentive program parallels Infiniti's main focus, customer satisfaction.

"When your main focus is 'the customer,' you have to have a way, as manufacturer, to communicate that goal to your dealers and make it pay for them to meet customer satisfaction standards," Jacobs said.

"The risk with aggressive dealer incentives is that the quality of customer service will decline with dealers maximizing the benefit of high sales volume. The Infiniti program ensures that the reputation Infiniti has built on customer satisfaction will not suffer from an aggressive dealer incentive program."

Dealers agree that it is important to keep Infiniti's reputation as a customer-oriented manufacturer intact while increasing sales.

Frank Moyed, general sales manager for Shen Infiniti in San Mateo, Calif., praised the customer satisfaction-based incentive program.

"To get money back, we have to sell cars the right way — with satisfied customers. If they are satisfied, we benefit too," Moyed said.

"I think that's an excellent way to work incentives — to think about the customer first."

Ford Motor Co. has added several 1992 vehicles to its buyer-incentive program. The rebates range from $500 to $750 on Ford and Mercury cars and Ford trucks. In lieu of rebates, consumers may choose 7.9 percent financing for contacts up to 48 months.

Ford's 1991 rebate program is unchanged. Rebates on 1991 and 1992 vehicles expire Sept. 25.

Also, until Sept. 30, Ford is offering incentives on 1990 and 1991 F-series trucks purchased or leased by small companies that are ineligible for national fleet incentives and by the employees of those companies.

Small companies receive a rebate of $500 for buying or leasing two F-series trucks. If companies choose to lease rather than buy, only 1991 trucks are eligible. This program is in addition to other national rebates.

Sterling is paying its dealers $11,000 on all models until the supply is exhausted, dealers said.

Sales of the **Peugeot** 405 and 505 are netting dealers rebates of $5,000 and $6,000, respectively, dealers said. A Peugeot spokeswoman said the current program runs through June 1992, but acknowledged that "we may not have cars in June 1992."

Through Sept. 25, **Pontiac** is paying dealers $250 on sales of 1991 Grand Am models.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
AUDI (expires Sept. 30)	
100/200	$2,000-3,500
CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)	
Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500
FORD MOTOR CO. (expires Sept. 30)	
Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000
GENERAL MOTORS	
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
DeVille, Fleetwood, Brougham (expires Sept. 25)	$500
Oldsmobile (expires Sept. 25)	
Eighty Eight (1991)	$1,000
Pontiac (expires Sept. 25)	
Grand Am (1991)	$250
Bonneville (1991)	$1,000
HONDA (expires Sept. 3)	
Civic 4-dr. (1991)	$400
HYUNDAI (expires Oct. 2)	
Sonata SE, Scoupe SE (1991)	$100-300, based on sales
ISUZU (1991 models, expires Sept. 16)	
Cars	$700-1,500
Trucks	$700-1,800
MAZDA (1991 models; expires Oct. 2 on Navajo, Sept. 4 on others)	
MX-6, MPV	$500
Navajo	$750
929, RX-7	$2,000
MERCEDES-BENZ (1991 models, no expiration date listed)	
300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000
MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii; Aug. 30 elsewhere; payments vary by regions.)	
Mirage	$250-750
Eclipse	$200-1,500
Galant	$200-2,000
Trucks	$200-1,500
NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)	
Sentra	$400
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-3,500, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500
PEUGEOT (no expiration date)	
405	$5,000
505	$6,000
STERLING (no expiration date)	
All models	$11,000
SUZUKI (expires Oct. 3)	
Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000
TOYOTA (1989-90-91 models; expires Sept. 4)	
Corolla, Camry	$700-900, quota
Trucks	$500-1,200, quota
VOLKSWAGEN	
All cars (1990, no expiration date)	$500-1,500
VOLVO (1991 models, expires Sept. 2)	
740; 940 Turbo and GLE	$1,500

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

FORD MOTOR CO. 1992 models, expires Sept. 25. Finance rates in lieu of rebates are 7.9 percent.

Ford Escort*	$500-750
Tempo, Taurus, Mustang, Probe	$500
Thunderbird, Crown Victoria	$750
Aerostar, F series, Bronco	$500
Ranger	$750
Mercury Tracer*	$500-750
Topaz, Sable	$500
Cougar, Grand Marquis	$750

*Escort rebates are for Central and Great Lakes regions only. Tracer rebates are for Central, Great Lakes and Southwest regions only.

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91)	$1,500
Other LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Shadow conv. (1991)	$2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91)	$1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990)	$1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1991); Talon TSi (1990-91)	$1,500
Other Talon (1991)	$1,200
Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91)	$1,000
Other Summit (1991)	$700
Summit base 3-dr. (199	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclairn (1991), Laser RS Turbo (1990-91)	$1,500
Other Laser (1991)	$1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990)	$1,000
Colt Vista (1991)	$500
Colt base 3-dr. (1991)	$700
Sundance America (1991); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.

Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco, E150 conversion pkg.	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000

*Based on option package ordered.

Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$,1500
Toronado	$2,000
Pontiac	
LeMans, Firebird (1992)	$500
Grand Am, Trans Sport (1991)	$750
Grand Prix, Trans Sport (1992)	$750
Firebird, Grand Prix	$1,000
Bonneville (1991)	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MAZDA
(1991 models; expires Sept. 4 on 626, Oct. 2 on Protege; 5.9 percent loans offered in lieu of rebates)

Protege	$800
626	$1,000

MITSUBISHI
(1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)

Mirage (national)	$750
Galant, Eclipse (Hawaii)	$1,000
Trucks (Hawaii)	$1,250-1,500

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Chrysler debuted only one all-new 1992 vehicle: The Mitsubishi-built Eagle Summit wagon (pictured)/ Plymouth Colt Vista.

CHRYSLER

FROM PAGE 1

senger wagon that is a sort of mini-minivan. Chrysler executives did refer to a series of new vehicles that will hit the market beginning with the Jeep Grand Cherokee early next year.

Theodor Cunningham, Chrysler's executive vice president of sales and marketing, echoed the optimism for 1992 expressed earlier in the week by Chrysler Chairman Lee Iacocca.

"That means for '92, instead of thinking of the glass as half empty, we can now call it half full and rising," Cunningham told reporters. He said Chrysler last week asked dealers to increase orders 8 percent to reflect the future, rather than the poor sales of 1991. Through July, Chrysler's calendar-1991 car and truck sales were down 14.5 percent from the period in 1990.

Chrysler is taking some risk by guaranteeing residual values for car buyers. But Cunningham said the company has a database from more than six years of leasing programs and a good track record in predicting residuals.

Gold Key Plus is designed to shorten the vehicle trading cycle that has grown as consumers have financed purchases for 48 months or more. Chrysler would like the bulk of its Gold Key Plus users to have 24- and 36-month contracts.

Gold Key Plus monthly payments are based on the difference between the purchase price and the contract-ending fixed value.

At the end of the term, vehicle owners have four options:

- Return the vehicle and select a new Chrysler model financed under Gold Key Plus. Chrysler executives said they expect 45 to 50 percent of Gold Key Plus owners to chose that option.
- Refinance the vehicle, with no increase in monthly payments.
- Keep the vehicle by paying off the balance of the fixed value.
- Sell the vehicle and pay off the fixed value amount.

If the customer decides not to the keep the vehicle, ownership is transferred to Chrysler Credit Corp., the automaker's wholesale and retail financing arm.

The contract specifies that the returned vehicle must be in good condition. The customer is billed eight cents a mile for every mile over 15,000 a year.

John B. Damoose, Chrysler Corp. vice president of marketing, said the program offers customers "the best of both worlds."

Jeremiah E. Farrell, president of Chrysler Credit, said about 20 percent of financing applicants are choosing Gold Key Plus in tests in Minneapolis and Atlanta markets. Due to local laws, the program won't be offered in Ohio, Pennsylvania, Hawaii or Washington, D.C.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	9/2	
Dodge Monaco		300
Eagle Premier		1,000
FORD		
Dearborn, Mich.	9/2	3,590
Ford Mustang		
GENERAL MOTORS		
Wilmington, Del.	9/2	*
Chevrolet Corsica		
Chevrolet Beretta		
Total U.S. car		3,590
Total Canada car		1,300
Total units lost week of 8/26		4,890

*Model changeover.
Source: Automotive News Data Center

Union seeks caveats to trade deal

LIZ PINTO
Staff Reporter

DETROIT — Union leaders and their political allies fear that fast-track authority for the Bush administration to negotiate a free-trade agreement with Mexico will put American jobs on the fast track south of the border.

Sen. Donald Riegle, D-Mich., spoke to a coalition of union representatives and an audience of union members at the UAW Solidarity House in Detroit last week. He was seeking support for his proposal to change Senate rules on debating the proposed treaty.

His proposal would allow amendments to be made to any free-trade agreement brought before the Senate for ratification.

Under existing Senate rules, debate under fast-track is limited to 20 hours, without allowance for any amendments to the agreement. Congress in May voted to give President Bush fast-track authority to negotiate the treaty.

But a bill introduced by Riegle and backed by nine other senators would allow amendments in five areas: fair labor standards, environmental controls, fair rules of origin, dispute settlements and adjustment assistance for displaced U.S. workers. It would also allow up to 15 days of debate.

"If this free-trade agreement goes into effect without addressing these issues, it will be like a huge green flashing light that says, 'Shut down your plant in the U.S. and move it to Mexico where workers will work for about 60 cents an hour, where there are no environmental laws, where there is exploitation of child labor.' And then we are going to see unemployment here grow even higher," Riegle said.

Proponents of a free-trade deal among Mexico, Canada and the United States argue that each country would benefit from the elimination of tariffs.

UAW President Owen Bieber also addressed the group. He said the Bush administration wanted to get the Mexican trade deal "done fast — debate it, win it, and move it out before the 1992 election. Sen. Riegle's resolution gives us a way to make sure the free-trade agreement addresses key environmental and labor concerns."

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 8/26-8/31/91	Actual 8/19-8/24/91	Month* 8/1-8/31/91	Year 1/1-8/31/91	Year 1/1-9/2/90
LeBaron A	0	0	0	0	8064
LeBaron J	10	0	10	18707	34203
New Yorker	0	0	0	4773	27258
Fifth Avenue	0	2	2	20699	20890
Imperial	250	238	488	5,051	12,685
Town & Country (trk.)	250	258	773	2,715	2,078
Total Chrysler	**510**	**498**	**1,273**	**51,945**	**105,178**
Horizon	0	0	0	0	4,327
Sundance	2,000	2,460	9,370	37,486	55,491
Acclaim	1,500	1,565	3,607	51,945	69,773
Voyager (trk.)	2,400	2,540	7,994	62,711	62,826
Voyager (Can. trk.)	1,775	2,958	10,898	71,379	69,202
Total Plymouth	**7,675**	**9,523**	**31,869**	**223,521**	**261,619**
Omni	0	0	0	0	4,078
Daytona	0	36	69	5,005	22,779
Shadow	2,000	2,349	9,010	42,380	63,057
Dynasty	4,500	3,700	8,200	74,650	76,137
Spirit	1,500	1,518	3,050	46,419	63,863
Monaco (Can.)	0	0	733	6,076	6,891
Caravan (trk.)	2,700	2,579	8,548	73,731	67,046
Caravan (Can. trk.)	1,900	3,186	11,430	92,434	86,535
Caravan C/V (trk.)	50	61	219	2,328	4,171
Caravan C/V (Can. trk.)	60	96	323	12,160	5,610
Dakota (trk.)	2,400	2,519	7,882	53,914	43,136
Ram pickups (trk.)	1,800	2,071	6,414	52,496	68,453
Ram Wagon (Can. trk.)	175	289	478	13,147	16,498
Ram Van (Can. trk.)	570	951	1,538	24,874	38,560
Total Dodge	**17,655**	**19,357**	**57,895**	**498,614**	**586,814**
Premier (Can.)	0	0	2,047	7,681	7,477
Cherokee (trk.)	4,250	4,144	18,067	89,777	103,703
Comanche (trk.)	150	138	561	3,430	5,272
Grand Wagoneer (trk.)	0	0	0	1,560	4,672
Wagoneer (trk.)	100	119	458	1,951	2,539
Wrangler (Can trk.)	950	1,590	6,402	39,522	39,393
Total Jeep-Eagle	**5,450**	**5,991**	**27,535**	**143,921**	**163,056**
Total U.S. car	**11,760**	**11,870**	**33,806**	**307,115**	**462,605**
Total Can. car	**0**	**0**	**2,780**	**13,757**	**14,368**
Total U.S. truck	**14,100**	**14,429**	**50,916**	**344,613**	**363,896**
Total Can. truck	**5,430**	**9,070**	**31,069**	**253,516**	**255,798**
CHRYSLER CORP.	**31,290**	**35,369**	**118,572**	**919,001**	**1,096,667**
Escort	5,783	5,585	24,509	140,600	149,129
Mustang	0	3,464	11,783	60,113	88,727
Tempo	0	2,995	8,952	73,852	89,999
Tempo (Can.)	3,076	0	8,841	71,687	80,811
Taurus	7,246	6,173	23,739	211,204	238,207
Thunderbird	0	0	5,122	50,233	78,466
Crown Victoria (Can.)	2,148	2,592	10,493	62,203	81,985
Aerostar (trk.)	4,721	3,887	17,192	111,594	139,746
Bronco (trk.)	666	605	2,019	10,689	35,294
Explorer/Bronco II (trk.)	6,605	6,115	27,627	179,294	123,996
Navajo (trk.)	867	522	1,789	7,781	0
Econoline (trk.)	0	2,934	12,120	92,036	132,561
Heavies (trk.)	1,039	0	2,165	22,732	37,047
Light trucks (trk.)	6,948	4,510	26,384	197,810	309,826
Light trucks (Can. trk.)	1,624	1,133	9,865	66,524	95,418
Ranger (trk.)	6,722	5,557	29,054	176,742	189,769
Total Ford Div.	**47,445**	**46,072**	**221,655**	**1,535,094**	**1,870,981**
Topaz	0	1,200	3,231	31,592	34,363
Topaz (Can.)	755	0	2,817	23,225	30,262
Cougar	0	0	4,770	40,738	52,095
Sable	2,104	1,773	7,204	69,130	72,635
Grnd Marquis (Can.)	2,410	3,096	12,112	65,487	74,849
Total Mercury	**5,269**	**6,071**	**30,134**	**230,172**	**264,284**
Continental	1,204	1,159	5,050	37,434	40,501
Mark VII	216	205	883	6,558	14,848
Town Car	2,824	2,725	11,846	88,061	103,125
Total Lincoln	**4,244**	**4,089**	**17,779**	**132,053**	**158,474**
Total L-M Div.	**9,513**	**10,160**	**47,913**	**362,225**	**422,678**
Total U.S. car	**19,377**	**25,279**	**107,689**	**909,515**	**962,095**
Total Can. car	**8,389**	**5,898**	**34,283**	**222,682**	**267,907**
Total U.S. truck	**27,568**	**24,130**	**118,351**	**798,678**	**968,239**
Total Can. truck	**1,624**	**1,133**	**9,865**	**66,524**	**95,418**
FORD MOTOR CO.	**56,958**	**56,232**	**269,568**	**1,997,319**	**2,293,659**
Skylark	577	99	705	28,215	60,613
Century	1,993	1,991	7,302	59,394	42,714
Regal (Can.)	2,800	2,795	9,452	79,889	61,642
Riviera	232	186	689	14,195	14,675
Park Avenue/Electra	1,837	2,161	8,318	74,062	29,336
LeSabre	3,452	3,378	12,860	43,559	106,465
Roadmaster Sedan*	1,244	1,245	4,684	18,664	0
Roadmaster Wagon†	241	276	802	17,650	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**12,376**	**12,111**	**44,812**	**336,634**	**326,944**
Eldorado	346	201	732	7,239	14,088
Seville	603	449	1,883	16,047	24,634
Brougham	622	617	2,193	13,050	19,481
DeVille	3,718	3,745	15,933	102,745	105,498
Allante	0	0	154	2,009	3,050
Total Cadillac	**5,349**	**5,012**	**20,895**	**141,090**	**166,751**
Cavalier	4,085	3,609	12,470	167,501	218,600
Camaro	1,278	1,257	5,004	34,604	48,597
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	2,160	2,075	9,441	163,053	191,758
Lumina (Can.)	6,300	6,254	20,331	151,015	0
Caprice	2,923	2,783	10,273	89,739	161,072
Corvette	406	271	679	13,614	15,338
Astro (trk.)	2,669	3,309	8,511	61,071	86,245
Blazer (trk.)	0	5	369	5,534	12,180
Lumina APV (trk.)	1,001	489	1,666	26,036	59,011
Mediums (trk.)	156	0	156	1,019	6,726
P-Model (trk.)	567	564	1,689	13,817	15,770
Pickups (trk.)	6,197	7,132	21,779	166,765	273,198
Pickups (Can. trk.)	2,500	3,178	12,940	91,800	113,605
S10 (trk.)	5,577	5,534	20,178	170,816	157,472
S10 Blazer (trk.)	1,964	1,883	5,816	24,852	70,378
Sportsvan (trk.)	892	678	2,215	26,808	40,724
Sportsvan (Can. trk.)	750	941	2,003	33,937	33,509
Suburban (trk.)	725	986	3,357	20,966	48,035
Total Chevrolet	**40,272**	**40,958**	**138,906**	**1,285,147**	**1,572,537**
Calais	0	0	0	34,616	68,946
Cutlass Ciera	3,056	3,051	11,179	57,964	49,548
Cutlass Ciera (Can.)	0	0	0	41,089	53,487
Cutlass Supreme	2,280	2,315	6,777	68,784	60,984
Toronado	140	97	402	3,239	10,615
88	2,368	1,886	8,616	50,432	69,934
Custom Cruiser Wag.††	80	114	390	5,903	1,214
96	1,482	1,455	6,463	53,826	33,073
Silhouette (trk.)	326	186	532	13,522	23,746
Bravada (trk.)	209	212	618	10,456	0
Total Oldsmobile	**9,941**	**9,316**	**34,977**	**339,831**	**371,547**
Sunbird	2,059	1,771	6,238	77,441	105,011
Grand Am	473	91	588	87,649	139,532
Firebird	722	733	2,846	12,674	29,133
Grand Prix	1,660	2,405	8,293	68,397	78,298
Pontiac 6000	0	0	0	19,603	37,019
Pontiac 6000 (Can.)	0	0	0	0	144,360
Bonneville	2,620	2,624	12,140	45,298	52,881
Trans Sport (trk.)	556	298	899	16,860	37,065
Total Pontiac	**8,110**	**7,922**	**31,004**	**327,922**	**623,299**
Jimmy (trk.)	0	57	270	1,555	3,787
Mediums (trk.)	231	0	231	1,592	7,879
P-Model (trk.)	59	50	139	1,814	2,083
Pickups (trk.)	2,135	1,305	6,678	81,231	95,146
Pickups (Can. trk.)	850	1,072	2,918	34,039	43,189
Sonoma (trk.)	1,472	1,484	5,033	40,971	35,984
S15 Jimmy (trk.)	659	697	1,803	8,590	23,582
Safari (trk.)	1,045	1,192	3,322	26,318	30,635
Suburban (trk.)	526	418	2,255	16,947	24,164
Vandura (trk.)	334	268	842	12,051	15,255
Vandura (Can. trk.)	250	347	719	14,613	13,904
Total GMC	**7,561**	**6,890**	**24,210**	**239,721**	**295,668**
Total Saturn*	**1,601**	**1,601**	**7,044**	**55,499**	**0**
Total U.S. car	**44,340**	**42,476**	**165,097**	**1,508,071**	**1,803,606**
Total Can. car	**9,100**	**9,049**	**29,783**	**271,993**	**279,008**
Total U.S. truck	**27,420**	**26,747**	**88,387**	**771,591**	**1,069,065**
Total Can. truck	**4,350**	**5,538**	**18,589**	**174,389**	**204,207**
GENERAL MOTORS	**85,210**	**83,810**	**301,848**	**2,725,044**	**3,356,686**
Can. car	1,000	1,050	3,372	67,642	0
Can. trk.	240	440	1,270	29,943	0
CAMI*	**1,240**	**1,490**	**4,642**	**97,585**	**0**
DIAMOND-STAR*	**3,174**	**3,211**	**13,898**	**104,438**	**88,405**
Civic	1,920	1,871	8,145	60,719	77,891
Civic (Can.)	2,190	2,139	9,137	71,567	70,159
Accord	7,545	8,420	34,968	243,318	215,983
Total U.S. car	**9,465**	**10,291**	**43,113**	**304,037**	**293,874**
Total Can. car	**2,190**	**2,139**	**9,137**	**71,567**	**70,159**
HONDA	**11,655**	**12,430**	**52,250**	**375,604**	**364,033**
HYUNDAI Sonata (Can.)	**322**	**273**	**1,476**	**18,294**	**13,388**
MAZDA*	**3,381**	**3,643**	**13,865**	**105,283**	**117,189**
U.S. trk.	1,555	0	3,719	46,265	49,415
Can. trk.	165	0	513	4,708	6,572
NAVISTAR	**1,720**	**0**	**4,232**	**50,973**	**55,987**
Sentra	2,716	2,717	11,912	88,757	54,810
Pickup (trk.)	2,716	2,730	11,934	87,626	97,304
NISSAN	**5,432**	**5,447**	**23,847**	**176,383**	**152,114**
Toyota Corolla	2,100	2,233	9,792	73,727	68,105
Geo Prizm	2,000	1,744	8,110	65,790	67,145
HUMMI	**4,100**	**3,977**	**17,902**	**139,517**	**135,250**
Legacy	1,264	1,262	5,404	38,503	18,526
Pickup (trk.)	494	492	1,445	17,331	0
Rodeo (trk.)	756	778	3,414	17,725	0
Total U.S. car	**1,264**	**1,262**	**5,404**	**38,503**	**18,526**
Total U.S. trk.	**1,250**	**1,270**	**4,859**	**35,056**	**20,344**
SUBARU-ISUZU	**2,514**	**2,532**	**10,264**	**73,559**	**38,870**
Camry	0	0	9,400	136,263	146,479
Corolla (Can.)	1,300	1,391	5,189	43,379	39,956
TOYOTA	**1,300**	**1,391**	**14,598**	**179,642**	**186,435**
VOLVO 740,940 (Can.)	**180**	**179**	**359**	**5,584**	**5,533**
AM GENERAL (trk.)	**400**	**400**	**1,700**	**13,650**	**15,300**
MISCELLANEOUS (trk.)**	**2,650**	**2,650**	**11,600**	**89,920**	**102,600**
Total U.S. car	**99,577**	**104,726**	**421,488**	**3,541,491**	**4,082,639**
Total Canada car	**22,481**	**19,771**	**86,369**	**714,736**	**691,111**
Total U.S.-Canada Car	**122,058**	**124,497**	**507,847**	**4,256,229**	**4,773,950**
Total U.S. truck	**77,659**	**72,356**	**291,588**	**2,187,380**	**2,686,253**
Total Canada truck	**11,809**	**16,181**	**61,297**	**529,880**	**561,995**
Total U.S.-Canada truck	**89,468**	**88,537**	**352,885**	**2,716,479**	**3,248,248**
TOTAL U.S.	**177,236**	**177,082**	**713,077**	**5,728,880**	**6,768,892**
TOTAL CANADA	**34,290**	**35,952**	**147,666**	**1,243,616**	**1,253,106**
TOTAL U.S.-CANADA CAR & TRUCK	**211,526**	**213,034**	**860,732**	**6,972,788**	**8,022,198**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Output tale: Trucks up; cars down

BOB DeMAYER
Special Correspondent

All car and truck assembly plants in the United States are down today in observance of Labor Day.

All assembly plants in Canada were closed last Friday and today for the holiday.

Last week's estimated car build in the United States and Canada was 122,058, down 2.0 percent from the prior week and down 16.3 percent from the year-ago week.

So far this year, 4,256,229 cars have been assembled in the two countries, 10.8 percent behind 1990.

Estimated truck production last week in the United States and Canada was 89,468, up 1.1 percent from the prior week but down 3.1 percent from the year-ago week. So far this year, truck production totals 2,716,479 in the two countries, down 16.4 percent from 1990.

Last week's estimated car and truck production in the United States and Canada was 211,526, down 1.0 percent from the prior week and down 11.2 percent from the year-ago week.

Year-to date, total vehicle production in the United States and Canada is 6,972,708, trailing 1990 by 13.1 percent.

U.S. automakers split last week's estimated production as follows: General Motors, 44.4 percent; Ford Motor Co., 19.4 percent; Chrysler Corp., 12.0 percent; Honda of America Manufacturing Inc., 9.5 percent; New United Motor Manufacturing Inc., 4.1 percent; Mazda Motor Manufacturing (USA) Corp., 3.4 percent; Diamond-Star Motors Corp., 3.2 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.7 percent; and Subaru-Isuzu Automotive Inc., 1.3 percent.

Toyota Motor Manufacturing U.S.A. Inc. was down last week for model changeover.

GM has scheduled no overtime this week.

Ford has scheduled daily overtime this week at its car plant in Atlanta and its truck plants in Kansas City, Mo.; Louisville, Ky.; and St. Louis. The Atlanta plant produces the Ford Taurus and Mercury Sable. The Kansas City plant makes F-series light trucks. The Louisville plant manufactures the Ford Explorer, Ford Ranger and Mazda Navajo. The St. Louis plant produces the Ford Aerostar.

Chrysler has scheduled two nine-hour daily shifts this week at three truck plants: St. Louis (No. 2); Warren, Mich.; and Toledo, Ohio.

The St. Louis plant produces the Chrysler Town & Country, Dodge Caravan C/V (extended cab), Dodge Grand Caravan and Plymouth Grand Voyager. The Warren plant makes the Dodge full-sized and mid-sized pickups. The Toledo plant produces the Jeep Cherokee, Comanche and Grand Wagoneer.

NOTE

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latenews

BMW regions get more power

NEW YORK — BMW of North America Inc. has told dealers that it is overhauling its operating structure to give regional offices more decision-making power.

The change will take effect Oct. 1 and will eliminate some positions at the U.S. headquarters in Woodcliff Lake, N.J., while adding others in BMW's four regional offices. BMW spokesman Thomas O. McGurn said BMW's U.S. employee count is expected to remain at about 870.

The four regional general managers will now report directly to Karl Gerlinger, president and chief executive officer. They had been reporting to Gerlinger's second-in-command, James J. Ryan, who will take over the company's eastern region. Ryan's position as vice president of automotive operations will be eliminated.

BMW will also create a new position, called an area manager, who will call on dealers in place of separate representatives for service, sales and parts.

BMW sent dealers a letter explaining the move on Friday.

EPA proposes emission monitors

WASHINGTON — The EPA on Friday issued a proposed rule that would require all cars and light trucks to be equipped with computer systems to monitor emission control equipment.

The rule would take effect in the 1994 model year. The systems would monitor such components as the catalytic converter and oxygen sensor and alert the driver if they needed to be checked.

The EPA said the proposed

see LATE NEWS, 2

Ex-managers cite bias at Southeast Toyota

LINDSAY CHAPPELL
Staff Reporter

JACKSONVILLE, Fla. — Charges of racial discrimination against dealers and dealer candidates have surfaced in the legal battle between dealers and Toyota Motor Sales U.S.A. Inc.'s Southeastern U.S. distributor.

In court depositions given for a string of lawsuits there, three former executives of Southeast Toyota Distributors Inc. claim that the privately held company practiced a policy of refusing blacks, Jewish people and others who wanted to become Toyota dealers.

The statements, which are disputed by the distributor, claim that the "unwritten policies of the company" prevented dealer recruiters from soliciting minority dealer candidates and granting them franchises during the 1980s.

Current Southeast Toyota officials dismiss the allegations as opinion and defend the company's record on minority dealers.

Lawrence Rich, executive vice president of J.M. Family Enterprises Inc., the Deerfield Beach, Fla., holding company that owns Southeast Toyota, said the company is trying to recruit its first black dealer.

He said there is a nationwide problem of minority dealers being under-capitalized.

"The last thing we want to do to [any] dealer is put them in a situation where they're undercapitalized or in a bad market or don't have the proper experience," Rich said. With "a lot of the failed dealers who are involved in this litigation, while they weren't minorities, there was a common thread, and it was undercapitalized bad management."

Lawyers are probing the possibility of racial discrimination in the discovery stages of about 12 lawsuits in Florida, Georgia, North Carolina, South Carolina and Alabama, the five states where Southeast operates. The suits accuse the distributor of racketeering and operating an unfair distribution system that punished dealers who didn't comply with its business demands. Racial discrimination is not a complaint in any of the suits.

Although Southeast is an independent distributor, the allegations of past discrimination there could prove to be an embarrassment to Toyota's politically sensitive U.S. operations. Toyota is currently conducting a national advertising campaign that spotlights such charitable deeds as paying for renovation of an elderly black woman's home in Washington, D.C.

There have been no black Toyota dealers in the Southeast region since it was established in

see SOUTHEAST, 41

Skylark incorporates bold sweeping lines and curves; the 1939 Buick inspired the vertical-bar grille.

The redesigned Camry features a more aerodynamic contour, suggestive of the high-end Lexus.

The 1992 Ford Taurus' overall length is increased 3.8 inches.

Sable has new sheet metal on every exterior panel except the roof.

New for '92: Skylark, Camry, Taurus, Sable

The wraps are off the redesigned 1992 Toyota Camry, Buick Skylark, Ford Taurus and Mercury Sable. Now it's up to buyers to signal a "thumbs up" and create 1992's stars.

Camry is bigger, more powerful and takes direct aim at the popular Honda Accord and Ford Taurus. The complete story appears on Page 40.

Meanwhile, Ford Motor Co. spent $615 million revamping Taurus and Sable, the cars' first redesign since their December 1985 introduction. See Page 16.

But Buick might be the biggest gambler, opting for the most radical styling of General Motors' N-bodies. See Page 6.

Clean air upstages battle of new cars at Frankfurt show

JAMES R. CRATE
International Editor

FRANKFURT, Germany — World carmakers' efforts to hammer environmental theology into working product will hold center stage this week in the cavernous *Messegelaende*, site of the biennial Frankfurt auto show.

So dominant is the green theme, analysts and industry insiders agree, that even the simultaneous launch of replacements for the two best-selling cars in the world, Volkswagen's Golf and General Motors' Astra, is likely to lose much of its thunder.

Indeed, even automakers that won't have concept vehicles at Europe's most important showcase for new auto technology will have to address the theme by noting the environmental friendliness of their existing lines through such measures as better fuel efficiency, better catalysts and improved recyclability.

see FRANKFURT, 43

VW claims its Chico gasoline-electric hybrid vehicle has a range of 250 miles. Story on Page 4.

Who follows Iacocca?

Chairman to help board pick successor

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Lee Iacocca's departure from Chrysler Corp. at the end of 1992 may be anticlimactic because the company's evolution to a post-Iacocca era already has begun.

Iacocca ended months of speculation by announcing last week that he will step down as Chrysler chairman on Dec. 31, 1992.

The company said that in his remaining months at Chrysler, Iacocca will work with the board of directors to select a successor. Board discussions already have begun on who will succeed the legendary Chrysler chairman who will be 68 when he retires.

It is not clear if Iacocca will retain a role at Chrysler when he gives up the chairmanship. In the past he has suggested he may want to retain a seat on the board of directors.

Chrysler's announcement was an obvious attempt to squelch speculation about the company's future direction and shore up its efforts to sell 33 million new shares of common stock. Iacocca last week kicked off a multi-city trans-Atlantic tour to tout the company's prospects.

At the pinnacle of his national stature in the mid-1980s, Lee Ia-

see IACOCCA, 42

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ADP pulls software after FTC cries foul

The FTC is cracking down on a computer program used by thousands of new-car dealers that purports to show consumers how to save money by financing rather than plunking down cash for vehicles. Page 8.

Gates

Pinto

Staff changes announced

Max Gates has joined *Automotive News* as a staff reporter in the Washington bureau.

Gates, 46, is a native of Michigan, where he graduated from Albion College with a major in chemistry. He worked for 12 years as a reporter and editor for the *Ann Arbor News*. For the past three years, he has been the national science, medical and health correspondent in Washington for Newhouse Newspapers.

Gates replaces Diana Kurylko, who has been reassigned to the paper's Frankfurt bureau.

Automotive News also named Staff Reporter Liz Pinto to cover the labor beat, which includes organized labor, personnel and productivity.

She is based in Detroit and will add the labor beat to her duties as editor of the annual *Market Data Book* edition, which is published each May.

Pinto joined *Automotive News* in October 1990 from ITT Automotive of Auburn Hills, Mich. She is a Detroit native and has a bachelor's degree from Oakland University in Rochester Hills, Mich.

index

Auction ads	31-34
Auction dates	34
Classifieds	35-39
Calendar	39
Dealers	34
Incentives	46
Keith Crain	12
Legal file	22
Letters	14
Obituaries	26
Opinion	12
Personnel	18
Production	47
Sales, top 10 cars	4
Sales, car	44-45
Sales, truck	45

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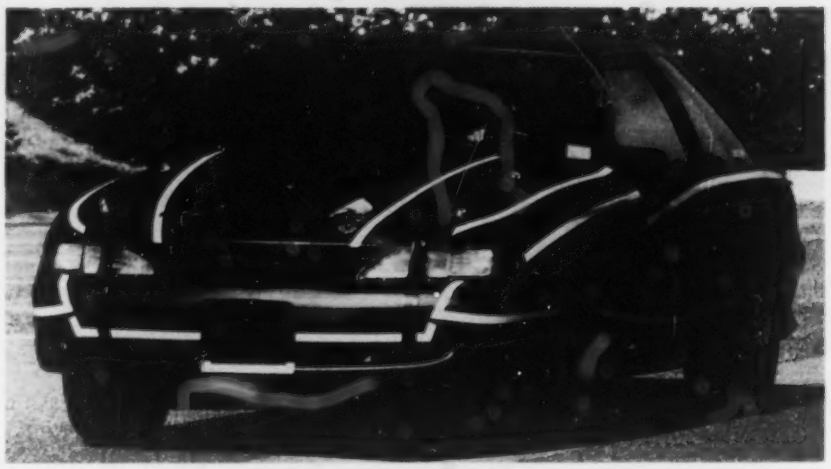
corrections

■ A table in the Sept. 2 issue mislabeled a section listing Nissan Stanza prices. It should have said the Stanza XE starts at $12,750, the GXE at $17,070 and the SE at $16,690.



HANS G. LEHMANN/HIDDEN IMAGE

Breaking in a new breed of Mustang

Ford is conducting airflow tests on front end designs for the next generation Mustang, which could arrive for 1994 or 1995. This design, mounted on a current generation model, has the familiar horse emblem mounted in the center of a trapezoidal grille opening flanked by tapered headlights. An air intake is integrated below the bumper, while the front fenders are noticeably flared.

latenews

CONTINUED *from* PAGE 1

system would add about $94 to the cost of a new car and $101 to the cost of a light truck. But the agency says that the systems would yield improved repair and fuel economy over the life of the vehicle that would result in a net cost of $40 for new cars and $30 for trucks.

The rule is part of the EPA's implementation of the 1990 Clean Air Act. A date for a public hearing hasn't yet been set.

Ford hikes ad fee on program cars

ATLANTA — Ford dealers this year will be hit with higher costs to help pay for advertising programs.

In addition to the newly mandated 1 percent of sticker price that dealers will have to pay into local advertising associations for each new vehicle they order, Ford Division General Manager Ross Roberts says he will also increase the $50 advertising assessment that dealers pay into the ad fund when they buy program cars.

"The dealers probably won't like it," Roberts said of his plan to implement a higher assessment on program cars, "but I plan to raise it. We need the ad dollars."

Chrysler moves Adams to helm of Alfa in U.S.

ORLANDO, Fla. — Timothy R. Adams, who presided over the demise of Chrysler Corp.'s joint venture with Renault, has been named president of the Chrysler-Fiat operation that distributes Alfa Romeo cars in North America.

Adams succeeds Darrell Davis, who in August was named general sales manager for Chrysler's Western region.

Joseph S. Hannan Jr. last week was named chief operating officer of the Chrysler-Fiat joint venture company, which is called Alfa Romeo Distributors of North America. Hannan has been director of sales for the U.S. distributor since June 1989 and will continue in that position.

Adams, who joined Chrysler when the company purchased American Motors in 1987, was president of the Association of Renault and Chrysler for Automotive Development. The joint venture, which was terminated in August 1990, had planned to develop a small sport-utility.

Composites consortium patents technology

DETROIT — The composites consortium formed by Chrysler Corp., Ford Motor Co. and General Motors in 1988 has applied for two patents covering better ways to make plastic parts.

The new processes will be used to facilitate a consortium program called the Focal Project to build the structural front end of a car. The first patent covers a process used to combine several different types of materials into part reinforcements called "preforms."

The second patent involves a less costly method of making rigid, light-weight hollow cores. The consortium hopes to use the process for replacing heavier solid foam cores in molded parts.

Volvo-Japan plant eyes local content of 60-70%

TOKYO — The three-way joint venture among Mitsubishi Motors Corp., AB Volvo and the government of the Netherlands said it will begin production in the mid-1990s of cars with 60 to 70 percent European content, said Mitsubishi President Hirokazu Nakamura. To achieve that content, the cars will possibly use engines and transmissions made by Volvo's European partner, Renault, although Volvo or Mitsubishi also remain possible suppliers.

The venture will begin by Dec. 1, transforming Volvo Car BV into Netherlands Car BV.

Netherlands Car will supplant Volvo Car BV, building a new line at the existing plant to produce new models in equal shares for Volvo and Mitsubishi. The capacity goal is 200,000 cars in the 1.6-liter to 2.0-liter range.

Volvo will continue to produce its Volvo 400 cars on the old line.

Nissan enhances bumper recyclability

DETROIT — There is recyclable — and then there is recyclable.

Nissan Motor Co. Ltd. has been using propylene thermoplastic bumpers on its cars since 1979. Thermoplastics are more easily recycled than thermoset plastics. But the paint used on these bumpers contaminated the resin, creating a recyclable plastic of low value, poor appearance and reduced structural integrity.

The company has come up with a better paint removal system that pulverizes the bumper and dissolves and removes the paint with an aqueous solution.

Testing and plans are under way to begin installing bumpers made of recyclable materials on new Nissan vehicles.

Toyota seeks sales training edge

TORRANCE, Calif. — With the launch of the 1992 Camry, Toyota Motor Sales U.S.A. is offering its most ambitious sales training program.

Toyota says 12,000 salespersons will be exposed to a training program that brings the new Camry and competitive models to dealerships.

Training will consist of a new product presentation, a static evaluation, and a ride-and-drive of the Camry and competitors.

briefly

Ford execs tour to support '92s

Chrysler Corp. Chairman Lee Iacocca won't be the only auto executive taking his company's message on the road this year. Top **Ford Motor Co.** management, including Chairman Harold Poling, will cross the country this month, promoting Ford's cars and trucks the old fashioned way. "We've got to get out to where the grass roots are," said spokesman Gene Koch. "We don't have a new Thunderbird or sports car, but we're going to be the best damned sales people and sell what we got." The 75 senior Ford executives, accompanied by UAW officers, will hit 170 cities, visiting dealerships, mayors' offices, college campuses and supplier plants to tell the Ford story.

Koch says senior executives have never promoted new model cars to this extent.

"For years we sat here in Detroit and told people to hustle on down to the dealerships to see the new cars," Koch said, "but things have flipped over. The Japanese are out there, so we've got to go out there and sell Ford Motor Co."

MORE FAST TALK — Who is that engineer in the white coat? That was the buzz in an Atlanta conference room last week when so-called **Ford Motor Co.** engineer Leonard Johnson briefed the media and Ford executives on the 200 new features and 750 new parts on the 1992 Ford Taurus and **Mercury** Sable models. Johnson ripped through the changes at such a rapid, clear pace that some audience members whispered, "He should be in Hollywood." But Johnson turned out to be actor John Moschitta, best known as the fast-talking spokesman for Federal Express.

Ford spokesman John Spelich said that of the several Ford execs on hand, only four knew of the ruse.

"Everybody wanted to know who he was," Spelich said. "We were just trying to find a humorous way to illustrate the many new features on the cars."

NOT KITTY KELLY? — Doron P. Levin, Detroit bureau chief of *The New York Times,* is close to signing a deal with Harcourt Brace Jovanovich Inc. to write a book on the Lee Iacocca years at **Chrysler Corp.** Levin, who plans to write the Chrysler story during the next 18 months, said the book will focus on the company since its economic recovery. It will delve into the automotive industry's executive culture, competition with Japan, relationship with Washington and quest for revitalization. Levin, who quit *The Wall Street Journal* to write his 1989 book "Irreconcilable Differences: Ross Perot versus **General Motors**," plans to stay on the *Times* job while writing the Iacocca story.

THE GRASS IS ALWAYS GREENER — Automotive suppliers are getting a chance to see and feel the effects of their work with a new test drive program sponsored by **General Motors'** Lansing Automotive Division and Oldsmobile. Lansing Automotive, part of the **Buick-Oldsmobile-Cadillac** Group, engineers and builds GM's compact cars sold by Oldsmobile, Buick, **Pontiac** and **Chevrolet**.

The first vehicles in the test drive program were Oldsmobiles delivered to Prince Corp. of Holland, Mich., which supplies fabric headliners and other interior trim to Lansing Automotive. They were a Silhouette minivan, a Custom Cruiser station wagon and Eighty Eight and Ninety Eight sedans — none of which are built by Lansing Automotive. In fact, the Silhouette and Custom Cruiser aren't even built by B-O-C, but by the Chevrolet-Pontiac-Canada Group.

Ford Division needs trucks to stay No. 1

KATHY JACKSON
Staff Reporter

ATLANTA — Trucks will have to be the guiding light if Ford Division is to retain its title as national vehicle sales champ for the 1991 calendar year.

During a press unveiling of Ford's 1992 Taurus and Sable models, Ford Division General Manager Ross Roberts told *Automotive News* that he concedes the car race to crosstown rival Chevrolet.

"I don't think we'll catch them in the car lead," Roberts said, "but we'll beat them badly in trucks."

New Taurus, Sable ➤ 16

For the first eight months of the year, Ford trails Chevrolet in car sales by 90,566 units. Chevrolet had a 58,347 unit lead at the end of August last year.

Roberts thinks that a strong finish by trucks should leave Ford Division in first place in combined sales of cars and trucks for the calendar year.

"No question about it, we will beat Chevy in (combined) car and truck sales this year," Roberts predicts.

Through Aug. 31, Ford led Chevrolet in total vehicle sales by 14,991 units. Ford Division's truck sales totaled 802,308, compared to Chevrolet's 726,733. Chevrolet had sold 825,540 cars, and Ford, 734,974.

Roberts said slower sales of the Thunderbird and Escort hurt Ford Division in car sales. He said Crown Victoria had a slow start due to a new model introduction in March.

"The small car segment is where we're really having problems," Roberts said. "Chevy is putting a lot of emphasis and power in its small car group; Chevy is a strong marketing group; its product, style and quality has improved."

In an effort to put Ford Division back in the driver's seat in the car race for 1992, Roberts said the division will introduce innovative marketing programs on the Taurus and Escort models.

He said there will also be special programs for 1992 Ranger and F-series trucks.

"Those are the models that make our dealers money," he said. "We will focus on them."

The division banks on selling between 350,000 to 375,000 Taurus cars during 1992. Taurus is the most updated Ford Division vehicle for the new model year. Although the exterior looks virtually unchanged, Taurus features all new sheet metal and a fresh interior.

Chico shows VW answers on clean air

JAMES R. CRATE
International Editor

WOLFSBURG, Germany — Volkswagen AG last week showed reporters its new Chico concept car and other technology designed to sharply curtail emissions, demonstrating its readiness if car buyers get truly serious about the environment.

The Chico is a 2+2 hybrid-powered City Car prototype. It features constant-demand, fully automatic switchover between conventional power and electric drive in response to speed and throttle pressure. According to VW engineers, the hatchback mini, which will be formally unveiled at this week's Frankfurt auto show, has a top speed of 75 mph and a range of 250 miles.

Engineers also showed a catalyst-equipped, diesel-powered Eco-Golf sedan that could go into limited production in 1993. It features an automatic engine-shutoff-and-restart feature the company has been working on for several years.

Driven like the Chico through a clutchless five-speed manual transmission, the engine cuts out or restarts instantly in response to throttle pressure and speed. In tests over the past year, the car uses 22 percent less fuel than comparable Golfs not equipped with the inertia-drive system, VW officials say.

Other hardware VW showed reporters included its diesel-electric Golf featuring both fully automatic drive changeover and engine shutoff/restart, and a Jetta electric vehicle using sodium-sulphur batteries.

"We are very serious in the research department about the practicality of these concepts, but (production) is not our decision to make," said Heiko Barske, VW's executive director of research. "We must see what the market thinks."

The Chico has a tiny rear storage area, but space up front is ample.

AUTO SHUTOFF

VW's environmental research has been tightly focused on the twin goals of saving fuel and reducing emissions, Barske said. Much of that conceptual aim found its practical footing when VW researchers and engineers decided to push for, and developed, a way to switch engines off when not needed, and to smoothly put them back on line when power is needed.

"If you think about it, we don't need constant engine power for most of the driving we do. We're either coasting in slow traffic, or stopped with the engine running, wasting tremendous amounts of fuel," Barske said.

In tests, VW says the Eco-Golf engine shuts off and restarts an average of 66 times every 19 miles. Despite the down time, Eco-Golf's average speeds over the urban test circuit matched or exceeded those of standard Golfs.

A single clutch unit in the Eco-Golf controls the 1.6-liter diesel, shutting the engine off or restarting it in response to throttle pressure and gear-shift position. The engine stays engaged in first and reverse gears, to allow for parking and maneuvering.

VW researchers worked on the technology for several years before they were finally able to install it in practical fashion, Barske said last week.

"VW engineers are still working to overcome one barrier to widespread acceptance of the technology, however: because of their slower starting characteristics, gasoline engines are not readily suitable for on-off driving. One avenue being explored by VW engineers is the addition of a flywheel between engine and clutch unit. This would keep the engine rotating at the high rpms needed for faster starts."

Another drawback, that some drivers could be unsettled by loss of engine noise, could be overcome by equipping inertia/drive vehicles with sound simulators, engineers say.

A CITY CAR

With the Chico, Barske and his staff appear to have crafted a theme statement for their many ideas on the future of urban driving. Indeed, VW says the Chico could form the basis of an entirely new class of car.

Small (126 inches long, 64 inches wide), light (1,727 pounds) and fuel efficient, the hybrid nonetheless is stylish, roomy and practical. The prototype seats two adults comfortably in what VW says is a Golf-sized front compartment, and two small children in the back. A

see CHICO, 43

New-truck prices rise as rules proliferate

JOSEPH BOHN
Truck Editor

A spate of governmental regulations could send light-truck prices spiraling in the 1990s.

Over the past decade, light trucks became a profitable 5-million-unit-a-year market.

Now, some industry officials privately fret that new standards, designed to bring trucks under the same safety regulations as cars, could undermine the market by pricing trucks too high.

An erosion of this market would be particularly devastating to domestic manufacturers since the Big 3 still have 79.4 percent of the light-truck market compared to only 58.9 percent of the car market, based on calendar year sales through August.

The exemption of light trucks from some key regulations such as side impact protection has helped hold prices down.

In 1989 the average new-truck transaction price was $300 less than for a car: $15,100 vs. $15,400, according to the National Automobile Dealers Association.

But that is changing rapidly.

New-truck prices rose faster than car prices in 1990 and are expected to continue doing so through the mid-1990s.

In 1990, truck deals were only $100 less, according to NADA surveys: $15,800 vs. $15,900.

For fall, Ford tagged the 1992 Econoline/Club Wagon with a 9.5 percent price hike. They are the first Ford trucks with an air bag, and they were designed to meet new regulations like Federal Motor Vehicle Safety Standard 208, which required more protection for light-truck occupants.

General Motors hasn't priced its

see RULES, 47

NHTSA RULES FOR LIGHT TRUCKS

1992 MODEL YEAR
FINAL RULES:
- FMVSS 102: Requires all gear positions be shown in one spot
- FMVSS 201: Allows 12 mph headform impact speed with air bags
- FMVSS 202: Requires head restraints
- FMVSS 204: Includes trucks up to 5,500 lbs. in steering column crash law
- FMVSS 205: Allows new types of plastic glazing with proper tests
- FMVSS 208: Requires rear outboard lap/shoulder belts; requires dynamic testing for manual front outboard seat belts; provides for removal of lap/shoulder belts with removable seats

FINAL RULE NOT YET ISSUED:
- FMVSS 207: Changes seat system test procedure

1993 MODEL YEAR
FINAL RULES:
- FMVSS 114: Provides for locking automatic transmissions with key removal
- FMVSS 118: Extends power window system requirements to all trucks
- FMVSS 210: Changes the minimum lap belt angle

FINAL RULE NOT YET ISSUED:
- FMVSS 108: Allows combination of center high-mounted stop and cargo lights
- FMVSS 208: Requires locking belt for child seat restraints throughout truck
- FMVSS 210: Expands the definition of a seat belt anchorage (Definition clarifying "seating reference point" still required)

1994 MODEL YEAR
FINAL RULES:
- FVMSS 108: Requires center high mounted stop lamp
- FMVSS 214: Requires side door strength
- FVMSS 216: Requires roof crush performance

FINAL RULE NOT YET ISSUED:
- FMVSS 210: Labels the people and weight truck carries and its tires

1995 MODEL YEAR
FINAL RULE:
- Begins air bag phase-in requirement; two bags per truck by 1999

RULES IN PROCESS
(No model year specified)
- FMVSS 101: Covers steering wheel mounted controls
- FMVSS 203: Revises, clarifies positioning of torso for compliance tests
- FMVSS 205: Permits wider use of glass plastic glazing
- FMVSS 209: Sets test requirements for retractor assemblies
- FMVSS 221: Governs school bus body strengths for under 10,000-lb. gvw
- ALTERNATE FUELS: Relates to fuel system integrity

Source: Vehicle Safety, Patent and Legal Liaison Department of GM Truck & Bus Group

By all measures, August was a bummer

TOP 10 SELLERS, AUGUST 1991

	Sales
1. Honda Accord	37,027
2. Ford F-series pickup	33,692
3. Chevrolet C/K pickup	31,850
4. Honda Civic	28,171
5. Toyota Camry	24,756
6. Ford Escort	22,195
7. Ford Ranger	20,906
8. Ford Taurus	20,408
9. Toyota Corolla	20,331
10. Ford Explorer	20,301

Source: Automotive News Data Center

JIM HENRY
Staff Reporter

NEW YORK — As disappointing as sales have been this year, at least the seasonally adjusted annual selling rate improved every month — until August. The August rate of 12.2 million vehicles was well below July's 13.5 million rate, reversing that one positive trend.

How bad is it? Going-out-of-business sales put Sterling Motor Cars and Peugeot Motors of America among the few big industry gainers for the month.

AUGUST SALES TABLES
August sales, by maker ➤ 44
Year-to-date, by maker ➤ 44
All trucks, by model ➤ 45
Domestic cars, by model ➤ 45

Sterling, which is offering dealer incentives up to $8,000 or zero-interest financing, nearly doubled sales for the year-ago month. And Peugeot sales rose 60.7 percent,

see SALES, 44

U.S. CAR AND LIGHT-TRUCK SALES, AUGUST — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	90,188	107,789	13.1%	13.7%	100,748	117,440	28.2%	30.1%	190,936	225,229	18.2%	19.2%	−0.9%	−15.2%
Chevrolet/Geo†	84,708	105,320	12.3%	13.4%	89,873	106,335	25.2%	27.3%	174,581	211,655	16.7%	18.0%	−1.3%	−17.5%
Toyota	65,894	80,774	9.5%	10.3%	28,900	32,232	8.1%	8.3%	94,794	113,006	9.0%	9.6%	−0.6%	−16.1%
Honda	68,207	65,188	9.9%	8.3%	–	–	–	–	68,207	65,188	6.5%	5.5%	1.0%	4.6%
Dodge	21,299	28,395	3.1%	3.6%	32,701	30,322	9.2%	7.8%	54,000	58,717	5.2%	5.0%	0.2%	−8.0%
Nissan	36,747	39,459	5.3%	5.0%	16,116	16,418	4.5%	4.2%	52,863	55,877	5.0%	4.8%	0.3%	−5.4%
Buick	42,291	41,643	6.1%	5.3%	–	–	–	–	42,291	41,643	4.0%	3.5%	0.5%	1.6%
Oldsmobile	36,277	35,673	5.3%	4.5%	2,987	3,064	0.8%	0.8%	39,264	38,737	3.7%	3.3%	0.5%	1.4%
Pontiac	35,494	53,760	5.1%	6.8%	1,909	2,672	0.5%	0.7%	37,403	56,432	3.6%	4.8%	−1.2%	−33.7%
Mazda	20,898	23,091	3.0%	2.9%	14,462	11,681	4.1%	3.0%	35,360	34,772	3.4%	3.0%	0.4%	1.7%
Mercury	31,668	34,078	4.6%	4.3%	–	–	–	–	31,668	34,078	3.0%	2.9%	0.1%	−7.1%
Plymouth	17,227	18,737	2.5%	2.4%	14,123	11,795	4.0%	3.0%	31,350	30,532	3.0%	2.6%	0.4%	2.7%
GMC	–	–	–	–	25,130	27,922	7.0%	7.2%	25,130	27,922	2.4%	2.4%	0.0%	−10.0%
Cadillac	15,777	18,732	2.3%	2.4%	–	–	–	–	15,777	18,732	1.5%	1.6%	−0.1%	−15.8%
Jeep	–	–	–	–	15,574	15,910	4.4%	4.1%	15,574	15,910	1.5%	1.4%	0.1%	−2.1%
Mitsubishi	12,837	8,791	1.9%	1.1%	2,387	3,681	0.7%	0.9%	15,224	12,472	1.5%	1.1%	0.4%	22.1%
Hyundai	13,406	12,879	1.9%	1.6%	–	–	–	–	13,406	12,879	1.3%	1.1%	0.2%	4.1%
Acura	12,734	12,881	1.8%	1.6%	–	–	–	–	12,734	12,881	1.2%	1.1%	0.1%	-1.1%
Lincoln	12,574	17,602	1.8%	2.2%	–	–	–	–	12,574	17,602	1.2%	1.5%	−0.3%	−28.6%
Isuzu	1,108	437	0.2%	0.1%	9,448	7,566	2.6%	1.9%	10,556	8,003	1.0%	0.7%	0.3%	31.9%
VW	8,578	11,695	1.2%	1.5%	479	643	0.1%	0.2%	9,057	12,338	0.9%	1.0%	−0.2%	−26.6%
Subaru	8,039	11,757	1.2%	1.5%	–	–	–	–	8,039	11,757	0.8%	1.0%	−0.2%	−31.6%
Chrysler	6,784	13,015	1.0%	1.7%	222	201	0.1%	0.1%	7,006	13,216	0.7%	1.1%	−0.5%	−47.0%
Saturn	7,000	0	1.0%	0.0%	–	–	–	–	7,000	0	0.7%	0.0%	0.7%	–
Volvo	6,335	8,548	0.9%	1.1%	–	–	–	–	6,335	8,548	0.6%	0.7%	−0.1%	−25.9%
Lexus	6,252	6,111	0.9%	0.8%	–	–	–	–	6,252	6,111	0.6%	0.5%	0.1%	2.3%
Eagle	5,512	6,129	0.8%	0.8%	–	–	–	–	5,512	6,129	0.5%	0.5%	0.0%	−10.1%
BMW	5,233	5,240	0.8%	0.7%	–	–	–	–	5,233	5,240	0.5%	0.4%	0.1%	−0.1%
Mercedes	5,076	6,400	0.7%	0.8%	–	–	–	–	5,076	6,400	0.5%	0.5%	−0.1%	−20.7%
Infiniti	4,802	1,934	0.7%	0.2%	–	–	–	–	4,802	1,934	0.5%	0.2%	0.3%	148.3%
Saab	2,424	2,386	0.4%	0.3%	–	–	–	–	2,424	2,386	0.2%	0.2%	0.0%	1.6%
Suzuki	484	668	0.1%	0.1%	1,302	862	0.4%	0.2%	1,786	1,530	0.2%	0.1%	0.0%	16.7%
Jaguar	1,237	1,509	0.2%	0.2%	–	–	–	–	1,237	1,509	0.1%	0.1%	0.0%	−18.0%
Audi	830	1,852	0.1%	0.2%	–	–	–	–	830	1,852	0.1%	0.2%	−0.1%	−55.2%
Daihatsu	485	1,106	0.1%	0.1%	234	509	0.1%	0.1%	719	1,615	0.1%	0.1%	−0.1%	−55.5%
Peugeot	577	359	0.1%	0.0%	–	–	–	–	577	359	0.1%	0.0%	0.0%	60.7%
Sterling	481	247	0.1%	0.0%	–	–	–	–	481	247	0.0%	0.0%	0.0%	94.7%
Yugo	318	452	0.0%	0.1%	–	–	–	–	318	452	0.0%	0.0%	0.0%	−29.6%
Range Rover	–	–	–	–	311	426	0.1%	0.1%	311	426	0.0%	0.0%	0.0%	−27.0%
Alfa Romeo	308	404	0.0%	0.1%	–	–	–	–	308	404	0.0%	0.0%	0.0%	−23.8%
Porsche	307	658	0.0%	0.1%	–	–	–	–	307	658	0.0%	0.1%	0.0%	−53.3%
Other*	167	195	0.0%	0.0%	–	–	–	–	167	195	0.0%	0.0%	0.0%	−14.36%
TOTAL	**690,563**	**785,894**	**100.0%**	**100.0%**	**356,906**	**389,679**	**100.0%**	**100.0%**	**1,047,469**	**1,175,573**	**100.0%**	**100.0%**	**0.0%**	**−10.9%**
TOTAL BIG 3	**406,799**	**480,873**	**58.9%**	**61.2%**	**283,267**	**315,661**	**79.4%**	**81.0%**	**690,066**	**796,534**	**65.9%**	**67.8%**	**−1.9%**	**−13.4%**
TOTAL JAPAN	**238,487**	**252,197**	**34.5%**	**32.1%**	**72,849**	**72,949**	**20.4%**	**18.7%**	**311,336**	**325,146**	**29.7%**	**27.7%**	**2.1%**	**−4.2%**
TOTAL EUROPE	**31,871**	**39,945**	**4.6%**	**5.1%**	**790**	**1,069**	**0.2%**	**0.3%**	**32,661**	**41,014**	**3.1%**	**3.5%**	**−0.4%**	**−20.4%**
GM	221,547	255,128	32.1%	32.5%	119,899	139,993	33.6%	35.9%	341,446	395,121	32.6%	33.6%	−1.0%	−13.6%
Ford	134,430	159,469	19.5%	20.3%	100,748	117,440	28.2%	30.1%	235,178	276,909	22.5%	23.6%	−1.1%	−15.1%
Chrysler	50,822	66,276	7.4%	8.4%	62,620	58,228	17.5%	14.9%	113,442	124,504	10.8%	10.6%	0.2%	−8.9%
Toyota/Lexus	72,146	86,885	10.4%	11.1%	28,900	32,232	8.1%	8.3%	101,046	119,117	9.6%	10.1%	−0.5%	−15.2%
Honda/Acura	80,941	78,069	11.7%	9.9%	–	–	–	–	80,941	78,069	7.7%	6.6%	1.1%	3.7%
Nissan/Infiniti	41,549	41,393	6.0%	5.3%	16,116	16,418	4.5%	4.2%	57,665	57,811	5.5%	4.9%	0.6%	−0.3%
VW/Audi	9,408	13,547	1.4%	1.7%	479	643	0.1%	0.2%	9,887	14,190	0.9%	1.2%	−0.3%	−30.3%
†Geo	*26,387*	*25,419*	*3.8%*	*3.2%*	*3,046*	*3,176*	*0.9%*	*0.8%*	*29,433*	*28,595*	*2.8%*	*2.4%*	*0.4%*	*2.9%*
*Made by Japan***	*270,658*	*281,655*	*39.2%*	*35.8%*	*74,803*	*76,873*	*21.0%*	*19.7%*	*345,461*	*358,528*	*33.0%*	*30.5%*	*2.5%*	*−3.6%*

*Includes 1991 estimated sales of 80-Ferrari, 27-Rolls/Bentley, 22-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 8 MONTHS - 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	825,540	979,656	14.7%	15.2%	726,733	882,099	26.0%	27.3%	1,552,273	1,861,755	18.5%	19.3%	−0.8%	−16.6%
Ford	734,974	921,309	13.1%	14.3%	802,308	970,910	28.7%	30.0%	1,537,282	1,892,219	18.3%	19.6%	−1.3%	−18.8%
Toyota	459,610	499,093	8.2%	7.8%	182,148	190,033	6.5%	5.9%	641,758	689,126	7.6%	7.1%	0.5%	−6.9%
Dodge	214,565	227,573	3.8%	3.5%	307,007	337,704	11.0%	10.4%	521,572	565,277	6.2%	5.8%	0.4%	−7.7%
Honda	449,187	495,725	8.0%	7.7%	–	–	–	–	449,187	495,725	5.4%	5.1%	0.2%	−9.4%
Nissan	256,789	292,960	4.6%	4.6%	115,452	119,480	4.1%	3.7%	372,241	412,440	4.4%	4.3%	0.2%	−9.7%
Buick	369,039	358,595	6.6%	5.6%	–	–	–	–	369,039	358,595	4.4%	3.7%	0.7%	2.9%
Pontiac	345,963	444,189	6.2%	6.9%	15,148	21,254	0.5%	0.7%	361,111	465,443	4.3%	4.8%	−0.5%	−22.4%
Oldsmobile	295,078	350,333	5.3%	5.4%	20,628	16,964	0.7%	0.5%	315,706	367,297	3.8%	3.8%	0.0%	−14.0%
Mercury	258,132	267,957	4.6%	4.2%	–	–	–	–	258,132	267,957	3.1%	2.8%	0.3%	−3.7%
Mazda	161,550	162,533	2.9%	2.5%	85,757	86,318	3.1%	2.7%	247,307	248,851	2.9%	2.6%	0.4%	−0.6%
Plymouth	126,278	166,946	2.3%	2.6%	116,915	121,479	4.2%	3.8%	243,193	288,425	2.9%	3.0%	−0.1%	−15.7%
GMC	–	–	0.0%	0.0%	192,885	229,428	6.9%	7.1%	192,885	229,428	2.3%	2.4%	−0.1%	−15.9%
Cadillac	136,121	172,359	2.4%	2.7%	–	–	–	–	136,121	172,359	1.6%	1.8%	−0.2%	−21.0%
Mitsubishi	110,792	110,179	2.0%	1.7%	19,377	29,108	0.7%	0.9%	130,169	139,287	1.6%	1.4%	0.1%	−6.5%
Lincoln	123,513	158,797	2.2%	2.5%	–	–	–	–	123,513	158,797	1.5%	1.6%	−0.2%	−22.2%
Jeep	–	–	0.0%	0.0%	117,277	137,121	4.2%	4.2%	117,277	137,121	1.4%	1.4%	0.0%	−14.5%
Acura	97,729	97,783	1.7%	1.5%	–	–	–	–	97,729	97,783	1.2%	1.0%	0.2%	−0.1%
Chrysler	79,748	130,967	1.4%	2.0%	2,461	1,978	0.1%	0.1%	82,209	132,945	1.0%	1.4%	−0.4%	−38.2%
Hyundai	81,852	93,421	1.5%	1.5%	–	–	–	–	81,852	93,421	1.0%	1.0%	0.0%	−12.4%
Isuzu	9,308	2,633	0.2%	0.0%	66,951	69,585	2.4%	2.2%	76,259	72,218	0.9%	0.7%	0.2%	5.6%
Subaru	73,883	73,176	1.3%	1.1%	–	–	–	–	73,883	73,176	0.9%	0.8%	0.1%	1.0%
VW	66,260	91,690	1.2%	1.4%	4,089	5,010	0.1%	0.2%	70,349	96,700	0.8%	1.0%	−0.2%	−27.3%
Volvo	51,357	65,884	0.9%	1.0%	–	–	–	–	51,357	65,884	0.6%	0.7%	−0.1%	−22.0%
Lexus	41,100	40,146	0.7%	0.6%	–	–	–	–	41,100	40,146	0.5%	0.4%	0.1%	2.4%
Saturn	40,858	0	0.7%	0.0%	–	–	–	–	40,858	0	0.5%	0.0%	0.5%	–
Eagle	39,849	42,571	0.7%	0.7%	–	–	–	–	39,849	42,571	0.5%	0.4%	0.0%	−6.4%
Mercedes	38,253	48,991	0.7%	0.8%	–	–	–	–	38,253	48,991	0.5%	0.5%	−0.1%	−21.9%
BMW	34,031	41,436	0.6%	0.6%	–	–	–	–	34,031	41,436	0.4%	0.4%	0.0%	−17.9%
Infiniti	25,832	13,309	0.5%	0.2%	–	–	–	–	25,832	13,309	0.3%	0.1%	0.2%	94.1%
Saab	18,499	19,267	0.3%	0.3%	–	–	–	–	18,499	19,267	0.2%	0.2%	0.0%	−4.0%
Suzuki	3,599	4,358	0.1%	0.1%	11,563	10,124	0.4%	0.3%	15,162	14,482	0.2%	0.1%	0.0%	4.7%
Audi	7,846	14,497	0.1%	0.2%	–	–	–	–	7,846	14,497	0.1%	0.1%	−0.1%	−45.9%
Daihatsu	4,362	7,807	0.1%	0.1%	2,079	3,359	0.1%	0.1%	6,441	11,166	0.1%	0.1%	0.0%	−42.3%
Jaguar	6,412	12,369	0.1%	0.2%	–	–	–	–	6,412	12,369	0.1%	0.1%	−0.1%	−48.2%
Porsche	3,151	6,539	0.1%	0.1%	–	–	–	–	3,151	6,539	0.0%	0.1%	0.0%	−51.8%
Peugeot	2,817	3,072	0.1%	0.0%	–	–	–	–	2,817	3,072	0.0%	0.0%	0.0%	−8.3%
Alfa Romeo	2,672	2,232	0.0%	0.0%	–	–	–	–	2,672	2,232	0.0%	0.0%	0.0%	19.7%
Sterling	2,359	2,856	0.0%	0.0%	–	–	–	–	2,359	2,856	0.0%	0.0%	0.0%	−17.4%
Range Rover	–	–	0.0%	0.0%	1,950	2,952	0.1%	0.1%	1,950	2,952	0.0%	0.0%	0.0%	−33.9%
Yugo	1,825	4,736	0.0%	0.1%	–	–	–	–	1,825	4,736	0.0%	0.0%	0.0%	−61.5%
Other*	1,682	1,710	0.0%	0.0%	–	–	–	–	1,682	1,710	0.0%	0.0%	−1.6%	0.0%
TOTAL	**5,602,415**	**6,429,854**	**100.0%**	**100.0%**	**2,790,728**	**3,234,906**	**100.0%**	**100.0%**	**8,393,143**	**9,664,760**	**100.0%**	**100.0%**	**0.0%**	**−13.2%**
TOTAL BIG 3	**3,589,658**	**4,221,252**	**64.1%**	**65.7%**	**2,301,362**	**2,718,937**	**82.5%**	**84.0%**	**5,891,020**	**6,940,189**	**70.2%**	**71.8%**	**−1.6%**	**−15.1%**
TOTAL JAPAN	**1,693,741**	**1,799,702**	**30.2%**	**28.0%**	**483,327**	**508,007**	**17.3%**	**15.7%**	**2,177,068**	**2,307,709**	**25.9%**	**23.9%**	**2.1%**	**−5.7%**
TOTAL EUROPE	**237,164**	**315,479**	**4.2%**	**4.9%**	**6,039**	**7,962**	**0.2%**	**0.2%**	**243,203**	**323,441**	**2.9%**	**3.3%**	**−0.4%**	**−24.8%**
GM	2,012,599	2,305,132	35.9%	35.9%	955,394	1,149,745	34.2%	35.5%	2,967,993	3,454,877	35.4%	35.7%	−0.4%	−14.1%
Ford	1,116,619	1,348,063	19.9%	21.0%	802,308	970,910	28.7%	30.0%	1,918,927	2,318,973	22.9%	24.0%	−1.1%	−17.3%
Chrysler	460,440	568,057	8.2%	8.8%	543,660	598,282	19.5%	18.5%	1,004,100	1,166,339	12.0%	12.1%	−0.1%	−13.9%
Toyota/Lexus	500,710	539,239	8.9%	8.4%	182,148	190,033	6.5%	5.9%	682,858	729,272	8.1%	7.5%	0.6%	−6.4%
Honda/Acura	546,916	593,508	9.8%	9.2%	–	–	–	–	546,916	593,508	6.5%	6.1%	0.4%	−7.9%
Nissan/Infiniti	282,621	306,269	5.0%	4.8%	115,452	119,480	4.1%	3.7%	398,073	425,749	4.7%	4.4%	0.3%	−6.5%
VW/Audi	74,106	106,187	1.3%	1.7%	4,089	5,010	0.1%	0.2%	78,195	111,197	0.9%	1.2%	−0.2%	−29.7%
†Geo	*183,269*	*201,003*	*3.3%*	*3.1%*	*22,835*	*23,324*	*0.8%*	*0.7%*	*206,104*	*224,327*	*2.5%*	*2.3%*	*0.1%*	*−8.1%*
*Made by Japan***	*1,914,744*	*2,030,802*	*34.2%*	*31.6%*	*501,764*	*540,719*	*18.0%*	*16.7%*	*2,416,508*	*2,571,521*	*28.8%*	*26.6%*	*2.2%*	*−6.0%*

*Includes 1991 estimated sales of 640-Ferrari, 522-Rolls/Bentley, 216-Lotus, 160-Maserati, 104-Lamborghini, and 40-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

SALES

FROM PAGE 4

with dealer incentives of $5,000 to $6,000. Both companies announced last month they were ceasing U.S. imports.

As their star sets, another rises. Infiniti led all nameplates for the month with a gain of 148.3 percent, compared to slow year-ago sales.

Monthly unit sales were 1,047,469 cars and trucks, 10.9 percent below the year-ago month. And the year-ago month was a poor one, following the invasion of Kuwait by Iraq.

Year-to-date sales were 8,393,143, 13.2 percent behind the year-ago period.

■ BIG 3 DECLINE

Sales for the U.S. Big 3 declined 13.4 percent for August. General Motors Corp. fell 13.6 percent for the month, despite gains by Buick and Oldsmobile. Chevrolet/Geo sales were 17.5 percent below the year-ago month, although the Geo portion was up 2.9 percent.

Saturn sales of 7,000 were all plus for GM, there being no year-ago sales, but the figure was sharply down from July Saturn sales of 8,538.

Ford Division outsold Chevrolet/Geo for the top industry spot for the first time since March. Nevertheless, Ford Division sales were down 15.2 percent for the month, about the same as the Ford Motor Co. drop of 15.1 percent.

Chrysler Corp. sales dropped 8.9 percent for the month, but Chrysler's light trucks, including minivans, were up 7.5 percent. Light-truck sales rose for both Dodge and Plymouth and were just shy of even for Jeep.

For the truck market, Dodge, Plymouth and Mazda all gained a point or more of share, taking it mostly from Ford and Chevrolet.

■ JAPANESE GAIN SHARE

Sales for the Japanese nameplates were down 4.2 percent, contributing to another increase in market share. Japanese brands owned 29.7 percent of the car and light-truck market, up 2.1 points from a year earlier.

Besides Infiniti, nameplates that posted higher sales than the year-ago month included Honda, Mazda, Mitsubishi, Isuzu, Lexus and Suzuki.

Hyundai Motor America sales also improved, up 4.1 percent for the month.

Sales for American Honda Motor Co. Inc. jumped 3.7 percent in August, as Honda sales rose 4.6 percent and Acura fell 1.1 percent.

Monthly sales for Nissan Motor Corp. in USA fell only 0.3 percent, thanks to the momentum at Infiniti. Nissan Division sales were down 5.4 percent for the month.

Toyota Motor Sales USA Inc. vehicle sales were 15.2 percent below the year-ago month, but August 1990 was Toyota's best month of the year. Lexus sales were up 2.3 percent for the month, closely matching the pace for Lexus sales year to date.

Lexus outsold both Mercedes-Benz of North America and BMW of North America in August. BMW's August sales were 0.1 percent below the year-ago month, so BMW just missed posting its second month in a row with higher sales than the year-ago. BMW introduced a new 325i in June.

DOMESTIC CAR SALES, AUGUST & YTD

	August 1991	August 1990	8 Mos., 1991	8 Mos., 1990
Summit	1,034	0	5,292	0
Talon	2,755	1,980	21,130	18,808
Premier	884	3,198	7,896	13,434
Total Eagle	**4,673**	**5,178**	**34,318**	**32,242**
Horizon	0	505	505	11,015
Laser	2,930	2,735	20,323	29,951
Sundance	6,084	6,579	31,118	41,304
Reliant	0	0	0	2,371
Acclaim*	6,208	7,056	63,066	68,256
Total Plymouth	**15,222**	**16,875**	**115,012**	**152,897**
LeBaron A*	1,576	3,440	11,932	22,590
LeBaron J	1,667	3,900	25,986	41,587
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	2,074	2,589	25,097	22,397
Imperial	513	723	6,689	7,763
New Yorker C	890	2,104	9,181	30,872
Total Chrysler	**5,720**	**12,756**	**78,885**	**127,493**
Omni	0	490	561	10,879
Shadow	7,677	6,998	50,578	47,233
Monaco	736	1,898	6,065	6,424
Daytona	996	2,691	9,911	24,322
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit*	4,473	5,782	53,076	56,634
Dynasty	3,638	8,359	67,906	63,933
Total Dodge	**17,520**	**26,218**	**188,097**	**212,421**
CHRYSLER CORP.	**44,135**	**61,027**	**416,312**	**525,053**
Escort*	22,195	25,221	167,776	188,432
Mustang	7,620	11,010	55,413	87,232
Tempo	18,100	16,081	124,673	152,163
Taurus	20,408	26,310	202,013	217,796
Thunderbird	5,179	7,031	50,531	73,044
Probe	8,113	8,118	60,821	86,986
Crown Victoria	5,631	9,434	48,659	76,279
Total Ford Div.	**87,246**	**103,205**	**709,886**	**881,932**
Topaz	4,060	5,549	40,281	52,304
Sable	7,169	7,909	67,546	66,777
Cougar	7,125	5,375	41,247	55,029
Grand Marquis	8,043	9,624	65,156	61,576
Total Mercury	**26,397**	**28,457**	**214,230**	**244,989**
Continental	4,345	5,149	35,763	41,927
Town Car	7,170	10,839	81,050	100,674
Mark VII	1,059	1,614	6,700	16,196
Total Lincoln	**12,574**	**17,602**	**123,513**	**158,797**
Total L-M Div.	**38,971**	**46,059**	**337,743**	**403,786**
FORD MOTOR CO.	**126,217**	**149,264**	**1,047,629**	**1,285,718**
Skyhawk	0	0	0	827
Roadmaster	4,577	0	23,198	0
Somerset/Skylark	2,550	6,072	48,919	66,235
Century*	10,967	8,036	89,099	75,613
Regal	7,927	8,004	74,843	55,662
LeSabre	7,352	12,710	62,238	106,368
Reatta	312	504	1,926	4,782
Electra/Park Ave.	7,700	4,349	59,205	34,437
Riviera	906	1,968	9,610	14,671
Total Buick	**42,291**	**41,643**	**369,039**	**358,595**
Allante	347	310	2,124	2,379
Seville	881	1,079	18,736	25,690
DeVille	11,635	13,864	90,444	105,175
Brougham	2,005	1,901	14,752	23,190
Eldorado	909	1,578	10,065	15,925
Total Cadillac	**15,777**	**18,732**	**136,121**	**172,359**
Geo Metro	6,406	6,060	45,645	21,035
Geo Prizm	10,699	9,929	69,639	79,870
Cavalier*	16,376	20,260	192,515	193,366
Camaro	5,129	7,691	35,884	59,053
Celebrity	0	2,657	613	26,368
Corsica/Beretta	16,992	19,144	163,498	206,230
Lumina	12,504	15,971	151,680	156,918
Caprice	6,103	12,629	86,159	119,852
Corvette	1,216	1,549	11,921	16,866
Total Chevrolet	**75,425**	**95,890**	**757,554**	**879,558**
Calais	3,583	6,074	40,935	69,574
Cutlass Ciera*	10,560	8,730	92,976	94,627
Cutlass Supreme	6,471	7,254	62,045	69,798
88	8,942	9,383	52,723	70,885
98	6,287	3,327	41,088	34,908
Toronado	434	905	5,311	10,541
Total Oldsmobile	**36,277**	**35,673**	**295,078**	**350,333**
Sunbird	5,377	11,026	63,407	76,522
Firebird	2,456	3,903	16,761	29,501
Grand Am	7,520	15,905	108,040	148,204
Pontiac 6000	564	3,384	20,423	32,549
Grand Prix	8,209	9,376	70,810	81,849
Bonneville H	7,339	5,482	40,755	45,209
Total Pontiac	**31,465**	**49,076**	**320,196**	**413,834**
Total Saturn	**7,000**	**0**	**40,856**	**0**
GENERAL MOTORS	**208,235**	**241,814**	**1,918,846**	**2,174,679**
Civic	20,783	20,949	105,816	139,908
Accord	32,895	24,215	225,713	187,627
HONDA	**53,678**	**45,164**	**331,529**	**327,535**
MX-6	980	2,696	17,929	21,297
626	5,385	6,645	42,076	30,030
MAZDA	**6,365**	**9,341**	**60,005**	**52,481**
Eclipse	4,298	3,907	36,608	34,668
Mirage	1,962	0	14,306	31
MITSUBISHI	**6,260**	**3,907**	**50,914**	**34,699**
NISSAN Sentra*	**8,470**	**10,581**	**80,493**	**68,498**
Corolla	17,156	16,269	91,259	96,432
Camry	22,664	25,529	141,504	148,651
TOYOTA	**39,820**	**41,798**	**232,763**	**245,083**
SUBARU Legacy	**3,975**	**2,315**	**34,197**	**7,226**
SUZUKI Swift	**83**	**0**	**528**	**0**
DOMESTIC TOTAL	**497,238**	**564,411**	**4,173,216**	**4,720,964**
IMPORT TOTAL	**193,325**	**221,483**	**1,429,190**	**1,708,890**
INDUSTRY TOTAL	**690,563**	**785,894**	**5,602,415**	**6,429,854**

*Includes units produced in Mexico.

LUXURY

FROM PAGE 3

North America Inc. Those companies also must deal with the federal luxury tax on vehicles over $30,000.

Lotus' models include the Elan convertible, priced at $39,040, and Esprit Turbo SE, $86,750. Lotus is reportedly offering dealer incentives of $5,000 on each Elan, $11,000 on the Esprit Turbo and up to $15,000 on some specially equipped Esprit Turbos.

"It's particularly tough for a low-volume exotic," said Lotus spokesman Scott Sweeney. "When you sell automobiles as entertainment, as opposed to transportation — and without question a Lotus is not a necessity, it is a luxury — you're going to suffer if people let the economy dictate that decision."

Lotus' 1991 sales actually improved. For the January through July period, the company sold 218 units, compared with 156 in the same period last year. But Lotus had projected sales of 1,000 cars this year, relying on the addition of the new Elan convertible. The company later scaled back its sales estimate to about 600 units.

The other model it sells in the United States, the Esprit Turbo, was introduced in 1975 and restyled in 1988.

At the present sales rate, Lotus has enough 1991 models in U.S. stock to last through the 1992 model year. So the company is probably not going to introduce a new car until the 1993 model year, Sweeney said.

At Rolls-Royce, sales are down more than 50 percent this year. The company has cut its U.S. staff this year from about 100 to 70 through early retirements, a hiring freeze and layoffs.

New orders for Ferraris also are down, but retail deliveries are stable this year because Ferrari deliveries run so far behind orders. Ferarri spokesman Hugh Steward said 642 cars were delivered through August, about the same as last year, but the figure was inflated by a rush of orders last December to beat the luxury tax.

Martin Bennett of Thoroughbred Motorcars (Ferrari-Jaguar-Saab) in Nashville, Tenn., said the luxury tax turned Ferrari sales from "red-hot" to "very, very slow."

LIGHT-DUTY TRUCK SALES, AUGUST & YTD

	August 1991	August 1990	8 Mos., 1991	8 Mos., 1990
Town & Country	222	201	2,461	1,978
Total Chrysler	**222**	**201**	**2,461**	**1,978**
Vans	3,121	4,076	31,883	40,619
Ram Wagon	654	1,012	12,898	16,506
Caravan	15,227	12,178	139,146	136,952
Caravan C/V	317	504	6,770	8,962
Ram 50	284	748	2,851	8,296
Raider	0	0	0	1,092
Ramcharger	402	901	4,074	7,922
Dakota	6,280	5,112	53,644	52,757
Pickups	6,416	5,791	55,741	64,598
Total Dodge	**32,701**	**30,322**	**307,007**	**337,704**
Voyager	14,123	11,795	116,915	121,479
Total Plymouth	**14,123**	**11,795**	**116,915**	**121,479**
Wrangler	4,088	4,218	32,712	39,123
Cherokee	10,687	10,434	77,297	83,851
Grand Wagoneer	253	528	2,726	4,548
Comanche	546	730	4,542	9,599
Total Jeep	**15,574**	**15,910**	**117,277**	**137,121**
CHRYSLER CORP.	**62,620**	**58,228**	**543,660**	**598,282**
Vans	9,846	11,272	71,405	106,861
Aerostar	12,782	14,082	102,691	128,126
Club Wagon	1,351	1,383	14,391	14,699
Ranger	20,906	26,997	166,299	197,557
Bronco	1,870	3,427	17,201	36,033
Bronco II/Explorer	20,301	20,050	165,213	106,635
Pickups	33,692	40,229	265,108	380,999
FORD MOTOR CO.	**100,748**	**117,440**	**802,308**	**970,910**
Vans	7,096	7,007	55,931	73,870
Sportsvan	1,060	1,195	6,934	6,502
Geo Tracker*	3,046	3,176	22,835	23,324
Astro	6,824	8,862	74,269	87,362
Lumina APV	3,341	6,349	33,382	45,421
S10	18,901	23,956	144,129	140,451
S10 Blazer	12,010	13,283	83,217	102,001
Blazer	883	1,138	7,382	12,066
Suburban	3,756	4,204	27,469	39,891
Pickups	31,850	35,926	258,521	333,842
P-Model	1,106	1,239	12,664	17,369
Total Chevrolet	**89,873**	**106,335**	**726,733**	**882,099**
Vans	3,095	3,012	22,519	26,550
Safari	2,741	3,198	23,376	24,210
S15/Sonoma	4,321	4,512	31,067	30,423
S15 Jimmy	2,743	3,594	19,913	25,555
Jimmy	228	342	1,897	3,507
Suburban	1,867	2,171	11,600	17,092
Pickups	9,781	10,699	79,920	99,360
P Model	233	227	1,730	1,836
W4	121	167	863	895
Total GMC	**25,130**	**27,922**	**192,885**	**229,428**
Silhouette	1,778	3,064	13,407	16,964
Bravada	1,209	0	7,221	0
Total Oldsmobile	**2,987**	**3,064**	**20,628**	**16,964**
Trans Sport	1,909	2,672	15,148	21,254
Total Pontiac	**1,909**	**2,672**	**15,148**	**21,254**
GENERAL MOTORS	**119,899**	**139,993**	**955,394**	**1,149,745**
DAIHATSU Rocky	**234**	**509**	**2,079**	**3,359**
Pickup*	2,661	3,353	25,863	30,078
Amigo	826	851	5,566	7,346
Trooper	4,041	2,626	19,367	31,403
Rodeo*	1,920	736	16,155	758
ISUZU	**9,448**	**7,566**	**66,951**	**69,585**
Pickup	8,049	6,860	41,732	57,737
MPV	5,037	4,821	36,776	28,581
Navajo*	1,376	0	7,249	0
MAZDA	**14,462**	**11,681**	**85,757**	**86,318**
Pickup	1,860	2,076	12,969	19,296
Montero	526	1,548	6,350	9,247
Van	1	57	58	565
MITSUBISHI	**2,387**	**3,681**	**19,377**	**29,108**
Pickup*	12,678	12,632	88,990	91,738
Pathfinder	3,434	3,088	25,359	20,764
Axxess	4	481	313	5,390
Van	0	3	5	52
Hawaii	0	214	785	1,536
NISSAN	**16,116**	**16,418**	**115,452**	**119,480**
RANGE ROVER	**311**	**426**	**1,950**	**2,952**
Samurai	367	532	3,407	4,021
Sidekick*	935	330	8,156	6,103
SUZUKI	**1,302**	**862**	**11,563**	**10,124**
Pickups	18,307	22,259	110,614	126,327
Previa	4,822	4,603	36,435	26,575
4Runner	4,973	4,833	29,538	33,164
Land Cruiser	798	532	5,561	3,739
Van	0	5	0	228
TOYOTA	**28,900**	**32,232**	**182,148**	**190,033**
VOLKSWAGEN Vanagon	**479**	**643**	**4,889**	**5,010**
IMPORTS	**73,639**	**74,018**	**489,366**	**515,969**
INDUSTRY TOTAL	**356,906**	**389,679**	**2,790,728**	**3,234,906**

*Includes domestic vehicles.

Sales charts compiled by Karen Delkowski

BUICK

FROM PAGE 3

the factory, Miller said.

"I think more dealers will fail and probably have failed, not because they don't have any money, but because they don't have the proper cash flow," Miller said. "I know several dealers who have gone out of business because they couldn't pay their employees because their money was held up in some type of program."

Dealers and Buick need to talk more about mandatory membership in ad associations, he said.

"I think there is a large number of dealers who feel that if they had the money to spend locally or directly on their business, they would be much more successful than being grouped together in a large organization," he said. "I have a tendency to agree with them. If I were able to take the amount of money I contribute to (my) local advertising organization and spend that directly . . . in my area, I think I could probably be a more effective voice."

Miller said he realizes that many dealers would disagree, particularly big city dealers who think they need the power of combined ad spending to make enough noise to be heard.

"Because dealers' feelings are all over the place and Buick management is really focused on having advertising associations, we have some uneasy feeling," he said.

Buick shouldn't eliminate ad associations if competitors continue to use them, Miller said. But if ad associations remain, there should be a way to require rental companies and fleets to pay into them also, he added.

The national dealer council meets at the end of this month to consider those and other issues. At the national meeting, a list of all concerns will be compiled and then pared to 20 or 25 key issues to present to management, he said.

Volvo adds spiffs, Porsche woos previous owners

ARLENA SAWYERS
Staff Reporter

Volvo Cars of North America announced a new factory-to-dealer incentive program. Cash payments to dealers are $750 to $1,500 on the 740 sedans and wagons, $1,500 on the 940 sedans and wagons and $2,500 on the 780 coupe. The program expires Oct. 31.

Porsche Car North America Inc. sent "Private Offer Certificates" to previous Porsche owners good for $8,500 off the price of 1990 and 1991 911 Carrera 4 models through Oct. 31. Dealer contribution is $2,500.

Incentive programs for **Toyota Motor Sales U.S.A. Inc.** and **American Honda Motor Co. Inc.** and some programs for **Mazda Motor of America Inc.** and **Mitsubishi Motor Sales of America Inc.** expired and had not been renewed by last Friday.

Correction: The factory-to-dealer incentive for **Sterling Motor Cars** is $8,000, or $3,000 if the consumer chooses a 0 percent financing program offering by the importer.

Special Correspondent Chris Eschenburg contributed to this report.

INCENTIVE WATCH
DEALER INCENTIVES

NEW PROGRAMS

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500

FORD MOTOR CO. (expires Sept. 30)

Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
DeVille, Fleetwood, Brougham (expires Sept. 25)	$500
Oldsmobile (expires Sept. 25)	
Eighty Eight (1991)	$1,000
Pontiac (expires Sept. 25)	
Grand Am (1991)	$250
Bonneville (1991)	$1,000

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (1991 models, expires Sept. 16)

Cars	$700-1,500
Trucks	$700-1,800

MAZDA (1991 models; expires Oct. 2)

Navajo	$750

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; California and Hawaii; expires Sept. 30)

Mirage (Calif. & Hawaii)	$250-750, based on number sold
Eclipse (Calif.)	$500-1,000, quota
Eclipse (Hawaii)	$750
Galant (Hawaii)	$500
Galant (Hawaiii)	$1,000-2,000, based on number sold
Pickups (Calif.)	$500-1,500, quota

NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)

Sentra	$400
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-3,500, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

SUZUKI (expires Oct. 3)

Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91)	$1,500
Other LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	– $700
Dodge Shadow conv. (1991)	$2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91)	$1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990)	$1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1991); Talon TSi (1990-91)	$1,500
Other Talon (1991)	$1,200
Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91)	$1,000
Other Summit (1991)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1991), Laser RS Turbo (1990-91)	$1,500
Other Laser (1991)	$1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990)	$1,000
Colt Vista (1991)	$500
Colt base 3-dr. (1991)	$700
Sundance America (1991); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
1992 models, expires Sept. 25. Finance rates in lieu of rebates are 7.9 percent.

Ford Escort*	$500-750
Tempo, Taurus, Mustang, Probe	$500
Thunderbird, Crown Victoria	$750
Aerostar, F series, Bronco	$500
Ranger	$750
Mercury Tracer*	$500-750
Topaz, Sable	$500
Cougar, Grand Marquis	$750

*Escort rebates are for Central and Great Lakes regions only. Tracer rebates are for Central, Great Lakes and Southwest regions only.

1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.

Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco, E150 conversion pkg.	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac	
LeMans, Firebird (1992)	$500
Grand Am, Trans Sport (1991)	$750
Grand Prix, Trans Sport (1992)	$750
Firebird, Grand Prix	$1,000
Bonneville (1991)	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MAZDA
(1991 models; expires Oct 2; 5.9 percent loans offered in lieu of rebates)

Protege	$800

MITSUBISHI
(1990-91 models; California and Hawaii; expires Sept. 30)

Mirage (Calif. & Hawaii)	$750
Galant (Hawaii)	$1,000
Montero (Hawaii)	$1,500
Pickups (Hawaii)	$1,000-1,250

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

1992 TOYOTA, ACCORD, GRAND AM PRICES

	1992 Price	Increase over final 1991 price
TOYOTA Tercel		
2-dr.	$ 6,998	$ 410
Deluxe 2-dr.	8,428	430
Deluxe 4-dr.	8,528	430
LE 4-dr.	9,908	430
Corolla		
4-dr.	9,418	270
Deluxe 4-dr.	10,408	260
LE 4-dr.	12,598	300
5-dr. wagon	11,078	260
5-dr. wagon (4wd)	12,688	170
Camry		
Deluxe 4-dr.	14,368	1,480
LE 4-dr.	16,998	1,720
XLE 4-dr.*	18,848	—
Deluxe 4-dr. V-6	16,808	1,950
LE 4-dr. V-6	18,638	970
XLE 4-dr. V-6*	20,508	—
Cressida		
4-dr.	23,488	790
Paseo		
2-dr.	10,338	350
MR2		
2-dr.	16,048	600
2-dr. (T-bar)	16,998	600
Turbo 2-dr.	19,378	600
Turbo 2-dr. (T-bar)	20,278	600
Celica		
ST 2-dr.	13,378	580
GT 2-dr.	15,708	1,240
GT 3-dr. hatch.	15,838	1,120
GT-S 3-dr. hatch.	17,328	560
GT convertible	20,468	1,140
Turbo 3-dr. hatch. (awd)	22,048	540
Supra		
3-dr. hatch.	25,280	960
Turbo 3-dr. hatch.	28,750	960
Turbo 3-dr. hatch. (sport roof)	29,770	960

*New model for 1992

HONDA Accord

DX 4-dr.	13,225	400
LX 4-dr.	15,825	450
XE 4-dr.	18,245	1,150

PONTIAC Grand Am
The 1992 and 1991 Grand Am models are not directly comparable because of changes in series designations and equipment levels. All prices for both model years are presented here.

	1992 Price	Final 1991 price
SE 4-dr.	11,999	
SE 2-dr.	11,899	
GT 4-dr.	13,799	
GT 2-dr.	13,699	
4-dr.		10,374
2-dr.		10,174
LE 4-dr.		11,324
LE 2-dr.		11,124
SE 4-dr.		16,544
SE 2-dr.		16,344

Toyota, Honda, Pontiac boost prices on '92s

KRISTINE STIVEN BREESE
and PHIL FRAME
Staff Reporters

The cars have more standard equipment, but it will cost considerably more to buy the best-selling 1992 models of Toyota, Honda and Pontiac than it did in 1991.

The cars are the Toyota Camry, the Honda Accord four-door sedan and the Pontiac Grand Am.

Toyota Motor Sales U.S.A. Inc. priced its full lineup last week and applied its biggest increase to the mid-sized Camry, its top-volume nameplate. The base 1992 Camry four-door sedan is $14,368, an increase of $1,480, or 11.5 percent, over the 1991 model. The 1992 car is all new. It is bigger than its predecessor; it has a more powerful engine and a driver-side air bag as standard equipment.

Toyota said the Camry prices are up an average of $659, or 4.3 percent, for 1992 on a comparably equipped basis.

The company also said its full stable of 1992 cars, including Camry, has risen an average of $490, or 3.9 percent, over the 1991 models after adjusting for year-to-year equipment changes. The increases range from $170 on the Corolla four-wheel-drive station wagon to $1,970 on the Camry Deluxe V-6 four-door sedan.

American Honda Motor Co. Inc. priced half of its Accord line. Accord is the best-selling nameplate on the U.S. market. Honda said the Accord four-door sedans are up a sales-weighted average of $641, or 3.94 percent.

The Accord DX is up $400, the LX has risen $450, and the EX has jumped $1,150. All three have a driver-side air bag, and the EX also has anti-lock brakes.

The coupe and wagon will be priced later.

Honda took some of the sting out of its 1992 increase by hiking Accord sedans $100 in May.

Grand Am, the sales king at Pontiac, is an entirely new car for 1992, with different series designations and major changes in equipment content. Exact comparisons are difficult, but the lowest-priced 1992 Grand Am is $11,899. The 1991 price leader was $10,174.

Anti-lock brakes are standard on all 1992 Grand Ams. Pontiac claims that a 1992 has a price tag "as much as $398 below a comparably equipped 1991 model."

Pontiac's 1992 and 1991 Grand Ams defy direct comparisons. For 1991, Grand Am was offered in base, LE and SE series. For 1992, the names are SE and GT, but the 1992 SE bears no relation to the 1991 SE in the level of equipment, and the GT is unlike anything in the 1991 lineup.

GM Canada's dealers add new products

ALEX LAW
Special Correspondent

TORONTO — General Motors of Canada Ltd. is introducing more new cars and new models this fall than most other car companies have in their entire lineup.

Along with the models common to the U.S. operation, the Canadian company is also offering Saturn for the first time and is rebadging several vehicles moved from the defunct Passport International Automobiles Division.

Some former Passport models will be sold in the new Saturn-Saab-Isuzu Truck stores. Others, like Passport's Daewoo Optima, will be sold by Pontiac. And Passport's Isuzu Impulse will go to the new Geo line, which is carried by Chevrolet-Oldsmobile dealers.

There are also a couple of names the U.S. market won't see: GMC Sunrunner (a version of the Tracker) and Pontiac Sunfire (a version of the Impulse). Both won't be available until early 1992.

GM's aim is to gain 1 percentage point of market share over the 35 percent expected in the 1991 model year. The company estimates that industry sales in Canada in the 1992 model year will total 925,000 cars and 445,000 light trucks.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Kentucky Truck (Louisville) **9/9**		
Ford heavy trucks		920
Total U.S. truck		**920**
Total units lost week of 9/9		**920**

Source: Automotive News Data Center

RULES

FROM PAGE 4

restyled Chevrolet Blazer/GMC Jimmy and Suburban sport-utilities. But P. Stuart Meyer, safety engineer with GM's Truck & Bus Group, pointed out that after its recent "big program" to meet standard 208, the company will have to do an additional redesign for 1994 because new requirements for side door impacts will affect compliance with 208.

According to Meyer, GM's 1993-model Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette will be the company's first trucks to have driver-side air bags.

Air bags and side guard door beams, center high-mounted stop lights, and roof crush protection are currently major regulatory concerns for truckmakers.

But many additional new regulations are being considered, points out John Leinonen, executive engineer with the Safety Regulations and Planning Department for Ford Motor Co.'s automotive safety office.

The government has just finished researching vehicle stability — not only for trucks but also cars.

"It has the potential for significant implications, but we don't know yet what they'll say until we see the advanced notice (of rule making) next month," Leinonen said.

Trucks regulations are playing catch-up to car regulations. By the end of the decade, trucks will be subject to practically every regulation affecting cars, Leinonen said.

And industry officials anticipate that any future regulations, such those governing crashworthiness and crash avoidance, will automatically be proposed for both cars and trucks.

Additional weight generated by compliance with safety standards is also an industry concern, as fuel economy requirements for trucks tighten.

Side impact protection, for example, is expected to add 30 pounds; passive restraints, sensors, wiring, modules and brackets will likely add another 70 pounds.

"You look at the regulatory thrusts through the '90s, and you might be pushing close to 200 pounds in added weight on trucks," Leinonen said.

Every 100 pounds reduces the corporate average fuel economy of a truck by 0.3 mpg, he said.

While some industry executives privately fret about the potential impact of regulations on truck sales, publicly there hasn't been a lot of opposition to them.

Safety sells, and each company wants to be perceived as having the safest vehicles.

"Increases in costs, wherever they come, are difficult. But we are interested in moving ahead to make sure Ford is a leader in safety," Leinonen said.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 9/2-9/7/91	Actual 8/26-8/31/91	August Total	Year 1/1-9/7/91	Year 1/1-9/8/90
LeBaron A	0	0	0	0	8064
LeBaron J	50	15	15	18762	35293
New Yorker	0	5	5	4778	27592
Fifth Avenue	0	0	2	20699	21458
Imperial	200	282	520	5,283	12,637
Town & Country (trk.)	200	238	761	2,903	2,078
Total Chrysler	**450**	**540**	**1,303**	**52,425**	**107,122**
Horizon	0	0	0	0	4,327
Sundance	1,850	2,431	9,845	39,767	57,226
Acclaim	1,400	1,703	3,810	53,548	72,270
Voyager (trk.)	2,200	2,183	7,777	64,694	62,935
Voyager (Can. trk.)	2,500	2,756	10,931	74,860	70,384
Total Plymouth	**7,950**	**9,073**	**32,363**	**232,869**	**267,142**
Omni	0	0	0	0	4,078
Daytona	0	9	78	5,014	23,520
Shadow	1,900	2,299	9,361	44,579	64,828
Dynasty	3,600	4,459	8,159	78,209	77,959
Spirit	1,700	2,072	3,622	48,691	65,897
Monaco (Can.)	0	0	702	6,076	6,891
Caravan (trk.)	2,400	2,361	8,209	75,792	67,162
Caravan (Can. trk.)	2,500	1,900	11,664	94,934	87,921
Caravan C/V (trk.)	50	48	217	2,376	4,171
Caravan C/V (Can. trk.)	95	60	327	12,255	5,610
Dakota (trk.)	1,550	2,336	7,818	55,400	47,661
Ram pickups (trk.)	1,250	1,882	6,496	53,828	70,651
Ram Wagon (Can. trk.)	280	175	549	13,427	16,677
Ram Van (Can. trk.)	800	570	1,979	25,674	39,917
Total Dodge	**16,125**	**18,171**	**59,181**	**516,255**	**582,943**
Premier (Can.)	0	0	1,946	7,681	7,477
Cherokee (trk.)	3,200	4,205	18,110	92,932	106,851
Comanche (trk.)	50	143	567	3,473	5,505
Grand Wagoneer (trk.)	0	0	0	1,560	4,672
Wagoneer (trk.)	100	121	481	2,072	2,588
Wrangler (Can trk.)	1,500	950	6,784	41,022	40,603
Total Jeep-Eagle	**4,850**	**5,419**	**27,888**	**148,740**	**167,696**
Total U.S. car	**10,700**	**13,275**	**35,417**	**319,330**	**475,149**
Total Can. car+	**0**	**0**	**2,648**	**13,757**	**14,368**
Total U.S. truck	**11,000**	**13,517**	**50,436**	**355,038**	**374,274**
Total Can. truck+	**7,675**	**6,411**	**32,234**	**262,172**	**261,112**
CHRYSLER CORP.	**29,375**	**33,203**	**120,735**	**950,289**	**1,124,903**
Escort	4,598	5,694	24,101	145,109	154,332
Mustang	0	0	11,779	60,113	88,727
Tempo	2,637	0	8,753	76,489	92,563
Tempo (Can.)	1,460	2,985	8,750	73,056	83,142
Taurus	5,486	7,226	22,993	216,670	244,390
Thunderbird	2,333	0	5,269	52,566	81,114
Crown Victoria (Can.)	2,036	2,043	10,337	64,134	84,108
Aerostar (trk.)	3,903	4,195	16,649	114,971	144,374
Bronco (trk.)	551	607	1,994	11,181	36,074
Explorer/Bronco II (trk.)	6,344	5,756	26,436	184,789	129,542
Navajo (trk.)	316	887	2,139	8,111	0
Econoline (trk.)	1,021	0	12,096	93,057	135,911
Heavies (trk.)	831	1,009	2,136	23,533	37,977
Light trucks (trk.)	6,843	5,235	24,779	202,940	318,137
Light trucks (Can. trk.)	1,908	1,564	9,720	68,372	97,754
Ranger (trk.)	6,026	6,147	28,498	182,193	194,335
Total Ford Div.	**46,287**	**43,348**	**216,429**	**1,577,284**	**1,922,480**
Topaz	883	0	3,189	32,475	35,261
Topaz (Can.)	484	748	2,810	23,702	31,262
Cougar	1,123	0	4,627	41,861	53,893
Sable	1,402	2,124	6,822	70,552	74,788
Grand Marquis (Can.)	2,524	2,303	12,064	67,904	77,185
Total Mercury	**6,416**	**5,175**	**29,512**	**236,494**	**272,389**
Continental	966	1,163	5,003	38,359	41,642
Mark VII	170	212	878	6,724	15,050
Town Car	2,255	2,754	11,771	90,246	105,813
Total Lincoln	**3,391**	**4,129**	**17,652**	**135,329**	**162,505**
Total L-M Div.	**9,807**	**9,304**	**47,164**	**371,823**	**434,894**
Total U.S. car	21,853	19,173	105,185	831,164	987,573
Total Can. car	**6,504**	**8,079**	**33,961**	**228,796**	**275,697**
Total U.S. truck	**25,829**	**23,836**	**114,727**	**829,775**	**986,350**
Total Can. truck	**1,908**	**1,564**	**9,720**	**68,372**	**97,754**
FORD MOTOR CO.	**56,094**	**52,052**	**283,563**	**1,949,167**	**2,357,374**
Skylark	618	366	494	28,622	62,190
Century	2,347	1,997	7,306	61,745	44,734
Regal (Can.)	2,700	2,354	8,805	82,143	65,175
Riviera	207	184	649	14,354	15,317
Park Avenue/Electra	1,433	1,862	8,460	75,520	31,506
LeSabre	3,026	3,017	12,405	46,150	111,620
Roadmaster Sedan	962	1,241	4,684	19,623	0
Roadmaster Wagon†	225	273	1,142	17,907	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**11,518**	**11,294**	**43,945**	**347,270**	**339,841**
Eldorado	308	270	654	7,471	14,541
Seville	589	562	1,781	16,535	25,099
Brougham	483	625	2,196	13,536	20,258
DeVille	3,718	3,480	15,756	106,225	109,680
Allante	51	0	154	2,060	3,121
Total Cadillac	5,149	4,937	20,541	145,827	172,699
Cavalier	4,148	4,104	12,489	171,668	226,741
Camaro	1,098	1,260	4,986	35,684	50,441
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	2,453	2,097	9,381	165,443	196,793
Lumina (Can.)	6,000	5,164	18,572	155,879	147,110
Caprice	2,234	2,811	10,161	91,861	164,544
Corvette	384	334	605	14,124	15,465
Astro (trk.)	2,733	2,479	8,301	63,594	88,541
Blazer (trk.)	0	5	392	5,539	12,458
Lumina APV (trk.)	1,392	956	1,541	27,303	60,003
Mediums (trk.)	177	134	0	1,174	7,261
P-Model (trk.)	356	554	1,691	14,160	16,151
Pickups (trk.)	5,053	6,050	25,537	193,671	278,782
Pickups (Can. trk.)	3,000	2,469	12,209	94,769	116,002
S10 (trk.)	4,505	5,427	17,974	175,171	161,151
S10 Blazer (trk.)	1,398	1,902	5	26,168	73,663
Sportsvan (trk.)	909	884	2,207	27,709	41,899
Sportsvan (Can. trk.)	940	997	2,483	35,124	34,769
Suburban (trk.)	0	865	3,512	21,106	49,371
Total Chevrolet	**36,788**	**38,492**	**132,046**	**1,329,147**	**1,761,464**
Caleis	0	0	0	34,616	70,689
Cutlass Ciera	3,043	3,059	11,182	61,010	51,012
Cutlass Ciera (Can.)	0	0	0	41,089	53,964
Cutlass Supreme	2,511	2,395	6,892	71,410	62,723
Toronado	124	114	375	3,337	10,885
88	2,349	2,376	8,665	52,789	71,778
Custom Cruiser Wag.††	106	136	446	6,065	1,214
98	1,482	1,385	6,467	55,211	33,064
Silhouette (trk.)	279	283	489	13,758	23,932
Bravada (trk.)	197	210	619	10,654	0
Total Oldsmobile	**10,091**	**9,958**	**35,135**	**349,939**	**379,261**
Sunbird	2,084	2,107	6,286	79,573	107,571
Grand Am	533	290	405	87,999	143,400
Firebird	542	694	2,818	13,188	29,836
Grand Prix	1,320	1,685	8,808	69,722	80,652
Pontiac 6000	0	0	0	19,603	38,466
Pontiac 6000 (Can.)	0	0	0	0	0
Bonneville	2,212	2,479	11,837	47,369	54,204
Trans Sport (trk.)	725	493	836	17,522	37,567
Total Pontiac	**7,416**	**7,748**	**30,990**	**334,976**	**491,696**
Jimmy (trk.)	0	57	259	1,612	3,860
Mediums (trk.)	259	253	0	1,873	8,202
P-Model (trk.)	19	39	119	1,813	2,141
Pickups (trk.)	1,868	2,253	8,249	83,217	97,136
Pickups (Can. trk.)	1,000	958	3,787	35,147	44,606
Sonoma (trk.)	1,087	1,553	4,552	42,139	37,049
S15 Jimmy (trk.)	568	701	1	9,200	24,478
Safari (trk.)	908	962	3,239	27,143	31,489
Suburban (trk.)	0	384	2,141	16,805	24,691
Vandura (trk.)	384	332	840	12,433	15,607
Vandura (Can. trk.)	350	359	914	15,072	14,273
Total GMC	**6,443**	**7,851**	**24,101**	**246,454**	**303,532**
Total Saturn+	**2,350**	**2,350**	**9,400**	**58,598**	**625**
Total U.S. car	**42,948**	**43,553**	**166,884**	**1,550,224**	**1,857,468**
Total Can. car	**8,700**	**7,518**	**27,377**	**279,111**	**286,568**
Total U.S. truck	**22,817**	**26,776**	**82,504**	**793,764**	**1,095,432**
Total Can. truck	**5,290**	**4,783**	**19,393**	**180,112**	**205,650**
GENERAL MOTORS	**79,747**	**82,630**	**296,158**	**2,803,211**	**3,449,118**
Can. car	2,400	2,294	6,996	71,336	23,800
Can. trk.	950	945	3,117	31,598	18,850
CAMI*	**3,350**	**3,239**	**10,113**	**102,934**	**42,650**
DIAMOND-STAR*	**2,617**	**3,223**	**13,987**	**107,096**	**91,290**
Civic	1,240	1,957	8,232	61,996	79,003
Civic (Can.)	1,760	2,247	9,096	73,384	72,033
Accord	5,315	7,604	35,022	248,692	222,437
Total U.S. car	**6,555**	**9,561**	**43,254**	**310,688**	**301,440**
Total Can. car	**1,760**	**2,247**	**9,096**	**73,384**	**72,033**
HONDA	**8,315**	**11,808**	**52,350**	**384,072**	**373,473**
HYUNDAI Sonata (Can.)	375	142	1,664	18,489	13,940
MAZDA*	**3,727**	**3,497**	**12,793**	**109,126**	**120,428**
U.S. trk.	1,244	1,549	3,711	47,503	50,385
Can. trk.	144	144	472	4,831	6,719
NAVISTAR	**1,388**	**1,693**	**4,183**	**52,334**	**57,104**
Sentra	2,172	2,733	11,930	90,946	56,149
Pickup (trk.)	2,170	2,717	11,948	89,797	99,172
NISSAN	**4,342**	**5,450**	**23,878**	**180,743**	**155,321**
Geo Prizm	1,400	1,775	3,871	66,965	68,145
Toyota Corolla	1,800	2,248	4,907	75,675	69,105
Toyota Hilux (trk.)	20	0	21	40	0
NUMMI	**3,220**	**4,023**	**8,799**	**142,680**	**137,250**
Legacy	998	1,155	5,297	39,392	19,131
Pickup (trk.)	421	472	1,433	17,730	0
Rodeo (trk.)	604	803	3,544	18,376	0
Total U.S. car	**998**	**1,155**	**5,297**	**39,392**	**19,131**
Total U.S. trk.	**1,025**	**1,275**	**4,977**	**36,106**	**21,176**
SUBARU-ISUZU	**2,023**	**2,430**	**10,274**	**75,498**	**40,307**
Camry	0	0	9,405	136,263	149,870
Corolla (Can.)	1,300	1,361	5,250	44,740	41,072
TOYOTA	**1,300**	**1,361**	**14,655**	**181,003**	**190,942**
VOLVO 740,940 (Can.)	144	178	357	5,646	5,713
AM GENERAL (trk.)	320	400	1,700	13,970	15,848
MISCELLANEOUS (trk.)**	**2,120**	**2,050**	**11,000**	**92,040**	**105,000**
Total U.S. car	**94,762**	**100,193**	**412,530**	**3,636,000**	**4,195,748**
Total Canada car	**21,193**	**21,819**	**87,349**	**735,259**	**733,191**
Total U.S.-Canada Car	**115,945**	**122,012**	**500,279**	**4,372,128**	**4,928,939**
Total U.S. truck	**66,545**	**72,728**	**281,744**	**2,249,025**	**2,756,229**
Total Canada truck	**15,967**	**13,847**	**54,936**	**547,085**	**594,085**
Total U.S.-Canada truck	**82,512**	**86,567**	**346,680**	**2,796,110**	**3,352,314**
TOTAL U.S.	**161,307**	**172,913**	**694,674**	**5,885,894**	**6,953,977**
TOTAL CANADA	**37,160**	**35,666**	**152,285**	**1,282,344**	**1,327,276**
TOTAL U.S.-CANADA CAR & TRUCK	**198,457**	**208,579**	**846,959**	**7,168,238**	**8,281,253**

+Estimate ††1990 totals reflect LeSabre (rwd) †††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Aug. build up; NUMMI adds truck

ROBIN-LYN RAIMEY
Special Correspondent

Production of the Toyota Hilux, the company's first U.S.-built compact pickup truck, began last week at the New United Motor Manufacturing Inc. facility in Fremont, Calif.

The new truck production area covers 1.7 million square feet and will have the capacity to produce approximately 100,000 trucks annually.

NUMMI is a joint venture between Toyota and General Motors which was established in 1984. Other models produced at the plant include the Toyota Corolla and the Geo Prizm.

U.S. car production for August 1991 was 412,930, up 16.9 percent from July 1991, and down 21.1 percent from August 1990.

U.S. truck production for August was 281,744, down 12.1 percent from August 1990, and the lowest August since 1986.

August saw higher figures for Canadian car and truck production. Last month Canadian car production was the highest for August since 1985. At 87,349, it was 35.4 percent above the previous month and 12.2 percent above the August 1990 total.

Canadian truck production totaled 64,936 in August — it was up 20.5 percent from August last year and up 40.9 percent from July.

All U.S. and Canadian car and truck assembly plants were down last Monday in observance of Labor Day.

Ford Motor Co. scheduled daily overtime shifts last week at its St. Louis and Kansas City, Mo., truck plants. The St. Louis plant builds the Ford Aerostar, and the Kansas City facility produces Ford F-series light trucks.

The Louisville, Ky., truck plant, which produces the Ford Explorer and the Ford Ranger, also scheduled daily overtime shifts and two shifts on Saturday.

GM scheduled two shifts of Saturday overtime last week at its Baltimore plant and one shift at the Oklahoma City and Scarborough, Ontario, plants.

Chrysler Corp. also scheduled Saturday overtime last week with two shifts at the St. Louis plant which produces minivans and two shifts at the Warren, Mich., plant that builds full- and mid-sized pickups.

Daily overtime was scheduled at the Bramalea, Ontario, plant, which produces the Dodge Monaco and the Eagle Premier.

GM's Lansing, Mich., (A) plant begins production of the Pontiac Grand Am on Wednesday.

On Sept. 3, GM's Janesville, Wis., plant began production of the Chevrolet and GMC Suburban, the Chevrolet Blazer and GMC Jimmy, which were previously produced at the Flint, Mich., plant. The plant also produces the Chevrolet Kodiak and the GMC Topkick medium-duty pickups.

NOTE

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Cov. 1, Pgs: 2, 16, 36, 37,

48-51

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Automotive News

SEPTEMBER 16, 1991

66th YEAR

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latenews

Big 3 sales plunge 17% in early Sept.

DETROIT — Big 3 car and truck sales in the first 10 days of September were off 17.3 percent from the year-ago period.

Cars dropped 22.7 percent with 100,127 units delivered in the period compared to 129,457 last year. Trucks were off 8.2 percent with reported sales of 69,875 against 76,094 in 1990.

General Motors sales declined 19.6 percent with 87,290 vehicles sold compared to 108,582 last year.

Ford Motor Co. sales were down 18.9 percent, with 54,212 units against last year's 66,869.

Estimated Chrysler Corp. sales reflect a 6.9 percent drop in cars and a 3.2 percent decrease in trucks from the year-ago period. for a combined decline of 5.3 percent.

There were seven selling days in the period this year and last year. The daily selling rate was 24,286 vs. 29,364.

Honda exec hints at plant in Mexico

TORONTO — Honda's next car plant on the North American continent might be in Mexico, Honda Canada Inc.'s new president has hinted.

see LATE NEWS, 2

Louisville tops 1991 output

By ANNE E. WRIGHT
Chief Statistician

The Ford Motor Co. truck plant in Louisville, Ky., won the model year production championship hands down. But it had a head start.

With a total build of 484,415 of the 1991 Ford Explorers, Ford Rangers and Mazda Navajos, the plant produced more vehicles than any other plant in the United States and Canada. For the industry, production was down 3.0 percent from the 1990 model year.

An extended model year helped Louisville. Ford began producing 1991 Explorers in February 1990, and by the end of the run in July 1991, Louisville had built 359,139 copies.

The plant displaced the Marysville, Ohio, plant of Honda of America Manufacturing Inc. as the top production facility.

Marysville fell to third place this year, after a three-year reign. For the 1991 model year, Honda moved

see TOP PLANT, 48

Ford helps black dealers

Time to pay off 'blue sky' stretched out to 40 years

KATHY JACKSON
Staff Reporter

Ford Motor Co. and its black dealers have reached a compromise that some dealers hope will help them stay afloat.

Dave Smith, manager of Ford's Minority Dealer Operations and Training program, says Ford has agreed to amortize over 40 years the payback of goodwill on stores purchased in partnership with the manufacturer. That compares to the average five-year period now.

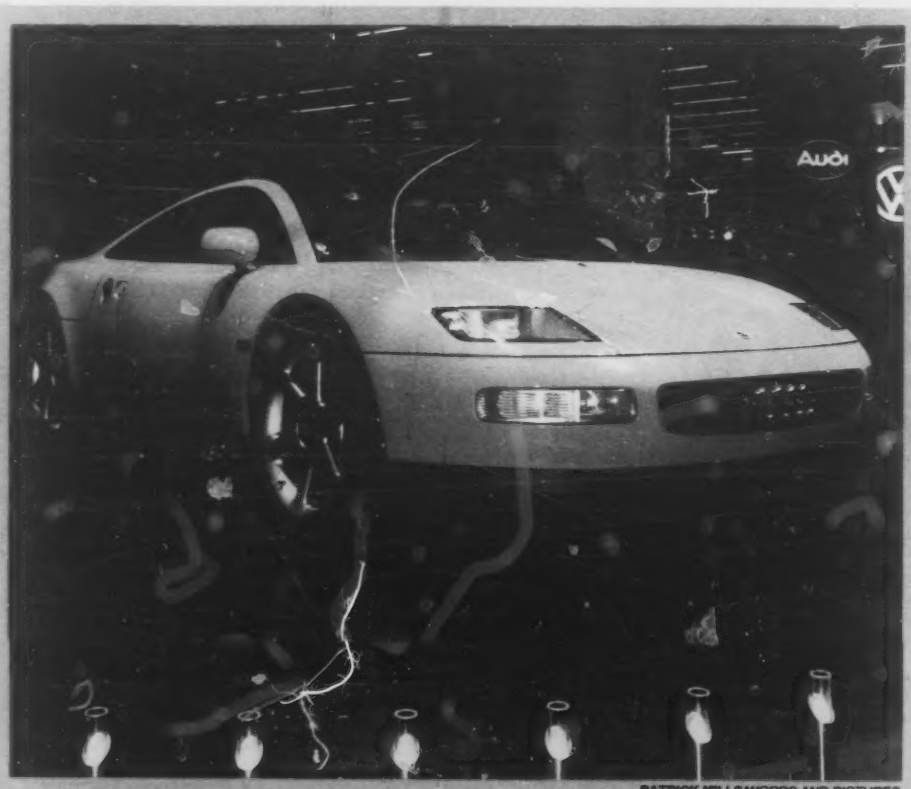
Good will, or blue sky, is an amount a purchaser pays above and beyond the value of the physical assets due to such factors as superior location, sales and customer base. Black dealers, most of whom purchase their stores from Ford under the Dealer Development program, claim that Ford paid too much for good will in many cases, which is wreaking havoc on their profits.

Goodwill payments are subtracted from a dealer's monthly profits, but there is no interest or carrying charge.

"Some dealers were paying as much as $10,000 a month to pay off blue sky," said Nathan Conyers, president of Conyers Riverside Ford in Detroit. "It was a horrendous burden they couldn't meet."

The Black Ford Lincoln-Mercury Dealers Association started putting pressure on Ford in February when the association wrote a letter to Rep. William Clay, D-Mo., stating that 80 percent of Ford's then 245 black Ford and L-M dealers were operating at a loss. The company

see BLUE SKY, 47



PATRICK MILLS/WORDS AND PICTURES

Frankfurt showstopper

One of the most talked about concepts at the Frankfurt show last week was the Audi Quattro Spyder, a low-slung, all-wheel-drive, mid-engine vehicle. Story and more show pics on Page 8.

Half the sales staff is quitting

Worried makers help dealers cope

JOSEPH BOHN
Staff Reporter

Steve Monacelli quit selling cars at his first Detroit-area dealership because management "treated you like a four-year-old kid" and kept reducing his compensation by eliminating free demos and by changing pay plans.

He quit his second job selling cars after the dealership forbade salespeople to quote prices. A sales manager handled all closings and took half the salespersons' commissions.

Monacelli, who has quit the car business, is part of a mass exodus that has seen the turnover for salespeople at car dealerships skyrocket to over 50 percent yearly, according to the National Automobile Dealers Association.

Tom Webb, senior economist for NADA, says that unlike before, people are not just moving from one dealership to another — but leaving the industry entirely.

Boris Kotler, owner of B.K. Chevrolet-Geo in Brooklyn, N.Y., and B. Kotler Ford in Franklin Square, N.Y., says turnovers are affecting import and domestic dealers alike.

Kotler, a member of Chevrolet's national dealer council, says, "Honda and Toyota may sell a few more cars per dealer, but they have many more salespeople and their grosses are way down.

"The dealers with Chevrolet and Toyota franchises are making their money in Chevrolet, not Toyota," he adds.

Low incomes, fueled by a drop in dealership sales and grosses and a lack of professional standards, are the chief culprits, according to NADA and automakers.

see RETAIN, 19

Stempel, Gault to open 1992 World Congress

DETROIT — General Motors Chairman Robert C. Stempel will deliver the keynote address at the 1992 Automotive News World Congress. The event is scheduled Jan. 12-15 at the Westin Hotel in Detroit.

Goodyear Tire and Rubber Co. Chairman Stanley C. Gault also will address the Sunday night opening session.

The 16th Automotive News World Congress, co-sponsored by *Automotive News* and the University of Michigan Transportation Research Institute, will be held in conjunction with the North American International Auto Show.

Twenty-six industry experts will address the four day congress on subjects important to the industry as it works toward economic recovery and faces the prospects of market consolidation and expanded internationalism in the early 1990s.

Keynoter Stempel already has faced a myriad of challenges in his short tenure as GM chairman.

He became chairman and chief executive officer on Aug. 1, 1990, the day before Iraq invaded Kuwait to start the crisis that led to war and intensified economic uncertainty.

Stempel, who evokes intense loy-

see CONGRESS, 20

Gault: first-nighter

Stempel: keynoter

NADA receives bad news! 3

NEWSPAPER

inside Automotive News

N.Y. CAN BE CALIF. CLEAN
Court rejects carmakers' appeal of tailpipe law. PAGE 6

GM ENGINES
Why use a V-8 where a boosted V-6 will do? PAGE 6

NEWS FROM FRANKFURT

▲ A fall cornucopia of bright cars and green concepts. PAGE 8

DEPARTMENTS

Auction ads	38-40
Auction dates	45
Classifieds	41-45
Calendar	40
Dealers	28
Incentives	50
Inventories	49
Keith Crain	12
Letters	12, 14
Obituaries	36
Opinion	12
Personnel	33
Production	50
Service	16

SEPTEMBER TABLES

APPEARED SEPTEMBER 2

Sales, 10-day by make	9
Production, weekly by model	37

APPEARED SEPTEMBER 9

Sales, August top ten	4
Sales, August by maker	44
Sales, year to date	44
Sales, domestic car by model	45
Sales, light-truck by model	45
Production, weekly by model	47

TODAY

Sales, imported car by model	36
Sales, Canada by make	37
Sales, dealer by make	49
Inventory, as of Sept. 1, by model	49
Production, model year	45
Production, weekly by model	51

SEPTEMBER 23
Sales, 10-day by make
Sales, truck by gross vehicle weight
Production, weekly by model

SEPTEMBER 30
Sales, 10-day by make
Production, weekly by model

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corrections

■ A story in the Sept. 9 issue said Ford Division led Chevrolet in total vehicle sales by 14,991 units through Aug. 31. Chevrolet led Ford Division by that many units.

■ A Sept. 9 article said the Toyota Camry wagon had been dropped. the 1992 wagon will bow next spring. The story should have said the Camry's optional V-6 makes 185 horsepower at 5,200 rpm.

Molded Mustang KGF PHOTOGRAPHY

Snapped is what is believed to be the next-generation Mustang, possibly for the 1994 or 1995 model year. This clay model shows a side scoop that is reminiscent of the 1960s Mustang. The car would be about the same size as the current model and retain the rear-wheel-drive layout.

latenews

CONTINUED *from* PAGE 1

Isao Suzuki told a Canadian Press reporter that Honda could convert its motorcycle and auto parts plant in Guadalajara to automobile production — "or we could build a whole new plant to make cars." He was referring to Honda's possibilities for supplying cars to Mexico if a proposed free-trade pact among Canada, Mexico and the United States is agreed on.

A Honda spokesman later said that any plant in Mexico would be built to supply potential future demand in that market. He noted that Honda's assembly plant in Alliston, Ontario, and its two in Ohio are not yet running at maximum capacity.

Honda does not sell cars in Mexico.

Mazda cross-media deal worth $96 million

IRVINE, Calif. — Mazda Motor of America Inc. is entering into a $96 million deal with Time Warner for an extensive, three-year cross-media package that will help the automaker through a critical marketing period.

Advertising Age, a sister publication to *Automotive News,* reports that the program, set to start this year, is bigger than similar integrated marketing package deals Time Warner made with two U.S. manufacturers. Time Warner signed a $40 million pact with Chrysler Corp. in the fall of 1990 and sold an $80 million program last year to General Motors.

The centerpiece of the Mazda program, built around the theme "the meaning of life," is a space commitment to Time Warner's magazines. Other elements of the package include syndicated or cable TV programming to be sponsored by Mazda. In addition, Life is preparing to publish a book based on "the meaning of life," which Mazda will use as a marketing tool, perhaps to draw customers to showrooms.

Southeast Toyota wins early round in N.C. case

RALEIGH, N.C — (AP) — The North Carolina motor vehicle commissioner has selected a retired Superior Court judge to rule on complaints about the business practices of Southeast Toyota Distributors Inc.

Commissioner Robert F. Hodges thus gave the independent Toyota distributor a procedural victory. His decision takes the matter out of the hands of Hodges' staff, which had sued Southeast Toyota, alleging that the distributor acted illegally when it refused to accept the distributor's previous case in 1988. Hodges picked retired Superior Court Judge Robert A. Collier Jr. to preside over a case involving complaints from Toyota dealers that could lead to Southeast having its license revoked. A hearing planned for today has been postponed and hasn't been rescheduled.

The complaints include allegations that Southeast forced the dealerships to take cars equipped with unwanted accessories in violation of a 1988 consent agreement stemming from a previous case brought against the distributor.

1987 Chrysler minivans recalled for emissions fix

WASHINGTON — The EPA said last week that Chrysler Corp. will recall 96,300 of its 1987 Plymouth Voyagers and Dodge Caravans and Ram vans to control excessive hydrocarbon and carbon monoxide emissions.

Chrysler will install a carburetor choke adjustment shim that will allow for more complete combustion when the 2.6-liter engines are started, the agency said.

The recall excludes California vehicles.

Plant workers seek strike to make GM decide fate

LAKE ORION, Mich. — Uncertainty over their future has prompted leaders of Local 5960 to ask UAW leaders to sanction a strike at General Motors' Lake Orion assembly plant.

The authorization request was not made from a "reactionary mentality," said Marv Whiteman, plant chairman of Local 5960.

"It's obviously the last thing any of us want," Whiteman said, "but GM is causing a tremendous amount of stress for our people because of the uncertainty of all of our futures."

Cadillac plant local approves strike vote

GRAND BLANC, Mich. — Workers at a Cadillac plant here voted to strike in two weeks if health, safety and line speed issues are not resolved.

"At the moment we've gone back to the company to try and set things right by bargaining," said Gene Bone, president of UAW Local 1292. He said 78 percent of the local's members members voted for the strike.

Hyundai Excel is worst in injury claims analysis

ARLINGTON, Va. — Hyundai Motor Co.'s two-door and four-door Excel models were rated the worst cars overall for injury claims based on analyses of insurance coverage and claims data by the Highway Loss Data Institute.

According to the 1991 Injury and Collision Loss Experience report, the 1988-90 models with the best injury results are: Chevrolet Lumina Euro four-door, Volvo 740 and 760 station wagons, Lexus LS400, Jaguar XJ6, and Mercedes-Benz 420SEL, 560SEL, 300SEL and 350SDL.

The cars with the worst injury claims results are Hyundai Excel two-door and four-door, Nissan Sentra two-door, Dodge Daytona and Geo Storm.

briefly

Sperlich walks a lonely road

Former **Chrysler Motors** president Hal Sperlich surfaces in a Sept. 23 Fortune magazine article on the newest management craze — paradigm shifters. Hailed as one who broke the corporate mold when he fathered the minivan, Sperlich warns other innovators, "You're walking a very lonely road. Life in a large corporation is easier if you go with the flow and don't support major change. People who propose things that are different make more conservative people nervous, and the corporate environment just doesn't reward people for challenging the status quo."

But Sperlich, now a consultant, points out the rewards of innovation. "If we hadn't done minivans, Chrysler would be gone, no question," he said.

NAME GAME — Ford Motor Co.'s Ohio Truck Plant will be renamed later this month. The Avon Lake assembly plant will build the new Mercury Villager minivan, and **Lincoln-Mercury Division** didn't think the name "truck" was snazzy enough for a facility that is assembling Mercury's first entry in the minivan segment, said snickering Ford insiders. The minivan will debut next year and is a joint venture between **Mercury** and **Nissan Motor Co.** Ford spokesman Bill Carroll, who is on the name change committee, says more than 200 names were submitted by plant employees.

CURRYING FAVOR — "We have the lowest death rate in the world," pronounced National Highway Traffic Safety Administrator Jerry Curry last week, displaying figures that show that fewer than two Americans are killed on the nation's roads for every 100 million miles of driving. The NHTSA chief said the biggest future improvements could come from increased use of safety belts and air bags — a 10 percent jump in belt use would cut 2,000 deaths off last year's total of 44,529, he said. Curry noted that the only break in the downward trend of deaths came during the late 1970s, when Naderite Joan Claybrook headed the agency. "The inmates were in charge of the asylum then," Curry said.

SCENE STEALER — The Nissan Motor Co. Ltd. 1991 annual report is a wealth of news and data on the inside. For instance, net income was $346 million, and the company has 133,316 shareholders. But the cover offers trendy, stylized drama: A misty New York street, neon golden arches, a man in a Nissan Figaro coupe talking to a pretty woman. Figaro is a niche hit in Japan, where 200,000 buyers vied by lottery for 50,000 cars. The cover is a scene from an artsy romance movie called "Figaro," reportedly made with some Nissan financial backing. It follows a couple through Tokyo, Paris and New York. Neither car nor film is coming here, so don't look for the cover photo, either. Nissan says U.S. report readers will get something else.

Nissan's annual report features a little romance.

service

in brief

SERVICE

Ford extends warranty to '91s

DEARBORN, Mich. — Ford's new 1992-model bumper-to-bumper warranty coverage has been extended to 1991 Ford and Mercury vehicles with the purchase of a special Extended Service Plan contract.

Ford and Mercury dealers can now offer owners of 1991 Ford and Mercury cars and Ford light trucks three-year/36,000-mile bumper-to-bumper Extended Service Plan coverage with no deductible. The plan has a suggested retail price of $275, although individual dealer prices vary.

With eligibility limited to vehicles under two years/24,000 miles, the extended service bumper-to-bumper plan provides similar coverage to the 1992 warranty. The exception is towing-related services, which are already covered under the 1991 basic and powertrain coverage of the limited warranty.

LoJack records 95% recovery rate

LOS ANGELES — After a year of operating in cities in seven states, LoJack Corp. says 95 percent of stolen vehicles equipped with the company's tracking unit have been recovered.

Through the end of May, LoJack reported 2,057 unit activations leading to the recovery of 1,943 vehicles. The Needham, Mass., based company has agreements with law enforcement agencies in Massachusetts, New Jersey, Michigan, Illinois, Florida and California.

In the Los Angeles area, police recovered 65 of 70 stolen LoJack-equipped vehicles and credit the system with helping officials uncover several "chop shops."

Toyota names contest winner

TORRANCE, Calif. — Carolyn Edwards of Marietta Toyota of Marietta, Ga., has been named the winner of the automaker's first national contest for assistant service managers.

Edwards was awarded $10,000 toward a new Toyota, a trip to Japan and $3,000 cash. She was one of 400 assistant service managers who qualified for the contest, out of 2,000 Toyota assistant service managers.

Training program reaches milestone

DEARBORN, Mich. — Ford Motor Co.'s Automotive Student Service Educational Training program has graduated its 1,000th student since being established in 1985.

The two-year program is a joint effort of the automaker and 54 local community colleges and technical schools to develop entry-level service technicians. During the program, students alternate between the classroom and dealerships every nine weeks.

GM tests recycled coolants

Results to guide dealers on use

DALE JEWETT
Service Editor

General Motors is testing engine coolant produced by several recycling processes to determine which, if any, won't damage vehicle cooling systems.

Greater concern for the environment, coupled with stricter local, state and federal regulations governing disposal of wastes, has forced new-car dealers to choose between paying to have used coolant hauled away or buying a recycling machine.

But GM and several other automakers have advised their dealers not to use recycled coolant, warning that it could void the warranty.

"Our concern right now is that we're not sure of the product," said Fred Uhlig, director of research and development for GM's Service Technology Group.

The goal of the study, according to project coordinator Wayne Bradley, is to prove out the different recycling processes — both dealership-based machines and off-site centers — to be able to make recommendations to GM dealers.

Because not much attention has been paid to coolant recycling until recently, Bradley said no standards exist for classifying used coolant and measuring performance of recycled coolant.

Bradley is a member of an American Society of Testing Materials committee working to set such standards. But for the study, Bradley is using GM standards for virgin coolant.

"When you look at most claims by makers of coolant recycling machines, they claim to meet the standards," Bradley said. "But you don't know what the quality of the beginning coolant was."

Last spring, Bradley set out to create a worst-case scenario and solicited coolant samples from GM employee vehicles. From 600 submissions, he took the oldest 200 with a mean age of seven years of use.

In addition, coolant from 30 Japanese-built vehicles was added to include inhibitor-based coolant formulations in the study.

Ethylene glycol, the main ingredient in engine coolant, is biodegradable. But used coolant contains contaminants such as lead and zinc. The EPA considers used coolant to be a hazardous waste if the lead content exceeds five parts per million.

Seven recycling processes are being tested: filtration with centrifuge; filtration with ion exchange; reverse osmosis; ionic level filtration; chemical filtration; chemical filtration and oxidation; and vacuum distillation.

> "When you look at most claims by makers of coolant recycling machines, they claim to meet the standards. But you don't know what the quality of the beginning coolant was."
>
> WAYNE BRADLEY
> COOLANT PROJECT COORDINATOR

The study includes processes used my most companies selling recycling equipment, including Kleer-Flo, Wynn's, Butler, Finish Thompson, BG, Stanadyne, Activ and FPPF.

After processing, the samples were first tested for meeting GM engineering standards for chemical/physical and corrosion properties. The samples were then tested for cavitation corrosion.

Cavitation is formation of bubbles in the coolant that erode metal parts when they collapse. The chemistry of some coolants can accelerate the damage.

By the completion of those tests, about half the processes were unable to produce coolant that met the standards, Bradley said, and were dropped from the survey.

Coolant from the remaining processes has been used in a two-month in-service test in GM fleet vehicles.

Eight companies involved in off-site recycling were invited to participate in that facet of the study. Bradley said five declined.

The participating firms were asked to submit information to GM about their trade names and processes.

GM is randomly acquiring samples of recycled coolant from the participants for testing, with periodic re-testing to confirm quality.

Bradley said results from the study will be completed in late October, and GM will notify dealers of its recommendations.

Bradley also plans to present a technical paper on the study and its conclusions at the SAE convention next year. AN

New parts program

Chrysler Corp. has unveiled a new Mopar . . . First! parts program for Chrysler, Plymouth, Dodge, Jeep and Eagle dealers to target parts sales to garages and service stations. Dealers receive a package of marketing and promotional materials, including a computer disk that prints a customized wholesale parts price list.

Service business holds steady in July

DETROIT — Parts and service business in July was nearly equal to that of the same month a year earlier.

Revenues in July totaled 99.7 percent of the amount in July 1990, as measured by the Automotive News Service Index. For the first seven months of this year, parts and service business totaled 99.5 percent of activity recorded during the same period in 1990.

July was the third consecutive month that business trailed the year-ago total.

The largest gain for the month was noted in repair orders written, up 4.3 percent. Total parts sales and shop parts sales also rose, while gross profit on all labor and parts and accessories sales remained unchanged.

For the year to date, total labor sales and shop parts sales have posted small increases, while gross profit on all labor and parts and accessories and repair orders written have declined slightly.

Among reasons given for the increases for the month:

■ "The effects of the recession are starting to show recovery," reported one dealer. "The work that vehicles needed during the tough times is now being done. Most improved is customer-paid work. Let's hope this is just the beginning."

■ Another dealer said, "Longer factory warranties are starting to show up on warranty sales as units age." The dealer also reported an "increase in summer tourist traffic for repairs" and "very effective" service management.

■ Another dealer wrote, "July was one of the hottest months in history, which surely affected service volume."

Figures used in the Automotive News Service Index are compiled from monthly reports on service and parts business from a cross section of the nation's new-car dealers.

SERVICE INDEX
99.7★

	July '91 vs. July '90	Jan.-July '91 vs. Jan.-July '90
Gross Profit on All Labor and P&A Sales	– 0%	– 0.6%
Repair Orders Written	+ 4.3%	– 0.1%
Total Labor Sales (Customer & Warranty)	+ 3.2%	+ 1.3%
Shop Parts Sales (Customer & Warranty)	+ 3.0%	+ 2.6%
Sales of All P&A	– 2.3%	– 1.0%

★ Survey by Automotive News shows that dealers' service and parts business in July 1991 was 99.7 percent of business in July 1990. Service business in the first seven months of 1991 was 99.5 percent of business in the corresponding period in 1990.

Shops use video images to speed repairs

SAN ANTONIO — Insurance company United Services Automobile Association and seven repair shops here are testing a system of transmitting photos of wrecked vehicles over telephone lines to cut the time needed to approve repair work.

The repair shops use images from a video camcorder and a Photophone, developed by Image Data Corp. of San Antonio, to send pictures and information over phone lines to the insurance company's claims department.

The system is being used primarily to handle supplemental claims, estimates submitted by repair shops to repair damage not detected in the original appraisal.

Supplemental claims are common since internal damage is often difficult to identify until a vehicle is disassembled.

Typically, such a claim requires an appraiser to be sent to the repair shop for another inspection, holding up repair work for up to three days.

With the Photophone system, the insurance company says it can approve supplemental claims in minutes. The system also speeds up payment to repair shops, cutting the turnaround time from as much as 30 days to as little as two days.

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Maroone Chevy/Olds/Dodge
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August import sales drop 12.7%

JIM HENRY
Staff Reporter

"Near-luxury" import models like the Acura Vigor, BMW 325i, Mitsubishi Diamante and Infiniti G20 were pockets of strength in a weak August.

Sales of imported cars fell 12.7 percent compared with the year-ago month. The decline mirrored the 12.1 percent drop-off for all U.S. cars, imported and domestic.

The newest "near-luxury" model reflected in the August figures, the BMW 325i, was introduced in late June. It helped boost 3-series sales 16.4 percent for August. For the year to date, 3-series sales were down 13.9 percent.

The Acura Vigor, launched in April, is accounting for a growing share of Acura sales.

The Vigor made up 13.8 percent of Acura's August sales, which were down 1.1 percent for the month primarily because of a big drop in Integra sales.

Another entry-level, second-channel model, the Infiniti G20, accounted for 26.8 percent of Infiniti's August sales.

So far this year, nearly four of every 10 Infiniti sales have been G20s.

Infiniti's sales were up 148.3 percent in August and 94.1 percent for eight months.

August sales of the flagship Q45 rose 111.1 percent and were up 35.2 percent for the year. Without the G20, Infiniti would still be up 19.0 percent for the year.

The Mitsubishi Diamante was first sold in significant numbers in May. The Diamante accounted for 33.2 percent of the company's August sales.

August also marked the first appearance of the Mitsubishi Expo and the Expo LRV in the company's monthly sales figures, at a total of 409 units.

IMPORTED CAR SALES, AUGUST & YTD

	Aug. 1991	Aug. 1990	8 Mos., 1991	8 Mos., 1990
Integra	5,542	8,533	47,839	59,377
Legend	5,271	4,303	41,871	36,361
NSX	165	45	1,565	45
Vigor	1,756	0	6,454	0
ACURA	**12,734**	**12,881**	**97,729**	**97,783**
Milano	0	7	3	39
Spider	108	163	1,099	1,481
164	200	234	1,570	712
ALFA ROMEO	**308**	**404**	**2,672**	**2,232**
ASTON MARTIN*	**5**	**5**	**40**	**40**
4000	0	0	0	1
5000	0	0	0	11
80	145	461	1,279	3,222
90	56	273	788	2,365
V8 Quattro	46	122	324	1,214
Coupe Quattro	17	72	212	626
100/200	478	799	4,622	5,910
100/200 Quattro	88	125	621	1,149
AUDI	**830**	**1,852**	**7,846**	**14,498**
3 series	3,017	2,592	17,115	19,878
5 series	1,467	1,625	11,772	14,671
635 CSi	0	5	6	223
7 series	632	892	3,383	5,849
850i	65	0	1,195	0
M3	26	71	296	544
M5	26	55	264	244
M6	0	0	0	6
BMW	**5,233**	**5,240**	**34,031**	**41,435**
Geo Storm	7,714	5,615	58,670	66,610
Geo Metro (Import)	1,589	3,815	9,316	33,488
Geo Metro (Domestic)	*6,406*	*6,060*	*45,645*	*21,035*
CHEVROLET/GEO	**9,283**	**9,438**	**67,986**	**100,098**
Colt	3,137	3,803	19,420	25,680
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,585	0	12,797	0
Summit (Import)	839	951	5,731	9,854
Summit (Domestic)	*1,034*	*0*	*5,292*	*0*
Vista	1,062	236	5,517	3,521
TC	64	259	863	2,578
CHRYSLER MOTORS	**6,687**	**5,249**	**44,328**	**43,004**
DAIHATSU	**435**	**1,186**	**4,362**	**7,807**
FERRARI*	**80**	**80**	**640**	**640**
FORD Festiva	**2,942**	**4,584**	**25,088**	**39,377**
Civic/CRX (Import)	7,388	5,296	48,283	44,870
Civic (Domestic)	*20,783*	*20,949*	*105,816*	*139,908*
Accord (Import)	4,132	9,870	51,856	93,033
Accord (Domestic)	*32,895*	*24,215*	*225,713*	*187,627*
Prelude	3,009	4,858	17,519	30,287
HONDA	**14,529**	**20,024**	**117,658**	**168,198**
Excel	8,055	9,571	45,628	71,627
Sonata	2,595	3,308	15,687	21,794
Scoupe	2,756	0	20,537	0
HYUNDAI•	**13,486**	**12,879**	**81,852**	**93,421**
M30	1,138	809	4,536	4,952
Q45	2,375	1,125	11,300	8,357
G20	1,289	0	9,996	0
INFINITI	**4,892**	**1,934**	**25,832**	**13,309**
I-Mark	3	70	83	1,090
Impulse	246	316	2,463	1,492
Stylus	859	51	6,752	51
ISUZU	**1,108**	**437**	**9,368**	**2,633**
XJ6	854	1,147	4,537	9,141
XJS	383	362	1,875	3,228
JAGUAR	**1,237**	**1,509**	**6,412**	**12,369**
LAMBORGHINI*	**13**	**13**	**104**	**104**
ES250	721	2,255	11,553	13,627
LS400	4,045	3,856	25,057	26,519
SC400	1,486	0	4,490	0
LEXUS	**6,252**	**6,111**	**41,100**	**40,146**
LOTUS*	**27**	**27**	**216**	**216**
MASERATI*	**20**	**20**	**160**	**160**
323	2,007	2,748	13,048	15,646
Protege	6,550	3,788	35,558	32,414
626 (Import)	680	1,545	10,523	17,057
626 (Domestic)	*5,385*	*6,645*	*42,076*	*30,030*
MX-6 (Import)	201	28	1,390	140
MX-6 (Domestic)	*990*	*2,696*	*17,929*	*21,297*
Miata	2,593	3,219	25,483	26,213
929	1,632	1,533	10,121	11,364
RX-7	870	869	5,422	7,218
MAZDA	**14,533**	**13,758**	**101,545**	**110,052**
190	1,103	1,452	9,399	8,836
300E 2.6/260E	253	404	2,942	1,677
300	1,150	1,548	8,769	15,878
300SE	394	490	2,745	4,327
350SDL Turbo	136	210	960	635
350SD	218	20	1,096	20
300SEL	76	293	892	2,481
420SEL	631	477	3,377	4,354
560SEL	379	359	1,932	3,034
SL Coupe	563	836	5,298	5,602
560SEC	82	113	446	1,171
Tourist	91	198	395	976
MERCEDES	**5,078**	**6,490**	**38,253**	**48,991**
Tracer	3,538	4,340	30,036	17,358
Capri	1,733	1,281	13,866	2,988
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**5,271**	**5,621**	**43,902**	**22,968**
Starion	0	0	0	18
Diamante	2,181	0	8,551	0
Mirage (Import)	525	1,215	15,693	38,167
Mirage (Domestic)	*1,962*	*0*	*14,306*	*0*
Galant	2,381	2,935	24,808	31,585
Sigma	2	127	142	1,449
Precis	436	371	1,789	3,298
3000GT	638	1	8,299	15
Expo LRV	154	0	154	0
Expo	255	0	255	0
Wagon	5	235	187	948
MITSUBISHI	**6,577**	**4,884**	**50,878**	**75,480**
Sentra (Import)	3,649	2,927	19,299	42,472
Sentra (Domestic)	*8,470*	*10,581*	*80,493*	*68,490*
Pulsar	1	202	32	3,710
NX	992	0	4,861	0
Stanza	9,475	8,587	49,705	54,551
Maxima	9,159	8,626	68,019	67,694
240SX/200SX	3,001	6,466	22,753	37,483
300ZX	1,662	1,636	9,886	14,850
Hawaii	338	434	1,741	2,354
NISSAN	**28,277**	**28,878**	**176,296**	**223,114**
PEUGEOT	**577**	**359**	**2,817**	**3,072**
PONTIAC LeMans	**4,829**	**4,684**	**25,767**	**30,355**
924S/944	0	0	0	172
944S/Cabriolet	78	317	685	2,348
944 Turbo	0	0	0	0
911 Carrera 2	109	201	1,429	2,241
911 Turbo	29	0	0	0
911 Carrera 4	69	103	513	1,193
928S/GT	22	37	199	432
PORSCHE	**307**	**658**	**3,152**	**6,531**
ROLLS/BENTLEY*	**22**	**50**	**522**	**750**
900	235	420	3,326	3,478
900S	417	584	4,677	4,673
900 Turbo	537	339	3,502	5,082
9000S	532	268	3,168	1,607
9000CD	411	192	2,201	2,184
9000 Turbo	280	565	1,550	2,118
Tourist	12	18	75	125
SAAB	**2,424**	**2,386**	**18,499**	**19,267**
STERLING	**481**	**247**	**2,359**	**2,856**
Legacy (Import)	798	5,913	12,552	37,379
Legacy (Domestic)	*3,975*	*2,315*	*34,197*	*7,226*
Loyale	2,372	1,960	20,853	16,552
XT/XT6	314	72	1,341	937
Justy	580	1,374	4,940	10,073
SUBARU	**4,064**	**9,442**	**39,686**	**65,958**
SUZUKI	**481**	**668**	**3,871**	**4,358**
Corolla (Import)	3,175	9,469	40,471	61,836
Corolla (Domestic)	*17,156*	*16,269*	*91,259*	*96,432*
Paseo	3,651	0	11,515	0
Tercel	9,673	9,642	73,112	65,361
Celica	5,505	7,356	46,258	56,741
Supra	327	467	2,515	4,841
Camry (Import)	2,092	9,100	38,789	47,431
Camry (Domestic)	*22,664*	*25,529*	*141,504*	*148,651*
Cressida	897	1,407	6,773	7,868
MR2	754	1,535	7,404	9,932
TOYOTA	**28,874**	**38,976**	**226,847**	**254,618**
Cabriolet	524	684	4,285	5,876
Corrado	146	582	3,398	3,749
Jetta	3,683	5,034	27,625	42,755
Golf/GTI	1,392	1,651	10,063	11,770
Passat	1,863	1,617	11,389	10,175
Quantum	0	0	2	28
Scirocco	0	3	0	12
Fox	970	2,124	9,498	17,325
VOLKSWAGEN	**8,578**	**11,895**	**86,288**	**91,698**
240 series	933	2,948	17,738	23,646
700 series	2,635	5,521	22,774	41,000
940 series	2,714	0	10,477	0
Tourist	53	79	367	841
VOLVO•	**6,335**	**8,548**	**51,3[illegible]**	**65,487**
YUGO	**318**	**452**	**1,82[illegible]**	**4,738**
IMPORT TOTAL	**193,325**	**221,483**	**1,429,40[illegible]**	**1,787,129**

*Estimate • Includes units produced in Canada NOTE: Domestic cars not included in imported totals. Compiled by Karen Dettlowski

Nissan unveils technology to reduce noise

TOKYO — Nissan Motor Co. Ltd. has applied for patents on a system to neutralize engine noise in the passenger compartment with counterbalancing sound waves.

The company is expected to introduce the system this month on its Bluebird model, which is sold only in Japan.

The technology has been used on refrigerators and is under study for use on larger systems, cars and airplanes.

Although the technology has been used on prototype vehicles, Nissan would be the first to use it on a production vehicle.

obituaries

Frank Carroll

PRESQUE ISLE, Maine — Frank "Skip" Carroll of Carroll's Auto Sales (Chevrolet-Buick-Oldsmobile-Cadillac), died Sept. 9.

He was a past president of the Maine Automobile Dealers Association.

Joseph Casner Jr.

MADISON, Conn. — Joseph Casner Jr., retired owner of Casner Oldsmobile, died Sept. 4.

He was 79.

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August car-truck sales dip 9% in Canada

CANADIAN CAR AND TRUCK SALES

AUGUST 1991

	Aug. 1991	Aug. 1990	8 mos. 1991	8 mos. 1990
BMW (imported car)	**433**	**362**	**2,935**	**2,630**
N.A. car	6,563	6,707	68,297	74,100
Imported car	1,339	1,129	13,267	10,741
N.A. truck	5,684	5,702	67,423	63,232
Imported truck	131	73	958	1,193
CHRYSLER	**13,717**	**13,611**	**149,945**	**149,266**
N.A. car	10,653	14,050	99,819	108,884
Imported car	430	667	5,088	4,456
N.A. truck	7,388	9,477	70,087	87,711
FORD	**18,471**	**24,194**	**174,994**	**201,051**
N.A. car	19,137	21,361	207,941	213,114
Imported car*	1,273	804	5,217	3,921
N.A. truck	9,636	11,515	97,420	105,553
Imported truck	288	371	2,601	2,715
GM	**30,334**	**34,051**	**313,179**	**325,303**
N.A. car	2,544	4,241	17,997	24,370
Imported car	6,812	6,034	56,787	46,522
HONDA	**9,356**	**10,275**	**74,784**	**70,892**
N.A. car	585	770	3,717	4,083
Imported car	1,426	1,514	11,789	11,498
HYUNDAI	**2,011**	**2,284**	**15,506**	**15,581**
JAGUAR (imported car)	**64**	**60**	**489**	**765**
Imported car	66	47	351	445
Imported truck	12	18	114	124
LADA	**78**	**65**	**465**	**569**
LAND ROVER (imported truck)	**13**	**11**	**96**	**21**
N.A. car	452	393	4,771	2,982
Imported car	3,081	1,862	21,055	19,479
Truck**	1,372	1,831	15,722	13,271
MAZDA	**4,905**	**4,086**	**41,548**	**35,732**
MERCEDES-BENZ (imported car)	**243**	**270**	**2,400**	**2,850**
N.A. car	881	0	6,300	0
Imported car	1,904	2,237	14,971	17,326
Truck**	1,154	1,469	8,721	10,239
NISSAN	**3,939**	**3,706**	**29,992**	**27,565**
PEUGEOT (imported car)	**14**	**7**	**117**	**79**
SUBARU (imported car)	**702**	**738**	**5,826**	**5,092**
N.A. car	170	18	1,024	266
Imported car	360	247	3,565	5,389
N.A. truck	120	95	2,590	1,312
Imported truck	375	152	2,838	4,021
SUZUKI	**1,025**	**512**	**10,017**	**10,988**
N.A. car	1,481	1,297	14,991	7,587
Imported car	5,129	5,953	37,344	45,178
Imported truck	1,857	1,510	14,039	12,069
TOYOTA	**8,467**	**8,760**	**66,374**	**65,834**
Imported car	2,918	3,048	23,827	24,101
Imported truck	68	86	646	733
VOLKSWAGEN	**2,986**	**3,134**	**24,473**	**24,834**
N.A. car	104	348	1,201	2,244
Imported car	216	234	1,908	1,664
VOLVO	**320**	**582**	**3,109**	**3,908**
N.A. car	**42,570**	**49,185**	**426,058**	**437,630**
Imported car	**26,410**	**25,213**	**206,936**	**203,136**
TOTAL CAR	**68,980**	**74,398**	**632,994**	**640,766**
N.A. truck	**22,828**	**26,789**	**237,520**	**257,808**
Imported truck	**5,270**	**5,521**	**45,735**	**44,386**
TOTAL TRUCK	**28,098**	**32,310**	**283,255**	**302,194**
TOTAL CANADA SALES	**97,078**	**106,708**	**916,249**	**942,960**

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

ANNE E. WRIGHT
Chief Statistician

Sales of light vehicles in Canada were down 9.0 percent in August after increasing the two previous months.

Car sales slipped to 68,980, falling behind the year-ago month by 7.3 percent. Car sales had been on the rise since March. With the August results, they were down 1.2 percent for the year.

Truck sales dropped 13.0 percent to 28,098 and were off 6.3 percent for the first eight months.

One trend-breaker was Mazda; the company's sales jumped 20.0 percent for the month. Mazda was up 16.3 percent for the year.

Nissan also reported gains for the month and year-to-date. In August, Nissan's car sales rose 24.5 percent, countering a 21.4 percent drop in truck sales for a net increase of 6.3 percent.

Other volume importers reporting gains for the month included BMW (19.6 percent), Jaguar (6.7 percent), and Suzuki (100.2 percent).

Among the country's Big Three, General Motors of Canada and Ford of Canada posted double-digit percentage decreases for the month.

GM sales were down 10.9 percent for the month and 3.7 percent for the year. Ford of Canada was hit harder, dropping 23.7 percent in August and 13.0 percent for the year.

Ford suffered August declines across the board — North American and imported cars and North American trucks. GM's sales of imported cars rose 58.3 percent for the month, but its sales of North American cars and trucks and imported trucks were down.

Both GM and Ford were optimistic that the Canadian economy was on the way to recovery following the gains in previous months.

"The recovery we saw in June and July slackened, mostly in late August," said John Radford, vice president of general marketing for Ford of Canada. "But we see it only as a blip and are confident that sales will come on strong again in September."

Chrysler Canada sales were stable. They increased 0.8 percent for the month and 0.5 percent for the first eight months.

EPA to review on-board vapor recapture units

MAX GATES
Staff Reporter

WASHINGTON — The long-running debate over the best methods for reducing vapor emissions at gas pumps resumes Sept. 26 when the EPA will hear comments on the safety of on-board vapor recapture systems.

The focus of the hearing, in Romulus, Mich., will be a July report from the National Highway Traffic Safety Administration. The report concluded that on-board fuel vapor recovery systems pose a significant safety risk.

NHTSA, charged with reviewing the safety of on-board systems under the 1990 Clean Air Act amendments, said the size and complexity of the proposed systems would pose a significant risk of fire in collisions.

Vapor recovery systems for use during refueling would have to be three to four times larger than the current on-board systems used for recapturing fuel vapors while the engine is running, NHTSA engineers concluded.

The alternative to on-board recovery systems, so-called Stage II systems which capture gasoline vapors at the fuel pump, are both safer and more efficient, the agency said.

The 1990 amendments mandate on-board refueling vapor recovery systems within four years, but only if the systems are found to be safe. More than 50 major metropolitan areas not meeting federal air quality guidelines would require Stage II systems if on-board devices are deemed unsafe, the EPA said.

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1991 U.S. AND CANADA MODEL YEAR PRODUCTION, BY PLANT

CAR OUTPUT

CHRYSLER CORP.	
Chrysler Fifth Avenue	44,464
Chrysler Imperial	11,601
Chrysler New Yorker Salon	15,108
Dodge Dynasty	126,025
Belvidere, Ill.	**197,198**
Eagle Premier	12,516
Dodge Monaco	12,436
Bramalea, Ontario	**24,952**
Dodge Spirit	97,696
Chrysler Lebaron A	7
Plymouth Acclaim	113,434
Newark, Del.	**211,137**
Dodge Shadow	77,084
Plymouth Sundance	70,769
Sterling Heights, Mich.	**147,853**
Chrysler LeBaron J	43,900
Dodge Daytona	20,443
St. Louis (No. 1)	**64,343**
Total Chrysler	**645,483**
FORD MOTOR CO.	
Ford Taurus	154,088
Mercury Sable	45,947
Atlanta	**200,035**
Ford Taurus	148,489
Mercury Sable	50,330
Chicago	**198,819**
Ford Mustang	98,737
Dearborn, Mich.	**98,737**
Ford Tempo	111,441
Mercury Topaz	43,745
Kansas City, Mo.	**155,186**
Ford Thunderbird	82,814
Mercury Cougar	63,701
Lorain, Ohio	**146,515**
Ford Tempo	106,756
Mercury Topaz	36,145
Oakville, Ontario	**142,901**
Ford Crown Victoria	85,532
Mercury Grand Marquis	82,433
St. Thomas, Ontario	**167,965**
Ford Escort	304,127
Wayne, Mich.	**304,127**
Lincoln Continental	124,919
Lincoln Mark VII	9,299
Lincoln Town Car	53,109
Wixom, Mich.	**187,327**
Total Ford	**1,601,612**
GENERAL MOTORS	
Cadillac Brougham	27,231
Chevrolet Caprice	52,615
Olds. Custom Cruiser	0
Arlington, Texas	**79,846**
Chevrolet Corvette	20,639
Bowling Green, Ky.	**20,639**
Buick Riviera	13,168
Cadillac Allante	2,500
Cadillac Eldorado	16,212
Cadillac Seville	26,431
Olds. Toronado	8,053
Detroit-Hamtramck, Mich.	**66,364**
Olds. Cutlass Supreme	100,099
Doraville, Ga.	**100,099**
Pontiac Grand Prix	101,211
Fairfax, Kan.	**101,211**
Buick LeSabre	90,756
Olds. 88 Royale	38,049
Flint, Mich. (Buick City)	**128,805**
Chevrolet Cavalier	102,174
Janesville, Wis.	**102,174**
Cadillac DeVille	147,998
Olds. 98	54,905
Lake Orion, Mich.	**202,903**
Buick Skylark	77,340
Oldsmobile Calais	75,414
Lansing, Mich. (A plant)	**152,754**
Pontiac Grand Am	178,150
Lansing, Mich. (B plant)	**178,150**
Buick Reatta	1,520
Lansing, Mich. (Reatta Craft Centre)	**1,520**
Chevrolet Corsica-Beretta	111,015
Linden, N.J.	**111,015**
Chevrolet Cavalier	224,673
Pontiac Sunbird	155,429
Lordstown, Ohio	**380,102**
Buick Century	76,523
Olds. Cutlass Ciera	63,198
Pontiac 6000	34,721
Oklahoma City	**174,442**
Chevrolet Lumina	163,287
Oshawa, Ontario (No. 1)	**163,287**
Buick Regal	114,208
Chevrolet Lumina	51,241
Oshawa, Ontario (No. 2)	**165,449**
Olds. Cutlass Ciera	64,356
St. Therese, Quebec	**64,356**
Chevrolet Camaro	100,838
Pontiac Firebird	50,247
Van Nuys, Calif.	**151,085**
Buick Park Ave.	109,482
Olds. 88 Royale	18,198
Pontiac Bonneville	46,603
Wentzville, Mo.	**174,283**
Buick Roadmaster wagon	7,466
Chevrolet Caprice	164,846
Olds. Custom Cruiser wagon	7,663
Willow Run, Mich.	**179,975**
Chevrolet Corsica-Beretta	159,138
Wilmington, Del.	**159,138**
Saturn*	48,629
Spring Hill, Tenn.	**48,629**
Total General Motors	**2,906,216**
CAMI	
Geo Metro/Suzuki Swift	108,456
Ingersoll, Ontario	**108,456**
Total CAMI	**108,456**
DIAMOND-STAR MOTORS CORP.	
Eagle Summit	9,385
Eagle Talon	35,318
Mitsubishi Eclipse	55,501
Mitsubishi Mirage	16,472
Plymouth Laser	32,394
Normal, Ill.	**149,070**
Total Diamond-Star	**149,070**
HONDA OF AMERICA MFG. INC.	
Honda Civic	112,655
Allision, Ontario	**112,655**
Honda Accord	1,440
Honda Civic	86,237
East Liberty, Ohio	**87,677**
Honda Accord	352,089
Honda Civic	0
Marysville, Ohio	**552,421**
Total Honda	**112,655**
HYUNDAI AUTO CANADA	
Hyundai Sonata	26,706
Bromont, Quebec	**26,706**
Total Hyundai	**26,706**
MAZDA MOTOR MFG. (U.S.A.) CORP.	
Ford Probe	93,814
Mazda MX-6	59,262
Mazda 626	32,583
Flat Rock, Mich.	**185,659**
Total Mazda	**185,659**
NEW UNITED MOTOR MFG. INC.	
Chevrolet Geo Prizm	95,000
Toyota Corolla	102,060
Fremont, Calif.	**197,060**
Total NUMMI	**197,060**
NISSAN MOTOR MFG. CORP. U.S.A.	
Nissan Sentra	121,085
Smyrna, Tenn.	**121,085**
Total Nissan	**121,085**
SUBARU-ISUZU AUTOMOTIVE INC.	
Subaru Legacy	51,528
Lafayette, Ind.	**51,528**
Total Subaru	**51,528**
TOYOTA MOTOR MFG. INC. U.S.A.	
Toyota Camry	205,960
Georgetown, Ky.	**205,960**
Toyota Corolla	65,000
Cambridge, Ontario	**65,000**
Total Toyota	**270,960**
VOLVO	
Volvo 740-940 series	8,089
Halifax, Nova Scotia	**8,089**
Total Volvo	**8,089**
Total U.S. car	**5,774,529**
Total Canada car	**1,049,816**
Total U.S. and Canada car	**6,824,345**

*Estimate

TRUCK OUTPUT

CHRYSLER CORP.	
Jeep Wrangler	57,241
Brampton, Ontario	**57,241**
Dodge Ram Van	44,092
Dodge Ram Wagon	17,216
Pillette (Windsor, Ontario)	**61,308**
Chrysler Town & Country	2,412
Dodge Caravan	90,963
Dodge Caravan C/V	2,158
Plymouth Voyager	73,551
St. Louis (No. 2)	**169,084**
Jeep Cherokee	130,776
Jeep Comanche	8,180
Jeep Grand Wagoneer	4,239
Jeep Wagoneer	3,152
Toledo, Ohio	**146,347**
Dodge full-sized pickups	90,661
Dodge Dakota	80,596
Warren, Mich.	**171,257**
Dodge Caravan	124,028
Dodge Caravan C/V	6,719
Plymouth Voyager	94,025
Windsor, Ontario	**224,772**
Total Chrysler	**830,009**
FORD MOTOR CO.	
Ford Ranger	52,991
Edison, N.J.	**52,991**
Ford F-series pickups	138,198
Kansas City, Mo.	**138,198**
Ford heavy trucks	38,841
Kentucky truck (Louisville)	**38,841**
Ford Econoline	120,207
Ford Club Wagon	22,698
Lorain, Ohio	**142,905**
Ford Explorer	359,139
Ford Ranger	110,633
Mazda Navajo	14,643
Louisville, Ky.	**484,415**
Ford Bronco	25,001
Ford F-series pickups	57,866
Michigan truck (Wayne)	**82,867**
Ford F-series pickups	119,759
Norfolk, Va.	**119,759**
Ford F-series pickups	110,865
Ontario Truck (Oakville)	**110,865**
Ford Aerostar	172,535
St. Louis	**172,535**
Ford F-series pickups	31,426
Ford Ranger	94,346
St. Paul, Minn. (Twin Cities)	**125,772**
Total Ford	**1,469,148**
GENERAL MOTORS	
Chevrolet Astro	114,135
GMC Safari	43,301
Baltimore	**157,436**
Chevrolet & GMC P models	19,695
Detroit	**19,695**
Chevrolet Blazer	10,512
Chevrolet Suburban	42,277
Chevrolet commercial RV	7,554
GMC Jimmy	3,027
GMC Suburban	27,069
GMC commercial RV	3,004
Flint, Mich.	**93,443**
Chevrolet C/K pickup	126,963
GMC Sierra	39,363
Fort Wayne, Ind.	**166,326**
Chevrolet Kodiak	12,306
GMC Topkick	20,696
Janesville, Wis.	**33,002**
Chevrolet full-sized vans	41,685
GMC full-sized vans	17,513
Lordstown, Ohio	**59,198**
Chevrolet S-10 pickup	121,693
Chevrolet Blazer	104,200
Chevrolet postal vehicles	30,802
GMC Sonoma	28,366
GMC Jimmy	33,155
Oldsmobile Bravada	11,145
Moraine, Ohio	**329,361**
Chevrolet C/K pickup	144,156
GMC Sierra	52,812
Oshawa, Ontario	**196,968**
Chevrolet medium duty	3,725
GMC medium duty	1,905
Pontiac, Mich. (Central)	**5,630**
Chevrolet C/K pickups	119,863
GMC Sierra	47,457
Pontiac, Mich. (East)	**167,320**
Chevrolet S10 pickup	71,742
Chevrolet S10 Blazer	40,893
GMC Sonoma	20,747
GMC S15 Jimmy	13,968
Pontiac, Mich. (West)	**147,350**
Chevrolet full-sized vans	46,213
GMC full-sized vans	18,460
Scarborough, Ontario	**64,673**
Chevrolet S10 pickup	164,962
Chevrolet S10 Blazer	47,587
GMC Sonoma	41,109
GMC S15 Jimmy	14,671
Shreveport, La.	**268,329**
Chevrolet Lumina APV	43,069
Oldsmobile Silhouette	17,793
Pontiac Trans Sport	25,751
Tarrytown, N.Y.	**86,613**
Total General Motors	**1,795,344**
CAMI	
Geo Tracker-Suzuki Swift	50,605
Ingersoll, Ontario	**50,605**
Total CAMI	**50,605**
NISSAN MOTOR MFG. CORP. U.S.A.	
Nissan pickup	129,698
Smyrna, Tenn.	**129,698**
Total Nissan	**129,698**
SUBARU-ISUZU AUTOMOTIVE INC.	
Isuzu Pickup	19,221
Isuzu Rodeo	31,378
Lafayette, Ind.	**50,599**
Total Subaru-Isuzu	**50,599**
Total U.S. truck	**3,558,971**
Total Canada truck	**766,432**
Total U.S. and Canada truck	**4,325,403**

TOP PLANT

Ford Louisville wins for '91-model year

continued from PAGE 1

production of the Civic from Marysville to East Liberty, Ohio. The Marysville facility now produces only the Accord, America's best-selling car; for the year, it made 352,089 of them.

General Motors' Lordstown, Ohio, plant was No. 2 in total vehicle output for the 1991 model year. The plant produced 380,102 Chevrolet Cavaliers and Pontiac Sunbirds.

Sales for the 1991 model year are lackluster, even compared to the less than mediocre 1990. The model year, which ends Sept. 30, will show sales off more than 10 percent. Manufacturers cut production at almost every plant in order to keep supplies in balance with anemic sales.

Nonetheless, thanks to strength in the sport-utility segment, U.S. truck production exceeded output for the 1990 model year. Declines in Canadian truck production more than offset the U.S. gains.

Ford reported a 5.1 percent increase in U.S. truck production. Besides Explorer, Ford began producing the Mazda Navajo at the Louisville plant.

GM's model year truck sales are slow, but production increased in the 1991 model year for both Chevrolet and GMC. According to GM, the increased production is in preparation for the fall selling season, in light of increased market share for small pickups and sport-utilities.

The only new assembly plant for the 1991 model year was GM's Saturn Corp. facility in Spring Hill, Tenn. The plant accounted for almost 49,000 cars in the 1991 model year.

Diamond-Star Motors Corp. added two new 1991 models, the Eagle Summit and Mitsubishi Mirage. Diamond-Star is a joint-venture between Chrysler Corp. and Mitsubishi Motors Corp. Despite the two new models, production at the Normal, Ill., facility was down 8.4 percent.

Three transplants reported increases in U.S. car production: Nissan Motor Manufacturing Corp. U.S.A., 22.7 percent; New United Motor Manufacturing Inc., 1.4 percent, and Subaru-Isuzu Automotive Inc., 334.9 percent.

Nissan boosted production of the Sentra during the model year, and Subaru-Isuzu's plant in Lafayette, Ind., was in its infancy in the 1990 model year. Subaru-Isuzu began building the Isuzu Rodeo during the year and finished with 31,378 Rodeos.

Production in the United States and Canada totaled 11,149,748 cars and trucks in the 1991 model year, 3.0 percent below the 11,494,489 built in the 1990 model year.

1991 MODEL YEAR PRODUCTION

BY STATE

	Car	Truck	Total
Michigan	1,834,174	687,562	2,521,736
Ohio	966,383	677,811	1,644,194
Missouri	393,812	479,817	873,629
Kentucky	226,599	484,415	711,014
Illinois	545,087	—	545,087
Delaware	370,275	—	370,275
California	348,145	—	348,145
Tennessee	169,714	168,539	338,253
Georgia	300,124	—	300,124
Indiana	51,528	216,925	268,453
Louisiana	—	268,329	268,329
Oklahoma	174,442	—	174,442
New Jersey	111,015	52,991	164,006
Maryland	—	157,436	157,436
Wisconsin	102,174	33,002	135,176
Minnesota	—	125,772	125,772
Virginia	—	119,759	119,759
Kansas	101,211	—	101,211
New York	—	86,613	86,613
Texas	79,846	—	79,846
Total U.S.	**5,774,529**	**3,558,971**	**9,333,500**

BY PROVINCE

	Car	Truck	Total
Ontario	950,865	766,432	1,717,097
Quebec	91,062	—	91,062
Nova Scotia	8,089	—	8,089
Total Canada	**1,049,816**	**766,432**	**1,816,248**
Total U.S. & Canada	**6,824,345**	**4,325,403**	**11,149,748**

Source: Automotive News Data Center

TOP 10 PLANTS BY PRODUCTION U.S. and CANADA

Louisville, Ky.	Ford	484,415
Lordstown, Ohio	GM	380,102
Marysville, Ohio	Honda	352,089
Moraine, Ohio	GM	329,361
Wayne, Mich.	Ford	304,127
Shreveport, La.	GM	268,329
Windsor, Ontario	Chrysler	224,772
Newark, Del.	Chrysler	211,137
Georgetown, Ky.	Toyota	205,960
Lake Orion, Mich.	GM	202,903

Mississippi hits misleading ads

JACKSON, Miss. — The state Motor Vehicle Commission has ruled that four Jackson car dealerships placed misleading ads and should serve six months' probation.

A $5,000 fine will be dropped if the probation is completed without incident, the ruling said.

Barry Canada, lawyer for Regency Nissan, Regency Toyota, Regency Mitsubishi and Regency Subaru, said he will appeal the ruling to Hinds County Chancery Court.

The ruling says the four Regency dealerships ran "bait advertising" that "did not reveal the availability of advertised vehicles and failed to disclose material facts concerning the advertised vehicles."

DAEWOO

Discussions won't derail LeMans

continued from PAGE 4

pull the plug on its investment and walk away from one of the world's most dynamic economies and strongest growing domestic auto markets.

More likely, GM is looking to the government to lend a helping hand to restructure the troubled partnership and perhaps act as a mediator in arranging for a Korean partner to buy out Daewoo and become GM's new partner.

The company most often mentioned in this context is the Samsung Group, which has been denied entry to the automotive business but is quietly recruiting top-notch personnel from Korean auto companies.

Last year, the government denied Samsung its application to enter automotive manufacturing. But a reappraisal was promised for next month.

The Ssangyong Group's name also has come up, but analysts discount the possibility. Ssangyong is cementing a closer relationship with Mercedes-Benz AG, which recently granted the company licenses to produce light commercial vehicles and engines in Korea.

Lee Jong-Dae, president of the Kia Economic Research Institute, expects some changes. "I don't know that GM and Daewoo will part," he said, "but some kind of rearrangement must be made to continue the joint venture in Korea."

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Aug. Total	July Total
Toyota	56	24	80	83
Honda	70	—	70	55
Saturn	61	—	61	79
Infiniti	53	—	53	61
Lexus	50	—	50	53
Nissan	33	15	48	54
Ford	21	23	44	50
Acura	42	—	42	45
Mazda	24	16	40	34
Chevrolet	18	19	37	49
Mitsubishi	26	5	31	33
Hyundai	29	—	29	25
Dodge	7	11	18	22
Isuzu	2	16	18	13
Volvo	16	—	16	14
Buick	15	—	15	18
BMW	14	—	14	13
VW	12	1	13	12
Oldsmobile	12	1	13	17
Pontiac	12	1	13	17
Mercedes	12	—	12	12
Mercury	12	—	12	13
Subaru	11	—	11	15
Plymouth	6	5	11	10
GMC	—	11	11	12
Jeep	—	10	10	11
Cadillac	10	—	10	10
Jaguar	9	—	9	6
Lincoln	8	—	8	9
Saab	8	—	8	7
Suzuki	2	4	6	7
Sterling	4	—	4	4
Peugeot	4	—	4	2
Range Rover	—	4	4	3
Eagle	4	—	4	3
Daihatsu	2	1	3	4
Audi	2	—	2	2
Chrysler	2	—	2	3
Yugo	2	—	2	2
Alfa Romeo	2	—	2	2
Porsche	1	—	1	2

Toyota best in sales per dealer

KAREN DETKOWSKI
Statistician

The industry's sales downturn in August was accompanied by a decline in the number of sales per dealer for most makes, according to *Automotive News* calculations.

Only seven makes showed sales-per-dealer increases over July. They were Honda, Mazda, Hyundai, Isuzu, Volvo, BMW and Volkswagen.

Toyota remained king of the hill in August with a sales-per-dealer loss of only three units from July in cars and trucks.

Saturn sales per dealer fell 18 units from July, underscoring the first downturn in the company's sales since introduction. Saturn dealers sold 7,000 cars in August, an 18.0 percent decline from 8,538 in July.

Honda, which sells only cars, posted an increase of 15 sales per dealer over July and captured second place in the overall car-truck rankings. Honda was first in car sales per dealer in August. In July, Honda was fourth in cars and fourth overall.

In trucks, Toyota topped Ford in sales per dealer in August. Ford had led in trucks for five months.

In the hot Ford-Chevrolet race, Ford has recorded higher average sales per dealer than Chevrolet the past five months, although Chevrolet has led Ford in overall sales since March.

Sept. inventory rises to 60 days

TIM HENRY
Staff Reporter

NEW YORK — The combined inventory of new cars and trucks grew slightly in August because of an increase on the truck side. The new-car supply held steady.

The Sept. 1 stockpile represented a 60-day supply, compared to a 58-day supply on Aug. 1.

The industry had a 70-day supply of trucks on Sept. 1, compared to 61 days on Aug. 1. The stockpile rose for each of the Big 3. Domestic truck supplies climbed from 62 to 75 days, while the supply for the much smaller import-truck segment shrank from 58 to 54 days.

The car inventory represented a relatively lean 56-day supply on Sept. 1, the same as on Aug. 1. The supply of domestic cars grew, from 48 to 50 days, but that was well below the year-ago figure of 64 days. Stocks of import cars fell from 78 to 74 days during August.

General Motors had a domestic car inventory of 59 days, compared to 43 days on Aug. 1. A year ago, GM's domestic car supply was 72 days, and GM was the only Big 3 maker with a leaner supply than a year ago.

GM's truck inventory represented 76 selling days on Sept. 1, up from 70 a month earlier.

Like GM, Ford Motor Co.'s days' supply of trucks was fatter than its car figure. Ford had a 69-day supply of domestic cars, up from 56 days on Aug. 1 and 67 days on Sept. 1 last year.

Ford had enough trucks on hand for 73 selling days, compared to 59 days a month earlier.

Chrysler Corp.'s domestic light trucks showed a 75-day supply, while domestic cars were at 83 days. On Aug. 1, the numbers were 55 days for trucks and 84 days for cars.

American Honda Motor Co. Inc. was at 42 days for cars, down from 51 on Aug. 1.

Nissan Motor Corp. in U.S.A. had a 69-day supply of cars and trucks on Sept. 1, compared to 59 days a month earlier.

Toyota Motor Sales U.S.A. Inc. showed the thinnest Sept. 1 inventory — only 23 days worth of cars and trucks, down from 26 days on Aug. 1.

RETAIN

Worried car makers help dealers cope

continued from PAGE 1

General Motors, Chrysler Corp. and NADA have been working on programs to curb the turnover.

GM expects to complete final details of its divisions' programs later this month for presentation to dealers, according to David Hudgens, Chevrolet assistant public relations director.

Chevrolet is the lead division on the program. Hudgens had no specifics on its plan. But GM sources say the program will call for a combination of sales training and added compensation.

Pending dealer approval, enrollment is slated to begin in the fourth quarter and the program is expected to start in first quarter of 1992. One portion of the program calls for salespersons to be credited $50 (more for Cadillac) for each vehicle they sell. Costs would be shared equally between GM and its dealers.

Salespersons would be paid their funds three years after the sales. For example, funds accrued from the 1992 calendar year would be paid in January 1995. A salesperson loses the original dealer contributions by leaving or moving to another GM dealership selling the same make.

GM would administer the program and distribute payments.

Dealers informed of the program by *Automotive News* say they would reserve judgment until they heard full details. But they agree [illegible] of the [illegible]

"I'd love to see the factories come up with special incentive programs for salespeople," adds Mark Schienberg, executive vice president of the Greater New York Auto Dealers Association.

He says that while many dealers have increased the flat salaries they pay salespersons to help offset drops in commissions, there are still dealers with salespersons who survive solely on commission.

Angelo Santoro of North Coast Subaru in Long Island, N.Y., restricts his salespersons to commissions. "It's the only way to make them hungry. Otherwise, they sit back and do nothing. They sit back and do nothing, anyway. Imagine if you offered them a salary," he says.

GM's program is partly patterned on a successful one implemented by Volkswagen of America Inc. The Volkswagen Sales Guild program, now entering its third model year, automatically registers retail salespersons who get a 75 percent or better score on an annual VW product knowledge test. They maintain certification by periodically attending additional training.

As part of the program, they are credited $150 per vehicle sale, paid in $50 increments over three years in January of each year.

Audi salespersons are required to take an engineering facts book test and a certification exam and to attend a minimum of one Audi training program to be eligible for various bonuses.

Audi's year-end bonuses range [illegible] of 60 [illegible]

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Day's Supply Sept. 1, 1991	Day's Supply Aug. 1, 1991
ALFA ROMEO (imp.)	1,000	237	188
Acura (imp.)	34,400	78	68
Domestic car	64,000	32	46
Imported car	28,300	53	56
Honda	92,300	37	48
AMERICAN HONDA	185,700	42	51
BMW (imp.)	18,500	84	58
Summit	5,000	130	177
Talon	10,800	105	99
Premier	2,800	65	39
Wrangler (trk.)	10,700	71	43
Cherokee (trk.)	30,700	78	55
Grand Wagoneer (trk.)	400	48	43
Comanche (trk.)	2,900	144	151
Total Jeep-Eagle	16,800	107	98
Total Jeep-Eagle (imp.)	200	7	157
Total Jeep-Eagle (trk.)	44,700	78	94
Laser	9,900	91	110
Sundance	17,600	78	122
Acclaim	15,100	66	98
Voyager (trk.)	33,200	63	47
Total Plymouth	42,800	76	107
Total Plymouth (trk.)	33,200	63	47
LeBaron A	4,200	72	102
LeBaron J	4,000	65	71
Fifth Avenue	5,600	73	82
Imperial	2,100	111	72
New Yorker Gr.	1,900	58	64
Town & Country (trk.)	900	108	25
Total Chrysler	17,800	72	71
Total Chrysler (imp.)	22,700	122	98
Total Chrysler (trk.)	900	108	25
Shadow	20,000	70	90
Monaco	1,400	52	28
Daytona	5,700	153	165
Spirit	15,000	90	97
Dynasty	14,800	110	42
Vans (trk.)	9,400	81	61
Ram Wagon (trk.)	1,500	61	22
Caravan (trk.)	33,100	58	42
Caravan C/V (trk.)	800	67	26
Ram 50 (imp. trk.)	3,300	310	257
Ramcharger (trk.)	2,100	141	131
Dakota (trk.)	17,400	75	60
Pickups (trk.)	27,700	117	98
Total Dodge	96,900	86	74
Total Dodge (imp.)	7,700	139	197
Total Dodge (trk.)	92,800	79	80
Total domestic car	135,900	83	84
Total imported car	30,800	139	134
Total domestic truck	176,800	76	66
CHRYSLER CORP.	337,300	81	87
Imported car	500	26	31
Imported truck	300	38	38
DAIHATSU	800	30	33
Escort	71,000	86	55
Mustang	25,100	92	68
Tempo	32,700	49	71
Taurus	50,100	66	50
Thunderbird	19,500	102	73
Probe	13,700	46	37
Crown Victoria	24,300	117	88
Vans (trk.)	30,100	83	70
Aerostar (trk.)	26,500	60	46
Club Wagon (trk.)	1,300	35	25
Ranger (trk.)	56,000	72	58
Bronco (trk.)	6,000	87	25
Explorer (trk.)	44,600	59	69
Pickups (trk.)	105,000	84	69
Total Ford Div.	237,400	73	68
Total Ford Div. (imp.)	13,800	125	139
Total Ford Div. (trk.)	271,200	73	69
Topaz	8,300	55	36
Sable	13,600	51	42
Cougar	13,500	51	77
Grand Marquis	22,500	75	66
Total Mercury	57,900	59	65
Total Mercury (imp.)	26,800	127	88
Continental	7,900	49	48
Town Car	16,700	63	36
Mark VII	2,300	59	79
Total Lincoln	26,900	59	42
Total L-M Div.	84,800	59	58
Total domestic car	322,200	66	56
Total imported car	38,400	111	107
Total domestic truck	271,500	73	69
FORD MOTOR CO.	632,100	73	69
Somerset/Skylark	5,500	58	71
Century	12,800	32	22
Regal	19,400	66	43
LeSabre	18,200	67	59
Roadmaster	8,200	48	47
Reatta	500	43	98
Electra/Park Ave.	19,500	69	50
[illegible]	2,300	69	73
[illegible]	16,500	55	42
[illegible]	[illegible]	86	111
[illegible]	[illegible]	116	61
[illegible]	40,700	71	57
[illegible]	[illegible]	137	139
[illegible]	[illegible]	71	82
[illegible]	[illegible]	82	78
[illegible]	[illegible]	77	26
[illegible]	5,400	55	39
[illegible]	15,700	83	78
Corvette/Geo	24,000	38	39
Lumina	29,800	64	27
Caprice	29,400	130	66
Corvette	4,300	95	83
Vans (trk.)	25,100	107	80
Sportsvan (trk.)	1,100	28	64
Geo Tracker (trk.)	8,700	77	74
Astro (trk.)	9,800	39	57
Lumina APV (trk.)	7,800	63	39
S10 (trk.)	49,500	71	66
S10 Blazer (trk.)	23,300	52	61
Blazer (trk.)	2,100	64	60
Suburban (trk.)	7,400	53	55
Pickups (trk.)	106,100	90	76
Total Chevrolet	161,300	64	36
Total Chevrolet (imp.)	30,800	177	143
Total Chevrolet (trk.)	243,900	75	66
Calais	10	3	96
Cadillac Cimarron	[illegible]	42	24
Cadillac Supreme	19,200	80	63
88	23,900	72	65
98	15,700	67	46
Toronado	1,000	82	70
Silhouette (trk.)	3,900	59	46
Bravada (trk.)	3,800	85	123
Total Oldsmobile	86,500	64	48
Total Oldsmobile (trk.)	7,700	76	68
Sunbird	14,800	74	48
Firebird	7,800	85	66
Grand Am	15,100	54	58
Pontiac 6000	1,900	91	37
Grand Prix	13,000	45	33
Bonneville	18,400	60	31
Trans Sport	4,000	57	70
Total Pontiac	71,800	62	44
Total Pontiac (imp.)	7,400	58	46
Total Pontiac (trk.)	4,800	57	79
Vans (trk.)	11,500	100	83
Safari (trk.)	6,200	61	62
S15/Sonoma (trk.)	14,800	92	93
S15 Jimmy (trk.)	7,400	73	83
Jimmy (trk.)	2,600	308	320
Suburban (trk.)	3,900	56	64
Pickups (trk.)	35,300	97	87
Total GMC (trk.)	81,700	78	83
Total Saturn	12,600	48	46
Total domestic car	468,900	59	43
Total imported car	68,200	134	133
Total domestic truck	337,300	76	70
GENERAL MOTORS	662,400	69	53
HYUNDAI (imp.)	25,300	61	75
Imported car	9,200	225	301
Truck (dom./imp.)	35,200	100	142
ISUZU	44,400	114	159
JAGUAR (imp.)	2,200	47	75
Domestic car	16,000	71	91
Imported car	23,000	44	62
Truck (dom./imp.)	22,700	42	52
MAZDA	62,000	48	62
MERCEDES-BENZ (imp.)	6,200	43	59
Domestic car	17,000	77	66
Imported car	31,400	129	86
Imported truck	10,900	123	114
MITSUBISHI	86,100	107	79
Infiniti (imp.)	4,000	27	28
Domestic car	22,800	73	45
Imported car	78,100	76	71
Truck (dom./imp.)	41,000	69	58
Nissan	142,900	73	62
NISSAN MOTOR CORP.	147,700	68	59
PEUGEOT (imp.)	600	27	94
PORSCHE (imp.)	1,000	248	115
RANGE ROVER (imp. trk.)	1,000	86	99
SAAB (imp.)	3,000	48	66
STERLING (imp.)	400	22	19
Domestic car	22,600	154	80
Imported car	21,400	142	111
SUBARU	44,000	148	99
Car (dom./imp.)	2,100	144	104
Truck (dom./imp.)	4,200	87	83
SUZUKI	6,300	96	86
Lexus (imp.)	4,900	21	25
Domestic car	23,700	16	12
Imported car	28,000	29	48
Imported truck	31,000	25	32
Toyota	82,700	26	25
TOYOTA MOTOR SALES	87,600	23	28
Audi (imp.)	7,800	220	224
Volkswagen (imp.)	47,000	148	146
VWoA	54,800	148	152
VOLVO (imp.)	17,900	76	104
YUGO (imp.)	300	90	94
Domestic car	1,992,500	59	48
Imported car	331,100	74	78
TOTAL CAR	1,913,600	61	55
Domestic truck	702,900	75	62
Imported truck	146,300	64	55
TOTAL TRUCK	529,200	70	61
TOTAL STOCKS	2,543,800	66	59

Chrysler, Toyota, Mazda join 1992 rebate derby

ARLENA SAWYERS
Staff Reporter

Chrysler Corp., Toyota Motor Sales U.S.A. Inc. and Mazda Motor of America Inc. kicked off their 1992 rebates last week. They joined Ford Motor Co. and Pontiac in paying incentives on cars that haven't yet been officially introduced.

Also, Mitsubishi Motor Sales of America Inc. altered the incentives on 1990-91 models, and Lotus Cars USA is paying dealers as much as $15,000 per unit to move cars.

Meanwhile, American Honda Motor Co. Inc. extended the dealer payment on the 1991 Civic four-door.

Chrysler last week added some 1992 cars and trucks to its consumer rebate lineup through Sept. 30.

The rebates are: $300 to $750 on Dodge trucks; $400 to $750 on Jeeps; and $500 on Chrysler, Plymouth and Dodge minivans and Plymouth Laser and Eagle Talon.

Cut-rate financing does not apply to 1992 models, but minivan buyers may choose the rebate or Chrysler's new Ultimate Guarantee package, which includes benefits such as a cellular telephone, four-year road service at no extra charge and guaranteed trade-in value.

Consumers who purchased 1992 minivans before the program was announced will be notified by mail that they are eligible for the cash or the guarantee, Chrysler Corp. said.

A new **Toyota** program pays dealers $200 to $900 for sales of 1991 Camrys and 1990, 1991 and 1992 Corollas.

The cash to dealers on 1990, 1991 and 1992 non-base trucks is $200 to $1,300. The payments are based on performance against quota.

Honda is trying to make room for its all-new 1992 Civic by paying dealers $400 on the 1991 Civic four-door.

The program runs through Sept. 30.

Mazda new incentive program includes customer cash on two 1992 models.

The company is paying $500 on the 1991 and 1992 MX-6 and $1,000 on the 1991 and 1992 Mazda 626 through Nov. 4.

Until Oct. 2, the customer rebate on the 1991 Protege is $800.

Also, Mazda is offering a $1,000 consumer rebate on the 1991 Navajo until Dec. 3.

In lieu of rebates on the 626 and Protege, customers may choose 5.9 percent financing for contracts up to 48 months.

Through Oct. 2, Mazda is paying dealers $500 on the 1991 MPV and 2,000 to $2,500 on the 1991 RX-7 depending on the number sold.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP. (1992 models; expires Sept. 30)

Dodge Dakota Club Cab	$300
Other Dakota, DW pickup	$750
Eagle Talon	$500
Jeep Cherokee	$750
Comanche	$500
Wrangler	$400
Plymouth Laser	$500
All minivans	$500

MAZDA

Protege (1991, expires Oct.2)	*$800
MX-6 (1991-92, expires Nov. 4)	$500
626 (1991-92, expires Nov. 4)	*$1,000
Navajo (1991, expires Dec. 3)	$1,000

*Or 5.9 percent financing

MITSUBISHI (1990-91; expires Oct. 31)

Mirage (Southeast and Southwest regions)	$750

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91)	$1,500
Other LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Shadow conv. (1991)	$2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91)	$1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990)	$1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1991); Talon TSi (1990-91)	$1,500
Other Talon (1991)	$1,200
Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91)	$1,000
Other Summit (1991)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1991), Laser RS Turbo (1990-91)	$1,500
Other Laser (1991)	$1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990)	$1,000
Colt Vista (1991)	$500
Colt base 3-dr. (1991)	$700
Sundance America (1991); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
1992 models, expires Sept. 25. Finance rates in lieu of rebates are 7.9 percent.

Ford Escort*	$500-750
Tempo, Taurus, Mustang, Probe	$500
Thunderbird, Crown Victoria	$750
Aerostar, F series, Bronco	$500
Ranger	$750
Mercury Tracer*	$500-750
Topaz, Sable	$500
Cougar, Grand Marquis	$750

*Escort rebates are for Central and Great Lakes regions only. Tracer rebates are for Central, Great Lakes and Southwest regions only.

1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.

Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco, E150 conversion pkg.	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000

*Based on option package ordered.

Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Cruiser, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac	
LeMans, Firebird (1992)	$500
Grand Am, Trans Sport (1991)	$750
Grand Prix, Trans Sport (1992)	$750
Firebird, Grand Prix	$1,000
Bonneville (1991)	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MAZDA
(1991 models; expires Oct 2; 5.9 percent loans offered in lieu of rebates)

Protege	$800

MITSUBISHI
(1990-91 models; California and Hawaii; expires Sept. 30)

Mirage (Calif. & Hawaii)	$750
Galant (Hawaii)	$1,000
Montero (Hawaii)	$1,500
Pickups (Hawaii)	$1,000-1,250

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

INCENTIVE WATCH — DEALER INCENTIVES

NEW PROGRAMS

HONDA (1991 models, expires Sept. 30)

Civic 4-dr.	$400

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; RX-7 and MPV expire Oct. 2; 929 and 323 expire Nov. 4)

RX-7	$2,000-2,500, based on number sold
MPV	$500
929	$2,000
Navajo (1991)	$750
323 (low-volume dealers)	Up to $500

MITSUBISHI (1990-91 models; rebates and terms vary by regions; programs expire Oct. 2)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Arclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500

FORD MOTOR CO. (expires Sept. 30)

Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
DeVille, Fleetwood, Brougham (expires Sept. 25)	$500
Oldsmobile (expires Sept. 25)	
Eighty Eight (1991)	$1,000
Pontiac (expires Sept. 25)	
Grand Am (1991)	$250
Bonneville (1991)	$1,000

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (1991 models, expires Sept. 16)

Cars	$700-1,500
Trucks	$700-1,800

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; California and Hawaii; expires Sept. 30)

Mirage (Calif. & Hawaii)	$250-750, based on number sold
Eclipse (Calif.)	$500-1,000, quota
Eclipse (Hawaii)	$750
Galant (Hawaii)	$500
Galant (Hawaii)	$1,000-2,000, based on number sold
Pickups (Calif.)	$500-1,500, quota

NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)

Sentra	$400
240SX	$500-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-3,500, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

SUZUKI (expires Oct. 3)

Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

incentive WATCH

Until Nov. 4 dealers earn $2,000 on the 929.

A Mazda plan that enables low-volume dealers to earn up to $500 on the 323 remains in effect until Nov. 4.

Mitsubishi is offering consumer rebates of $750 on the 1990 and 1991 Mirage in its Southwest and Southeast regions.

Mitsubishi's dealer incentive program on 1990 and 1991 cars and trucks varies by region. The rebates range from $250 to $2,100 on cars and from $400 to $3,000 on trucks. The program expires Oct. 31.

Lotus is offering dealer incentives of $5,000 on the 1991 Elan, $11,000 on the Esprit Turbo and up to $15,000 on some specially equipped Esprit Turbos.

The Lotus program applies to vehicles already in stock and continues until all supplies are exhausted.

Special Correspondent Chris Eschenburg contributed to this report.

Brits reject Toyota bid on strikes

ED WENDT
Staff Correspondent

LONDON — British labor unions last week rejected a proposal by Toyota Motor Co. that workers at its new plant in the United Kingdom adopt a no-strike contract.

Britain's Trade Union Congress, an umbrella organization roughly equivalent to the AFL/CIO, swiftly condemned the proposal as "alien" and approved a resolution that would prevent any member union from adopting no-strike contracts.

Toyota is building a $1.2 billion assembly plant in Derbyshire that is due to come on-stream next year. It will be capable of building 200,000 units a year by 1998.

Britain's unions gave in to Toyota's earlier demand that workers there be represented by only one union.

The company also said last week that it wants to defer pay negotiations until 1994, two years after plant startup, and called for a 39-hour, five-day workweek. A flexible clause would permit the company to schedule workers for alternate Saturday work.

The resolution passed by the Congress was sponsored by a liberal-oriented general technical union, the MSF. The union accused other unions who have been vying for the new contract of participating in a Toyota-sponsored "beauty contest."

"Whatever looks least like a labor union is the odds-on favorite to win the contract, said MSF General Secretary Ken Gill.

But the Amalgamated Engineering Union, considered the leading contender among the five unions vying to represent Toyota workers, branded the Trade Union Congress resolution as "a negative and racist piece of contraband." Pointing out that Japanese makers have created 50,000 jobs in Britain in recent years, the union accused the MSF of "sheer hypocrisy."

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Wayne, Mich.	9/16	
Ford Escort		920
Total U.S. car		**920**
Total units lost week of 9/16		**920**

Source: Automotive News Data Center

Mitsubishi car prices rise $423

CYPRESS, Calif. — Mitsubishi Motor Sales of America Inc. has raised the prices of its 1992 cars an average of $423 on a sales-weighted basis, according to an *Automotive News* analysis.

Also last week, Hyundai Motor America said its new Elantra sedan will start at $8,995 and the GLS version will begin at $9,999.

Mitsubishi's increases ranged from $40 on a the Mirage GS four-door sedan to $1,670 on the Eclipse GSX Turbo with all-wheel drive. The Galant GSR four-door was reduced $510.

The new Expo LRV station wagons start at $11,169, and the larger Expo versions are priced from $1 ,949.

Mitsubishi did not announce new prices for the Diamante or the Montero. A compny spokesman said that the Diamante sedans may be repriced next month — they were introduced last May as 1992 models.

The Montero sport-utility will be replaced in December.

The 1992 Montero models will be priced considerably higher than the 1991 models, which range from $15,789 to $19,099.

1992 MITSUBISHI PRICES

	1992 Price	Change from final 1991 price
Mirage		
VL 3-dr. hatch.	$ 7,319	+ 170
3-dr. hatch.	7,919	+ 190
4-dr.	8,939	+ 110
LS 4-dr.	9,489	+ 70
GS 4-dr.	10,899	+ 40
Eclipse		
3-dr. hatch.	11,259	+ 120
GS 3-dr. hatch	12,529	+ 330
GS DOHC 3-dr. hatch.	13,469	+ 360
GS DOHC Turbo 3-dr.	17,109	+1,630
GSX DOHC Turbo 3-dr. (awd)	18,849	+1,670
Galant		
4-dr.	11,699	+ 260
LS 4-dr.	14,809	+ 300
GS 4-dr.	15,179	+ 350
GSR 4-dr.	16,689	– 510
GSX 4-dr. (awd)	17,729	+ 120
VR 4-dr. (awd)	22,500	+ 700
3000GT		
2-dr.	20,049	+ 610
SL 2-dr.	26,209	+ 970
VR-4 Twin Turbo 2-dr.	32,800	+1,400
Expo LRV		
3-dr.*	11,169	
Sport 3-dr.*	11,989	
Sport 3-dr. (awd)*	13,889	
Expo		
4-dr.*	13,549	
SP 4-dr.*	14,509	
SP 4-dr. (awd)*	15,839	
Pickup trucks (Mighty Max)		
Base (2wd)	8,079	+ 200
Macrocab (2wd)	9,379	+ 230
One-ton (2wd)	9,429	+ 230
Base (4wd)	12,289	+ 310

*Not counted for 1992

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 9/9-9/14/91	Actual 9/2-9/9/91	9/1-9/14/91	Year 9/1-9/14/91	Year 1/1-9/15/90
LeBaron A	0	0	0	0	8084
LeBaron J	5	36	41	18753	36729
New Yorker	5	1	6	4784	28364
Fifth Avenue	0	0	0	20699	22916
Imperial	400	208	608	5,691	12,911
Town & Country (trk.)	50	129	179	2,882	2,078
Total Chrysler	**455**	**374**	**834**	**52,809**	**111,802**
Horizon	0	0	0	0	4,327
Sundance	2,000	1,921	3,921	41,838	59,538
Acclaim	1,900	1,496	3,396	55,544	75,852
Voyager (trk.)	2,350	2,056	4,406	66,900	63,288
Voyager (Can. trk.)	2,600	2,640	5,240	77,800	71,995
Total Plymouth	**8,850**	**8,113**	**16,963**	**241,882**	**274,980**
Omni	0	0	0	0	4,078
Daytona	50	6	56	5,070	24,454
Shadow	2,000	1,922	3,922	46,601	57,213
Dynasty	4,550	3,713	8,263	82,872	81,463
Spirit	2,150	1,740	3,890	50,861	69,098
Monaco (Can.)	350	396	746	6,822	8,944
Caravan (trk.)	2,700	2,391	5,091	78,463	67,645
Caravan (Can. trk.)	3,250	3,504	6,754	99,188	89,614
Caravan C/V (trk.)	50	55	105	2,431	4,171
Caravan C/V (Can. trk.)	85	96	181	12,341	5,610
Dakota (trk.)	2,150	2,356	4,506	58,356	49,561
Ram pickups (trk.)	1,050	1,926	2,976	55,554	73,540
Ram Wagon (Can. trk.)	450	456	906	14,053	17,007
Ram Van (Can. trk.)	1,450	1,487	2,937	27,811	41,507
Total Dodge	**28,285**	**28,048**	**48,333**	**548,463**	**603,905**
Premier (Can.)	1,000	1,047	2,047	9,726	7,710
Cherokee (trk.)	4,900	3,581	8,481	98,213	110,793
Comanche (trk.)	100	86	186	3,609	5,871
Grand Wagoneer (trk.)	0	0	0	1,560	4,972
Wagoneer (trk.)	50	72	122	2,094	2,734
Wrangler (Can trk.)	1,500	1,590	3,090	42,612	42,166
Total Jeep-Eagle	**7,550**	**6,376**	**13,926**	**157,816**	**174,246**
Total U.S. car	**13,000**	**11,943**	**24,103**	**332,733**	**405,097**
Total Can. car	**1,350**	**1,443**	**2,793**	**16,569**	**16,164**
Total U.S. truck	**13,400**	**12,052**	**25,052**	**378,082**	**394,633**
Total Can. truck	**9,335**	**9,773**	**19,108**	**273,695**	**257,999**
CHRYSLER CORP.	**37,145**	**34,911**	**72,056**	**982,970**	**1,184,193**
Escort	5,799	4,646	10,445	150,956	161,684
Mustang	3,667	0	3,667	83,780	91,801
Tempo	3,227	2,559	5,786	79,630	92,434
Tempo (Can.)	2,823	73	2,896	74,492	82,981
Taurus	7,744	5,739	13,483	224,667	248,709
Thunderbird	0	2,299	2,299	52,532	84,488
Crown Victoria (Can.)	2,224	1,986	4,210	66,308	87,307
Aerostar (trk.)	4,900	3,677	8,577	119,645	148,907
Bronco (trk.)	701	522	1,223	11,853	36,988
Explorer/Bronco II (trk.)	6,625	6,148	12,773	191,218	135,339
Navajo (trk.)	247	222	469	8,270	0
Econoline (trk.)	1,761	914	2,675	94,711	135,565
Heavies (trk.)	0	821	821	23,523	37,989
Light trucks (trk.)	9,161	5,755	14,916	211,913	327,811
Light trucks (Can. trk.)	2,691	1,633	4,324	70,788	100,725
Ranger (trk.)	7,207	5,984	13,191	189,358	199,993
Total Ford Div.	**58,777**	**42,978**	**101,755**	**1,632,752**	**1,972,710**
Topaz	1,075	903	1,978	33,570	35,215
Topaz (Can.)	1,215	27	1,242	24,460	31,197
Cougar	0	1,157	1,157	41,895	56,141
Sable	1,904	1,509	3,413	72,563	75,679
Grand Marquis (Can.)	3,104	2,544	5,648	71,028	79,673
Total Mercury	**7,298**	**6,140**	**13,438**	**243,516**	**277,905**
Continental	1,198	963	2,161	39,554	42,760
Mark VII	214	157	371	6,925	15,248
Town Car	2,811	2,232	5,043	93,034	108,443
Total Lincoln	**4,223**	**3,352**	**7,575**	**139,513**	**166,451**
Total L-M Div.	**11,521**	**9,492**	**21,013**	**383,029**	**444,356**
Total U.S. car	**27,630**	**22,164**	**49,863**	**699,114**	**1,812,662**
Total Can. car	**9,300**	**4,639**	**13,906**	**236,280**	**281,193**
Total U.S. truck	**30,662**	**24,043**	**54,645**	**848,597**	**1,822,561**
Total Can. truck	**2,991**	**1,833**	**4,324**	**70,789**	**169,725**
FORD MOTOR CO.	**70,298**	**52,470**	**122,768**	**2,015,781**	**2,417,866**
Skylark	1,245	448	1,693	29,697	64,176
Century	2,396	2,353	4,749	64,147	46,859
Regal (Can.)	2,600	2,655	5,255	84,998	66,809
Riviera	277	144	421	14,568	15,824
Park Avenue/Electra	1,789	1,471	3,260	77,347	34,349
LeSabre	4,519	3,017	7,536	50,560	115,007
Roadmaster Sedan	1,489	804	2,293	20,954	0
Roadmaster Wagon†	320	219	539	18,221	4,022
Reatta	0	0	0	1,205	5,277
Total Buick	**14,635**	**11,111**	**25,746**	**381,400**	**382,339**
Eldorado	407	194	601	7,764	15,752
Seville	783	397	1,180	17,126	21,109
Brougham	746	407	1,153	14,206	21,389
DeVille	3,718	2,985	6,703	109,210	112,933
Allante	64	51	115	2,124	2,057
Total Cadillac	**5,718**	**4,034**	**9,752**	**150,430**	**177,839**
Cavalier	6,020	4,038	10,058	177,578	235,828
Camaro	1,346	1,083	2,430	37,025	52,920
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,300	2,441	7,801	170,791	203,002
Lumina (Can.)	4,700	4,713	9,413	159,292	153,479
Caprice	3,011	2,025	5,036	94,663	169,094
Corvette	480	321	801	14,541	16,251
Astro (trk.)	2,852	1,998	4,850	85,711	7,495
Blazer (trk.)	0	16	16	5,555	12,618
Lumina APV (trk.)	1,907	1,222	3,129	25,040	61,984
Mediums (trk.)	156	16	172	1,168	7,459
P-Model (trk.)	494	350	844	14,848	18,797
Pickups (trk.)	6,455	4,467	10,922	166,470	208,450
Pickups (Can. trk.)	2,400	2,374	4,774	96,543	119,540
S10 (trk.)	5,491	4,381	9,872	180,538	165,852
S10 Blazer (trk.)	2,078	1,353	3,431	26,201	77,560
Sportsvan (trk.)	1,336	897	2,233	29,033	43,254
Sportsvan (Can. trk.)	1,150	1,135	2,285	36,469	36,108
Suburban (trk.)	0	0	0	21,106	50,973
Total Chevrolet	**45,236**	**32,848**	**78,076**	**1,261,443**	**1,629,578**
Calais	0	0	0	34,616	72,929
Cutlass Ciera	3,094	3,044	6,138	64,105	52,548
Cutlass Ciera (Can.)	0	0	0	41,099	55,822
Cutlass Supreme	2,671	1,906	4,577	73,476	65,518
Toronado	164	91	255	3,468	11,182
88	3,258	2,415	5,673	56,113	74,148
Custom Cruiser Wag.††	160	118	278	6,237	1,214
98	1,482	1,094	2,576	56,305	33,343
Silhouette (trk.)	405	257	662	14,141	21,116
Bravada (trk.)	284	202	486	10,943	0
Total Oldsmobile	**11,518**	**9,127**	**20,645**	**360,403**	**388,520**
Sunbird	3,033	1,997	5,030	82,519	111,193
Grand Am	1,172	378	1,550	89,016	148,208
Firebird	654	527	1,181	13,827	30,958
Grand Prix	2,217	1,351	3,568	71,970	84,578
Pontiac 6000	0	0	0	19,603	39,988
Pontiac 6000 (Can.)	0	0	0	0	0
Bonneville	2,784	2,000	4,784	49,941	55,737
Trans Sport (trk.)	1,065	678	1,743	18,540	38,399
Total Pontiac	**10,925**	**6,931**	**17,856**	**345,416**	**508,871**
Jimmy (trk.)	0	3	3	1,815	3,954
Mediums (trk.)	398	162	560	2,174	8,583
P-Model (trk.)	26	36	62	1,856	2,181
Pickups (trk.)	2,286	2,395	4,681	86,030	99,233
Pickups (Can. trk.)	990	991	1,981	36,128	45,841
Sonoma (trk.)	1,130	1,135	2,265	43,317	38,165
S15 Jimmy (trk.)	946	602	1,548	10,180	25,567
Safari (trk.)	925	731	1,656	27,891	32,391
Suburban (trk.)	0	0	0	16,805	25,353
Vandura (trk.)	551	402	953	13,002	16,150
Vandura (Can. trk.)	550	511	1,061	15,783	14,704
Total GMC	**7,802**	**6,968**	**14,770**	**254,761**	**312,222**
Total Saturn*	**2,350**	**2,350**	**4,700**	**60,940**	**775**
Total U.S. car	**57,980**	**38,679**	**96,668**	**1,063,972**	**1,922,365**
Total Can. car	**7,300**	**7,368**	**14,668**	**235,678**	**296,229**
Total U.S. truck	**33,785**	**21,303**	**55,088**	**821,835**	**1,128,724**
Total Can. truck	**5,899**	**5,011**	**10,101**	**184,923**	**216,189**
GENERAL MOTORS	**98,184**	**73,361**	**171,545**	**2,295,909**	**3,563,511**
Can. car	2,350	2,395	4,745	73,681	24,650
Can. trk.	950	945	1,895	32,543	19,500
CAMI*	**3,300**	**3,340**	**6,640**	**106,224**	**44,150**
DIAMOND-STAR*	**3,251**	**2,573**	**5,854**	**110,333**	**94,987**
Civic	1,303	1,275	2,578	69,334	80,316
Civic (Can.)	1,796	2,200	3,996	75,620	73,654
Accord	7,837	5,715	13,552	256,929	229,722
Total U.S. car	**9,140**	**6,980**	**16,130**	**328,263**	**310,038**
Total Can. car	**1,796**	**2,200**	**3,996**	**75,620**	**73,654**
HONDA	**10,936**	**9,190**	**20,126**	**395,883**	**383,702**
HYUNDAI Sonata (Can.)	**375**	**142**	**517**	**10,631**	**14,698**
MAZDA*	**3,782**	**3,864**	**7,646**	**112,995**	**124,157**
U.S. trk.	0	1,249	1,249	47,506	51,979
Can. trk.	165	128	293	4,980	6,861
MAVSTAR	**165**	**1,377**	**1,542**	**52,486**	**58,840**
Sentra	2,702	2,179	4,881	93,655	57,992
Pickup (trk.)	2,700	2,147	4,847	92,474	101,580
NISSAN	**5,402**	**4,326**	**9,728**	**186,129**	**159,572**
Geo Prizm	1,600	1,404	3,204	68,769	70,344
Toyota Corolla	2,300	1,816	4,116	77,991	71,272
Toyota Hilux (trk.)	50	33	83	103	0
NUMMI	**4,150**	**3,253**	**7,403**	**146,863**	**141,616**
Legacy	1,270	884	2,154	40,548	19,943
Pickup (trk.)	577	331	908	18,217	0
Rodeo (trk.)	723	511	1,234	19,006	0
Total U.S. car	**1,270**	**884**	**2,154**	**40,548**	**19,943**
Total U.S. trk.	**1,300**	**842**	**2,142**	**37,223**	**22,282**
SUBARU-ISUZU	**2,570**	**1,726**	**4,296**	**77,771**	**42,146**
Camry	0	0	0	136,263	154,280
Corolla (Can.)	1,050	1,100	2,150	45,590	41,864
TOYOTA	**1,050**	**1,100**	**2,150**	**181,853**	**196,144**
VOLVO 740,940 (Can.)	**30**	**144**	**183**	**5,605**	**5,797**
AM GENERAL (trk.)	**400**	**328**	**728**	**14,370**	**16,280**
MISCELLANEOUS (trk.)**	**2,650**	**2,128**	**4,778**	**94,600**	**100,600**
Total U.S. car	**121,980**	**92,980**	**214,460**	**3,700,800**	**4,332,907**
Total Canada car	**23,826**	**19,422**	**43,248**	**757,124**	**754,714**
Total U.S.-Canada Car	**145,529**	**112,010**	**257,547**	**4,913,730**	**5,087,701**
Total U.S. truck	**79,867**	**64,780**	**144,647**	**2,327,876**	**2,836,980**
Total Canada truck	**19,231**	**17,490**	**36,721**	**566,639**	**611,178**
Total U.S.-Canada truck	**99,116**	**82,190**	**180,317**	**2,893,915**	**3,447,777**
TOTAL U.S.	**201,796**	**157,300**	**358,695**	**6,063,682**	**7,169,188**
TOTAL CANADA	**41,057**	**36,912**	**78,769**	**1,323,663**	**1,365,892**
TOTAL U.S.-CANADA CAR & T...	**242,847**	**194,217**	**437,464**	**7,487,645**	**8,535,470**

•Estimate 11990 totals reflect LeSabre (rwd) 111990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Canada strike watched

ROBIN-LYN RAIMEY
Special Correspondent

The traffic slowdowns at the Windsor/Detroit border caused by striking Canadian public employees pose a threat to vehicle production, and manufacturers are on alert.

Auto production has remained fairly stable in spite of the strike. Canadian car production was 23,626 last week, up 21.6 percent from the previous week. U.S. car production last week was 122,003, up 31.8 percent from the previous week.

U.S. truck production was 79,887, up 23.5 percent from the previous week. Canadian truck production of 18,231 was up 4.2 percent from the previous week. For the year to date, truck production in Canada and the United States is down 16.1 percent.

All Big 3 assembly plants in Canada are operating on a just-in-time delivery system.

The slowdown in parts supply has caused headaches for Ford of Canada workers, but they are receiving some parts via airlift and have kept production rolling.

The day shift at Chrysler Canada Ltd.'s Pillette Road plant in Windsor, Ontario, was sent home two hours early last Tuesday, but the afternoon shift kept its usual schedule.

Ford Motor Co. has scheduled daily overtime this week at its truck plants in Louisville, Ky.; Kansas City, Mo.; and St. Louis. The Louisville plant produces the Explorer, the Ranger and the Mazda Navajo; Kansas City makes F-series light trucks, and St. Louis makes the Aerostar.

General Motors scheduled overtime last Saturday at the Buick City car plant in Flint Mich., which produces the Buick LeSabre and the Oldsmobile Eighty Eight Royale, and at two plants in Lordstown, Ohio, which produce the Chevrolet Corsica and Beretta, and Chevrolet and GMC full-sized vans.

The car plant in Arlington, Texas, and the truck plant in Baltimore also scheduled Saturday overtime. Arlington builds the Cadillac Brougham, Chevrolet Caprice and Buick Roadmaster; Baltimore produces the Chevrolet Astro and GMC Safari.

Chrysler Corp.'s St. Louis No. 2 truck plant was scheduled to operate two nine-hour overtime shifts last Saturday. The Toledo, Ohio, truck plant is scheduled to operate two nine-hour daily shifts this week. St. Louis No. 2 makes the Chrysler Town and Country, the Dodge Caravan C/V, the Grand Caravan and the Plymouth Grand Voyager minivans. The Toledo plant produces the Jeep Cherokee, Comanche and Grand Wagoneer.

Chrysler's Newark, N.J., assembly plant has been expanded to produce LeBaron coupes and convertibles. The plant built its first convertible last Monday, and will begin producing the 1992 coupe Wednesday.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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Automotive News

SEPTEMBER 23, 1991

66th YEAR

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late news

France admits U.S. Accords

PARIS — The Industry Ministry confirmed late last week that Honda Motor Co. had received tentative approval to begin exporting U.S.-built Accord wagons to France outside the strictures of a European Community agreement that limits Japanese auto sales in Europe.

Citing the recent agreement, which allows France to limit Japanese penetration to 4.5 percent of its market, French customs authorities had blocked the importation of about 165 U.S.-built Accords. But after U.S. trade officials stepped in on Honda's behalf, French officials agreed to treat the Accords as American instead of Japanese cars.

Ford cuts 40 books for '92

DEARBORN, Mich. — Ford Motor Co.'s two automotive divisions have slashed at least 40 magazines from their 1992 model year

see LATE NEWS, 2

Big 3 team up on recycling

Consortium will explore design for disassembly

JACK KEEBLER
Staff Reporter

The Big 3 are about to form a consortium to study how to recycle even more of the automobile.

European carmakers, forced by tough legislation, are the world leaders in vehicle-recycling technology.

But Chrysler Corp., Ford Motor Co. and General Motors are poised to launch a consortium attack to catapult them ahead of European and Asian makers on recycling and "design for disassembly," sources at all three companies confirm.

Experts at the companies believe that American consumers will soon shop for recyclable vehicles with the same zeal that they exhibit in shopping for safety features.

Last week, Richard L. Klimisch, executive director of General Motors' environmental activities staff, said: "A Big 3 vehicle-recycling consortium will soon be announced." It would join other consortia formed by the increasingly cooperative Big 3.

In this case, the joint research will be moving out ahead of governmental regulations, which have prompted much recent Big 3 research on such issues as fuel economy and pollution control.

The new consortium will come despite what Klimisch described as a "surprising lack" of auto-recycling legislation. Automakers' environmental engineers, however, predict that U.S. consumers are likely to embrace recycling

see RECYCLE, 41

JOE WILSEMAN

Ford flares up

Ford Division will target import buyers and young people in the 1992 model year, says division general manager Ross Roberts. This new Flareside pickup will share advertising focus with Taurus, Escort and pickups. Story on Page 3.

Mercedes courting Porsche

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — A casual offer by Mercedes-Benz AG last week to acquire a stake in Porsche AG is likely to lead to closer ties between the two despite Porsche's insistence it is not for sale.

Analysts point out that a deal, offered almost off-the-cuff by Mercedes Chairman Werner Niefer during a radio interview, would make strategic sense for Porsche, which has been hit by falling sales, lower earnings and the loss of several key managers.

Both companies said last week that no formal talks have been held. And Arno Bohn, chief executive of Porsche, and Ferdinand Porsche, son of the company's founder and a major shareholder, said the company is not for sale.

But neither Porsche executive raised categorical objections to the possibility of forging closer links to Mercedes.

The two automakers already have an extensive development and production relationship

see PORSCHE, 40

Automakers roll out '92s

Audi 100, Pg. 37
Ford trucks, Pg. 20
Nissan, Pg. 37

INTRO-92

VW dealers still faithful despite sales downturn

ARLENA SAWYERS
Staff Reporter

Sales are lousy, the product is outdated and the parent company in Germany is out of step with American consumers. But don't blame management in the United States.

That's how many VW dealers feel, despite last week's announced staff cutbacks and another high-level personnel change.

Dealers tend not to blame VW United States, which is a division of Volkswagen of America, the U.S. subsidiary of Germany's Volkswagen AG, and is responsible for importing and marketing VW vehicles in the United States.

Last week, VWoA said it will reduce its staff by 150 employees by March 31, 1992, using attrition and layoffs if necessary. VWoA had 1,745 employees in the United States as of Aug. 31.

The company also named Welton C. Mansfield vice president of

see VW, 40

Novel auto ad ideas draw $100 million

Videos, cable, direct mail slice through the clutter

ARLENA SAWYERS
Staff Reporter

Modern technology is giving car marketers new hope for reversing sales slumps and cutting through advertising clutter created by more than 600 car and truck models.

Automobile marketers, by some accounts, are devoting up to 2 percent — about $100 million — of their collective marketing/advertising budgets to videocassettes, home computer news and information services, experimental cable television channels and highly targeted direct-mail programs.

Advertising Age, a sister publication to *Automotive News*, reported that the automotive industry spent $5.5 billion on TV, print, radio and out-door advertising in 1989.

While the money devoted to the less-traditional type of advertising is a small share of total spending, experts say the proliferation of vehicles, compounded by intense competition, will keep car marketers looking for innovative and sometimes novel ways to break through the clutter.

"Motorsports and golf sponsorships are inno-

see ADS, 39

NEWSPAPER

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Chevy mails ABS tape to police 8

inside Automotive News

DON'T PUMP THE BRAKES
Chevy teaches cops how to drive Caprices safely. PAGE 8

A 3,4 TRUCK FIGHT
GM and Ford prepare medium-duty import fighters. PAGE 16

WHAT RECOVERY?
September sales opened with a 10-day thud. PAGE 18

EUROPE SALES COOL OFF
Germany's 8-month string snaps; Europe chills. PAGE 25

SELLING WITH STYLE

▲ Mazda used Infiniti-like teases, then added a car. PAGE 38

DEPARTMENTS

Auction ads	26-31
Classifieds	32-36
Calendar	37
Dealers	24
Incentives	42
Keith Crain	12
Letters	14
Obituaries	24
Opinion	12
Personnel	23
Production	43
Sales, Europe	25
Trucks	16

SEPTEMBER TABLES

APPEARED SEPTEMBER 2	
Sales, 10-day by make	9
Production, weekly by model	37
APPEARED SEPTEMBER 9	
Sales, August top 10	4
Sales, August by maker	44
Sales, year to date	44
Sales, domestic car by model	15
Sales, light-truck by model	45
Production, weekly by model	47
APPEARED SEPTEMBER 16	
Sales, imported car by model	36
Sales, Canada by make	37
Sales, dealer by make	49
Inventory, as of Sept. 1	49
Production, model year	48
Production, weekly by model	51
TODAY	
Sales, 10-day by make	18
Sales, truck by GVW	16
Production, weekly by model	43
SEPTEMBER 30	
Sales, 10-day by make	
Production, weekly by model	

66th year—No. 5412

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corrections

The 1991 model-year production table in the Sept. 16 issue listed incorrect totals for Honda of America Manufacturing Inc. The correct totals are: Marysville, Ohio: 352,089; total Honda: 552,421.

GM restyles small trucks

HANS G. LEHMANN/HIDDEN IMAGE

Engineers have been conducting hot-weather tests on the restyled Chevrolet S10 and GMC Sonoma pickups, due to bow in the 1993 model year. Styling is more rounded, with hoods that slope downward. The new instrument panel is more car-like with round analog gauges and high-mounted air vents. The trucks' sport-utility cousins will be restyled for 1994.

latenews

CONTINUED *from* PAGE 1

advertising schedule.

Overall, magazine spending is expected to be boosted moderately at each division from about $90 million this year at Ford Division and $30 million at Lincoln-Mercury, reports *Advertising Age*, a sister publication to *Automotive News*.

New model year advertising for both divisions breaks this week on network television and in magazines with October titles.

Ford Division "took about 40 magazines off the schedule, which brings us down to about 90," said John Vanderzee, division advertising manager.

Stephen Lyons, Lincoln-Mercury general marketing manager, said the division will use 15 to 20 magazines for Lincoln, down "about a half dozen," and Mercury advertising will run in 25 to 30 publications, a reduction of 15 to 20.

Daihatsu to hike prices 3.7% on Charade, Rocky

LOS ALAMITOS, Calif. — Daihatsu America Inc. said Friday it will raise prices of its 1992 models — the Charade subcompact and Rocky sport-utility — an average of 3.7 percent over comparably equipped 1991 models. Prices will be announced Oct. 11, the company said.

Base prices for 1991 Charade models range from $6,397 to $9,697; Rocky models, from $11,297 to $12,997.

Ford trims prices a tad from intro

DEARBORN, Mich. — Prices of 1992 Ford Motor Co. cars will be slightly lower than pre-introductory prices given to dealers in July.

Ford spokesman Dave Krupp says final prices will average 3.5 percent higher than comparably equipped 1991 models. Pre-intro prices came in 3.7 percent higher.

Firm prices for 1991 models at introduction were 1.9 percent higher than final 1990 prices.

All Ford light trucks to offer air bags by '94

DEARBORN, Mich. — Ford Motor Co. will make driver-side air bags available in all of its light-duty truck models by 1994. Currently, air bags are standard in the Aerostar minivan and Econoline full-sized van.

Air bags on all other light trucks will be optional when Ford starts phasing them in next year, said Ford spokesman Gene Koch.

By the mid-1990s, Ford will begin phasing in passenger-side bags in its light trucks.

Britain to scrap new tax on cars

LONDON — Britain's Conservative government, faced with an election as early as November, said last week it would scrap a controversial 10 percent new-car tax and review stiff new levies on company cars. Industry leaders say the measures have wrecked the domestic car industry.

British car sales fell for 23 consecutive months through August. For the year, they are expected to be down 25 percent to about 1.5 million units. Industry leaders charged that the taxes, introduced in the government's March budget, exacerbated the effects of a normal economic downturn.

Also, Ford said it was raising prices on the Sierra, Fiesta and Granada by as much as 5 percent.

Philippines invite luxury car plants

MANILA — The Philippines government last week opened its auto industry to more competition by offering a new series of licenses to companies wishing to assemble luxury sedans with engines of 2.8 liters and above. Most cars of this size are smuggled in.

The move follows last year's creation of a "People's Car" program for the assembly of vehicles with engines smaller than 1.3 litres. That plan opened the car market to six new companies, who joined three existing assemblers of medium-sized vehicles.

Meanwhile, car sales through August were 45 percent below last year, at 12,758 units, said the Philippines Automotive Manufacturing Institute. It blamed the nation's economic slump and a series of natural disasters.

New Volvo ad uses crash to demonstrate safety

Volvo Cars of North America's first ad campaign since the "monster truck" scandal will again use dramatic demonstrations to illustrate safety, reports *Advertising Age*, a sister publication to *Automotive News*.

The first major image work for Volvo from Messner Vetere Berger Carey Schmetterer, New York, is said to feature a spot for the new Volvo 960 sedan in which the passenger compartment stays intact after the car is hit from behind during a rainstorm and crashes head-on into a wall.

In a spot that ran last year, the roof of a Volvo car was reinforced before an oversize pickup truck ran over a line of cars.

The Federal Trade Commission last month ordered Volvo and its former agency to pay $150,000 each for the deceptive advertising.

The new ads break Oct. 7.

Mazda taps Nissan for dealer training v.p.

IRVINE, Calif. — Mazda Motor of America Inc. has named Herbert A. Clark to fill a new position: vice president of dealership training.

The company said the move reflects the importance of customer handling as Mazda prepares to launch five new products over the next seven months.

Clark will oversee a new Dealer Training Division, which will coordinate sales, service and parts training.

He has spent the last eight years at Nissan Motor Corp. in U.S.A., most recently as manager of quality performance.

briefly

Chevy trucks lose heartbeat

All good things come to an end, but losing "The Heartbeat of America" seems pretty final. Nonetheless, reports *Ad Age*, Chevrolet Trucks are dropping the five-year-old musical themeline. In the big battle against Ford, the S-10s and C/Ks will drive under a new musical line: Bob Seger's song, "Like a Rock."

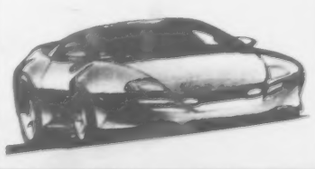
HAYBURNER HEAVEN — Counting on horsepower of a different kind, car dealer Hal Earnhardt has entered his two-year-old filly in the Breeders' Cup race Nov. 2 at Churchill Downs. Earnhardt, 35, is one of the owners of Earnhardt Auto Centers in Tempe and Gilbert, Ariz. The horse, Soviet Sojourn, is a favorite in the $1 million race.

DA ACCORD — **Honda's** Moscow store is doing so well, the company and its trading partner Kanematsu Corp. plan to open another point in Leningrad by late 1992. Muscovites bought 33 units between the grand opening in May and the post-coup end of August. The goal is 100 a year at Leningrad Honda. But it might be St. Petersburg Honda by then.

TRUCK WITH FLARE — One of the more striking vehicles displayed at **Ford Division's** model rollout in Detroit last week was a metallic blue, full-sized truck owned by racer Bill Elliott. The Flareside, F-series truck, accented with reddish-orange stripes, was customized by Jack Roush, a Michigan entrepreneur and race car fan who supplies performance engines to Ford. Elliott's 5.8-liter V-8 engine pumps out 300 horsepower; the regular 5.8-liter V-8 delivers 200. Ford spokesman Mike Parris says the flareside truck, which Ford will reintroduce later this year after a five-year absence, "is a real status thing, a cowboy status," particularly in states such as Texas and Oklahoma.

NEW HOT WHEELS — The new **Subaru** SVX and **Mazda** MX-3 have barely reached U.S. shores, but already the government thinks they'll have high theft appeal. The two coupes, the **BMW** 3 series and the **Oldsmobile** Delta Eighty Eight have been added to the National Highway Traffic Safety Administration's list of "high-theft" lines. They and 103 others must carry identification numbers on major parts. Five cars exempt because of anti-theft equipment: the BMW 850, **Acura** Vigor, **Porsche** 968 and **Lexus** SC300 and SC400. Last year, 1.3 million cars changed hands illegally, according to the FBI's uniform crime report.

MUSTANG MADNESS — **Ford Motor Co.** is keeping the 1994 or 1995 version of its venerable Mustang well hidden, so *Motor Trend* magazine and its *Car Craft* and *Hot Rod* siblings ran a contest, asking the public to "Design the Next Generation Mustang." Winner was Chris Ito, a designer with ASC Inc., the Southgate, Mich., convertible house. Ito's prize is a ragtop 1992 Mustang, converted by rival C&C Inc. of Brighton, Mich.



Winner in Mustang design contest

trucks

Sales of big trucks continue to ride a rocky road

JOSEPH BOHN
Truck Editor

Medium- and heavy-truck sales continued their lackluster performance in August.

Class 5 and 6 sales were not as bad in August as in earlier months on a year-to-year comparison, but Class 7 and 8 sales continued to worsen, according to figures provided by the Motor Vehicle Manufacturers Association.

Mack Trucks Inc.'s sales continued their substantial decline.

In August, Mack's sales were down 45 percent from August 1990, and the total for the first eight months of the 1991 calendar year was 37.5 percent below 1990.

Separately, Rothschild Inc., a New York-based investment firm, said net new orders for heavy trucks totaled 7,776 for August, up 10.8 percent from 7,020 in July.

But the total was sharply below the 10,014 net new orders booked in August 1990.

Frank Prezelski, an analyst with Rothschild, said that while the new-order totals are not very good, the trend shows improvement if adjustments are made for pre-buying to beat price increases in May.

in brief

TRUCKS

Detroit Diesel increases sales

DETROIT — Detroit Diesel Corp.'s share of the North American Class 8 diesel engine truck market is at a 15-year high.

Detroit Diesel's share reached 23.6 percent for the first seven months of calendar 1991, according to the Motor Vehicle Manufacturers Association.

Roger S. Penske, Detroit Diesel chairman, said production capacity will increase to 34,000 units annually in calendar 1992 from 1991's 25,000. By January 1993, plans are to further increase capacity to 165 Series 60 engines a day or 43,000 yearly.

About 42,000 Series 60 engines are operating in North American trucks, with a mean mileage of about 155,000. More than 800 of the engines have accumulated at least 500,000 miles without significant problems, he added.

Distributors see slight profits drop

LIVONIA, Mich. — Net profits before taxes for the typical truck equipment distributorship dropped to 1.5 percent in 1990 from 1.6 percent and 1.7 percent in the prior two years.

The National Truck Equipment Association's annual survey also showed that even the top 25 percent highest-profit distributorships experienced a continued decline in profit margins to 4.8 percent in 1990 from 5.0 percent the previous year.

The report cited a 1.2 percent increase in operating expenses as the primary reason for the decline.

Sales growth for the 136 firms surveyed fell from 4.2 percent in 1989 to 3.0 percent in 1990. The firms' sales had increased 11.5 percent in 1988.

Joan Christophersen-Call, a spokeswoman for the association, said the annual product meeting in September drew 360 attendees, about the same as in previous years. The National Truck Equipment Association has about 1,325 member companies.

Paccar renames parts operation

BELLEVUE, Wash. — Paccar Inc. changed the name of its retail automotive parts subsidiary, General Automotive Inc., to Paccar Automotive Inc.

The action was one of several to position Paccar's auto parts business for long-term growth, according to M.A. Tembreull, Paccar Automotive president.

AUGUST 1991 TRUCK SALES BY GVW

	August 1991	August 1990	8 mos., 1991	8 mos., 1990
Class 1-3	99,329	115,356	788,590	958,333
Class 4	1,419	2,084	13,718	19,338
Class 6	422	737	3,672	4,051
Class 7	1,407	2,249	13,737	18,864
Class 8	518	1,004	5,546	9,388
FORD	**103,095**	**121,430**	**825,263**	**1,009,974**
Class 6	1	0	1	0
Class 7	9	0	9	0
Class 8	1,849	2,400	14,483	16,228
FREIGHTLINER	**1,859**	**2,400**	**14,493**	**16,228**
Class 1-3	89,850	106,399	726,075	882,593
Class 4	188	0	1,092	0
Class 5	32	15	94	200
Class 6	221	567	2,085	4,854
Class 7	495	539	4,270	4,836
CHEVROLET	**90,786**	**107,520**	**733,616**	**892,483**
Class 1-3	25,044	27,922	192,172	229,428
Class 4	86	0	713	0
Class 5	27	141	241	1,884
Class 6	186	517	2,441	3,777
Class 7	712	1,453	9,490	10,021
GMC	**26,055**	**30,033**	**205,057**	**245,110**
Class 7	24	39	187	277
Class 8	1,153	1,353	7,484	10,086
KENWORTH	**1,177**	**1,392**	**7,671**	**10,363**
Class 6	39	66	344	818
Class 7	52	89	460	1,092
Class 8	654	1,199	6,988	10,560
MACK	**745**	**1,354**	**7,792**	**12,470**
Class 6	31	53	222	378
Class 7	66	73	539	769
MERCEDES-BENZ	**97**	**126**	**761**	**1,147**
Class 4	2	0	17	43
Class 5	1	13	23	88
Class 6	900	723	5,483	8,706
Class 7	2,929	3,068	21,633	20,698
Class 8	1,471	1,796	15,107	18,451
NAVISTAR	**5,303**	**5,600**	**42,263**	**47,986**
Class 7	14	18	169	282
Class 8	819	1,060	6,244	8,274
PETERBILT	**833**	**1,078**	**6,413**	**8,556**
Class 7	110	49	665	497
Class 8	950	1,348	7,211	9,556
VOLVO/GM HEAVY	**1,060**	**1,397**	**7,876**	**10,053**
Class 1-3	6	24	166	225
Class 4	7	0	28	0
Class 5	31	46	263	326
Class 6	32	78	376	444
Class 7	37	62	417	644
HINO	**113**	**210**	**1,250**	**1,639**
Class 1-3	72	39	412	467
Class 5	71	80	489	623
Class 6	70	55	301	362
Class 7	27	34	238	340
NISSAN DIESEL	**240**	**208**	**1,440**	**1,792**
Class 1-3	422	718	4,208	4,326
Class 4	94	41	680	457
Class 5	68	40	598	278
Class 6	55	62	553	1,362
Class 7	20	33	153	399
ISUZU TRUCK	**659**	**894**	**6,192**	**6,822**
Class 1-3	154	118	1,126	1,253
Class 5	59	52	435	452
Class 6	54	23	261	188
Class 7	28	32	234	368
MITSUBISHI FUSO	**295**	**225**	**2,056**	**2,261**
SCANIA Class 8	**5**	**4**	**37**	**72**
Class 1-3	0	192	908	1,095
Class 4	0	67	297	362
Class 5	0	31	149	180
Class 6	0	17	96	112
IVECO TRUCKS*	**0**	**307**	**1,450**	**1,749**
WESTERN STAR Class 8	**45**	**73**	**419**	**884**
Class 1-3	142,683	137,501	918,610	1,151,443
Class 6, 7, 8	37	30	317	464
OTHER TRUCKS	**142,720**	**137,531**	**918,927**	**1,151,907**
CLASS 1-3	**357,580**	**388,269**	**2,632,267**	**3,229,163**
CLASS 4	**1,796**	**2,192**	**16,545**	**20,210**
CLASS 5	**290**	**418**	**2,292**	**4,031**
CLASS 6	**2,010**	**2,898**	**15,834**	**25,086**
CLASS 7	**5,921**	**7,738**	**52,192**	**59,078**
CLASS 8	**7,501**	**10,267**	**63,836**	**83,728**
TOTAL TRUCKS	**375,057**	**411,782**	**2,762,976**	**3,421,296**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

GM, Ford ready import fighters

New Class 3 and 4 models on horizon

JOSEPH BOHN
Truck Editor

DEARBORN, Mich. — General Motors and Ford Motor Co. plan a number of new 1992½ and 1993 commercial truck models aimed at staving off importers in the Class 3 and 4 segments.

Thomas A. Pfingst, Chevrolet assistant director of fleet sales, truck and special vehicles, predicted a moderate increase in 1992 model commercial truck sales over this year's estimated 1.2 million units.

At the National Truck Equipment Association's annual product convention, Pfingst said Chevrolet has been pouring on manpower, programs and products to increase its market share.

It has expanded its network of committed commercial truck dealers and added several account managers to its Warren, Mich., based commercial truck department over the past year to service dealers and customers.

The company also is launching a number of special incentives for different segments of this market.

Throughout the 1992 model year, for example, small recovery vehicle companies, or "wreckers," that do not receive special fleet discounts will get a $1,100 rebate on the purchase of a gasoline engine-powered C/K pickup cab chassis and a $1,600 rebate on diesel-powered chassis.

The division is providing 90 days of free floorplanning as an encouragement for dealers to stock 1992 model HD-3500 Class 4 chassis.

The GP cutaway is a major new 1993 product for next fall. Although it will give Chevrolet and GMC Truck an edge on Ford Division in a segment currently dominated by the latter, it is also heavily aimed at medium-duty truck importers that have been steadily moving into the Class 3-4 cab chassis market.

The GP features a G-van cab mounted to a P-chassis.

According to Thomas Jensen, an engineer with GM's Truck & Bus Group, the GP cutaway will have:

- High gross vehicle weight ratings
- Straight, unencumbered frame rails for easy body mounting
- A flexible variety of wheelbases
- A fiberglass tilt cab for easy serviceability.

A commercial cutaway version will offer a choice of 125-inch, 133-inch, 157-inch or 178-inch wheelbases; gvws of 10,100 to 14,100 pounds; a standard 5.7-liter V-8 engine and an optional 7.4-liter V-8; and a standard automatic overdrive transmission.

The school bus version will not be available with the 178-inch wheelbase and it will only be offered with the 5.7-liter V-8.

The motor home version will have 158.5-inch to 208-inch wheelbases; gvw ratings of 10,500 to 14,500 pounds; and a standard 7.4-liter V-8 and four-speed automatic transmission.

The GP offers a choice of a two-stage combination semi-elliptic 6,200-pound, 8,000-pound or 11,800-pound rear suspension and an independent coil spring front suspension. An I-beam option is available for the front.

Power steering, 16-inch by 6.5-inch dual rear wheels and a standard 40-gallon fuel tank on commercial and motor home models are standard. School bus versions have a shielded 30-gallon tank.

To compete fully against importers' diesel-powered chassis, GM also is working to get the 6.2-liter diesel and 6.5-liter turbodiesel engines approved for the chassis by the 1993 model year.

"This market is primarily domestic, and we're going to do everything in our power to keep it that way," Pfingst said.

GM cutaways are currently limited to 10,500 pounds gvw and restricted in wheelbase lengths and rail design. Ford's cutaway, derived from its Econoline van, goes to up 11,200 pounds gvw.

GM is also preparing new 9,200- to 9,300-pound gvw versions of its regular and extended-length G-vans for introduction in January. Regular Chevrolet and GMC G-vans with single rear wheels currently go up to 8,600 pounds gvw. This has limited appeal to small bus and other commercial vehicle manufacturers.

Ford already has Econoline versions in the 9,200-pound gvw range. Ford leads Chevrolet in certain commercial truck segments by fairly sizeable margins.

Ford registered 53,800 chassis cabs derived from its F-series pickups in calendar 1990, compared to 16,600 registrations for Chevrolet in chassis cabs derived from its C/K pickups, according to R.L. Polk registration. Through four months of 1991, the figures were 11,100 and 4,200.

Ford's strength is partly due to the success of its Class 4 F-Super Duty, which Chevrolet only began competing against in the 1991 model year with its HD 3500 series.

Ford's chassis cab version of the Super Duty gets a new cab and sheet metal for 1992, along with a new 184.8-inch wheelbase version. The new Super Duty chassis cab is expected to be available in February.

John P. Renaud, Ford product design engineer for special vehicle design and development for light truck engineering, said the Super Duty is currently available in 136.8-inch and 160.8-inch wheelbases. They have five-foot and seven-foot cab-to-axle dimensions.

The 184.8-inch wheelbase allows Ford to provide a nine-foot cab-to-axle dimension to accommodate longer bodies, such as rollback carriers or cargo boxes similar to those on U-Haul-type vehicles.

The frame on the longer axle model is a little wider, due to side rail reinforcements that were added, Renaud said. The fuel lines are are now steel, but generally the structure of the chassis is very similar to last year's models.

Renaud said gvw was increased to 15,000 pounds for 1992, up from 14,500 last year.

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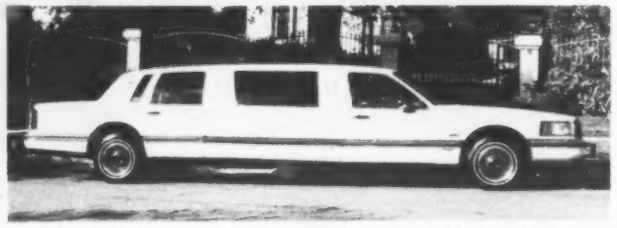

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Circle ReaderService #11

Bentley sparks Rolls outlook

DAVID VERSICAL
National Editor

DETROIT — Nothing like a whiff of new product to stimulate sales — even if the car costs $261,800.

Rolls-Royce Motor Cars Inc. is counting on its new Bentley Continental R for a boost in 1992. Executives say they've taken more than 80 orders, each with a $30,000 deposit, on the new car, which goes on sale in February.

Rolls-Royce's parent company in Britain will ship only 90 of the turbocharged, 6.75-liter, V-8 coupes for calendar 1992.

Even with a push from the new Bentley, Rolls-Royce expects 1992 sales to be about the same as this year's, between 500 and 600. About 40 percent will be the new Continental R and other Bentleys; the balance will be Rolls-Royce models.

The company doesn't release monthly sales numbers, but it concedes that volume is off about half this year. In 1990, the company sold about 1,200 cars.

Rolls-Royce has taken more than 80 orders — with $30,000 deposits — for its new Bentley Continental R.

Howard Mosher, president and chief executive officer, points his finger at the U.S. luxury tax, although he acknowledges that most folks who pay six figures for a car *can* afford the levy. In his view, some people are protesting the tax, which ranges from about $10,000 to $20,000 on Rolls and Bentley models, by not buying at all.

Mosher also cited a recession that has hit white-collar industries such as banking and real estate for much of the decline.

Despite the poor climate, Rolls-Royce will make a big push for the new Bentley. The car was unveiled at last year's Geneva auto show, and the company's 47 dealers have been allowed to take new orders nearly a year in advance of the sales date. To discourage speculators, Rolls-Royce has been trying to give current owners first crack at the car. So far, the owners have accounted for 80 percent of the orders.

Rolls-Royce will pitch the Bentley as a car for driving enthusiasts to help draw more distinction between its brands. The Continental R will be the first Bentley model in four decades that doesn't share a body style with a Rolls-Royce.

Mosher described the typical Rolls owner as a prestige buyer who's not likely to put more than 4,000 miles each year on the car. Bentley owners tend to be younger (about 48) and typically chalk up 10,000 miles a year.

Sept. sales consistent with trend

KAREN DETKOWSKI
Statistician

Early September's 13.8 percent sales decline was the U.S. market's sixth consecutive report of falling volume.

Early July was the last time the 10-day results showed a year-to-year improvement. But that slight gain was achieved only with the help of an extra selling day.

The first 10 days of September gave no sign that the industry is breaking out of a slump that deepened in August. Last month was the first time this year that sales on a seasonally adjusted annual basis failed to show improvement.

Toyota Motors Sales U.S.A. Inc. was one exception in early September: Its Lexus and Toyota brands both improved as the company's sales jumped 6.03 percent.

Among the Big 3, General Motors was off 19.3 percent and Ford Motor Co. slipped 18.6 percent. Chrysler Corp.'s sales, which along with those of most import makes are estimated by *Automotive News*, dropped 8.3 percent.

The Sept. 1-10 period was only the second this year with seven selling days. The daily selling rate of 32,603 cars and trucks compared to 37,821 in the year-ago period, which also had seven selling days.

Chrysler offers satellite services

HIGHLAND PARK, Mich. — Chrysler Corp. is marketing the services of its Pentastar Satellite Communication Network, claiming customers will benefit from the size and flexibility of the service.

The Pentastar Network is the largest privately owned satellite network in the world, Chrysler said.

The network now services almost 5,000 national dealership locations and corporate sites.

Chrysler said it will offer its satellite services to companies that need instant, continuous communication with plants, offices, distribution centers or franchises.

The company also plans to expand the network to include locations in Canada, France, Austria, Japan and China.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Sept. 1-10, 1991	Sept. 1-10, 1990
ALFA ROMEO		
(imp. car)*	62	8
Acura (imp. car)	2,238	2,613
Domestic car	10,231	10,234
Imported car	2,212	2,634
Honda	12,443	12,868
AMERICAN HONDA	14,681	15,481
ASTON MARTIN		
(imp. car)*	1	1
BMW (imp. car)*	1,047	1,048
Domestic car*	3,228	3,348
Imported car*	13	52
Domestic truck*	57	64
Chrysler Division*	3,297	3,464
Domestic car*	6,237	7,627
Imported car*	756	435
Domestic truck*	6,406	6,710
Imported truck*	57	150
Dodge*	13,455	14,922
Domestic car*	1,446	1,036
Imported car*	168	190
Eagle*	1,614	1,226
Domestic truck*	2,475	3,655
Jeep*	2,475	3,655
Domestic car*	3,695	3,793
Imported car*	401	372
Domestic truck*	2,362	2,326
Plymouth*	6,458	6,491
Domestic car*	14,606	15,804
Imported car*	1,337	1,050
Domestic truck*	11,299	12,755
Imported truck*	57	150
CHRYSLER CORP.*	27,299	29,758
Imported car*	97	221
Imported truck*	47	102
DAIHATSU*	144	323
FERRARI (imp. car)*	16	16
Domestic car	19,663	24,566
Imported car	752	1,175
Domestic truck	25,104	27,571
Ford Division	45,519	53,312
Domestic car	2,189	4,592
Lincoln	2,189	4,592
Domestic car	4,857	6,639
Imported car	1,045	1,284
Mercury	5,902	7,923
Domestic car	26,709	35,797
Imported car	1,797	2,459
Domestic truck	25,104	27,571
FORD MOTOR CO.	53,610	65,827
Domestic car	10,547	12,823
Buick	10,547	12,823
Domestic car	4,296	4,974
Cadillac	4,296	4,974
Domestic car	19,830	24,806
Imported car	2,093	2,484
Domestic truck	24,261	25,821
Imported truck	49	52
Chevrolet	46,233	53,163
GMC	6,164	6,495
Domestic car	8,993	11,449
Domestic truck	551	605
Oldsmobile	9,544	12,054
Domestic car	7,555	16,645
Imported car	366	888
Domestic truck	336	684
Pontiac	8,257	18,217
Domestic car	1,941	0
Saturn	1,941	0
Domestic car	53,162	70,697
Imported car	2,459	3,372
Domestic truck	31,312	33,605
Imported truck	49	52
GENERAL MOTORS	86,982	107,726
HYUNDAI*†	2,681	2,578
Imported car*	222	87
Domestic truck	619	387
Imported truck*	1,890	1,513
ISUZU*	2,730	1,988
JAGUAR (imp. car)*	247	382
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	658	931
Imported car*	2,907	2,750
Domestic truck	201	0
Imported truck*	2,892	2,336
MAZDA*	6,658	6,017
MERCEDES-BENZ		
(imp. car)*	1,015	1,288
Domestic car	959	768
Imported car*	1,315	977
Imported truck*	477	736
MITSUBISHI*	2,752	2,481
Infiniti	968	387
Domestic car	1,386	1,753
Imported car*	5,655	5,776
Domestic truck	2,181	2,447
Imported truck*	3,223	3,284
Nissan*	12,446	13,259
NISSAN MOTOR CORP.	13,486	13,646
PEUGEOT (imp. car)*	115	72
PORSCHE (imp. car)*	61	132
RANGE ROVER		
(imp. truck)*	62	85
ROLLS/BENTLEY		
(imp. car)*	4	10
SAAB (imp. car)*	485	477
STERLING (imp. car)*	96	49
Domestic car	634	334
Imported car*	813	1,888
SUBARU*	1,447	2,222
Imported car	80	134
Imported truck	260	172
SUZUKI†	341	306
Lexus (imp. car)	1,143	935
Domestic car	3,399	3,277
Imported car	3,673	3,888
Imported truck	3,592	3,036
Toyota	10,884	10,291
TOYOTA MOTOR SALES	11,987	11,136
Audi (imp. car)*	166	370
Imported car*	1,716	2,339
Imported truck*	96	129
Volkswagen*	1,811	2,468
VWoA*	1,977	2,838
VOLVO*†	1,267	1,719
YUGO (imp. car)*	64	99
Domestic car	111,744	139,985
Imported car	33,117	36,789
TOTAL CAR	144,861	176,304
Domestic truck	78,718	76,765
Imported truck	12,648	11,595
TOTAL TRUCK	83,362	88,360
TOTAL CAR & TRK.	228,222	264,744

*Estimated †Breakdown of North American built and imported car sales not available.
There were 6 selling days in the period this year and 6 last year.

Germany cools, Europe sales fall

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Pulled down by an anticipated but steep drop in German demand, European new-car sales fell 9.2 percent in August, the first year-to-year decline in eight months.

German sales,-which accounted for 39 percent of total European demand in July, plunged 20 percent last month as the impact of higher interest rates and increased personal and fuel taxes began to be felt by consumers.

Sales in Germany had surged 67.5 percent in July as buyers rushed to beat the deadline for a tax rebate on small catalyst-equipped cars.

Reflecting the drop in German volume, to 200,500 units, European sales fell to 1.09 million last month from 1.2 million a year earlier. For the eight-month period, volume was still ahead by 2.3 percent, to 9.8 million units, according to *Automotive News* estimates.

Most analysts expect this year's sales to fall below the 1990 level of 13.2 million.

"We are seeing a substantial slowdown, but less than anticipated," said Stephen Reitman, who follows the industry for UBS/Phillips & Drew in London.

Reitman, who said he had expected August sales to be off as much as 20 percent, expects the European market to slip to about 13,175,000 million units this year.

Sales in recession-stricken Britain fell less than in earlier months. August sales were down 15 percent, bringing the year-to-date decline to 22 percent.

August is traditionally the biggest volume month for Britain's car industry and can account for more than 20 percent of annual sales.

Ford is still the market leader with about a 22 percent share, trailed by General Motors' 16 percent share.

> "We are seeing a substantial slowdown, but less than anticipated"
>
> **STEPHEN REITMAN**
> INDUSTRY ANALYST

Sales in France were off 15 percent last month from a year earlier and were down 14.3 percent for the year.

In Spain, August sales declined 22 percent for an eight-month drop of 15.5 percent.

Sales in Italy fell 10 percent last month, yielding a drop of 3.9 percent for the year to date.

According to estimates, every automaker expect BMW, Skoda and Suzuki posted lower sales last month than in the year-earlier month.

Volume for the Volkswagen Group, the European sales leader, fell nearly 14 percent last month, reflecting its strong dependence on German demand.

But for the year to date, VW sales were up 10.5 percent, to 1.6 million units, and the company has increased its overall share of the market by more than a point since last year.

General Motors Europe, another automaker strongly dependent on German sales, was off 15 percent in August. But the company, up 8.6 percent for the eight-month period, edged Italy's Fiat Group out of the No. 2 sales spot last month with a 12.6 percent share of the market.

For the eight months, GM sales were 5,900 units ahead of Fiat.

Reflecting continuing problems and loss of share in its home market, Fiat sales skidded 30 percent last month. For the eight months, Fiat sales were off 11.7 percent from the year-earlier period.

Ford of Europe said its sales through August were up 6.8 percent, although August sales fell about 12 percent.

EUROPEAN SALES

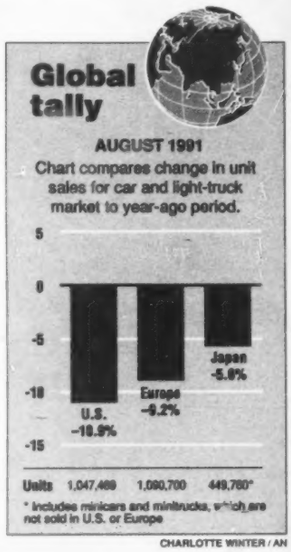
Manufacturer	8 months, 1991	1991 share[1]	8 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,599,800	16.4	1,447,300	+10.5
General Motors[3]	1,229,600	12.6	1,132,000	+ 8.6
Fiat Auto[2]	1,223,700	12.5	1,385,900	−11.7
Ford[4]	1,193,600	12.2	1,117,800	+ 6.8
(Jaguar	8,800	0.1	14,000	−37.1)
Peugeot S.A.[5]	1,125,500	11.5	1,218,800	− 7.7
Renault	955,900	9.8	939,000	+ 1.8
Mercedes-Benz	328,800	3.4	298,000	+10.4
Nissan	323,400	3.3	283,900	+13.9
BMW	283,100	2.9	260,800	+ 8.6
Toyota	263,400	2.7	260,400	+ 1.2
Rover	256,000	2.6	286,000	−10.5
Mazda	213,100	2.2	199,400	+ 6.9
Volvo	142,200	1.5	173,000	−17.8
Mitsubishi	139,600	1.4	121,100	+15.3
Honda	120,300	1.2	113,200	+ 6.3
Suzuki	73,800	0.7	70,500	+ 4.7
Lada	71,200	0.7	73,100	− 2.6
Subaru	38,700	0.4	35,800	+ 8.1
Daihatsu	38,800	0.4	28,300	+37.1
Saab	35,300	0.4	40,200	−12.2
Skoda	34,000	0.4	18,700	+81.8
Isuzu (non-GM)	2,800	—	4,600	−39.1
Others	359,300	0.7	272,560	+31.8
Total	**9,776,300**	**100.0**	**9,560,000**	**+ 2.2**

1-doesn't total 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
4-Includes Jaguar
5-Peugeot, Citroen, Talbot

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	8 months, 1991	Pct. change vs. 1990
Germany	3,143,000	+48.4
Italy	1,649,900	− 3.9
France	1,365,800	−14.3
United Kingdom	1,205,400	−22.0
Spain	610,900	−15.5
Netherlands	384,700	− 1.0
Belgium-Luxembourg	373,200	+18.0
Austria	223,600	+ 4.6
Switzerland	223,300	− 5.3
Portugal	154,400	+10.6
Sweden	122,100	−25.2
Greece	99,200	+25.3
Finland	67,500	−37.4
Denmark	60,400	+ 0.9
Ireland	57,000	−16.7
Norway	35,900	−15.8
Total	**9,776,300**	**+ 2.2**

Global tally



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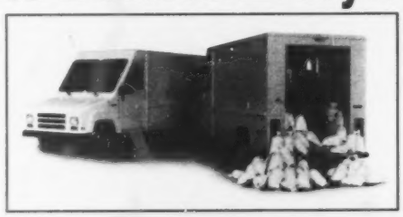

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Circle ReaderService #98

Mitsubishi mulls adding new recreational vehicle

MARY ANN MASKERY
Staff Reporter

TOKYO — Mitsubishi Motors Corp. is considering adding a mid-sized vehicle to its recreational-vehicle lineup, according to Motoo Suzuki, the company's recently appointed head of passenger-car development.

Mitsubishi already dominates the segment in Japan with its Pajero/Montero sport-utility and is doing well with the recently introduced RVR vehicle, a car the company is selling in the United States as the Expo LRV.

But according to Suzuki, there is room for another vehicle or vehicles between the "heavy" Pajero and the "light" RVR.

"The recreational-vehicle segment shows the most promise" for future growth in Japan, Suzuki said. For the young and the not so affluent, he says, the RV is the sports car of choice.

In the past five years, the Japanese market has become more and more differentiated, splitting into niche segments. That is becoming true within the RV segment itself, Suzuki says, and it is becoming necessary to find ways to meet the individual tastes of consumers.

Suzuki says that by maintaining its command of the RV segment, the company can generate the funds to develop its passenger-car lineup.

Expo LRV has sold well in Japan, where it's badged the RVR.

Largely because of its success in the RV and large car segments, two areas still showing strong growth in an otherwise down market, Mitsubishi sales have held up this year where other automakers have faltered.

With the newly remodeled Pajero and the Diamante, Mitsubishi has had stars in both segments.

But Suzuki said the RV segment is not going to divert the company's attention from its newly acquired success in the upscale side of the lineup.

The Diamante has established a name for Mitsubishi in the luxury area, even carving a new segment in the Japanese market centered around the 2.5-liter engine.

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Circle ReaderService #24

PORSCHE

Mercedes takes friendly approach

continued from PAGE 1

that could easily be widened into an equitypartnership, analysts say.

Porsche produces about 3,000 Mercedes 500E models a year in an underutilized plant, a "significant chunk of business for a company that makes 26,000 to 28,000 cars a year," said Stephen Reitman, an analyst for UBS Phillips & Drew in London.

In addition, the two companies jointly developed the Mercedes 300CE convertible, while Mercedes makes the automatic gear box for the Porsche 928.

The issue arose when Niefer, in an interview on Austrian radio, was asked whether Mercedes would take a stake in Porsche.

"We will think about it," he replied.

Mercedes then issued a harder statement later in the week. "If Porsche were to become available, we would be interested," a spokesman said.

Analysts believe the informal nature of Nieffer's radio statement was intentional.

"They deliberately said it in a friendly way," said John Lawson, who follows the European auto industry for Nomura Research Institute in London.

"It is clear the companies have moved to friendlier footing during the past several years as the Porsche/Audi liaison expired. The relationship has blossomed."

Lawson said Mercedes has experience dealing with closely held companies such as Porsche, which is controlled by the Piech and Porsche families.

When Daimler entered the aerospace business several years ago, it bought a 70 percent interest in the Dornier GmbH family business, Lawson said.

"It is not unusual for Mercedes to help out another German company by buying into it. It has a precedent of going in where there is a strong family," he said.

But the families may be willing to gamble on their financial muscle to remain independent, Lawson said.

Indeed, a Porsche spokesman said the Stuttgart-based automaker has no financial need to seek out a marriage partner. "We have more than 600 million marks (about $335 million) in cash on the books and we have positive earnings this year," he said.

Even so, Porsche has fallen on hard times lately as luxury-car sales have dried up worldwide.

Porsche said it expects earnings for the fiscal year ended July 31 to fall to 50 million marks (about $29.6 million) from last year's 68 million marks ($40.2 million).

At the same time, it said production for the fiscal year was off 15 percent, to 26,486 units, amid sharply declining sales in several key markets.

Sales in the United States, where Porsche sold 9,139 units last year, were off 51.6 percent through July, to 2,844 units. Annualized, that would put Porsche sales for 1991 at only 4,875 units, down 46 percent from 1990.

In a bid to slash overhead, Porsche said last week it will cut 550 management and production jobs in Europe by next July.

The company also is working out early retirement and incentive packages to encourage voluntary resignations, said a spokesman. Porsche currently has 8,500 employees in Europe, of which 2,500 are production workers.

The company announced late last month that it was cutting its U.S. work force by almost 25 percent, or 77 jobs.

The company last week also announced the loss of a key member of its management board, the third such departure in a year.

Ulrich Bez, chief engineer and head of development and research, left amid problems with the company's underfunded racing program and a debate over the development of the new 989 model, according to insiders.

HALSTEAD

Cautious about East Bloc

continued from PAGE 6

the buying progress."

Under the plan, which Ford announced for the U.S. market last week, a buyer can purchase a power, luxury, sport or even station wagon model of a given line with limited options. The packages vary according to the market.

In Italy, Ford took a hunk out of Fiat sales by offering engines smaller than the heavily taxed 2.0-liter, causing the Italian maker to accuse Ford of cutting margins.

Halstead said Ford's margins in Italy have increased, but declined to elaborate.

In France, Ford is trying a similar scheme, but with heavy emphasis on diesel engines, popular because of the disparity in fuel prices. Ford's share in France has increased by 2 points, to 9.1 percent, since last August, he said.

Halstead said Ford hasn't tried the strategy in Germany and has limited experience with several special value packages in Britain. But Ford likely will target Spain next, he said.

New Sierra not a 'world car'

FRANKFURT — Ford Motor Co. erred when it defined the replacement for its European Sierra and U.S. Tempo/Topaz as a so-called "world car," said L. Lindsey Halstead, chairman of Ford of Europe.

Since Ford launched the project, "there has been such an acceleration and proliferation of models available that it will be increasingly difficult to smash around a world car," he said in an interview.

The more sensible approach would be to develop "world platforms and world powertrains," Halstead said.

"You get much of the benefit of not duplicating the product development process" while still being able to build for the differing tastes of different markets, he said.

Halstead would not say when the new Sierra will be introduced, but it is expected as a 1993½ model. The car will be front-wheel drive.

The current Sierra has received two minor facelifts since its introduction in 1982.

— *Diana T. Kurylko*

VW

Dealers still support company

continued from PAGE 1

VW United States, responsible for sales and marketing.

William Gelgota resigned as VW U.S. marketing director last spring.

While praising U.S. VW management on one hand, dealers say Volkswagen AG is doing little to give American dealers and consumers what they want — sophisticated, stylish cars.

It won't be until next fall that VW will start selling the third generation Golf to the United States — cars that are technically more sophisticated than the cars they replace but have few styling changes.

VW dealer Jack T. Price is looking forward to having new products to sell.

"I think the new cars will be very sellable," said Price, owner of University Volkswagen-Mazda-Saab in Albuquerque, N.M.

Ten years ago, Price sold as many as 90 VWs a month. For the last two years his sales have averaged about 30 a month.

"I think we have excellent management, but we're selling 10-year-old iron. I think the parent company looks at the European business and if the U.S. (dealers) can sell what's sold in Europe, so be it. If not, dealers have a problem. We may not be as important as the Europeans."

If dollar investment is any indication, North America is low on Volkswagen AG's priorty list.

In April, Volkswagen AG announced a $21 billion spending plan through the late 1990s: $7.7 billion in Czechoslovakia, $3.4 billion in the former East Germany and $6.7 billion in Spain. The German manufacturer plans to invest $1 billion each in China, Portugal and Mexico.

VW officials argue that the United States is a part of its global strategy and point out its plans for Mexico include more exports to the United States.

Still, some dealers feel that their needs have gone unaddressed while the parent company concentrated its effort and money in Europe.

Frank Griffin, owner of Frank Griffin Volkswagen in Jacksonville, Fla., said VW managers in Germany ignored the Japanese competition in the United States for too long and failed to understand that American buyers like cars with "bells and whistles" in addition to quality.

"The Beetle was so successful, we were lulled to sleep," said Griffin, who sells about a dozen VWs a month.

"Germans historically are practical. They have trouble understanding if you build an excellent product, why worry about trim and color.

"We Americans like cars that are chic and modern. We need new products and we need them more frequently."

Despite several well-publicized advertising and marketing campaigns in the last two years, VW sales have been pretty dismal.

Since fall 1989, VW has cut prices, announced the end of consumer rebates and launched "*fahrvergnugen*," an advertising campaign to draw attention to the Germany company and increase floor traffic.

Most recently VW launched "Club Fahrvergnugen," a program offering VW buyers credit cards and discounts on other consumer goods and services

Still, sales are lagging. As of Aug. 31, VW's calendar year car and truck sales stood at 70,349, down 27.3 percent from the same period last year. That gives VW 0.8 percent of the U.S. vehicle market, down from 1 percent last year.

In the 1960s and early 1970s, VW owned the import market in the United States. Fueled by the popularity of the Beetle, the first volume subcompact, retail sales peaked in 1970 at 582,573 units. Sales began to erode as Japanese nameplates such as Toyota, Honda and Datsun, later renamed Nissan, became key players.

A poor sales climate has also resulted in several management changes.

In the past year Hans-Jorg Hungerland, president and chief executive officer of VWoA, was promoted back to Germany to oversee VW and Audi sales worldwide.

William Young, a former VW vice president, succeeded Hungerland as president and John Kerr, formerly vice president of finance, was appointed to the newly created position of president of North American operations responsible for the United States, Canada and Mexico.

U.S. EMPLOYEES AT EUROPEAN IMPORTERS

Importer	Current employees or (expected after announced cuts)	Employees Jan. 1, 1991
Alfa Romeo	93	91
BMW	870	870
Jaguar	(290)	341
Mercedes	(1,350)	1,476
Peugeot*	(125)	178
Porsche	(266)	321
Range Rover	85	91
Saab	400	400
Sterling*	105	135
Volkswagen	(1,595)	1,802
Volvo	NA	NA
Yugo	65	96
TOTAL	5,244, down 9.6%	5,801

*Discontinuing U.S. sales but will retain service operation.
Source: Import companies

As of Aug. 31, VW's calendar year car and truck sales stood at 70,349, -down 27.3 percent

Dealer Griffin said he believes VWoA is on the right track by hiring Mansfield. Griffin also cited VWoA's new design studio in Los Angeles as a positive move and believes the staff reduction is a "prudent business decision."

Ray King, owner of Midpoint Motors (VW-Audi-Porsche-Mazda) in Midland, Mich., said he doesn't believe that VW dealers in the United States have been neglected by Volkswagen AG.

"There is a different mentality in Germany," he said. "European cars have to be utilitarian. They're used to $3 a gallon gasoline. The cars are designed to perform, to operate, to be driven.

"They are value-oriented, not glitzy cars."

Lewis Riffle, general sales manager at Hawthorne Lincoln-Mercury-Volkswagen in Hawthorne, Calif., said he would like to see VW offer more cars with options of the dealers' choice and in colors popular with consumers.

For instance, VW tends to send dealers Jettas with stereos as part of the option package when many customers would rather buy their own stereo, Riffle said.

Jettas in popular colors such as teal green and black are in high demand but short supply, he added.

"They build a dynamite product," said Riffle. "But they need to give dealers more cars they can sell, than those they can't sell.

"Some people don't want to pay $350 for a stereo. They want to go to Circuit City and buy their own," he said.

Subaru merging two regions

Subaru of America Inc. will close its Irvine, Calif., sales and service region and consolidate the operation into its Portland, Ore., office.

The move merges Subaru's Western and Northwestern regional offices into one Portland-based Western region.

A spokesman for the company said the move would "achieve greater operating efficiencies and does not represent an effort to back away from any market."

The company plans to integrate the two operations by year-end. The Portland office will handle sales, service, parts and dealer relations for a nine-state region.

The spokesman said some jobs will be lost in the consolidation but the number has not been determined. The two offices employ about 60 people each.

The consolidation is the third such move in the past year by Subaru and its parent company, Fuji Heavy Industries Ltd.

Last year, the distributor consolidated its San Antonio, Texas, region into Denver, and consolidated two East Coast regions into an Atlanta office.

A Subaru design studio in Irvine will not be affected by the closing, the spokesman said.

— *Lindsay Chappell*

ANDERSON

Cash-poor public slows recovery

continued from PAGE 3

equity, that is, the customer owes more than the vehicle is worth.

As a result, car dealers are closing less than one in five deals. Given the economy's slow advance and the poor state of consumer finances, NADA doesn't expect a major recovery in 1992.

"We will be real happy with 1990 levels of 13.9 million units," said Anderson.

The car and truck market will remain basically a replacement market for the foreseeable future. "Those manufacturers and dealers that are building production and sales facilities based on the heyday of the mid-1980s are in fact building a fantasy land," he said.

He suggested that dealers continue to streamline operations and look for new profit centers. "Right now, our biggest concern is reduced grosses," he said. "Margins have been on a steady decline through most of the 1980s even as sales were rising to record highs."

This year, auto dealers' gross pre-tax margins are hovering at about 7 percent, according to Anderson, less than half the 1990 average of 14.5 percent reported by NADA. The association reported that dealership net profit before taxes was 1.0 percent last year. Dealers are still losing money on new-car sales, Anderson said.

Computer graphics enliven car advertising

JOHN P. CORTEZ
and CLEVELAND HORTON
Crain News Service

Automakers are turning more than ever to special effects as a way to get noticed in the clutter of more than 30 car and truck introductions.

Since the 1992 models started rolling out, at least three companies — Lexus, Buick and Plymouth — have relied on computer graphics to catch the eye.

Lexus decided it needed a gimmick to help introduce the ES300 sedan.

"We wanted to create a halo from the early LS400 image," said J. Davis Illingworth, Lexus general manager. "We needed to connect the LS400 and the new ES300."

The division borrowed a computer graphics metamorphosis technique from the feature film "Terminator 2: Judgment Day" for a 30-second spot.

The commercial opens with a car under a cover outdoors. The wind picks up the cover and blows it away to reveal the LS400. Then the skin of the car starts to flap like a cover and it, too, blows away, revealing the new ES300.

"Morphing," a means of transforming one image into another, also was used in a Buick spot for the new LeSabre.

A hook lifts the outer shell off a 1991 model like a giant sheet — actually an air-brushed silk of the vehicle. Underneatn, it's the 1992 LeSabre.

"The LeSabre was a car with a huge reputation for quality," said John Mead, executive creative director at Buick agency McCann-Erickson Worldwide in Troy, Mich. "We wanted to make it clear that the new car was coming out of the old one."

In another illusion at the end of the spot, a man pulls down a huge curtain with a pastoral landscape and road on it, gets in the car and drives into the image. A quick motion blur, an edit of the car on stage, and insertion of the car on the road resulted in the final image.

Plymouth has four spots featuring talking cars. In the Laser spot, the car drives up and down a brick wall, telling a man in a sultry female voice, "Don't try this at home." He asks if he can go for a spin, gets in and the car begins to revolve like a top as the spot ends.

The division needed an image campaign that would also deliver the facts, said Bert Gardner, executive creative director of Bozell in Minneapolis, which created the commercial for the Laser.

"Instead of just doing an image campaign, we wanted to do an image campaign that could be used as retail, one that the dealers would like," Gardner said. "We thought the talking cars would be the image side, and the facts they presented about themselves would satisfy retail needs."

The actor was alone on an empty stage for most of the shoot. The brick wall was painted on the floor and the car drove over it, with scenery reflected at appropriate angles in the windows to produce the illusion of ascension.

Digital computer graphics and single-frame edits were used so the car wouldn't appear to bend as it turned to climb the wall.

"The whole notion of digitalizing everything from video to music and then just working with those digits and never going back to film has allowed us to do a tremendous amount," Gardner said.

"The technology was originally invented to save time, but all it does is open up more options and make things take longer," Gardner said.

The latest project took more than a month, Gardner said.

"It's not easy to make a car speak for itself," he said, "but let's hope it's worth it."

Sleight of hand is the approach in new spots for Plymouth Laser, top, and Lexus ES300, lower.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
(1992 models; expires Sept. 30)

Dodge Dakota Club Cab	$300
Other Dakota, DW pickup	$750
Eagle Talon	$500
Jeep Cherokee	$750
Comanche	$500
Wrangler	$400
Plymouth Laser	$500
All minivans	$500

Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91)	$1,500
Other LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Shadow conv. (1991)	$2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91)	$1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990)	$1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
Dodge Trucks Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1991); Talon TSi (1990-91)	$1,500
Other Talon (1991)	$1,200
Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91)	$1,000
Other Summit (1991)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1991), Laser RS Turbo (1990-91)	$1,500
Other Laser (1991)	$1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990)	$1,000
Colt Vista (1991)	$500
Colt base 3-dr. (1991)	$700
Sundance America (1991); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
1992 models, expires Sept. 25. Finance rates in lieu of rebates are 7.9 percent.

Ford Escort*	$500-750
Tempo, Taurus, Mustang, Probe	$500
Thunderbird, Crown Victoria	$750
Aerostar, F series, Bronco	$500
Ranger	$750
Mercury Tracer*	$500-750
Topaz, Sable	$500
Cougar, Grand Marquis	$750

*Escort rebates are for Central and Great Lakes regions only. Tracer rebates are for Central, Great Lakes and Southwest regions only.

1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.

Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco, E150 conversion pkg.	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.

Buick (1991)* Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000

*Based on option package ordered.

Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991) Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991) G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example. Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac LeMans, Firebird (1992)	$500
Grand Am, Trans Sport (1991)	$750
Grand Prix, Trans Sport (1992)	$750
Firebird, Grand Prix	$1,000
Bonneville (1991)	$1,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MAZDA

Protege (1991, expires Oct.2)	*$800
MX-6 (1991-92, expires Nov. 4)	$500
626 (1991-92, expires Nov. 4)	*$1,000
Navajo (1991, expires Dec. 3)	$1,000

*Or 5.9 percent financing

MITSUBISHI (1990-91 models; California and Hawaii; expires Sept. 30)

Mirage (Calif. & Hawaii)	$750
Galant (Hawaii)	$1,000
Montero (Hawaii)	$1,500
Pickups (Hawaii)	$1,000-1,250
(1990-91; expires Oct. 31) Mirage (S.E. and S.W. regions)	$750

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Isuzu rebates run until Dec. 31

ARLENA SAWYERS
Staff Reporter

incentive WATCH

American Isuzu Motors Inc. announced "Isuzu Winning Drive," a new round of factory-to-dealer incentives that remains in effect until Dec. 31.

The program pays dealers $800 to $1,800 on specified 1991 and 1992 Impulse and Stylus models; $1,500 to $1,800 on selected 1991 and 1992 Troopers and $1,000 to $1,500 on 1991 and 1992 pickup trucks.

Also included is $400 on the 1991 and 1992 Rodeo two-wheel-drive sport-utility and $500 on the Rodeo 4wd. All payments are based on the number of vehicles sold.

Dealers also earn a flat payment of $500 on sales of 1990 and 1991 4wd pickups.

INCENTIVE WATCH — DEALER INCENTIVES

NEW PROGRAMS

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$500

*Based on number sold

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991) Monaco (1991)	$100-700, quota $1,000-2,000, based on sales
Dodge truck Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91) Minivans (1991) without air bags	$100-700, quota $500

FORD MOTOR CO. (expires Sept. 30)

Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
DeVille, Fleetwood, Brougham (expires Sept. 25)	$500
Oldsmobile (expires Sept. 25) Eighty Eight (1991)	$1,000
Pontiac (expires Sept. 25) Grand Am (1991)	$250
Bonneville (1991)	$1,000

HONDA (1991 models, expires Sept. 30)

Civic 4-dr.	$400

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; RX-7 and MPV expire Oct. 2; 929 and 323 expire Nov. 4)

RX-7	$2,000-2,500, based on number sold
MPV	$500
929	$2,000
Navajo (1991)	$750
323 (low-volume dealers)	Up to $500

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; rebates and terms vary by regions; programs expire Oct. 2)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300
(1990-91 models; California and Hawaii; expires Sept. 30) Mirage (Calif. & Hawaii)	$250-750, based on number sold
Eclipse (Calif.)	$500-1,000, quota
Eclipse (Hawaii)	$750
Galant (Hawaii)	$500
Galant (Hawaiii)	$1,000-2,000, based on number sold
Pickups (Calif.)	$500-1,500, quota

NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)

Sentra	$400
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-3,500, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

SUZUKI (expires Oct. 3)

Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	9/23	
Dodge Monaco		380
Eagle Premier		1,005
FORD		
Dearborn, Mich.	9/23	*
Ford Mustang		
Kentucky Truck (Louisville)	9/23	
Ford heavy trucks		850
Total Canada car		1,385
Total U.S. truck		850
Total units lost week of 9/23		2,235

*Plant maintenance
Source: Automotive News Data Center

Northwood plans classes with schools in Germany

LIZ PINTO
Staff Reporter

Northwood Institute hopes to add a German flair to its automotive marketing curriculum.

A group of German automotive executives and educators spent a week at the college's Midland, Mich., campus this summer working out details for an international exchange program with Northwood and German colleges.

Northwood, which specializes in management degree programs, already has several hundred students from Canada, Japan, Holland and Czechoslovakia on its three U.S. campuses and last year began an effort to become known in Germany.

"We hope to establish some kind of exchange program with students and faculty from German colleges," said Edgar A. Madden, provost of Northwood's Michigan campus.

"Our recent meetings and the agreements we came to will make the international management dimension Northwood provides all its students stronger, whether from the U.S. or other countries," Madden said.

He said the international program's first appeal will be to sons and daughters of dealers in Germany who would come to the United States to complete their degree on a Northwood campus.

Northwood has campuses in West Palm Beach, Fla., and Dallas, as well as Midland.

"It is advantageous for international students to know as much as possible about the automotive industry worldwide to get a good global sense of the industry and to be better prepared to compete in the future," he said.

A transfer program also is being developed to send American students abroad.

Volvo Finance opens in Canada

MONTVALE, N.J. — Volvo Finance North America Inc. has established a Canadian subsidiary, Volvo Finance Canada Ltd.

The new subsidiary, based in North York, Ontario, will provide leasing and installment loan financing for the 60 Volvo dealers in Canada.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 9/16-9/21/91	Actual 9/9-9/14/91	9/1-9/21/91	Year 1/1-9/21/91	Year 1/1-9/22/90
LeBaron A	0	0	0	0	8064
LeBaron J	50	48	134	18846	37989
New Yorker	50	9	60	4838	28973
Fifth Avenue	50	37	87	20786	24388
Imperial	300	311	819	5,902	13,690
Town & Country (trk.)	50	128	307	3,010	2,078
Total Chrysler	**500**	**533**	**1,407**	**53,362**	**115,182**
Horizon	0	0	0	0	4,327
Sundance	2,100	2,109	6,130	44,047	61,853
Acclaim	1,600	1,643	4,739	56,887	79,363
Voyager (trk.)	2,250	2,553	6,859	69,353	64,085
Voyager (Can. trk.)	2,640	2,662	7,942	80,302	73,618
Total Plymouth	**8,590**	**8,967**	**25,670**	**250,589**	**283,246**
Omni	0	0	0	0	4,078
Daytona	0	6	12	5,026	25,382
Shadow	2,150	2,115	6,187	48,866	69,759
Dynasty	5,400	4,554	13,667	88,276	85,158
Spirit	1,900	1,849	5,489	52,480	72,375
Monaco (Can.)	1,054	1,026	2,476	8,552	8,823
Caravan (trk.)	2,450	2,821	7,662	81,054	68,440
Caravan (Can. trk.)	3,504	3,462	10,470	102,904	91,311
Caravan C/V (trk.)	50	61	166	2,492	4,171
Caravan C/V (Can. trk.)	96	94	286	12,446	5,610
Dakota (trk.)	3,600	3,003	8,959	62,809	51,707
Ram pickups (trk.)	1,200	998	4,124	56,702	76,762
Ram Wagon (Can. trk.)	480	435	1,371	14,518	17,003
Ram Van (Can. trk.)	1,495	1,467	4,449	29,323	41,501
Total Dodge	**23,379**	**21,891**	**65,318**	**565,448**	**622,888**
Premier (Can.)	396	433	1,876	9,557	7,812
Cherokee (trk.)	5,600	4,792	13,973	103,705	114,708
Comanche (trk.)	100	112	298	3,721	6,197
Grand Wagoneer (trk.)	0	0	0	1,560	5,297
Wagoneer (trk.)	50	27	149	2,121	28,742
Wrangler (Can trk.)	1,590	1,508	4,688	44,210	43,710
Total Jeep-Eagle	**7,736**	**6,872**	**20,984**	**164,874**	**206,486**
Total U.S. car	**13,600**	**12,681**	**37,324**	**345,954**	**515,399**
Total Can. car	**1,458**	**1,458**	**4,352**	**18,109**	**16,635**
Total U.S. truck	**15,350**	**14,495**	**42,497**	**386,527**	**422,187**
Total Can. truck	**9,905**	**9,628**	**29,286**	**283,763**	**272,753**
CHRYSLER CORP.	**40,205**	**38,263**	**113,379**	**1,034,293**	**1,226,974**
Escort	0	5,539	10,185	150,696	168,427
Mustang	3,705	3,650	7,355	67,468	95,269
Tempo	3,185	2,834	8,578	82,430	95,616
Tempo (Can.)	2,985	1,993	5,051	76,647	82,981
Taurus	10,121	7,791	23,651	234,835	256,846
Thunderbird	3,027	0	5,326	55,559	87,870
Crown Victoria (Can.)	1,989	2,160	6,135	68,233	87,194
Aerostar (trk.)	4,903	4,645	13,225	124,293	154,570
Bronco (trk.)	779	695	1,996	12,626	37,939
Explorer/Bronco II (trk.)	7,679	6,424	20,251	198,696	138,702
Navajo (trk.)	295	228	745	8,546	2,934
Econoline (trk.)	2,685	1,840	5,439	97,475	139,720
Heavies (trk.)	1,038	0	1,859	24,561	39,135
Light trucks (trk.)	11,023	8,372	25,150	221,247	338,273
Light trucks (Can. trk.)	3,097	2,469	7,199	73,663	100,502
Ranger (trk.)	7,614	7,025	20,623	196,790	206,457
Total Ford Div.	**64,125**	**55,665**	**162,768**	**1,693,765**	**2,032,435**
Topaz	1,171	968	3,042	34,634	36,433
Topaz (Can.)	1,294	823	2,144	25,362	31,197
Cougar	1,293	0	2,450	43,188	58,384
Sable	2,467	1,857	5,833	74,983	78,022
Grand Marquis (Can.)	3,069	3,168	8,781	74,161	79,589
Total Mercury	**9,294**	**6,816**	**22,250**	**252,328**	**283,625**
Continental	1,181	1,159	3,303	40,696	43,969
Mark VII	208	207	572	7,126	15,460
Town Car	2,771	2,730	7,733	95,724	111,287
Total Lincoln	**4,160**	**4,096**	**11,608**	**143,546**	**170,716**
Total L-M Div.	**13,454**	**10,912**	**33,858**	**395,874**	**454,341**
Total U.S. car	**29,129**	**25,735**	**78,028**	**867,339**	**1,047,583**
Total Can. car	**9,337**	**8,144**	**22,111**	**244,403**	**290,961**
Total U.S. truck	**35,916**	**29,229**	**80,298**	**884,234**	**1,057,736**
Total Can. truck	**3,897**	**2,469**	**7,199**	**73,663**	**100,502**
FORD MOTOR CO.	**77,579**	**66,577**	**196,626**	**2,069,639**	**2,486,776**
Skylark	1,473	1,022	2,943	30,947	66,417
Century	2,847	2,389	7,589	66,987	48,866
Regal (Can.)	3,400	3,480	9,535	88,978	70,567
Riviera	303	219	666	14,813	16,309
Park Avenue/Electra	1,951	1,674	5,096	79,183	37,257
LeSabre	3,810	3,586	10,413	53,537	118,316
Roadmaster Sedan*	1,268	1,504	3,576	22,237	0
Roadmaster Wagon†	278	265	762	18,444	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**15,330**	**14,139**	**40,580**	**376,332**	**367,831**
Eldorado	449	319	962	8,125	15,554
Seville	860	592	1,849	17,795	26,107
Brougham	634	747	1,788	14,841	22,130
DeVille	3,718	3,743	10,446	112,953	117,707
Allante	64	64	179	2,188	3,155
Total Cadillac	**5,725**	**5,465**	**15,224**	**155,902**	**184,653**
Cavalier	5,180	5,621	14,839	182,359	244,635
Camaro	1,346	1,351	3,790	38,376	54,338
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,272	3,608	11,321	174,311	209,219
Lumina (Can.)	6,500	6,592	17,805	167,684	157,578
Caprice	2,585	3,057	7,667	97,294	174,822
Corvette	480	462	1,263	15,003	17,007
Astro (trk.)	3,385	3,112	8,495	69,356	95,024
Blazer (trk.)	20	19	55	5,594	13,181
Lumina APV (trk.)	1,907	1,690	4,819	30,730	63,306
Mediums (trk.)	216	138	370	1,367	8,132
P-Model (trk.)	510	484	1,344	15,148	17,325
Pickups (trk.)	6,460	6,551	17,478	206,096	295,202
Pickups (Can. trk.)	3,200	3,252	8,826	100,595	123,512
S10 (trk.)	5,447	5,486	15,314	185,980	170,772
S10 Blazer (trk.)	2,015	2,106	5,474	30,244	81,278
Sportsvan (trk.)	1,145	1,163	3,205	30,005	44,661
Sportsvan (Can. trk.)	800	822	2,757	36,941	37,515
Suburban (trk.)	40	1	41	21,147	52,597
Total Chevrolet	**46,508**	**45,515**	**124,863**	**1,408,230**	**1,880,425**
Calais	0	0	0	34,616	75,184
Cutlass Ciera	3,668	3,092	9,804	67,771	54,015
Cutlass Ciera (Can.)	0	0	0	41,089	57,387
Cutlass Supreme	3,150	1,903	6,959	75,858	67,985
Toronado	181	154	426	3,639	11,492
88	3,397	3,088	8,900	59,340	76,382
Custom Cruiser Wag.88	139	148	405	6,364	1,214
98	1,482	1,522	4,098	57,827	33,997
Silhouette (trk.)	405	349	1,011	14,490	24,345
Bravada (trk.)	258	294	754	11,211	0
Total Oldsmobile	**12,680**	**10,550**	**32,357**	**372,285**	**402,001**
Sunbird	2,610	2,842	7,449	84,938	114,473
Grand Am	1,777	1,037	3,192	90,658	153,648
Firebird	654	649	1,830	14,476	32,224
Grand Prix	2,834	2,248	6,433	74,835	87,887
Pontiac 6000	0	0	0	19,603	41,571
Pontiac 6000 (Can.)	0	0	0	0	0
Bonneville	2,788	2,213	7,001	52,158	57,814
Trans Sport (trk.)	1,065	915	2,658	19,455	39,245
Total Pontiac	**11,728**	**9,904**	**28,563**	**356,123**	**526,862**
Jimmy (trk.)	12	4	19	1,631	4,057
Mediums (trk.)	384	393	939	2,553	9,021
P-Model (trk.)	35	30	101	1,895	2,307
Pickups (trk.)	2,244	2,295	6,934	88,283	101,836
Pickups (Can. trk.)	900	920	2,811	36,958	46,680
Sonoma (trk.)	1,398	1,205	3,738	44,790	39,190
S15 Jimmy (trk.)	848	934	2,384	11,016	26,900
Safari (trk.)	1,067	1,163	2,961	29,196	33,355
Suburban (trk.)	24	0	24	16,829	26,043
Vandura (trk.)	470	456	1,328	13,377	16,676
Vandura (Can. trk.)	400	437	1,348	16,070	15,163
Total GMC	**7,782**	**7,837**	**22,567**	**282,596**	**321,228**
Total Saturn*	**2,350**	**2,350**	**7,050**	**63,298**	**925**
Total U.S. car	**57,548**	**51,469**	**148,696**	**1,655,980**	**1,989,949**
Total Can. car	**9,980**	**10,872**	**27,340**	**297,751**	**385,851**
Total U.S. truck	**29,355**	**28,788**	**79,446**	**958,393**	**1,164,455**
Total Can. truck	**5,380**	**5,431**	**15,742**	**190,564**	**222,870**
GENERAL MOTORS	**102,103**	**95,760**	**271,224**	**2,994,688**	**3,683,125**
Can. car	1,800	1,323	6,018	74,954	25,500
Can. trk.	1,000	1,041	2,986	33,634	20,150
CAMI*	**2,800**	**2,864**	**9,004**	**108,588**	**45,650**
DIAMOND-STAR*	**3,320**	**3,334**	**9,227**	**113,786**	**98,036**
Civic	1,520	1,164	3,959	64,715	81,612
Civic (Can.)	2,173	2,264	6,637	78,261	75,809
Accord	8,800	7,543	22,058	265,435	236,630
Total U.S. car	**10,320**	**8,707**	**26,917**	**330,150**	**318,242**
Total Can. car	**2,173**	**2,264**	**6,637**	**78,261**	**75,809**
HONDA	**12,493**	**10,971**	**32,954**	**408,411**	**394,051**
HYUNDAI Sonata (Can.)	**220**	**312**	**674**	**18,788**	**15,345**
MAZDA*	**3,715**	**4,756**	**12,345**	**117,744**	**128,784**
U.S. trk.	1,555	0	2,804	49,063	53,559
Can. trk.	165	162	455	5,142	6,859
NAVISTAR	**1,720**	**162**	**3,259**	**54,205**	**60,418**
Sentra	2,726	2,683	7,588	96,362	60,075
Pickup (trk.)	2,726	2,708	7,581	95,208	103,984
NISSAN	**5,452**	**5,391**	**15,169**	**191,570**	**164,059**
Geo Prizm	1,800	1,800	5,004	70,569	71,685
Toyota Corolla	2,300	2,300	6,416	80,291	72,565
Toyota Hilux (trk.)	75	50	158	178	0
NUMMI*	**4,175**	**4,150**	**11,578**	**151,038**	**144,250**
Legacy	1,252	1,201	3,337	41,731	20,803
Pickup (trk.)	568	571	1,470	18,779	0
Rodeo (trk.)	718	720	1,949	19,721	0
Total U.S. car	**1,252**	**1,201**	**3,337**	**41,731**	**20,803**
Total U.S. trk.	**1,286**	**1,291**	**3,419**	**38,500**	**23,402**
SUBARU-ISUZU	**2,538**	**2,492**	**6,756**	**80,231**	**44,205**
Camry	0	0	0	136,263	158,670
Corolla (Can.)	1,350	1,378	3,828	47,268	42,173
TOYOTA	**1,350**	**1,378**	**3,828**	**183,531**	**200,843**
VOLVO 740,940 (Can.)	**70**	**32**	**246**	**5,746**	**5,928**
AM GENERAL (trk.)	**400**	**400**	**1,120**	**14,770**	**16,740**
MISCELLANEOUS (trk.)**	**2,650**	**2,650**	**7,420**	**97,340**	**111,000**
Total U.S. car	**125,710**	**115,676**	**333,962**	**3,876,980**	**4,481,793**
Total Canada car	**26,300**	**25,484**	**71,286**	**785,282**	**768,282**
Total U.S.-Canada Car	**152,010**	**141,160**	**405,188**	**4,661,371**	**5,249,995**
Total U.S. truck	**89,413**	**79,611**	**233,733**	**2,416,213**	**2,953,857**
Total Canada truck	**19,367**	**18,731**	**55,588**	**586,786**	**623,134**
Total U.S.-Canada truck	**108,780**	**98,342**	**289,321**	**3,002,919**	**3,576,791**
TOTAL U.S.	**215,123**	**195,287**	**567,715**	**6,292,382**	**7,435,650**
TOTAL CANADA	**45,667**	**44,215**	**126,794**	**1,371,968**	**1,391,336**
TOTAL U.S.-CANADA CAR & TRUCK	**260,790**	**239,502**	**694,509**	**7,664,290**	**8,826,786**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Blockade no bar to output

ROBIN-LYN RAIMEY
Special Correspondent

A protest last week against Canadian government policies by Canadian truckers blocked the Ambassador Bridge that connects Detroit to Canada and affected assembly operations at several Canadian plants.

But despite the problems and sporadic parts shortages, production on both sides of the border was higher than the previous week.

Total U.S. car production last week was 125,710, up 8.7 percent from the previous week. U.S. truck production was up 12.3 percent, at 89,413.

Canadian car production was 26,300, up 3.2 percent from the previous week.

Last week's truck production in Canada was up 3.4 percent at 19,367.

Canadian car production was 79.1 percent higher than last year, and truck output was up 48.2 percent. Ford Motor Co. of Canada was closed by a strike last year, which accounted for the limited production.

The border blockade and unavailability of parts caused General Motors of Canada to send home about 2,500 day shift employees at noon last Wednesday at the Oshawa No. 2 car assembly plant in Ontario and the Oshawa truck plant.

GM's Scarborough, Ontario, truck plant was down Friday because of the blockade.

At Ford of Canada, 4,800 hourly employes worked short weeks as a result of the border problems.

The Oakville assembly plant and the Ontario truck plant in Oakville, Ontario, were affected for one day, and the St. Thomas, Ontario, plant was affected for two days.

Chrysler Canada had two hours of downtime last Tuesday at the Pillette Road plant in Windsor, Ontario, and shut down early on Wednesday and Thursday. The Bramalea, Ontario, plant will be down this week for inventory adjustment.

In the United States, GM scheduled one shift of Saturday overtime at the car plants in Doraville, Ga., and Oklahoma City, and the truck plant in Moraine, Ohio (postal line only). Two overtime shifts were scheduled for Saturday at the Baltimore truck plant.

Ford scheduled daily overtime at the Atlanta and Chicago car plants and at six truck plants — Kansas City, Mo.; Norfolk, Va.; Lorain, Ohio; Louisville, Ky.; St. Louis; and Wayne, Mich.

A shift of Saturday overtime was scheduled at the Kansas City and Louisville, Ky., truck plants.

Chrysler scheduled two eight-hour overtime shifts were Saturday at the Belvidere, Ill., car assembly plant, the Newark, Del., car plant, the Dodge City truck plant in Warren, Mich., and the Jeep plant in Toledo, Ohio.

NOTE

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Automotive News

SEPTEMBER 30, 1991

66th YEAR

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late news

Honda: Civic avoids duty

ALLISTON, Ontario — Honda Canada Inc. says the 1992 Civic hatchback, which goes into production Nov. 4, will meet local content requirements allowing it to be exported to the United States without paying duty, but officials did not offer figures.

Honda says the current hatchback meets the 50 percent domestic content required to avoid a 2.5 percent import duty, but U.S. Customs has acknowledged that it is investigating the issue.

The *New York Times* last summer published parts of an interim Customs report that seemed to challenge Honda's content claim.

At a press event here last week, Honda Canada officials said they expect to receive the final report in mid-October.

Base Skylark rises $2,835

FLINT, Mich. — Prices for the Buick Skylark, which received a major redesign for the 1992 model year, will start $2,835 higher than the 1991 base model, Buick announced.

see LATE NEWS, 2

Chrysler nears financial aid

Reluctant Mitsubishi may buy Diamond-Star soon

MARY ANN MASKERY
and MARY CONNELLY
Staff Reporters

Mitsubishi Motors Corp. will decide "in the near future" whether to buy sole ownership of its joint-venture factory with Chrysler Corp., according to Mitsubishi President Hirokazu Nakamura.

The sale of Chrysler's half of Diamond-Star Motors Corp. could come at the same time as Chrysler goes to the stock market to try to raise more than $300 million.

As early as this week, the company may price 56 million new common shares. That sale continues despite gloomy reports from the analysts of two of the investment bankers that were picked to underwrite the issue, and despite a roughly 20 percent drop in Chrysler's share price since the offering was announced.

Nakamura said Mitsubishi is not anxious to change the 50-50 venture in Illinois. But he suggested that Mitsubishi might buy out its American partner to help Chrysler through its financial pinch.

To raise more cash, Chrysler executives have also expressed interest in selling their company's remaining 10.99 percent stake in Mitsubishi Motors. But Nakamura said, "Equity is not part of the discussions."

Chrysler is trying to raise cash or shed debt on several fronts.

For months, Chrysler has shopped around its Chrysler Financial Corp. subsidiary and some parts-making operations.

Diamond-Star has a 240,000-unit capacity split 50/50.

Mitsubishi "has taken a passive stance" on the purchase of more or all of the venture, Nakamura said last week in an interview. The company is "simply responding to suggestions from the other company."

Any change in the 50/50 Diamond-Star partnership would reduce Chrysler's costs because the U.S. company would shed responsibility for the debt that capitalizes the plant and for future tooling costs.

Chrysler has been trying to strengthen its balance sheet. Last week, executives led by Chairman Lee Iacocca completed the last leg of a three-week trans-Atlantic tour to tout the company's prospects and peddle 33 million new

see CHRYSLER, 36

U.S.-bound Bluebird

Nissan launched its all-new Bluebird family in Tokyo last week and said this sedan version will go on sale in the United States next fall. The Bluebird line is sold as the Stanza in the United States, but the name may be discontinued when the new model arrives. Story on Page 4.

U.S. parts firms turn up heat on Japan

MAX GATES
Staff Reporter

WASHINGTON — U.S. auto parts manufacturers are asking trade officials to turn up the pressure on Japanese automakers by preparing — but not filing — charges of unfair trade practices.

The President's Export Council, a group of business and government leaders that advises the administration on trade policy, last week asked the U.S. Department of Commerce to put together the paperwork for an unfair trade practices complaint against Japanese automakers. The council acted

see PARTS, 39

GM tests quick service program

PHIL FRAME
Staff Reporter

General Motors is about to launch a test program to see if its dealers can grab more of the $107.3-billion-a-year parts and service market.

The "Service as a Product" program begins Oct. 1 in Columbus, Ohio.

The program aims to help dealer service departments compete with independent shops in convenience and price — even for such products as quick oil changes and tuneups, said John D. Rock, GM vice president of customer sales and service.

Dealers in the program will:

- Open their service departments on nights and weekends
- Quickly perform oil changes, tuneups, brake jobs and other routine maintenance while people wait
- Provide free transportation to people who can't wait.

The program targets buyers of

see SERVICE, 37

GM's John Rock said the program is at least partially in response to concerns that thousands of dollars are slipping through dealer fingers.

20 years of price hikes

Inflation, U.S. regs fed huge increases

JOHN K. TEAHEN JR.
Senior Editor

A 1992 Mustang for less than the 1972 price?

Sounds impossible, but it's true. It's an illustration of the strange games that inflation, government regulations and equipment changes have played with auto prices during the last 20 years.

Automotive News analyzed new-car prices for 1992, for 1982 and for 1972, and the study produced some expected and unexpected results.

In the "expected" column, car prices have gone up a lot. No surprise there. Everyone knows that prices have doubled or even tripled since the early 1970s.

Guess again. Most new autos cost four to five times as much as they did in 1972.

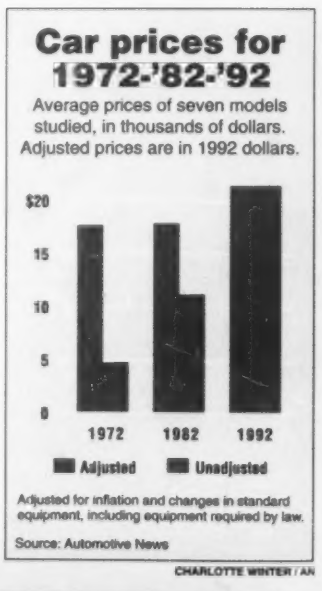
On the "unexpected" side was the tremendous impact of inflation and government regulations on safety, emission control and fuel economy on auto prices. There was no question that those elements have boosted stickers, but the extent was greater than one might have surmised.

Take another look at that Mustang. It carried a sticker of $2,679 in 1972. Now, it's $10,215, nearly four times as much.

But inflation and government regs have propelled that $2,679 price to $7,876.

And today's Mustang has a wealth of standard equipment that 20 years ago cost the buyer extra: items like power steering, power brakes, five-speed transmission, AM/FM/stereo, console, tinted glass and a number of less-expensive niceties. Putting them on the 1972 Mustang (at the 1972 option price) and adjusting for inflation adds $1,981 — after deducting for

see PRICES, 34



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Nissan revamps U.S. operations 4

inside Automotive News

POWER TO THE PEOPLE
Nissan moves experienced people into the field. PAGE 4

LATER CURTAIN CALL
Lincoln says the 1993 Mark VIII will bow late next year. PAGE 4

MID-SEPTEMBER LETDOWN
Despite incentives, the sales picture remained glum. PAGE 6

$49 — OR HIGHER
EPA's cost of on-board diagnostic systems for emission control is under debate. PAGE 8

MOVING UPSCALE

▲ Mazda taps a new market with its new 929. PAGES 16-17

EUROPE FRETS OVER SALES
Overcapacity predicted as Germany normalizes. PAGE 22

IT'LL BE A GAS
GMC plans an OEM-warranted natural gas truck PAGE 22

DEPARTMENTS	
Auction ads	24-25
Auction dates	25
Classifieds	26-30
Calendar	22
Dealers	18
Incentives	36
Keith Crain	12
Legal file	31
Letters	12-13
Obituaries	17
Opinion	12
Personnel	23
Production	39
RVs	14

SEPTEMBER TABLES	
APPEARED SEPTEMBER 2	
Sales, 10-day by make	9
Production, weekly by model	37
APPEARED SEPTEMBER 9	
Sales, August top ten	4
Sales, August by maker	44
Sales, year to date	44
Sales, domestic car by model	45
Sales, light-truck by model	46
Production, weekly by model	47
APPEARED SEPTEMBER 16	
Sales, imported car by model	36
Sales, Canada by make	37
Sales, dealer by make	48
Inventory, as of Sept. 1	49
Production, model year	48
Production, weekly by model	51
APPEARED SEPTEMBER 23	
Sales, 10-day by make	18
Sales, truck by GVW	16
Sales, Europe	25
Production, weekly by model	43
TODAY	
Sales, 10-day by make	33
Production, weekly by model	39

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HANS G. LEHMANN/HIDDEN IMAGE

Probing the new Ford coupe

Ford is preparing a redesigned Probe for introduction next year as an early 1993 model. This lightly disguised prototype shows the new car to be noticeably lower than the current model, particularly in the hoodline. Shorter springs on the front struts allowed designers to eliminate the hood blisters. The new Probe will retain the wrap-around glass side windows and rear hatch. Inside, an air bag allows elimination of the motorized seat belt system.

latenews

CONTINUED *from* PAGE 1

The base 1992 Skylark coupe and sedan are $13,560, which is just $305 less than the most expensive 1991 Skylark. The 1992 Skylark Gran Sport coupe and sedan are $15,555, which is $965 more than the 1991 Gran Sport coupe with then-optional anti-lock brakes.

ABS is standard on all 1992 Skylarks.

In 1991, Skylarks started at $10,725 for the base sedan and topped out at $13,865 for the now-discontinued Skylark Luxury Edition sedan.

Legislation to curb Japan rumored in Washington

WASHINGTON — Talk of new legislation coursed through the capital late last week.

Sources in the office of Rep. Sander Levin, D-Mich., said he may be ready as early as next month to introduce legislation designed to get U.S. suppliers a bigger portion of the Japanese auto parts market.

And while the legislators would not confirm it, *USA Today* reported that Sen. Donald Riegle, D-Mich., and House Majority Leader Richard Gephardt, D-Mo., are working on legislation to limit the number of Japanese brand cars, whether imported or built in North America.

Chevy to start sales staff retention program Jan. 1

FORT WORTH, Texas — Chevrolet has officially announced a General Motors salesperson retention program. Chevrolet is the lead division in the program.

Jim Perkins, Chevrolet general manager, said the Salesperson Career Builder Program will start Jan. 1 and is expected to eventually include some 6,500 GM dealerships and 50,000 salespersons.

Seeking to reduce annual turnover rates as high as 80 percent, GM divisions will pay $50 per vehicle sale to retail salespersons. At Cadillac, the figure is $75 per vehicle.

Salespersons must stay continuously employed at the dealership for three years to collect accrued earnings. Dealer participation is voluntary. To participate, dealers must contribute $25 of the $50 or $75 paid out to their salespersons and enroll all their salespersons. If dealers sell more than one GM make, they must sign up the salespersons for all the GM car or truck lines they sell.

Chrysler workers OK 3 shifts on minivans

WINDSOR, Ontario. — Workers at the Chrysler Canada Ltd. minivan plant have overwhelmingly approved a proposal for a three-shift schedule at the plant.

Members of Canadian Auto Workers Local 444 voted 98 percent in favor of the proposal, to be instituted if future demand warrants squeezing more production from the plant. Workers would get eight hours pay for seven hours work under the three-shift system.

Chrysler spokeswoman Lori McTavish said no target dates have been established for three-shift operation.

A week earlier, UAW Local 110 members at Chrysler's St. Louis minivan plant ratified a three-year contract that permits three-shift perations there. That pact covers about 3,500 hourly UAW workers. The three-shift plan is scheduled to begin in January in St. Louis.

Fiat Group profits fall 41 percent in first half

FRANKFURT — Showing the effects of a continuing loss of European market share by its cornerstone automotive unit, Italy's Fiat Group reported late last week that pretax earnings for the first half ended June 30 slid 41 percent from a year earlier.

Fiat attributed the fall, to the equivalent of $1.16 billion, to sluggish European car demand and the company's falling share in Italy, its major market. Revenue slipped 2.7 percent to $21.9 billion, Fiat said.

Fiat said its unit volume in the period slipped 8 percent from a year earlier, to 973,000. The company's Europe-wide market share fell to an estimated 12.5 percent in August, down a point from a year earlier.

EPA releases fuel economy guide

WASHINGTON — The EPA released preliminary fuel economy figures for 1992 model year cars and trucks today, and it was little changed from last year. CAFE numbers continue to deteriorate for the majority of makers.

The 1,875-pound Geo Metro XFi was again the most fuel efficient (53 city/59 highway) car sold in America. And again, the 200-mph Lamborghini Diablo was America's thirstiest (9 city/14 highway) automobile.

Canadian Saturns priced higher than U.S.

TORONTO — Saturn models go on sale in Canada Oct. 3, at prices somewhat higher than their U.S. equivalents, but still very competitive in the Canadian context.

The base SL sedan lists at $9,895 Canadian, about $8,710 U.S. at current exchange rates. In the United States, the 1992 SL sticker is $8,195.

Other Saturn prices in Canada are SL1 sedan, $9,695 ($8,530 U.S.); SL2 sedan $13,895 ($12,200 U.S.) and SC coupe $14,620 ($12,865).

Animal-rights group protests GM tests

ROCKVILLE, Md. — Animal-rights activists threatened to picket General Motors dealerships in 20 states last Saturday.

The Rockville-based organization People for the Ethical Treatment of Animals contends that GM researchers should have been conducting safety experiments using computer models and dummies instead of live animals.

In a statement, GM said it has "conducted only a limited amount of animal testing, but only when alternative methods were not available."

briefly

NADA imports key speaker

For the first time, an import automotive executive will keynote the annual National Automobile Dealers Association convention. Richard Recchia, **Mitsubishi Motor Sales of America Inc.** executive vice president, will speak at the Saturday session when the group meets in Dallas Feb. 8-11. For Recchia, who in the past had been critical of the fact that the keynote spot always went to Big 3 bigwigs, the moment will be sweet.

DOCTORED HUMOR — Lee Miskowski, **Lincoln-Mercury** general manager, passes along the latest joke moving through automotive circles: Why does the U.S. auto industry call the Japanese assembly plants in this country transplants? In hope the main body will reject them.

THIRTY SOMETHING — In six months, **Infiniti** will introduce a new mid-level 3.0-liter sedan that will be sold alongside the M30, G20 and Q45. The new one's digits will be 30, but Infiniti folks are keeping the car's first initial secret until next year. However, at a Mazda press event a slide showing competitors mentioned a car).

FREQUENT FLIER — Clark Vitulli, **Mazda Motor of America Inc.'s** senior vice president, plans to put a lot of miles on his newest model. Vitulli became a first-time dad Sept. 10 when eight-pound Christopher Joseph Vitulli debuted. On Sept. 11, Vitulli applied for Christopher's travel documents. He wants to take the lad on an upcoming dealer trip to Europe.

NOT EXACTLY, BOB — "The consensus in the Bush administration is that the economy has come out of the recession," said Commerce Secretary Robert Mosbacher to the President's Export Council last week. Then he asked the council members, who advise the White House, what they thought. "From the automotive standpoint, the economy is just coasting," said Heinz Prechter, head of ASC Inc., and council chairman.

Poling: stimulate the economy

Ford Motor Co. boss Harold Poling urged the government to stimulate the economy by dropping interest rates more, saying "the risks of doing nothing are probably greater than the risks of taking action."

MOVING DAY? — The buzz among Saab dealers is that **Saab Cars USA Inc.** may move its headquarters from Orange, Conn., to the Atlanta area to be near its cousin, **Lotus Cars U.S.A. Inc. General Motors** Europe owns Lotus and owns half of Saab's Swedish parent company. A U.S. Lotus spokesman said last week, "Nothing has been finalized," but he acknowledged there might be some logic to such a move since "everyone is looking to economize" and both companies are related to GM.

OPERATION WINDY CITY — Desert Storm veterans who work in **Ford Motor Co.'s** Chicago assembly plant and Ford Division General Manager Ross Roberts were among those who saluted the delivery of the 25,000th vehicle sold under Ford's Military Appreciation Purchase Program. It was also the first official delivery of a 1992 Taurus. U.S. Air National Guard Master Sgt. Sam Scinta of Mount Prospect, Ill., took delivery of the blue Taurus GL sedan last Thursday.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	July 1991	July 1990	% change	7 mos. 1991	7 mos. 1990	% change
Travel trailers	4,900	5,200	– 5.8	31,700	36,700	– 13.6
Park Trailers	600	500	+ 20.0	3,900	4,200	– 7.1
Travel trailers—fifth wheel	2,300	2,100	+ 9.5	16,400	18,700	– 12.3
Folding camping trailers	2,900	2,700	+ 7.4	20,100	19,600	+ 2.6
Truck campers	1,000	700	+ 42.9	6,200	6,400	– 3.1
Towable RV total	**11,700**	**11,200**	**+ 4.5**	**78,300**	**85,600**	**– 8.5**
Conventional (type A)	2,200	2,400	– 8.3	13,700	20,100	– 31.8
Van Campers (type B)	300	500	– 40.0	2,400	3,800	– 36.8
Chopped vans (all)	1,600	1,500	+ 6.7	9,400	12,300	– 23.6
Motor home total	**4,100**	**4,400**	**– 6.8**	**25,500**	**36,200**	**– 29.6**
Van conversions	14,400	16,100	– 10.6	74,000	118,300	– 37.4
TOTAL ALL RVs	**30,200**	**31,700**	**– 4.7**	**177,800**	**240,100**	**– 25.9**

Source: Recreation Vehicle Industry Association

July RV sales continue upturn

RESTON, Va. — Wholesale sales of van conversions continue to rebound, with July posting the best monthly showing of the year.

July's 14,400 shipments were still off 10.6 percent from July 1990, according to the Recreation Vehicle Industry Association.

But they were a sharp improvement over the 37.4 percent decline for the first seven months of calendar 1991 during which the industry shipped 118,300 units.

Overall RV shipments totaling 31,700 were off 4.7 percent in July. Shipments totaling 240,100 were off 25.9 percent for seven months.

RVIA expects the rebound to continue throughout 1992.

Converters may hold GM surplus

JOSEPH BOHN
Truck Editor

General Motors still doesn't know where it will stockpile extra van conversion chassis as it prepares to end van production at its Lordstown, Ohio, assembly facility. But officials are leaning toward a plan to have converters stock the extra vans and giving them floorplan assistance.

GM will phase out production of the full-sized Chevrolet and GMC G-van on March 20 at Lordstown. The plant will be converted to build the Chevrolet Cavalier and the Pontiac Sunbird.

G-van production will be transfered to Flint, Mich., but won't begin until August. During the six-month interval, Scarborough, Ontario, will be the only GM plant producing full-sized vans.

GM told converters that Lordstown and Scarborough will operate at maximum overtime this winter to build up inventory for the spring and to offset any shortfall from the Lordstown shutdown.

GM's problem has been where to stockpile the extra units. Officials continue to favor a plan to place the extra units with converters and giving them some kind of floorplan assistance to cover the cost of doing so.

Converters are amenable to the idea, as long as it doesn't cost them money. But converters will still have the problem of trying to outguess the spring and summer markets. Normally, they are not in a position of having to guess their chassis needs and placing orders six months in advance.

"If we project that we'll build 4,000 (van conversions) and the market is soft, we could end up with 2,000 too many chassis," said one converter. But, he added, the bailment companies have been working very well together on trading chassis and dispersing product among themselves.

Van conversion chassis normally account for about 40 percent of GM's full-sized van sales.

GM also will have to devise a plan for handling extra stocks of full-sized passenger vans.

Opel to sell new Trooper

Isuzu, GM discuss new V-8 for U.S.

RICHARD JOHNSON
Staff Reporter

TOKYO — Isuzu Motors Ltd. will supply General Motors with a new upmarket four-wheel-drive recreational vehicle for sale in Europe beginning next year, and Isuzu is talking with GM about providing a new V-8 engine for the Chevy Blazer/GMC Jimmy in the United States.

Sources confirm GM Europe will import a version of the forthcoming Isuzu Trooper replacement with an Opel/Vauxhall badge.

The new Opel/Vauxhall will be called Monterey and will arrive in Europe in mid-1992, probably debuting at the Geneva auto show. Engine offerings will include a multi-valve 3.2-liter V-6.

GM Europe's off-roader will be pitched above a derivative of the Isuzu Amiga/Rodeo being introduced this fall in two- and four-door bodystyles. The smaller version is sold as the Opel Frontera.

Isuzu, which is 37.5 percent owned by General Motors, supplies cars sold as the Geo Storm in the United States. In Japan, Isuzu markets Opel vehicles.

Isuzu is expected to launch its new Trooper at next month's Tokyo show. It is larger, rounder and more upscale than its predecessor. It will arrive in the United States next year.

The Opel Frontera is produced at IBC Vehicles Ltd., the GM/Isuzu joint venture in Luton, England. Along with Frontera, which is powered by an Opel engine, the factory builds Isuzu and Suzuki light trucks. The Monterey will be exported directly to European markets from Japan.

Isuzu and Opel also are rumored to be co-developing a light truck based on the Isuzu Fargo, using GM Europe powerplants. That model would also be produced at IBC, beginning in 1993 or 1994.

Meanwhile, Isuzu may supply GM in the United States with a new modular V-8 engine it is developing. The Isuzu powerplant would be fitted in the GMC Jimmy/Chevy Blazer 4wd sport-utility series.

Sources say no decision has been reached. "We are exploring opportunities with Isuzu, but nothing is concrete," said a GM official.

Some Car Dealers Love To See Themselves On TV. Others Love To See A Lot Of Buyers In Their Showroom.

Okay, we admit. Running in newspaper won't make you a tv star, but it sure could add some sparkle to your bottom line. Because when it comes to buying a car, that's where the real decisions are made. In fact, people say the only thing they rely on more for purchasing information are dealer brochures. (And just try delivering those to 63 million people every day.)

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Source: Response Analysis Corp., as reported in "Real Estate/Employment/Automotive Classified: A Study Of Prospect Status, Readership & Interest," 1986; Mantz, as reported in "New Vehicle Purchasers: Who They Are & How They Buy," 1988

For more information on how newspaper can help you close the sale, call Jim Wilson at (212) 704-4503.

RETURN

Ford's Walter Hayes joins Aston Martin

continued from PAGE 3

concurs that Hayes was the logical choice to fill the Aston Martin spot.

"Walter knows Europe superbly well. And he loves cars," Poling said last week.

Hayes acknowledged that he is taking over during a difficult period. Aston Martin has cut its work force by 135, to 400 workers, and production of the handcrafted car has been cut to three a week. At peak, Aston Martin can make six cars a week.

Things are bad, but then Lotus, Rolls-Royce and Ferrari are not "jumping with joy" either, Hayes said.

Rolls-Royce production is down 60 percent, and the automaker's recent losses have wiped out the profits of the parent company.

"Within this market, compared with our competitors, we are doing better," Hayes said.

Walter Hayes, a former Ford of Europe vice chairman, will lead Aston Martin in a difficult period.

The supercar market, as he calls it, is going through a challenging time, but he firmly believes "the classic and vintage automobile may be modified, but it will not disappear."

Hayes is optimistic that when the car market improves, even the high-end market will turn around.

"Everybody is reappraising the future of this market. I happen to think it will always be there," Hayes said.

Hayes said he will quickly reach a decision on whether to go ahead with the launch of a new car, code-named Project DB1999. The car, a down-scale Aston Martin, would be built in volumes of 600 to 700 cars a year.

"In the longer term, I agree there is a place in Aston's future for a car placed somewhere differently in the market, perhaps somewhere to the bottom of upscale," Hayes said.

At the British auto show next October, Aston Martin will launch a new Vantage. AN

NADA director folds, resigns

CHARLES M. THOMAS
Staff Reporter

A stubborn recession followed by a stumbling recovery has affected the National Automobile Dealers Association by forcing the closure of one of the nation's oldest Chevrolet dealerships and resignation of director Edward Scuncio.

Scuncio, president of Scuncio Chevrolet in Greenville, R.I., folded his dealership Sept. 3. The single-point, family owned dealership is being liquidated by a state-appointed receiver.

Rhode Island's banking crisis contributed to the closure of the dealership which opened in 1926, according to Scuncio.

"The banking crisis in Rhode Island played a role in the closing of the dealership," he said. "The crisis is creating havoc in the state."

Forty-five financial institutions were padlocked in January. More than 350,000 accounts containing $1.3 billion are frozen in the closed institutions. Each deposit has had a ripple effect among families, businesses and workers. Scuncio has accounts frozen in one of the closed financial institutions.

Respected by associates as a smart auto dealer, Scuncio was a nine-year NADA Region 1 vice president. He stepped down after closing the dealership. Aldo Sammartino, owner of Bay Buick in East Greenwich, has replaced him.

Asked if he will return to the automobile business any time soon, Scuncio quipped: "That's like asking a man who just got divorced if he will remarry again." AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	Sept. 11-20, 1991	Sept. 11-20, 1990
ALFA ROMEO (imp. car)*	**92**	**121**
Acura (imp. car)	**3,846**	**4,124**
Domestic car	16,786	13,364
Imported car	4,858	4,670
Honda	**21,644**	**18,034**
AMERICAN HONDA	**25,490**	**22,158**
ASTON MARTIN (imp. car)*	**2**	**2**
BMW (imp. car)*	**1,578**	**1,572**
Domestic car*	3,227	5,625
Imported car*	19	78
Domestic truck*	119	71
Chrysler Division*	**3,364**	**5,774**
Domestic car*	6,234	11,046
Imported car*	1,134	653
Domestic truck*	13,438	10,551
Imported truck*	85	224
Dodge*	**20,891**	**22,475**
Domestic car*	1,445	1,551
Imported car*	252	285
Eagle*	**1,697**	**1,836**
Domestic truck*	5,190	5,710
Jeep*	**5,190**	**5,710**
Domestic car*	3,694	6,478
Imported car*	602	559
Domestic truck*	4,953	3,840
Plymouth*	**9,249**	**10,877**
Domestic car*	14,600	24,700
Imported car*	2,006	1,575
Domestic truck*	23,700	20,172
Imported truck*	85	224
CHRYSLER CORP.*	**40,392**	**46,671**
Imported car*	146	332
Imported truck*	70	153
DAIHATSU*	**216**	**485**
FERRARI (imp. car)*	**24**	**24**
Domestic car	28,765	35,255
Imported car	916	1,483
Domestic truck	34,687	38,750
Ford Division	**64,368**	**75,488**
Domestic car	3,865	4,829
Lincoln	**3,865**	**4,829**
Domestic car	6,637	10,460
Imported car	1,569	2,112
Mercury	**8,206**	**12,572**
Domestic car	39,267	50,544
Imported car	2,485	3,595
Domestic truck	34,687	38,750
FORD MOTOR CO.	**76,439**	**92,889**
Domestic car	15,331	16,430
Buick	**15,331**	**16,430**
Domestic car	7,955	9,001
Cadillac	**7,955**	**9,001**
Domestic car	28,737	37,732
Imported car	2,517	3,488
Domestic truck	34,380	39,272
Imported truck	60	45
Chevrolet	**65,694**	**80,537**
GMC	**7,820**	**9,592**
Domestic car	11,882	17,995
Domestic truck	791	1,184
Oldsmobile	**12,673**	**19,179**
Domestic car	9,180	18,766
Imported car	937	1,407
Domestic truck	514	879
Pontiac	**10,631**	**21,052**
Domestic car	2,720	0
Saturn	**2,720**	**0**
Domestic car	75,805	99,924
Imported car	3,454	4,895
Domestic truck	43,505	50,927
Imported truck	60	45
GENERAL MOTORS	**122,824**	**155,791**
HYUNDAI*†	**4,022**	**3,864**
Imported car*	332	131
Domestic truck	1,299	886
Imported truck*	2,834	2,270
ISUZU*	**4,466**	**3,287**
JAGUAR (imp. car)*	**371**	**453**
LAMBORGHINI (imp. car)*	**4**	**4**
LOTUS (imp. car)*	**8**	**8**
MASERATI (imp. car)*	**6**	**6**
Domestic car	1,575	2,180
Imported car*	4,360	4,125
Domestic truck	390	0
Imported truck*	4,339	3,504
MAZDA*	**10,664**	**9,809**
MERCEDES-BENZ (imp. car)*	**1,523**	**1,920**
Domestic car	1,841	1,325
Imported car*	1,973	1,465
Imported truck*	716	1,104
MITSUBISHI*	**4,530**	**3,895**
Infiniti	**1,441**	**580**
Domestic car	2,648	3,756
Imported car*	8,483	8,663
Domestic truck	4,272	5,053
Imported truck*	4,835	4,925
Nissan*	**20,238**	**22,398**
NISSAN MOTOR CORP.	**21,679**	**22,978**
PEUGEOT (imp. car)*	**173**	**188**
PORSCHE (imp. car)*	**92**	**197**
RANGE ROVER (imp. truck)*	**93**	**128**
ROLLS/BENTLEY (imp. car)*	**7**	**15**
SAAB (imp. car)*	**727**	**716**
STERLING (imp. car)*	**144**	**74**
Domestic car	2,058	563
Imported car*	1,219	2,833
SUBARU*	**3,277**	**3,396**
Imported car	120	200
Imported truck	391	259
SUZUKI†	**511**	**459**
Lexus (imp. car)	**2,016**	**2,076**
Domestic car	6,283	8,319
Imported car	9,645	9,775
Imported truck	7,160	7,960
Toyota	**23,088**	**26,054**
TOYOTA MOTOR SALES	**25,104**	**28,130**
Audi (imp. car)*	**249**	**556**
Imported car*	2,573	3,509
Imported truck*	144	193
Volkswagen*	**2,717**	**3,701**
VWoA*	**2,966**	**4,257**
VOLVO*†	**1,901**	**2,564**
YUGO (imp. car)*	**95**	**136**
Domestic car	**168,863**	**204,675**
Imported car	**55,687**	**60,467**
TOTAL CAR	**216,560**	**265,142**
Domestic truck	**107,853**	**115,788**
Imported truck	**20,727**	**20,765**
TOTAL TRUCK	**128,580**	**136,553**
TOTAL CAR & TRK	**345,140**	**401,696**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Fleets may get clean air credits

MAX GATES
Staff Reporter

WASHINGTON — Car fleet operators that pollute less than the law allows may bank or sell their emission credits under rules proposed by the EPA.

The credit program is designed to give fleet operators flexibility to meet 1990 Clean Air Act amendments. The law calls for fleet owners in areas with excessive air pollution to start buying low-emission vehicles by 1998.

Fleet operators could collect credits for exceeding the Clean Air requirements — either by buying more low-emission cars and trucks than required or buying them earlier than mandated. Those credits could be saved to offset future fleet emission excesses or sold to other fleet operators who need credits.

The rules affect fleets operating in the 21 metropolitan areas of the country with excessive ozone or carbon monoxide levels.

Fleet owners with 10 or more centrally fueled vehicles will be required to have 30 percent of their vehicles meeting lower emission standards than conventional vehicles in 1998. The percentage rises to 70 percent of their fleet in the year 2000, according to EPA spokeswoman Martha Casey.

EPA has yet to set the exact standards for the lower emission vehicles. They could include alternative-fuel vehicles.

The EPA estimates that 1.5 million fleet vehicles in the 21 targeted urban areas would be affected by the rule, about 70 percent in private fleets and the rest in state, local and federal government fleets.

Credit programs also are in place for oxides of nitrogen and particulate matter emissions from heavy-duty engines and for stationary emission sources, such as electricity generation plants. AN

Extended service contract company folds

CHARLES M. THOMAS
Staff Reporter

An extended service contract company operating nationally has collapsed, leaving hundreds of auto dealers and thousands of customers wondering whether their extended warranties are valid.

Extended Service Program Inc., based in Irving, Texas, has filed for bankruptcy in U.S. Bankruptcy Court for the Northern District of Texas in Dallas under Chapter 7 of the U.S. Bankruptcy Code.

More than 65,000 extended service contracts sold by ESP between 1989 and 1991 are still in force. About 3,500 claims have been filed against them so far, according to a spokeswoman for court-appointed trustee Daniel J. Sherman.

She said the company had two insurers: Homestead Insurance Co., based in Hoboken, N.J., and the now-defunct Laramie Insurance Co., which was based in Wyoming before it folded a year ago.

Of the 65,000 contracts, 20 percent were insured by Homestead, which is paying claims, she said.

But Steve Imber, chief lawyer for the Kansas Department of Insurance, said he has received notice from Homestead that only 4,500 certificates were filed pursuant to its contract with ESP. Dealers in Kansas are being paid, but Imber's office is sending each claim to the insurer.

The trustee has no funds to pay repairs on the rest of the contracts, said the spokeswoman. "We are not aware of any reserve fund or bank account whatever," she said.

But included in the bankruptcy filing under assets is a $987,000 loss reserve account: not much to cover at least 65,000 contracts.

E.E. Seely, president of ESP, opened the business in 1973, making it one of the longest-running extended service contract administrators in the industry. He failed to return telephone calls from *Automotive News*.

The company reported assets of $3.9 million and liabilities of about $639,000. Assets include a $2 million lawsuit against Homestead.

Other assets include an airplane in Hawaii valued at $120,000 and an Internal Revenue Service tax refund for $141,000. AN

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PRICES

Inflation and D.C. fed 20-year increase

continued from PAGE 1

the fact that the 1972 model had a six-cylinder engine and the current car has a four-cylinder.

A driver-side air bag is standard on today's Mustang. It wasn't available in 1972. Call it $800. It all adds up to an adjusted price of $10,657 for the 1972 model. Today's Mustang has a tag of $10,215 — $442 less.

Don't expect Ford Division to advertise those numbers. The customer wouldn't swallow it, and the Federal Trade Commission would demand so many asterisks and explanations that the whole effect would be nullified.

How others fared

Other models in the 20-year comparison didn't fare quite as well as the Mustang, but in every case, the figures show why pricing is one of the most complicated facets of auto marketing.

Other nameplates in the 1992 vs. 1972 comparison are the Oldsmobile Cutlass Supreme, Buick LeSabre Custom, Chevrolet Caprice Classic, Chrysler New Yorker Fifth Avenue, Lincoln Town Car and Cadillac Eldorado.

The sticker prices of those six makes are four to five times what they were in 1972, but the increases range from 17 percent to 30 percent after adjusting for inflation, equipment changes and meeting government mandates.

Additional big-ticket standard equipment includes air conditioning (standard only on the Lincoln Town Car in 1972) and AM/FM/stereo. The Cutlass Supreme also added automatic transmission, power steering and power brakes.

A driver-side air bag now is standard on the Mustang, Caprice, LeSabre, New Yorker and Eldorado, and driver and passenger bags are standard on the Town Car. ABS has been added to the standard list on the Caprice, New Yorker, Town Car and Eldorado.

Costs climb

The costs of meeting government regulations on safety and emission control have been high, and they still are. In the last two decades, every maker that sells cars in the United States has had to meet federal rules on such things as brakes, windshields, door strength, interior glare, lights, mirrors, transmission shift lever sequence, hood latches, door locks and hinges, fuel system integrity and flammability of interior material.

Cars are safer today, but safety has its price.

Emission control is another big item in the cost equation, and it will continue to be. The major breakthrough was the development of the catalytic converter, which debuted on the 1975 autos. The catalyst required more precise and more expensive ignition and fuel-metering systems. And they had to be more durable because of the five-year/50,000 mile warranty on emission-control components.

Increasing corporate average fuel economy hasn't been a penny-ante operation either. It has required new engines, smaller engines, new technology. The race for ever-higher displacement ended. In 1976, Cadillac boasted of its 8.2-liter V-8 (500 cubic inches). Today, Cadillac is able to function quite nicely with a 4.9-liter (about 300 cubic inches) V-8.

The CAFE standards took effect in the 1978 model year with a mandate of 18 mpg for cars; it's now 27.5 mpg. In 1974, General Motors' passenger-car fleet averaged 12 mpg.

Why no small cars in the 20-year analysis? Why no imports? The study had to be limited to cars that were offered in 1972 and are still on the market. Not all of those lines are included, but the seven are representative of those eligible. None of today's domestic compact and subcompact nameplates was around 20 years ago.

1992 vs. 1982

The Dodge Colt and the Toyota Corolla were in the picture in 1972. Base prices are available, but lists of standard equipment and option prices are not; hence, no comparison. All of the other popular-priced import nameplates arrived on these shores after 1972.

The important word in the comparisons is nameplate. Toyota was here with the Corolla, but the Tercel and the Camry were nowhere to be found. Honda had a tiny 600 series, but the Civic didn't show up until 1973. The Accord bowed in 1976. Nissan (Datsun in those days) was on hand, but the Sentra wasn't.

In the 1992 vs. 1982 price comparison, *Automotive News* expanded the list to 15 models. It comprises the seven already discussed, plus the Ford Escort, Chevrolet Cavalier, Dodge Colt, Toyota Tercel and Corolla, Honda Civic and Accord and Nissan Sentra.

Base prices show increases of 34 percent to 70 percent on the foreign-badged lines and on the Cavalier, Escort and Mustang and hikes of 74 percent to 94 percent on the Cutlass Supreme, Eldorado, Town Car and New Yorker. The LeSabre Custom and the Caprice Classic have more than doubled during the period; the LeSabre Custom is up 111 percent, and the Caprice Classic has climbed 130 percent.

Once again, it's a different story when the 1982 prices are adjusted for inflation, government regulations and new standard equipment. Then, the 1992 Colt, Mustang and Cavalier are less than the 1982 models, and the other 1992s are up 3 to 30 percent.

Pricing history

A review of auto pricing during the last 20 years finds two periods of considerable contrast: frenzied activity from 1972 through 1981 and a time of relative calm since then.

The 1972-81 span included a price freeze, price control, elimination of the federal excise tax, a surtax on imports, the beginning of "sticker shock," rebates to custom-

see PRICES,35

CAR PRICE COMPARISON — 1992 vs. 1982

	Actual			Adjusted*		
	1992 Price	1982 Price	Percent of change, '92 vs. '82	1992 Price	Adjusted 1982 Price*	Percent of change, '92 vs. '82
Dodge Colt	$ 7,302	$ 5,442	+ 34	$ 7,302	$ 7,502	− 3
Toyota Tercel Deluxe	8,528	5,548	+ 54	8,528	7,969	+ 7
Ford Escort LX	9,483	6,263	+ 51	9,483	9,198	+ 3
Nissan Sentra E	9,550	5,999	+ 59	9,550	8,639	+11
Chevrolet Cavalier RS	10,199	7,187	+ 42	10,199	11,261	− 9
Ford Mustang LX	10,215	6,345	+ 61	10,215	10,591	− 4
Honda Civic DX**	10,300	6,749	+ 53	10,300	9,688	+ 6
Toyota Corolla Deluxe	10,408	6,138	+ 70	10,408	8,674	+20
Honda Accord DX	13,225	8,245	+ 60	13,225	12,231	+ 8
Oldsmobile Cutlass Supreme	15,695	8,588	+ 83	15,695	13,137	+20
Buick LeSabre Custom	18,695	8,876	+111	18,695	14,400	+30
Chevrolet Caprice Classic	19,300	8,367	+131	19,300	15,061	+28
Chrysler New Yorker Fifth Avenue	22,074	11,391	+ 94	22,074	17,606	+25
Lincoln Town Car	31,211	16,100	+ 94	31,211	25,633	+22
Cadillac Eldorado	32,470	18,716	+ 74	32,470	28,853	+13
Average, 15 models	15,244	8,664	+ 76	15,244	13,363	+14

*Adjusted for inflation and for changes to meet U.S. government regulations for safety, emissions control and CAFE. Also adjusted for changes in standard equipment with allowance for inflation.

**Price of 1992 Honda Civic is estimated.

Computed by Automotive News. Some data supplied by the Motor Vehicle Manufacturers Association and the U.S. Labor Department's Bureau of Labor Statistics.

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CAR PRICE COMPARISON — 1992 vs. 1972

	Actual			Adjusted*		
	1992 Price	1972 Price	Percent of change, '92 vs. '72	1992 Price	Adjusted 1972 Price*	Percent of change, '92 vs. '72
Ford Mustang LX	$10,215	$2,679	+281	$10,215	$10,657	− 4
Oldsmobile Cutlass Supreme	15,695	3,258	+382	15,695	12,139	+29
Buick LeSabre Custom	18,695	4,047	+362	18,695	14,395	+30
Chevrolet Caprice Classic	19,300	4,009	+381	19,300	15,904	+21
Chrysler New Yorker Fifth Avenue	22,074	5,206	+324	22,074	18,911	+17
Lincoln Town Car	31,211	7,302	+327	31,211	25,144	+24
Cadillac Eldorado	32,470	7,230	+349	32,470	26,676	+22
Average, 7 models	21,380	4,819	+344	21,380	17,689	+21

*Adjusted for inflation and for changes to meet U.S. government regulations on safety, emissions control and CAFE. Also adjusted for changes in standard equipment with allowance for inflation.

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Don't you wish you'd bought a '72 Rolls?

JOHN K. TEAHEN JR.
Senior Editor

A lot of rich folks passed up a real bargain back in 1972. They didn't buy a Rolls-Royce.

In those days, the Silent Monarch of the Highway carried a sticker of $25,200 for the Silver Shadow four-door sedan. The 1991 Silver Spirit II four-door is $151,700, and its price is sure to rise when the 1992 model is priced. And don't forget the luxury tax on the portion of the price above $30,000. That's another $12,170 on the 1991 car.

Even state sales tax is a major item at the Rolls level. In Michigan, it's 4 percent. Add $6,068 to the bill.

But don't worry about the gas-guzzler tax. It's $6,400 today, but it's included in the sticker.

There was no such levy 20 years ago.

And think of all the money the owner would have saved by not trading every two or three years. One doesn't ditch a Rolls-Royce that often.

In 1972, as in 1992, a Rolls was a completely equipped motor car: automatic transmission, air conditioning, premium sound system, every power assist imaginable, luxurious interior. Today's Silver Spirit has an air bag and anti-lock brakes as well.

Of course, that 1972 Silver Shadow was considerably more than $25,200 in 1992 dollars; perhaps $77,000 after allowing for inflation and the safety and emissions gear mandated by the U.S. government in the 20-year span. Extra standard equipment isn't a major factor; aside from the air bag and ABS, not much could be added.

So that 1972 Rolls-Royce was a real steal. And it might still be purring along today for those prescient car buyers who made the investment.

From '72 to '92, consumer prices went bananas

JOHN K. TEAHEN JR. and CHRIS ESCHENBURG
Automotive News

Ever wonder just how much prices have risen in the last two decades?

In its 20-year study of new-car stickers, *Automotive News* also looked at 1972 and current prices of major home appliances, a few items from the supermarket and the wages of auto workers.

Aside from bananas, the percentage of increase in new-car prices is the highest on the list.

There are reasons. There has been no appreciable change in cows and chickens since 1972. Home appliances have been improved, and the household standbys, like the items on the grocery list, have been rocked by inflation. But none has had to contend with the quadruple forces of inflation, safety standards, emissions controls and corporate average fuel economy regulations.

Product improvement has boosted the prices of cars, just as it has played a part in the pricing of washers, dryers and TVs. The product today that the consumer drives away or lugs to his family room, basement or kitchen is a lot more sophisticated and dependable than its 1972 counterpart.

That's called technological advancement. And it costs money.

The promotion of optional goodies to the status of standard equipment is another important factor in the increase in auto prices. Numerous mechanical, comfort/convenience and appearance features that once were extra-cost options now are standard. The automakers don't give those things away for free.

The Oldsmobile Cutlass Supreme is one example. The *Automotive News* study found that a net of about $1,100 worth of equipment (at 1972 prices) has been added. Adjusted for inflation, that's about $2,500.

Wages have climbed substantially. General Motors estimates that the average hourly stipend of its entire hourly work force has risen from $6 in 1972 to $22.23 today. That's 271 percent. GM says the total hourly package, including all employment costs, is $31.30 vs. $7.55, up 315 percent.

The $22.23 hourly rate means that a GM worker must work 17.7 weeks at 40 hours a week to buy a 1992 Cutlass Supreme at $15,695. In 1972, it took that worker 13.6 weeks at 40 hours per week to buy a $3,258 Cutlass Supreme.

It's another way of keeping score, but some price analysts consider that statistic pretty meaningless.

The worker can buy a car in 17.7 weeks if he doesn't pay any withholding tax, doesn't make his mortgage and car payments, doesn't pay his utility bills, doesn't buy a scrap of food and doesn't spend a dime for anything else. Life doesn't work that way.

This question arises: If people can buy cars in 18 weeks, why do they finance them for 60 months?

THEN AND NOW

	Current price	1972 Price	Percent of increase
1992 Mustang LX	$10,215	$2,679	281
1992 Olds Cutlass Supreme	15,695	3,258	382
1992 Buick LeSabre Custom	18,695	4,047	362
Auto worker (avg. hourly wage)	22.23	6.00	271
Auto worker (total hourly benefits)	31.30	7.55	315
GE automatic washer	330	168	96
GE automatic dryer	260	128	103
RCA color TV (19-inch)	300	130	131
Bananas (pound)	0.49	0.10	390
Medium eggs (dozen)	0.83	0.49	69
Vitamin D milk (gallon)	2.49	0.89	180
Sirloin steak (pound)	3.99	1.48	170
Inflation (1991 vs. 1972)			224

Data on auto worker wages was supplied by General Motors.
Food and appliance prices are prices at Detroit-area stores in September 1991 and September 1972.

PRICES

Consumers adjust to sticker shock

continued from PAGE 34

ers, major reductions in the dealer discount and, finally, "interim pricing."

It was fun and games just about every day for the people who price cars and for the people who chronicle those actions.

On Aug. 15, 1971, President Nixon disclosed his economic program to get the economy back on its feet. Major items for the auto industry were a 90-day freeze on prices and wages, an increase of 6.5 percentage points in the duty on imported cars (the new rate was 10 percent) and a recommendation that Congress repeal the 7 percent excise tax on cars, retroactive to Aug. 15.

The imports took another kick in the teeth with the temporary suspension of the full convertibility of the dollar into gold. In other words, devaluation. Imports, however, were permitted to raise prices to offset the effects of currency fluctuation.

GM had already announced its 1972 prices; it rescinded the increase. Other makers made no increases, which brought about the unusual situation of a model year opening without a price hike.

After the price freeze, automakers were allowed to raise stickers, but they had to obtain approval from the federal Price Commission. Increases were granted to cover higher costs, but there was to be no profit included. The industry was freed from price control in December 1973.

The excise tax died Dec. 10, 1971, and car prices went down $113 to $424. The import surcharge was rescinded 17 days later. The U.S. Treasury collected $59 million on autos under the levy, $430 million on all imported goods.

Sticker shock

Suddenly it was time for the 1975 models, and GM announced a price hike averaging $426, or 8.5 percent, on its cars. Ford Motor Co. and Chrysler Corp. fell in line, and the term "sticker shock" entered the automotive lexicon.

A $400 increase would pass almost unnoticed today, but the average price of a new car was less than $5,000 in 1975, so $400 was big money. Sales collapsed after the Big 3 blockbuster, and customer rebates became the order of the day. Remember Joe Garagiola chanting "Buy a car, get a check" for Chrysler every time you turned on the TV?

But sticker shock was stronger than rebates, and 1975 sales dipped 5.4 percent from 1974. And sales in 1974, the year of the first Arab oil embargo, were down 23 percent from 1973.

The dealer discount has always been sacred to auto dealers. It's the difference between the retail price and the dealer's price, expressed in percentage. In dollars, it represents the dealer's trading margin.

On the 1976 models and again on the 1981 models, the domestic makers slashed those percentages. It meant more money for the factories and a smaller profit opportunity for the retailers, and it was as popular as ants at a picnic.

The discount erosion began during price control when the makers were allowed to raise prices the same amount at wholesale and retail. That suspended the mathematical relationship of discount and markup, thereby reducing the discount. That so-called "pass-through" cut the discount as much as 1.5 percentage points on some lines.

Interim pricing

In 1976, GM reduced the discount 0.5 to 2.1 percentage points on some of its cars, and in 1981, GM slashed the discount 4 to 6 percentage points on standard-sized and luxury lines.

What does that mean in dollars? GM announced an average increase of $176 on its 1981 models, but the company acknowledged that the increase would have averaged $526 if the dealer discount had not been reduced.

And then there was interim pricing. It was invented by GM in the 1979 model year and was adopted by Ford and Chrysler. An auto price analyst explained it this way: "They decided that if one price increase a year was good, four price increases a year were four times as good."

Every quarter, car prices went up. In the 1980 model year, for example, Chrysler had five increases for a total of $867; Ford had four for $751, and GM had four for $798. In addition, Ford boosted destination charges three times for a total of $30, and GM hiked them four times for $50.

Since 1982, the price pot has bubbled a bit less frantically. There have been the annual increases at introduction time and several mid-model boosts.

Currency blues

In 1982, equalization of destination charges was adopted. A specific model had the same destination (freight) charge everywhere in the United States. GM did that on some of its 1981 models and put it into effect across the board for 1982. In earlier years, the destination charge for a specific model varied by area, based on a dealer's distance from a central zone, usually the division's headquarters.

The Japanese imports tried a little interim pricing of their own in the mid-1980s as the yen strengthened against the dollar. From the fall of 1985 to the spring of 1986, Toyota, Honda, Nissan and Mazda posted increases averaging $1,028 per car, or 10.7 percent — and the Japanese weren't in the luxury car market in those days.

In the summer of 1985, the yen traded at 240 to the dollar; in mid-March of 1986, it was 176.

Currency fluctuation continues to buffet the Japanese, and prices have shown the effect. Last week, the exchange rate was 133 yen to the dollar.

The currency situation has been a big factor in the transaction price of imported cars topping the price of domestic cars. The imports moved to the fore in 1982 and have stayed on top ever since.

The Commerce Department's Bureau of Economic Analysis estimates that in the second quarter of this year, average transaction prices were $15,954 for domestic cars, $17,281 for imported cars and $16,323 for all cars.

1992 MAZDA PRICES

	1992 Price	Increase over final 1991 price
MAZDA 323		
3-dr. hatch	$ 6,999	+$ 50
SE 3-dr. hatch	8,299	+ 300
Protege		
DX 4-dr.	9,999	+ 200
LX 4-dr.	11,699	+ 300
Mazda 626		
DX 4-dr.	13,025	+ 200
LX 4-dr.	14,595	+ 200
Mazda 929		
4-dr.	27,800	+ 3,950
MX-3		
3-dr. hatch*	11,000	—
GS 3-dr. hatch*	13,800	—
MX-6		
DX coupe	13,265	+ 640
LX coupe	14,585	+ 190
GT coupe	16,905	+ 190
Miata		
Conv.	14,800	+ 500
MPV		
2-pass. van	$12,995	+$ 180
5-pass. wgn/van	15,165	+ 310
7-pass. wgn	16,585	+ 340
7-pass. wgn. (V-6)	17,365	+ 350
7-pass. wgn (V-6, 4wd)	20,135	+ 450
Navajo		
DX 2-dr. (V-6, 2wd)*	15,795	—
LX 2-dr.(V-6, 2wd)*	17,495	—
DX 2-dr. (V-6, 2wd)*	17,595	—
LX 2-dr. (V-6, 4wd)	19,295	+ 1,460
B2200 Pickup (2wd)		
Short bed	8,495	+ 46
Short bed (Calif.)	8,645	+ 96
Long bed	9,210	+ 101
Long bed (Calif.)	9,360	+ 151
Cab Plus	9,995	+ 26
Cab Plus (Calif.)	10,145	+ 76
B2600i Pickup		
Short bed (2wd)	9,120	+ 161
Cab Plus (2wd)	10,345	+ 136
Short bed (4wd)	11,495	+ 36

*New model for 1992
Prices of the 1992 RX-7 will be announced later.

Mazda price increase averages 3.1% on 1992s

IRVINE, Calif. — Mazda Motor of America Inc. last week announced a sales-weighted price increase averaging $570, or 3.1 percent, on its 1992 cars and trucks.

The biggest boost is on the redesigned 929 four-door sedan, which carries a sticker of $27,800, up $3,950 over its 1991 predecessor. (Product story is on Page 16).

New to the 1992 lineup is the MX-3, a sporty three-door hatchback tagged at $11,000. A GS version is $13,800.

The popular Miata convertible is $14,800, up $500.

Mazda also has added two-wheel drive models to the Navajo sport-utility, which is built by Ford Motor Co. Starting price is $15,795. A 4wd Navajo DX joins the line at $17,595, compared to $19,295 for the LX four-wheeler.

The LX is up $1,460 over 1991.

Ford revises '92 car prices

JOHN K. TEAHEN JR.
Senior Editor

In posting firm prices for its 1992 cars, Ford Motor Co. revised its pre-introduction stickers on all lines except the Ford Escort and the Mercury Tracer.

But the biggest changes were on the Mustang. Prices of the base L coupe and hatchback now are unchanged from 1991. They had been scheduled to rise $508. Ford added another $111 to the price of the Mustang L convertible; it's now $619 more than last year. Other Mustangs were reduced from the pre-intro level, but they are still above the 1991 stickers.

The Ford Crown Victoria and the Mercury Grand Marquis and Capri were priced for the first time in the 1992 model year. The base Capri ragtop rose 5.6 percent, and the Grand Marquis sedans jumped about 4.5 percent. The base Crown Victoria went up 4.5 percent, and the LX climbed 6.9 percent. The Grand Marquis and Crown Victoria were introduced as 1992 models last spring.

Elsewhere, all models are higher than their pre-introduction prices except the Lincoln Town Car and Continental.

Ford Motor said its 1992 car prices are 3.5 percent higher than comparably equipped 1991 models. *Automotive News* estimates the increase at $590. The pre-intro boost was 3.7 percent, or $625.

Ford has reduced the prices of anti-lock brakes for 1992. The option is $595 on Taurus and Probe and $695 on Thunderbird and Crown Victoria. The 1991 prices were: Taurus, $985; Probe, $924; Thunderbird, $1,085; and Crown Victoria, $1,035.

1992 FORD MOTOR CO. PRICES

	1992 Price	Change from final 1991 price
FORD Festiva		
L hatchback	$ 6,941	+$ 293
GL hatchback	7,980	+ 492
Escort		
Pony 3-dr. hatch	8,355	+ 339
LX 3-dr. hatch	9,055	+ 347
LX 5-dr. hatch	9,483	+ 347
LX 4-dr. notch*	9,795	—
LX-E 4-dr. notch*	11,933	—
LX wagon	10,067	+ 346
GT 3-dr. hatch	11,871	+ 347
Probe		
GL 3-dr. hatch	12,257	+ 514
LX 3-dr. hatch	13,257	– 24
GT 3-dr. hatch	14,857	– 159
Mustang		
LX coupe	10,215	0
LX hatch	10,721	0
LX conv.	16,899	+ 619
LX 5.0L coupe	13,422	+ 94
LX 5.0L hatch	14,207	+ 94
LX 5.0L conv.	19,644	+ 344
GT hatch	15,243	+ 151
GT conv.	20,199	+ 277
Tempo		
GL 2-dr.*	9,987	—
GL 4-dr.	10,137	+ 400
GLS 2-dr.	12,652	+ 2,247
GLS 4-dr.	12,800	+ 2,248
LX 4-dr.	11,115	+ 406
Taurus		
L 4-dr.	14,980	+ 1,046
L wagon	16,013	+ 1,168
GL 4-dr.	15,280	+ 1,117
GL wagon	16,290	+ 1,239
LX 4-dr.	17,775	+ 341
LX wagon	19,464	+ 444
SHO 4-dr.	23,839	+ 1,707
Thunderbird		
Standard	16,345	+ 960
Sport*	18,611	—
LX	$18,783	+$ 982
Super Coupe	22,046	+ 980
Crown Victoria		
Standard 4-dr.	19,563	+ 835
LX 4-dr.	20,887	+ 1,344
Touring sedan 4-dr.*	23,832	—
LINCOLN Town Car		
Executive 4-dr.	31,211	+ 1,630
Signature 4-dr.	34,252	+ 1,712
Cartier 4-dr.	36,340	+ 1,713
Continental		
Executive 4-dr.	32,263	+ 1,928
Signature 4-dr.	34,253	+ 2,010
Mark VII		
LSC coupe	32,032	+ 1,670
Bill Blass coupe	32,156	+ 1,671
MERCURY Tracer		
4-dr.	9,773	+ 346
LTS 4-dr.	12,023	+ 346
Wagon	10,794	+ 346
Topaz		
GS 2-dr.	10,512	+ 400
GS 4-dr.	10,678	+ 409
XR5 2-dr.	13,452	+ 2,342
LS 4-dr.	12,057	+ 409
LTS 4-dr.	14,244	+ 1,572
Capri		
Conv.	14,452	+ 762
XR2 conv.	17,250	+ 630
Sable		
GS 4-dr.	16,418	+ 1,046
GS wagon	17,396	+ 1,079
LS 4-dr.	17,368	+ 1,153
LS wagon	18,395	+ 1,210
Cougar		
LS	16,460	+ 764
XR7	22,054	+ 1,082
Grand Marquis		
GS 4-dr.	20,216	+ 900
LS 4-dr.	20,644	+ 855

*New model for 1992
These prices replace the pre-introduction prices sent to dealers in mid-July.

Hocus-pocus on prices generates comic relief

JOHN K. TEAHEN JR
Senior Editor

As car prices have risen, automakers have adopted a number of ploys to mask the full extent of the hikes.

At the introduction of the 1986 models, the Big 3 stopped mentioning the dollar amount. Press releases said simply that prices had been increased an average of 2.8 percent or whatever. The reason was simple. Prices had reached the point that even a 2.8 percent hike represented more dollars than the manufacturers cared to mention.

It was like the ostrich hiding its head in the sand, and it was just as effective. Because of its extensive files on pricing history, *Automotive News* has always been able to compute the dollar increase.

But the game has not been without its comic relief.

A few years ago, when asked for the dollar figure, a public relations practitioner for a Big 3 company replied innocently, "There *is* no dollar amount, just a percentage."

The *Automotive News* price analyst was nonplussed for a moment by the utter absurdity of the statement. Then he gently informed the Big 3 neophyte, "Young man, you can't have one without the other." The tale has become part of the price lore at *Automotive News*.

Ford, GM alter rebates, include '92s

ARLENA SAWYERS
Staff Reporter

Ford Motor Co. and five General Motors divisions announced revised incentive programs last week to replace those that expired Sept. 25.

All include 1992 models.

Also, **Chrysler Corp.** extended until Oct. 4 its current round of incentives, which were to expire today.

Incentives on 1992 **Ford** cars are $500 to $1,000; 1992 **Mercury** cars, $500 to $750, and 1992 **Ford trucks,** $500 to $1,000.

The rebate on all 1992 **Lincolns** is $1,000.

Rebates are $400 to $1,000 on 1990 and 1991 Ford cars, $400 to $1,000 on 1991 Mercury cars, $2,000 on all 1991 Lincolns and $400 to $1,000 on 1990 and 1991 Ford trucks.

The alternative financing is 7.9 percent for contracts up to 48 months on Ford and Mercury vehicles with some exceptions.

The finance rate on the 1990, 1991 and 1992 Probe and the 1990 and 1991 Festiva is 4.8 percent.

Also, rebates and/or finance rates on the 1992 Escort, Tempo, Tracer and Topaz and the 1990, 1991 and 1992 Aerostar vary in some regions. Cut-rate financing is not available for Lincoln.

All the Ford Motor programs will expire on Dec. 3.

Chevrolet's program includes consumer cash on 1991 and 1992 cars and trucks. A $500 rebate on the 1991 and 1992 Lumina coupe and sedan does not apply in some Western states. On 1991 and 1992 cars, the incentives are $300 to $1,000. The incentive range on 1991 trucks is $500 to $1,500. On 1992 trucks, it is $500 to $1,000.

Pontiac's revised program pays consumers $750 to $1,000 on some 1991 cars, $500 to $750 on 1992 cars and $1,000 on the 1991 and 1992 Trans Sport.

The consumer rebate program offered by **Buick** includes no 1991 models. The new program pays $250 to $1,000, based on the option package selected, on the 1992 Century, Regal and Skylark. The rebates on the 1992 Riviera is $2,000.

Oldsmobile is offering a $1,000 consumer rebate nationally on the 1992 Cutlass Ciera and $500 to $2,000 on other 1991 and 1992 vehicles — depending on the model and area of the country.

GMC Truck is offering consumer rebates of $500 to $1,000 on 1992 trucks and $500 to $1,500 on 1991 trucks.

Cadillac did not announce a new program last week.

In lieu of rebates, Pontiac, Buick and Oldsmobile are offering cut-rate financing of 4.9 percent to 10.9 percent, depending on contract length.

The alternate finance rate for Chevrolet and GMC Truck is 6.9 percent for up to 48 months.

Chevrolet, Pontiac, Buick, Oldsmobile and GMC Truck incentives expire Feb. 4.

INCENTIVE WATCH — DEALER INCENTIVES

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500

FORD MOTOR CO. (expires Sept. 30)

Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales

HONDA (1991 models, expires Sept. 30)

Civic 4-dr.	$400

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; RX-7 and MPV expire Oct. 2; 929 and 323 expire Nov. 4)

RX-7	$2,000-2,500, based on number sold
MPV	$500
929	$2,000
Navajo (1991)	$750
323 (low-volume dealers)	Up to $500

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; rebates and terms vary by regions; programs expire Oct. 2)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300

(1990-91 models; California and Hawaii; expires Sept. 30)

Mirage (Calif. & Hawaii)	$250-750, based on number sold
Eclipse (Calif.)	$500-1,000, quota
Eclipse (Hawaii)	$750
Galant (Hawaii)	$500
Galant (Hawaiii)	$1,000-2,000, based on number sold
Pickups (Calif.)	$500-1,500, quota

NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)

Sentra	$400
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-3,500, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

SUZUKI (expires Oct. 3)

Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
(1992 models; expires Oct. 4)

Dodge Dakota Club Cab	$300
Other Dakota, DW pickup	$750
Eagle Talon	$500
Jeep Cherokee	$750
Comanche	$500
Wrangler	$400
Plymouth Laser	$500
All minivans	$500

Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Oct. 4.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91)	$1,500
Other LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Shadow conv. (1991)	$2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91)	$1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990)	$1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1991); Talon TSi (1990-91)	$1,500
Other Talon (1991)	$1,200
Talon (1990); Summit ES 3-dr. (1991); Summit 4-dr. (1990-91)	$1,000
Other Summit (1991)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1991), Laser RS Turbo (1990-91)	$1,500
Other Laser (1991)	$1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990); Colt Vista (1990)	$1,000
Colt Vista (1991)	$500
Colt base 3-dr. (1991)	$700
Sundance America (1991); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
1992 models, expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury	
Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS
Expires Feb. 4. Finance rates inlieu of rebates start at 4.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models	
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MAZDA

Protege (1991, expires Oct.2)	*$800
MX-6 (1991-92, expires Nov. 4)	$500
626 (1991-92, expires Nov. 4)	*$1,000
Navajo (1991, expires Dec. 3)	$1,000

*Or 5.9 percent financing

MITSUBISHI
(1990-91 models; California and Hawaii; expires Sept. 30)

Mirage (Calif. & Hawaii)	$750
Galant (Hawaii)	$1,000
Montero (Hawaii)	$1,500
Pickups (Hawaii)	$1,000-1,250

(1990-91; expires Oct. 31)

Mirage (S.E. and S.W. regions)	$750

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Ford cars, buses are recalled

DEARBORN, Mich. — Ford Motor Co. is recalling Ford Taurus and Mercury Sable models sold in cold-weather states to check front brake rotors and school buses to check for faulty steering gears.

About 400,000 1986 and 1987 Taurus and Sable models currently registered or originally sold in the Northeast and Great Lakes states will get new front brake rotors. Extensive usage of calcium or sodium chloride road salts may cause severe corrosion of the rotors.

Recalled cars are in the following states: Connecticut, Illinois, Indiana, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont and Wisconsin.

About 3,074 1988 model buses built on B-series chassis are being recalled. Ford said the steering gear could contain parts with machining variances that could cause steering problems.

Ford to build CNG trucks

SAN FRANCISCO — Ford Motor Co. will begin building limited numbers of compressed natural gas pickups for the 1992 model year.

Ford Chairman Harold A. Poling made the announcement in a speech to the Bay Area Council. Initially, the roughly 100 vehicles will go into centrally fueled fleets. Most of these will be sold to gas utilities and their customers — half to California utilities. The rest will go to other U.S. and Canadian customers.

The company has entered into a $23 million joint development program with the Gas Research Institute and Southern California Gas Co. Ford reports that if all goes well an additional 600 natural-gas pickups will be built in 1993 and 1994.

GMC Truck's plans to build natural-gas-powered 1992 Sierra pickups are detailed on Page 22.

Rockwell, Mazda form venture

TOKYO — Mazda Motor Corp. and Rockwell International Corp. said last week they have joined with two Japanese component suppliers to set up an auto parts joint venture in Japan.

Newly formed Nippon Automotive Body Systems Co. plans to spend 2.3 billion yen (about $17.3 million) to build a plant about 20 miles east of Hiroshima to produce such parts as sliding sunroofs, door latches and window regulators. Construction will start early next year, with operations beginning in 1993.

Nippon Automotive, which will be capitalized at $3.4 million, will be 36 percent owned by Rockwell, 34 percent by Mazda and 15 percent each by Imasen Electric Industrial Co. and Delta Kogyo Co.

The chairman of the new company will come from Rockwell, with Mazda providing the president and administration. Production technology will come from Imasen Electric Industrial and Delta Kogyo will be in charge of manufacturing.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	**9/30**	
Dodge Monaco		380
Eagle Premier		1,005
FORD		
Dearborn, Mich.	**9/30**	*
Ford Mustang		
Lorain, Ohio	**9/30**	**3,500**
Ford Tempo		
Mercury Topaz		
GENERAL MOTORS		
Detroit	**9/30**	
Chevrolet commercial RV		400
GMC commercial RV		50
Janesville, Wis.	**9/30**	
Chevrolet Blazer		50
Chevrolet Suburban		60
GMC Jimmy		50
GMC Suburban		75
Total U.S. car		**3,500**
Total Canada car		**1,385**
Total U.S. truck		**685**
Total units lost week of 9/30		**5,570**

*Plant maintenance
Source: Automotive News Data Center

PARTS

Parts makers want pressure on Japan

continued from PAGE 1

at the request of the Auto Parts Advisory Council, an independent group representing domestic suppliers.

"We're not recommending that the charges be filed now. We're recommending that the department prepare for it. In case this problem is not resolved, they're ready to take action," said Heinz Prechter, chairman of the export council and ASC Inc., a Southgate, Mich., supplier.

The recommendation will be sent to the Commerce Department for consideration. "We're not asking for a formal response," said Robert Cole, a parts council executive.

U.S. and Japanese officials have been discussing the parts trade since 1986, when the United States had a $2.4 billion deficit in auto parts. The deficit is now nearly $11 billion a year.

Commerce Secretary Robert Mosbacher said auto and auto parts sales will make up 75 percent of the U.S. trade deficit with Japan this year and half of the total U.S. trade deficit. Mosbacher said he is anxious to see results of a joint Japan-U.S. study of foreign and domestic content for U.S. and Japanese manufacturers. He particularly wants to know the Japanese content of cars built at U.S. transplants.

U.S. Commerce Secretary Robert Mosbacher wants to know the Japanese content of cars built at U.S. transplants.

"We've got to nail this down. This study will be the basis for going forward with our very important discussions and negotiations with Japan," Mosbacher said.

Officials of the auto parts council appear to be getting impatient.

While the joint U.S.-Japan study, which is expected sometime next year, might pin down imbalances in the auto parts markets, "We've had all the background since April of this year," said Cole. "The trade data are not improving."

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 9/23-9/29/91	Actual 9/16-9/21/91	9/1-9/29/91	Year 1/1-9/29/91	Year 1/1-9/29/90
LeBaron A	0	0	0	0	8,064
LeBaron J	100	92	276	18,988	39,507
New Yorker	300	47	357	5,135	29,762
Fifth Avenue	550	146	733	21,432	25,285
Imperial	350	351	1,220	6,303	14,300
Town & Country (trk.)	50	84	391	3,094	2,078
Total Chrysler	**1,350**	**720**	**2,977**	**54,952**	**118,996**
Horizon	0	0	0	0	4,327
Sundance	1,950	1,997	7,977	45,894	64,510
Acclaim	1,900	2,074	7,113	59,261	83,416
Voyager (trk.)	2,750	2,232	9,591	72,085	64,910
Voyager (Can. trk.)	2,640	2,352	10,294	82,654	75,489
Total Plymouth	**9,240**	**8,655**	**34,975**	**259,894**	**292,652**
Omni	0	0	0	0	4,078
Daytona	150	76	238	5,252	26,314
Shadow	2,050	1,997	8,084	50,763	72,570
Dynasty	4,750	4,436	17,453	92,062	88,305
Spirit	2,135	2,274	7,998	54,989	75,292
Monaco (Can.)	0	382	1,804	7,880	8,823
Caravan (trk.)	2,950	2,489	10,651	84,043	69,683
Caravan (Can. trk.)	3,504	3,709	14,179	106,613	93,921
Caravan C/V (trk.)	50	59	225	2,551	4,171
Caravan C/V (Can. trk.)	96	97	383	12,543	5,610
Dakota (trk.)	4,000	3,754	13,113	66,963	53,910
Ram pickups (trk.)	1,300	1,236	5,460	58,038	80,048
Ram Wagon (Can. trk.)	480	396	1,767	14,914	17,303
Ram Van (Can. trk.)	1,495	1,380	5,829	30,703	43,121
Total Dodge	**22,960**	**22,295**	**87,184**	**587,314**	**643,140**
Premier (Can.)	0	1,061	2,541	10,222	7,812
Cherokee (trk.)	4,550	5,439	18,362	108,094	117,621
Comanche (trk.)	150	138	486	3,909	6,486
Grand Wagoneer (trk.)	0	0	0	1,560	5,257
Wagoneer (trk.)	50	54	203	2,175	2,925
Wrangler (Can trk.)	1,598	1,598	6,294	45,816	44,835
Total Jeep-Eagle	**6,348**	**8,290**	**27,886**	**171,776**	**184,936**
Total U.S. car	**14,235**	**13,498**	**51,448**	**388,879**	**535,730**
Total Can. car	**0**	**1,443**	**4,345**	**18,182**	**16,636**
Total U.S. truck	**15,850**	**15,485**	**59,482**	**482,512**	**467,889**
Total Can. truck	**9,813**	**9,532**	**38,746**	**293,243**	**288,279**
CHRYSLER CORP.	**39,898**	**38,958**	**153,022**	**1,073,936**	**1,230,733**
Escort	5,730	0	15,915	156,426	176,489
Mustang	0	3,705	7,355	67,468	98,878
Tempo	3,157	3,115	11,665	85,517	99,006
Tempo (Can.)	3,469	2,450	7,985	79,581	85,845
Taurus	9,953	10,105	33,588	244,772	260,235
Thunderbird	2,702	3,020	8,021	58,254	87,873
Crown Victoria (Can.)	2,041	1,724	7,911	70,009	89,861
Aerostar (trk.)	5,000	4,805	18,127	129,195	159,570
Bronco (trk.)	733	722	2,672	13,302	38,945
Explorer/Bronco II (trk.)	6,622	7,526	26,720	205,165	148,171
Navajo (trk.)	247	214	911	8,712	4,242
Econoline (trk.)	3,208	2,707	8,689	100,705	138,499
Heavies (trk.)	0	1,033	1,854	24,556	39,152
Light trucks (trk.)	10,322	9,988	34,437	230,534	348,050
Light trucks (Can. trk.)	3,079	2,533	9,714	76,178	103,419
Ranger (trk.)	7,091	7,361	27,461	203,628	212,612
Total Ford Div.	**63,354**	**61,008**	**223,085**	**1,754,982**	**2,090,530**
Topaz	1,111	1,190	4,172	35,764	37,244
Topaz (Can.)	956	1,025	2,831	26,049	32,412
Cougar	1,618	1,300	4,075	44,813	58,381
Sable	2,335	2,434	8,135	77,285	79,873
Grand Marquis (Can.)	3,293	2,740	11,745	77,125	82,442
Total Mercury	**9,313**	**8,689**	**30,958**	**261,036**	**290,352**
Continental	1,182	1,178	4,482	41,875	45,182
Mark VII	210	208	782	7,336	15,669
Town Car	2,766	2,774	10,504	98,495	114,130
Total Lincoln	**4,158**	**4,160**	**15,768**	**147,706**	**174,981**
Total L-M Div.	**13,473**	**12,849**	**46,726**	**408,742**	**465,333**
Total U.S. car	**30,766**	**29,023**	**108,694**	**918,085**	**1,072,980**
Total Can. car	**9,759**	**7,939**	**30,472**	**252,764**	**298,560**
Total U.S. truck	**33,223**	**34,356**	**129,851**	**915,797**	**1,088,241**
Total Can. truck	**3,879**	**2,533**	**9,714**	**76,178**	**183,410**
FORD MOTOR CO.	**76,827**	**73,857**	**298,731**	**2,162,744**	**2,556,171**
Skylark	1,820	1,032	4,322	32,326	68,464
Century	2,850	2,851	10,443	69,841	50,944
Regal (Can.)	3,300	3,233	12,668	92,111	73,163
Riviera	334	197	894	15,041	16,765
Park Avenue/Electra	1,542	1,311	5,998	80,085	40,107
LeSabre	4,519	3,802	14,924	58,048	121,449
Roadmaster Sedan	1,605	1,279	5,192	23,853	0
Roadmaster Wagon†	320	301	1,105	18,787	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**16,290**	**14,006**	**55,546**	**391,298**	**388,191**
Eldorado	692	277	1,482	8,645	16,023
Seville	749	530	2,268	18,214	26,577
Brougham	742	637	2,533	15,586	23,245
DeVille	3,718	3,585	14,031	116,538	121,267
Allante	64	64	243	2,252	3,243
Total Cadillac	**5,965**	**5,093**	**20,557**	**161,236**	**190,355**
Cavalier	6,020	4,883	20,562	186,082	253,506
Camaro	1,353	1,309	5,196	39,782	56,303
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	4,560	4,798	15,407	178,397	215,351
Lumina (Can.)	6,000	5,986	23,291	173,170	162,933
Caprice	2,879	2,665	10,626	100,253	176,399
Corvette	480	477	1,740	15,480	17,562
Astro (trk.)	2,550	3,433	11,083	71,954	97,899
Blazer (trk.)	27	21	83	5,622	13,557
Lumina APV (trk.)	2,249	1,986	6,847	32,758	65,128
Mediums (trk.)	216	178	548	1,545	8,680
P-Model (trk.)	510	478	1,922	15,626	17,960
Pickups (trk.)	6,832	6,812	24,562	213,280	302,753
Pickups (Can. trk.)	3,200	3,196	12,022	103,791	127,911
S10 (trk.)	5,430	6,475	21,772	192,438	175,073
S10 Blazer (trk.)	2,160	2,187	7,806	32,576	85,307
Sportsvan (trk.)	678	893	3,831	30,631	46,039
Sportsvan (Can. trk.)	900	884	3,741	37,925	38,777
Suburban (trk.)	50	3	54	21,160	54,445
Total Chevrolet	**46,254**	**46,454**	**171,183**	**1,454,478**	**1,935,922**
Calais	0	0	0	34,616	77,586
Cutlass Ciera	3,665	3,668	13,469	71,436	55,511
Cutlass Ciera (Can.)	0	0	0	41,089	59,178
Cutlass Supreme	2,700	3,114	9,623	78,522	70,473
Toronado	198	94	537	3,750	11,766
88	3,247	3,093	11,843	62,283	78,580
Custom Cruiser Wag.††	160	142	568	6,527	1,214
98	1,482	1,461	5,559	59,268	34,872
Silhouette (trk.)	478	365	1,449	14,928	24,577
Bravada (trk.)	263	219	978	11,435	0
Total Oldsmobile	**12,193**	**12,156**	**44,826**	**383,874**	**413,758**
Sunbird	3,033	2,490	10,362	87,851	119,140
Grand Am	2,915	1,454	5,784	93,250	158,802
Firebird	647	621	2,444	15,090	33,384
Grand Prix	3,272	2,923	9,794	78,196	91,509
Pontiac 6000	0	0	0	19,603	43,046
Bonneville	2,522	2,272	9,007	54,164	60,015
Trans Sport (trk.)	1,258	929	3,780	20,577	40,094
Total Pontiac	**13,647**	**10,689**	**41,171**	**368,731**	**545,990**
Jimmy (trk.)	10	15	32	1,644	4,157
Mediums (trk.)	384	361	1,300	2,914	9,455
P-Model (trk.)	35	43	144	1,938	2,354
Pickups (trk.)	1,811	1,823	8,324	89,673	104,277
Pickups (Can. trk.)	910	906	3,727	37,874	47,490
Sonoma (trk.)	1,265	1,264	4,869	45,921	40,215
S15 Jimmy (trk.)	920	913	3,369	12,001	28,376
Safari (trk.)	810	1,019	3,723	29,958	34,253
Suburban (trk.)	25	2	27	16,832	26,584
Vandura (trk.)	363	402	1,823	13,672	17,209
Vandura (Can. trk.)	890	864	2,722	17,444	15,645
Total GMC	**7,423**	**7,632**	**29,960**	**298,871**	**336,015**
Total Saturn*	**2,350**	**2,350**	**9,400**	**65,648**	**1,675**
Total U.S. car	**80,436**	**53,770**	**285,356**	**1,712,648**	**2,053,498**
Total Can. car	**9,300**	**9,219**	**35,530**	**306,370**	**315,593**
Total U.S. truck	**28,524**	**29,521**	**108,136**	**870,063**	**1,198,392**
Total Can. truck	**5,900**	**5,870**	**22,212**	**197,934**	**229,823**
GENERAL MOTORS	**194,162**	**98,380**	**371,663**	**3,865,127**	**3,797,307**
Can. car	2,300	2,229	8,747	77,583	26,350
Can. trk.	1,300	1,236	4,522	35,170	20,800
CAMI*	**3,600**	**3,465**	**13,268**	**112,853**	**47,150**
DIAMOND-STAR*	**3,222**	**3,387**	**12,576**	**117,855**	**101,270**
Civic	90	150	2,679	63,435	82,935
Civic (Can.)	2,190	2,105	8,759	80,383	77,894
Accord	8,690	8,133	30,081	273,458	244,242
Total U.S. car	**8,780**	**8,283**	**32,760**	**336,893**	**327,177**
Total Can. car	**2,190**	**2,105**	**8,759**	**80,383**	**77,894**
HONDA	**10,970**	**10,388**	**41,519**	**417,276**	**405,071**
HYUNDAI Sonata (Can.)	**510**	**485**	**1,440**	**19,563**	**16,013**
MAZDA*	**3,754**	**3,848**	**16,230**	**121,629**	**132,845**
U.S. trk.	405	1,551	3,205	49,464	55,166
Can. trk.	165	134	589	5,276	6,859
NAVISTAR	**570**	**1,685**	**3,794**	**54,740**	**62,025**
Sentra	2,720	2,732	10,314	99,008	62,545
Pickup (trk.)	2,720	0	7,575	95,202	106,205
NISSAN	**5,440**	**2,732**	**17,889**	**194,290**	**168,750**
Geo Prizm	1,850	1,899	6,953	72,518	73,554
Toyota Corolla	2,450	2,481	9,047	82,922	74,514
Toyota Hilux (trk.)	50	58	191	211	0
NUMMI	**4,350**	**4,439**	**16,191**	**155,651**	**148,068**
Legacy	1,270	1,281	4,636	43,030	21,632
Pickup (trk.)	590	597	2,089	19,398	0
Rodeo (trk.)	740	763	2,734	20,506	0
Total U.S. car	**1,270**	**1,281**	**4,636**	**43,030**	**21,632**
Total U.S. trk.	**1,330**	**1,360**	**4,823**	**38,904**	**24,116**
SUBARU-ISUZU	**2,600**	**2,641**	**9,459**	**82,934**	**45,748**
Camry	0	0	0	136,263	162,942
Corolla (Can.)	1,340	1,348	5,186	48,606	43,794
TOYOTA	**1,340**	**1,348**	**5,186**	**184,869**	**206,736**
VOLVO 740,940 (Can.)	**100**	**71**	**347**	**5,840**	**6,833**
AM GENERAL (trk.)	**400**	**400**	**1,520**	**15,170**	**17,190**
MISCELLANEOUS (trk.)**	**2,650**	**2,650**	**10,070**	**99,990**	**114,000**
Total U.S. car	**129,545**	**120,198**	**458,015**	**4,866,122**	**4,618,868**
Total Canada car	**25,400**	**24,839**	**95,244**	**888,329**	**782,872**
Total U.S.-Canada Car	**155,044**	**145,037**	**553,259**	**4,888,442**	**5,411,540**
Total U.S. truck	**85,152**	**85,381**	**314,853**	**2,497,333**	**3,011,990**
Total Canada truck	**29,257**	**19,385**	**75,783**	**697,401**	**641,171**
Total U.S.-Canada truck	**185,409**	**104,886**	**390,636**	**3,194,234**	**3,653,170**
TOTAL U.S.	**214,697**	**205,579**	**772,868**	**6,497,455**	**7,630,857**
TOTAL CANADA	**45,756**	**44,144**	**171,027**	**1,416,221**	**1,434,043**
TOTAL U.S.-CANADA CAR & TRUCK	**260,453**	**249,723**	**943,895**	**7,913,676**	**9,064,716**

e-Estimate 11990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Car build surpasses 4 million

ANNE E. WRIGHT
Chief Statistician

Traffic at the Windsor-Detroit border flowed more freely last week after a two-week slowdown by Canadian federal workers and a blockade by truckers threatened vehicle production in Canada.

General Motors of Canada lost several hours of production at the Oshawa, Ontario, car and truck facilities and the Scarborough, Ontario, van plant last week. Saturday overtime was scheduled at each of the plants, and the company plans to make up the lost units in weeks to come.

Meanwhile, U.S. carmakers built their four-millionth vehicle last Friday. In 1990, the four million mark was reached 25 days earlier.

Year-to-date, 4,000,122 cars have been assembled in the United States, down 13.4 percent from 1990.

Last week's estimated U.S. car production was 129,545, up 7.8 over the prior week and down 5.0 percent from last year.

Canadian automakers produced 25,499 cars last week, 2.7 percent above the prior week and 4.0 percent above the 1990 week.

Year-to-date, Canadian auto production is up 2.1 percent over 1990.

Truck production in the United States last week was scheduled at 85,152 units, even with the prior week and up 4.2 percent over the same week last year.

Year-to-date truck production trails 1990 by 17.1 percent.

Canadian truckmakers' planned to assemble 20,257 units last week, 4.9 percent over the prior week and 30.3 percent over the same week last year.

Canadian truck production for the year trails 1990 by 5.3 percent.

Chrysler Corp. scheduled two shifts of Saturday overtime at the Warren, Mich., and the St. Louis (No. 2) truck plants last week.

Ford Motor Co. scheduled overtime last week at 10 assembly plants. The Atlanta; Chicago; and St. Thomas, Ontario, car facilities worked daily overtime as did the following seven truck plants: Wayne, Mich.; Kansas City, Mo.; Norfolk, Va.; Lorain, Ohio; Louisville, Ky.; St. Louis; and Oakville, Ontario. The Kansas City plant was also scheduled for Saturday overtime.

General Motors scheduled nine facilities for Saturday overtime last week. The Scarborough, Ontario; Arlington, Va.; Oklahoma City; Tarrytown, N.Y.; and Oshawa, Ontario (truck) plants were scheduled to work one shift. The Flint, Mich., Lordstown, Ohio, (car and truck) and Oshawa, Ontario, (car) plants were scheduled to work two shifts.

Honda scheduled two shifts of Saturday overtime last week at the Marysville, Ohio, facility, which builds the Accord.

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Automotive News

OCTOBER 7, 1991

66th YEAR

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latenews

Chrysler trims pre-intro prices

HIGHLAND PARK, Mich. — Chrysler Corp. has raised 1992 domestic car prices an average of 0.9 percent on a comparably equipped basis.

The 0.9 percent increase amounts to an average increase of $138 per car, according to *Automotive News*.

The increase in the firm prices sent to dealers last week is less than the 1.4 percent ($215 per car) tentative increase on domestic cars announced by Chrysler in August.

Chrysler said the cutback reflects the company's widespread use of discount equipment packages and its new Customer Preferred Ordering System. The system tracks the quickest-selling color/equipment combinations on a model-by-model, zone-by-zone basis.

Day heads Rover's parent

LONDON — Rover Group Chairman Graham Day has assumed chairmanship of Rover's parent company, British Aerospace, which is under financial seige.

British Aerospace anticipates profits of $260 million for the year, only half its earlier projection, and is trying to raise money

see LATE NEWS, 2

Honda nabs third in car sales

'91 model year misses 13 million

JIM HENRY
Staff Reporter

NEW YORK — In terms of new-car sales at least, the U.S. Big 3 are now General Motors, Ford Motor Co. — and American Honda Motor Co. Inc.

Honda and Acura cars outsold Chrysler Corp. cars in the 1991 model year.

And Toyota Motor Sales U.S.A. Inc. nearly caught Chrysler in car sales. Combined Toyota-Lexus sales trailed Chrysler by 1,445 units.

But that's comparing apples to apples. Counting apples plus oranges, Chrysler is still No. 3 in the industry when light trucks and minivans are included.

In fact, Chrysler was the only U.S.. manufacturer to gain light-truck market share in the model year. Its combined car and truck sales fell 9.8 percent, matching the industry's decline.

Sales for the entire industry fell 9.9 percent to about 12.6 million units for the model year that ended last week. That includes about 8.4 million cars and 4.2 million light trucks. It was the first time since 1983 that new-vehicle sales dropped below 13 million units.

Ford was the No. 1 car-truck seller, and Ford also was the top light-truck seller. Ford said its new-for-1991 Explorer sport-utility set a model-year volume record for the segment and outsold its next two competitors combined.

see SALES, 40

TOP 10 SELLERS, MODEL YEAR 1991

	Sales
1. Ford F-series pickup	431,353
2. Chevrolet C/K pickup	423,324
3. Honda Accord	379,704
4. Ford Taurus	296,623
5. Chevrolet Cavalier	281,378
6. Toyota Camry	266,631
7. Ford Escort	264,363
8. Ford Ranger	244,773
9. Ford Explorer	243,593
10. Honda Civic	240,586

Source: Automotive News Data Center

Ford spends to beat Chevy

KATHY JACKSON
Staff Reporter

Ford Division declares its candidate the winner. Chevrolet concedes but cries foul.

And so it stands after Ford Division passed Chevrolet in the last turn and kept the coveted crown of seller of the most popular vehicle in the United States for the 10th straight model year.

see BATTLE, 40

JOE WILDSEN/AN

Top Mercedes

Erich Krampe, president of Mercedes-Benz of North America, shows the $127,800 600SEL, the top model of the new S class. Stories on Page 8 and 16.

Dealers hit Ford parts changes

JOSEPH BOHN
Staff Reporter

Ford Motor Co.'s plan to revamp discounts and incentives on its dealer parts programs is alarming dealers. The plan could cost dealers earning $400,000 a year a quarter of their income.

But Jack Clissold, general sales and marketing manager for Ford Parts and Service Division, said the company is only remixing its parts marketing and distribution funds for greater effectiveness. He said the company will not benefit financially from the program changes.

Supplying on time the thousands of parts dealers need has become

see PARTS, 39

Honda prepares minivan for U.S.

KRISTINE STIVEN BREESE
Staff Reporter

LA JOLLA, Calif. — American Honda Motor Co. executives said last week that Honda is developing a product that will satisfy dealers' desire for a minivan.

"We are working on a minivan. It's just a matter of when," said Takeo Okusa, executive vice president of automobile sales.

In a separate interview, Thomas Elliott, executive vice president of automobile sales operations, said, "We are working on something. Within the next five years we will have a product that will address" dealers' requests for a minivan.

The statements mark a shift in public comments about the prospects of a Honda minivan. In the past, Honda executives have only said they were studying the issue.

And indeed in Japan, a spokesman for Honda Motor Co. Ltd. last week echoed the previous line, saying Honda is "investigating" the possibility.

But the spokesman conceded that under Honda's regional development philosophy, where products are designed in their primary markets, any minivan entry would be designed and developed in the United States.

MORE FROM HONDA
Rover teams up ➤ 3
'92s unveiled ➤ 25

Elliott: Minivan addresses dealers' requests

"One of the biggest bottlenecks now is that we don't have a facility where we can build" a minivan, the spokesman said. He said a minivan wouldn't necessarily require a new plant, but it would need a new assembly line.

The issue has been a hot one for Honda, which is the only major Japanese automaker in the United States that hasn't offered a van or van-like product. Although Honda's car sales have continually outperformed the industry, Honda dealers have been left out of one of the strongest segments in the in-

see HONDA, 42

Saab moves to Atlanta; CEO quits

JIM HENRY
Staff Reporter

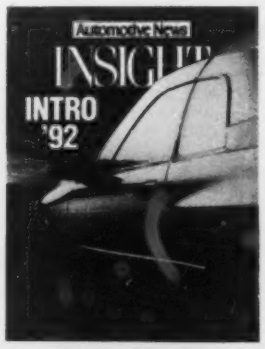
ORANGE, Conn. — Saab Cars USA has torn itself up by the roots, dismissing nearly nine-tenths of its headquarters staff in a shake-up that goes beyond moving to the Atlanta area next year.

The timing of the move is driven by the fact that Saab Automobiles AB and its partner, General Motors Europe, are set to replace the elderly 900 model, probably around 1993, and Saab wants to have the new organization in gear before then.

By that time, the company won't look much like it does now.

Saab last week offered to move only 20 managers to Atlanta, out

see SAAB, 41



The '92s are here

Complete specifications on all 1992 models and company-by-company details of changes for the new model year appear in this week's *Automotive News Insight*, following Page 22.

Japanese hike program-car sales 4

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inside Automotive News

PROGRAM CAR PATRONS
Japanese makers are beefing up volumes as sales lag. PAGE 4

$400 MILLION IN CASH
Is what Chrysler hopes to raise by selling more stock. PAGE 6

EXCLUSIVE AD
Volvo debuts a 30-minute "infomercial" on cars. PAGE 6

'UNHOLY ALLIANCE'
Senate energy bill pairs traditional adversaries PAGE 8

UPSCALE, NOT UTILITARIAN

▲ BMW's 5-series wagon is set for a spring U.S. debut. PAGE 20

FORGET EUROPE
GM Europe chief is more concerned with Japan. PAGE 24

FIVE-MONTH FALL
September car sales declined again in Japan. PAGE 41

DEPARTMENTS	
Auction ads	28-31
Auction dates	36
Classifieds	32-36
Calendar	31
Dealers	28
Incentives	42
Insight	follows Page 22
Keith Crain	12
Legal file	18
Letters	12-14
Obituaries	15
Opinion	12
Personnel	21
Production	43
Sales, Japan	41

OCTOBER TABLES

TODAY	
Sales, September top 10	38
Sales, September by maker	38
Sales, year to date by maker	38
Sales, model year top 10	1
Sales, model year '91 by maker	40
Sales, domestic car by model	39
Sales, light truck by model	39
Production, weekly by model	43

OCTOBER 14
Sales, import car by model
Sales, Canada by make
Sales, dealer by make
Inventory, as of Oct. 1
Production, weekly/Sept. totals

OCTOBER 21
Sales, 10 day by make
Sales, truck by g/w
Production, weekly by model

OCTOBER 28
Sales, 10-day by make
Production, weekly by model

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HANS G. LEHMANN/HIDDEN IMAGE

New 'baby' Mercedes

Mercedes-Benz is preparing a new 190 to be launched in Europe next summer and arrive in the United States in the 1993 model year. The new design is rounder with a lower front grille, while overall length and wheelbase are slightly longer. The lineup will include a sedan and wagon, and possibly a coupe and four-seat convertible. Power will come from four- and six-cylinder engines, ranging from a small diesel to a 2.8-liter inline six that makes more than 200 hp.

latenews

CONTINUED
from PAGE 1

with a new stock offering.

Rover watchers fear that a consortium of investors could end up with 30 percent of the company and force British Aerospace to sell Rover Group to reduce its debt.

Mitsubishi, Daimler to hold more talks

TOKYO — The Mitsubishi group and Daimler Benz AG will hold their third joint meeting this week in Germany, and although no auto issues are on the agenda. Mitsubishi Motors President Hirokazu Nakamura will attend.

The most concrete result in the auto sector from earlier meetings in Singapore and Tokyo was an agreement to sell Mercedes-Benz vehicles through Mitsubishi dealers in Japan. The two industrial groups have discussed joint development of a sport-utility, and Nakamura said those talks were continuing with some enthusiasm. He said there is virtually no possibility of a tie-up on passenger car production, but another possible area of agreement is cooperation in Eastern Europe.

Animal rights group protests GM research

ALBANY, N.Y — The animal rights group People for the Ethical Treatment of Animals picketed GMC Truck's exhibit at the Empire State Truck and Van Show last Friday.

About 15 protesters carried posters saying, "Save an animal. Buy a Chrysler," "Save an animal. Buy a Ford," and "General Motors: the Heartbreak of America."

Diagrams of a pig strapped into seat belts were also displayed. Some show attendees joined the protest.

The picketing was against passenger-safety research conducted or funded by GM using live pigs, dogs and other animals. GM maintains that it conducts animal research only when information from advanced computer modeling techniques and sophisticated crash dummies is insufficient.

Taurus cargo bin probed after child suffocates

WASHINGTON (AP) — The government is investigating Ford Taurus and Mercury Sable wagons after a 5-year-old child suffocated inside a rear storage compartment.

The National Highway Traffic Safety Administration said it has received four reports of children getting stuck inside the cars' storage areas. The child died June 25 in Beaufort, N.C., a spokesman said. In the other cases, family members helped the children escape.

The investigation involves an estimated 530,000 Taurus and Sable wagons built since the 1986 model year. A Ford spokesman said the company is cooperating with the investigation and exploring improvements for the storage area's latch system.

NHTSA also said that it has upgraded its investigation of reports of power steering failure in the 1988-90 Subaru XT6.

Allison debuts world transmission

INDIANAPOLIS — General Motors' Allison Transmission Division launched production of the new electronically controlled six-speed automatic "world transmission" family it has been developing since 1984.

The new transmissions, for medium and heavy commercial truck and bus markets, have closed-loop and adaptive controls to continuously read and adjust to operating conditions.

The $600 million program was launched with a new MD mid-range diesel engine transmission, and will include new versions for different commercial markets every six months over the next several years.

Honda hopes for a lot from modest ad increase

TORRANCE, Calif. — American Honda Motor Co. faces the task of introducing three new models, protecting the Accord as the best-selling car in the United States and mounting a corporate campaign to maintain the selling power of its brand name.

All these strategies will be executed with an ad budget that's only up modestly from 1991 model-year spending, reports *Advertising Age*, a sister publication to *Automotive News*.

Honda's ad spending totaled $115 million in calendar 1990, according to LNA/Arbitron Multi-Media Service.

To make the most of that budget, the company will air many of its spots in 15-second versions, a first for Honda. The commercials will be paired, since most of the media buys involve 30-second units.

Mazda gets 50% off in Time Warner package

IRVINE, Calif. — Mazda Motor of America Inc.'s new three-year, $96 million cross-media package with Time Warner yielded a media efficiency of 2-to-1, reports *Advertising Age*, a sister publication to *Automotive News*.

That means Mazda negotiated 50 percent off the full price of the media.

Mazda got value-added deals as well. For example, 20 magazines carrying Mazda ads this fall will also host luncheons for select subscribers. The elaborate affairs will include a featured speaker and end with a test drive of the 929 or the MX-3.

Mazda's heavy-duty negotiations were necessary because its ad budget will remain level despite plans to introduce five new models in seven months.

Ford to lay off 340 is Australia

DEARBORN, Mich. — Ford of Australia will lay off 340 of its 1,600 salaried workers between now and the end of the year.

Ford spokeswoman Judith Muhlerg says the cutbacks will be a combination of early and special retirements and layoffs.

briefly

Dealer bullish for promotion

The escape of a 450-pound bull used as an auto sales promotion turned a city street into a rodeo, reports The Associated Press. Hank, a seven-month-old bull, was traded to Cloverleaf **Lincoln-Mercury-Jeep-Eagle-Isuzu** in Decatur, Ala., by a man who was buying a new Lincoln Town Car. Sales Manager Tim Bates said the customer was "$450 shy and he threw this bull in." The dealership decided to use Hank as a sales promotion, but the bull had other ideas. He escaped from his pen and ran by a jewelry store and an office complex, pursued by would-be cowboys from the dealership. Police and a veterinarian were called and the vet finally lassoed Hank. Hank is now in his dealership corral and will be raffled away Oct. 19.

CHRYSLER'S GREAT RACE — This is one time it's safe to say the folks at **Chrysler Corp.** are full of hot air. The company said it will sponsor the Great Chrysler Transatlantic Balloon Race next summer. Ten helium and hot-air balloons will race across the Atlantic from America to Europe. The event celebrates the crossing of the Atlantic by Christopher Columbus 500 years ago and promotes Chrysler's return to the European market in 1988. The winner will receive £10,000 and a Chrysler Voyager. Chrysler will sponsor the Chrysler Voyager balloon.

NO CROOKS HERE — General Motors spokespersons were quick to react indignantly when *The Wall Street Journal* reported last week that Chairman Robert Stempel and other top executives sold millions of dollars worth of GM common stock shortly before an Aug. 8 meeting with securities analysts. A day after the briefing, when analysts were told that a turnaround in GM's North American operations would not happen soon, GM's stock fell 3.5 percent. The story said Stempel sold nearly a quarter of his GM common stock, plus some GM-EDS common stock — pulling in $1.01 million — just a day before the briefing. Several other top officials also sold shares just days before the meeting. But GM spokesmen said the stock sales occurred in one of the few short periods during which such transactions are allowed.

Stempel: an innocent man

GOING SOUTH — Mercedes-Benz has no plans to export Mexican-built cars to the United States, says Erich Krampe, president of **Mercedes-Benz of North America.** The German automaker will begin small-volume kit production in Mexico in the 1993 model year for that country's domestic market. And if the venture expands for export production, "we see it going south, not north," Krampe says.

PIGGING OUT — Forget S-curves, wet roads and gorgeous models. The way to sell cars is with big, pink farm animals — well, sort of. Just ask Rubin Postaer and Associates Los Angeles, the agency that helped make the **Honda** Accord the best-selling car in the United States. In its ad for the new 1992 Civic, the car maneuvers around the legs of a six-ton, 45-foot-tall, 70-foot-long pink piggy bank. The announcer says, "Introducing the new Civic: It doesn't break the bank."

Mercedes: We're not fleeing Japanese

JIM HENRY
Staff Reporter

Mercedes-Benz of North America Inc. strongly disputes the notion that it is "fleeing upmarket" from Japanese competition, even as it introduces a new S class that raised the price of the cheapest S-class car by $15,500.

"We are not fleeing the market at all. We are strengthening our bases," said Erich Krampe, president and chief executive officer, at a 1992 preview in Detroit.

But the new S class, which tops out at $127,800 for the 600SEL sedan, undeniably moves Mercedes into loftier territory. After all, the $15,500 increase from the 1991 300SE to the $69,400 model for 1992 represents a 28.8 percent increase, almost enough to cover the $16,323 transaction price of the average new car nationwide.

The $69,400 models are the 300SD and 300SE sedans. Each replaces two models priced at $53,900 and $57,800.

Due chiefly to the S class, the sales-weighted average price of Mercedes' entire 1992 lineup has jumped $7,000 over last year.

PRODUCT STORIES
A peek at the new 190 ➤ 2
'92 lineup details ➤ 16

Krampe argued that Mercedes is carving out new territory that will find buyers in an expanding luxury car market.

If Mercedes wanted to "flee" upmarket, he insisted, it wouldn't be a safe strategy for very long because he feels the Japanese will follow into higher luxury segments by the middle of the decade. Lexus and Infiniti now top their lines with sedans in the low-$40,000s range, and Acura's NSX lists for more than $60,000.

"I expect them to have models that shoot for the S-class range by the mid-1990s," Krampe said. He thinks they will test the market first with longer-wheelbase versions of current cars.

Meanwhile, Mercedes has promised to shorten product cycles to eight years and to introduce at least one "significant" new model every year through the mid-1990s.

Besides the SL (1990) and S-class replacements, recent introductions include the four-cylinder 190E 2.3, two diesel models and V-8 power for the 300 class in the 1992 400E and 500E. An S-class coupe, which will make its world debut in January at Detroit's auto show, and a 300-class convertible are due next year.

The next series to be replaced is the entry-level 190, which was introduced in 1984. That should represent further evidence whether Mercedes intends to "flee" from the Japanese. The 190 replacement is due in Europe late next year or early in 1993.

Krampe has acknowledged for a long time that Mercedes is unlikely ever to regain the sales volume it reached in the mid-1980s, with a record 99,314 in 1986, artificially helped by a year-end rush because of tax changes.

Mercedes projected sales of about 65,000 cars for this year, which would be about 17 percent behind 78,375 last year. Through September, sales were 21.7 percent behind last year. The projection for 1992 also is about 65,000 cars, including about 20,000 of the new S-class models.

Mercedes executives said they intend to stay in every segment Mercedes presently occupies and to protect a market share of about 7.5 percent of the market for cars over $25,000 and a dominant share of about 56 percent of the cars over $55,000.

For now, at least, hardly anybody else makes cars over $55,000. AN

National Editor David Versical in Detroit contributed to this report.

Mercedes debuts low-priced 180E

SYDNEY, Australia — Mercedes-Benz AG last week launched a stripped-down version of its smallest car, the entry-level 190E, in the Australian market and said it is considering it for other countries as well.

The new model, called the 180E, will be priced at $35,500 (U.S.) in Australia, $15,000 less than a standard 1.8-liter 190E. It will be identical in all respects to the 190E but will not have anti-lock brakes, metallic paint or the 190's front arm rest and rear head rests.

A Mercedes spokesman in Stuttgart, Germany, said the company sells lower-priced versions of the 190E in other markets, but not as a designated 180. The company is considering exporting the new designation to countries other than the United States, where the entry model is not needed, the spokesman said.

Energy bill pairs traditional adversaries

CAFE to be top topic when debate begins

MAX GATES
Staff Reporter

WASHINGTON — Dan Becker sees an "unholy alliance" developing between his Sierra Club and the nation's automakers. Their mutual goal: To defeat the comprehensive energy bill scheduled for debate in the Senate later this month.

Their reasons for opposing the bill are vastly different.

The Sierra Club opposes provisions that would open the last pristine wilderness of Alaska to oil exploration. The automakers are fighting tightened corporate average fuel economy requirements that are almost certain to be included if the bill is to pass.

"Neither one of us is strong enough to kill it by ourselves. But together, we might be able to do it," Becker said.

The Senate is scheduled to take up the energy bill shortly after its return from a recess Oct. 15, and CAFE will be first on the docket, the bill's co-sponsor, Sen. Bennett Johnston, D-La., said last week.

While sources in the office of Senate Majority Leader George Mitchell say the date is not firm, the debate is expected before the end of the month. And the Office of Technology Assessment is rushing to complete a study on fuel economy technology for use in the debate.

Johnston's bill, reported out by the Senate Energy Committee last May, would give the Department of Transportation power to set new CAFE standards at levels it deems technologically feasible.

But Johnston said last week that he intends to introduce an amendment to his own bill, setting CAFE standards at 30.2 mpg by 1996, rising to 37 mpg a decade later. Johnston's amendment would let the secretary of transportation adjust those standards by 1 mpg.

"I don't think we'll get the support we need without some (CAFE) numbers in the bill," Johnston said.

Also on the table will be a CAFE bill sponsored by Sen. Richard Bryan, D-Nev., which was approved by the Senate Commerce Committee last spring. Bryan's bill puts far more demands on automakers to improve fuel economy, requiring each manufacturer to increase its 1988 CAFE by 20 percent by the 1996 model year and 40 percent in the 2001 model year.

While some observers say support for the Bryan proposal is waning, senators with environmental concerns are expected to push for the tougher CAFE numbers.

> "We want a number that represents as far as we can push the auto companies, without hurting jobs, market share or the economy of the United States"
>
> **MALCOLM WALLOP**
> U.S. SENATOR

■ HOW FAR TO PUSH AUTOMAKERS?

The Sierra Club's Becker, while envisioning an "unholy alliance" with the automakers down the road, will start off on the opposite side of the fence — pushing for the stricter CAFE requirements. "Increasing fuel economy is the biggest single step to curbing global warming and saving oil," he said.

While few would argue with those goals, the question the Senate must resolve is how much can fuel economy be increased in the next decade.

"We want a number that represents as far as we can push the auto companies, without hurting jobs, market share or the economy of the United States," said Sen. Malcolm Wallop, R-Wyo., co-author of the energy bill.

Determining how far the auto companies can be pushed won't be easy.

Automakers say they don't have the technology right now to meet dramatically higher fuel economy requirements. And they say tough times in the industry have left them without the engineering manpower to produce technology breakthroughs. Without breakthroughs, increased fuel efficiency can be gained only by downsizing cars, sacrificing safety and consumer appeal, the automakers argue.

In addition, the automakers are already confronted with dozens of new engineering requirements from last year's Clean Air Act amendments and from safety requirements coming on line in the next few years.

"Our problem is trying to balance all those goals in a car that will hit the market five years from now," David Kulp, Ford Motor Co.'s fuel economy chief, told a House subcommittee last week. Kulp was testifying on behalf of the Motor Vehicle Manufacturers Association on fuel economy technology.

Fuel efficiency is barely among consumer's top 10 concerns in buying a new car, Kulp said, "and if the cars don't sell, they won't play any role in fuel economy."

■ SAFETY ADDS WEIGHT

New emissions and safety equipment already required by law will add weight to future cars, making it more difficult to achieve greater fuel economy, said Philip Haseltine, executive director of the American Coalition for Traffic Safety, an industry group.

"What we're asking is that, as you calculate CAFE numbers, back off enough to let the auto manufacturers add the safety equipment," Haseltine said in testimony before House members last week.

But consultants for environmental, consumer and highway safety groups contend the technology already exists for improving fuel economy without any sacrifice in safety. Hybrid vehicles, lean-burn engines, weight cutting materials and transmission adjustments can produce improvements without breakthroughs, they say.

"Our calculations show that 57 mpg will be possible in a car comparable in size and performance to the Honda Accord or Chevrolet Corsica," said K.G. Duleep, a consultant on government and private studies of fuel economy.

> "As you calculate CAFE numbers, back off enough to let automakers add safety equipment."
>
> **PHILIP HASELTINE**
> COALITION FOR TRAFFIC SAFETY

The Senate's CAFE debate is scheduled just two weeks after the EPA released its fuel economy ratings for the 1992 models. Among them is the 1992 Honda Civic VX hatchback, whose 55 mpg highway rating will likely be addressed in the debate. That economy level was achieved with existing technology, according to Eiji Amito, senior vice president of American Honda Motor Co. Inc.

But the Civic VX does not meet standards for nitrogen oxide emissions coming on line in California in 1994, and the current California model has been altered to meet emissions laws at the cost of fuel efficiency.

And, said Amito, "This is not a fast car. We are not so sure how customers will respond to this new vehicle." AN

PASSENGER CAR CAFE

model year	CAFE standard mpg	Overall average mpg	Domestic average mpg	Import average mpg
1987	26.0	28.5	27.0	31.2
1988	26.0	28.8	27.4	31.5
1989	26.5	28.4	27.2	30.8
1990	27.5	28.0	26.9	29.8
1991*	27.5	28.3	27.4	29.8

*Estimate
Source: NHTSA

No gains seen for '92 mileage

JACK KEEBLER
Staff Reporter

The EPA's fuel economy report for 1992 models gives no sign that a declining trend in fuel economy will be reversed in the coming year.

The report, which appears on Pages 26-27, lists fuel-economy ratings for 1992 cars and trucks. And although corporate averages will not be calculated for months, a preliminary numbers crunching by the EPA indicates that fuel economy will continue to fall.

"Things are not getting any better," said an official at the EPA Emissions and Certification Laboratory in Ann Arbor, Mich. "In fact, they appear to be very slightly worse than last year."

The National Highway Traffic Safety Administration's corporate average fuel economy numbers show that despite a small improvement in 1991, the nation's passenger car fuel economy average of 28.3 mpg last year was lower than in 1987.

According to NHTSA's 1991 model year figures, which are estimates, cars in the Big 3's domestic fleet matched their 1988 peak of 27.4 mpg. Cars classified as imports, meanwhile, stayed at 29.8 mpg for the second straight year.

NHTSA does not break down the import fleet by origin. But an EPA analysis of fuel economy trends released last May said that European cars' mpg peaked at 28.8 in 1981 and have stabilized near 25 for the past four years. The Asians, despite maintaining relatively high overall economy, have had a precipitous fall as they've introduced larger cars and more performance and luxury models. According to the report, Asian mpg ratings peaked five years ago at 32.9 mpg and dropped below 31 mpg for 1990-91.

The EPA fuel economy numbers are slightly lower than those used by NHTSA, which administers the nation's fuel-economy laws. NHTSA's numbers are adjusted to compensate for a change in test procedures.

EPA fuel-economy numbers for the 1992 cars listed range from 9 mpg in the city for the 200-mph Lamborghini Diablo to 53 mpg city for the Geo Metro XFi. AN

1992 EPA mileage specifications

Car Line	Est mpg City	Est mpg Hwy	Displ (liters)	Trans
Two Seaters				
Acura NSX	18	24	3.0	L4
Acura NSX	19	24	3.0	M5
Alfa Romeo Spider	22	25	2.0	A3
Alfa Romeo Spider	22	30	2.0	M5
Cadillac Allante	15	22	4.5	L4
Chevrolet Corvette	16	25	5.7	M6
Chevrolet Corvette	17	25	5.7	L4
Chevrolet Corvette	17	25	5.7	M6
Ferrari F40	12	17	2.9	M5
Ferrari Testarossa	11	16	4.9	M5
Ferrari 348 TB/TS	13	18	3.4	M5
Geo Metro LSi Convertible	32	38	1.0	A3
Geo Metro LSi Convertible	41	46	1.0	M5
Jaguar XJS Convertible	13	17	5.3	A3
Lamborghini DB13 Diablo	9	14	5.7	M5
Lotus Elan	24	31	1.6	M5
Lotus Esprit Turbo	17	27	2.2	M5
Mazda MX-5 Miata	23	28	1.6	L4
Mazda MX-5 Miata	24	30	1.6	M5
Mazda RX-7	17	24	1.3	L4
Mazda RX-7	16	25	1.3	M5
Mercedes-Benz 300SL	16	23	3.0	A5
Mercedes-Benz 300SL	16	23	3.0	M5
Mercedes-Benz 500SL	14	18	5.0	A4
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	23	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Nissan 300ZX	18	24	3.0	M5
Porsche 911 Carrera 4 2	17	25	3.6	M5
Porsche 911 Carrera 4 2	15	23	3.6	M5
Porsche 911 Carrera 4 2	16	23	3.6	S4
Toyota MR2	20	27	2.0	M5
Toyota MR2	22	29	2.2	L4
Toyota MR2	22	28	2.2	M5
Minicompact Cars				
Mercury Capri	23	27	1.6	L4
Mercury Capri	25	31	1.6	M5
Mercury Capri	23	28	1.6	M5
Nissan NX	27	36	1.6	L4
Nissan NX	28	38	1.6	M5
Nissan NX	23	29	2.0	L4
Nissan NX	23	30	2.0	M5
Nissan 240SX	21	26	2.4	L4
Nissan 240SX	22	27	2.4	M5
Porsche 911 Carrera 4 2	17	25	3.6	M5
Porsche 911 Carrera 4 2	15	23	3.6	M5
Porsche 911 Carrera 4 2	16	23	3.6	S4
Porsche 911 Turbo	13	21	3.3	M5
Toyota Celica Convertible	21	27	2.2	L4
Toyota Celica Convertible	22	28	2.2	M5
Toyota Paseo	26	32	1.5	L4
Toyota Paseo	28	34	1.5	M5
Volkswagen Cabriolet	23	28	1.8	A3
Volkswagen Cabriolet	25	32	1.8	M5
Subcompact Cars				
Aston Martin Virage	12	15	5.3	L3
Aston Martin Virage	12	17	5.3	M5
Audi 80	18	25	2.3	L4
Audi 80	20	26	2.3	M5
Audi 80 Quattro	18	24	2.3	M5
BMW 318i Convertible	20	26	1.8	M5
BMW 325i Convertible	18	23	2.5	L4
BMW 325i Convertible	17	24	2.5	M5
BMW 325i	18	25	2.5	L4
BMW 325i	16	26	2.5	M5
BMW 850i	12	18	5.0	L4
BMW 850i	12	19	5.0	M6
Chevrolet Camaro	18	27	3.1	L4
Chevrolet Camaro	17	27	3.1	M5
Chevrolet Camaro	17	26	5.0	L4
Chevrolet Camaro	16	25	5.0	L4
Chevrolet Camaro	17	26	5.0	M5
Chevrolet Camaro	16	26	5.0	M5
Chevrolet Camaro	17	25	5.7	L4
Chevrolet Cavalier	23	32	2.2	L3
Chevrolet Cavalier	25	36	2.2	M5
Chevrolet Cavalier	20	28	3.1	L3
Chevrolet Cavalier	19	28	3.1	M5
Chrysler LeBaron Convertible	22	28	2.5	L3
Chrysler LeBaron Convertible	18	24	2.5	L3
Chrysler LeBaron Convertible	21	27	2.5	M5
Chrysler LeBaron Convertible	20	26	3.0	L4
Chrysler LeBaron Convertible	18	27	3.0	M5
Daihatsu Charade	38	42	1.0	M5
Daihatsu Charade	30	32	1.3	A3
Daihatsu Charade	35	38	1.3	M5
Dodge Colt	28	31	1.5	L3
Dodge Colt	31	36	1.5	M4
Dodge Colt	28	35	1.5	M5
Dodge Daytona	19	27	2.2	M5
Dodge Daytona	23	27	2.5	L3
Dodge Daytona	18	24	2.5	L3
Dodge Daytona	23	31	2.5	M5
Dodge Daytona	21	27	2.5	M5
Dodge Daytona	20	27	3.0	L4
Dodge Daytona	19	28	3.0	M5
Dodge Shadow Convertible	23	27	2.5	L3
Dodge Shadow Convertible	19	24	2.5	L3
Dodge Shadow Convertible	23	31	2.5	M5
Dodge Shadow Convertible	20	26	2.5	M5
Dodge Stealth	18	24	3.0	L4
Dodge Stealth	18	23	3.0	L4
Dodge Stealth	19	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Eagle Summit	28	31	1.5	L3
Eagle Summit	26	32	1.5	L4
Eagle Summit	31	36	1.5	M4
Eagle Summit	29	35	1.5	M5
Eagle Talon	19	23	2.0	A4
Eagle Talon	18	21	2.0	A4
Eagle Talon	22	27	2.0	L4
Eagle Talon	22	29	2.0	M5
Eagle Talon	21	28	2.0	M5
Eagle Talon	20	25	2.0	M5
Ferrari Mondial T Cabriolet	13	17	3.4	M5
Ford Festiva	31	33	1.3	A3
Ford Festiva	35	41	1.3	M5
Ford Mustang	21	28	2.3	L4
Ford Mustang	22	30	2.3	M5
Ford Mustang	18	25	5.0	L4
Ford Mustang	17	24	5.0	M5
Geo Metro	36	39	1.0	A3
Geo Metro	46	50	1.0	M5
Geo Metro LSi	36	39	1.0	A3
Geo Metro LSi	46	50	1.0	M5
Geo Metro XFi	53	58	1.0	M5
Geo Prizm	25	29	1.6	L3
Geo Prizm	23	30	1.6	L4
Geo Prizm	28	33	1.6	M5
Geo Prizm	25	31	1.6	M5
Geo Storm	24	31	1.6	A3
Geo Storm	30	36	1.6	M5
Geo Storm	22	30	1.8	L4
Geo Storm	23	31	1.8	M5
Honda Civic	30	37	1.5	L4
Honda Civic	35	40	1.5	M5
Honda Civic	40	47	1.5	M5
Honda Civic	42	48	1.5	M5
Honda Civic	27	34	1.6	L4
Honda Civic	29	36	1.6	M5
Honda Civic Hatchback VX	44	51	1.5	M5
Honda Civic Hatchback VX	48	55	1.5	M5
Hyundai Excel	27	32	1.5	L3
Hyundai Excel	30	36	1.5	M4
Hyundai Excel	28	32	1.5	L4
Hyundai Excel	29	33	1.5	M4
Hyundai Excel	29	36	1.5	M5
Hyundai Scoupe	25	32	1.5	L4
Hyundai Scoupe	26	34	1.5	M5
Infiniti M30	19	25	3.0	L4
Isuzu Impulse	22	28	1.6	M5
Isuzu Impulse	22	30	1.8	L4
Isuzu Impulse	23	31	1.8	M5
Jaguar XJS Coupe	13	18	5.3	A3
Lexus SC300/SC400	18	22	3.0	L4
Lexus SC300/SC400	18	22	4.0	L4
Mazda MX-3	25	32	1.6	L4
Mazda MX-3	29	35	1.6	M5
Mazda MX-3	20	27	1.8	L4
Mazda MX-3	23	28	1.8	M5
Mercedes-Benz 190E 2 3	20	26	2.3	A4
Mercedes-Benz 190E 2 3	20	28	2.3	M5
Mercedes-Benz 190E 2 6	20	25	2.6	A4
Mercedes-Benz 190E 2 6	19	27	2.6	M5
Mitsubishi Eclipse	23	30	1.8	L4
Mitsubishi Eclipse	23	32	1.8	M5
Mitsubishi Eclipse	19	23	2.0	A4
Mitsubishi Eclipse	18	21	2.0	A4
Mitsubishi Eclipse	22	27	2.0	L4
Mitsubishi Eclipse	22	29	2.0	M5
Mitsubishi Eclipse	21	28	2.0	M5
Mitsubishi Eclipse	20	25	2.0	M5
Mitsubishi Mirage	28	31	1.5	L3
Mitsubishi Mirage	26	32	1.5	L4
Mitsubishi Mirage	31	36	1.5	M4
Mitsubishi Mirage	29	35	1.5	M5
Mitsubishi Mirage	22	28	1.6	L4
Mitsubishi Mirage	23	28	1.6	M5
Mitsubishi 3000GT	18	24	3.0	L4
Mitsubishi 3000GT	19	24	3.0	M5
Mitsubishi 3000GT	18	24	3.0	M5
Nissan Sentra	28	33	1.6	L3
Nissan Sentra	27	36	1.6	L4
Nissan Sentra	29	37	1.6	M4
Nissan Sentra	29	39	1.6	M5
Nissan Sentra	24	31	2.0	L4
Nissan Sentra	24	32	2.0	M5
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Plymouth Colt	28	31	1.5	L3
Plymouth Colt	31	36	1.5	M4
Plymouth Colt	29	35	1.5	M5
Plymouth Laser	23	30	1.8	L4
Plymouth Laser	23	32	1.8	M5
Plymouth Laser	19	23	2.0	A4
Plymouth Laser	22	27	2.0	L4
Plymouth Laser	22	29	2.0	M5
Plymouth Laser	21	28	2.0	M5
Plymouth Laser	20	25	2.0	M5
Pontiac Firebird Trans Am	18	27	3.1	L4
Pontiac Firebird Trans Am	17	27	3.1	M5
Pontiac Firebird Trans Am	17	26	5.0	L4
Pontiac Firebird Trans Am	17	25	5.0	L4
Pontiac Firebird Trans Am	17	26	5.0	M5
Pontiac Firebird Trans Am	16	26	5.0	M5
Pontiac Firebird Trans Am	17	25	5.7	L4
Pontiac Sunbird	23	31	2.0	L3
Pontiac Sunbird	25	35	2.0	M5
Pontiac Sunbird	20	28	3.1	L3
Pontiac Sunbird	19	28	3.1	M5
Bentley Continental	10	14	6.8	L4
Rolls-Royce Corniche IV	10	14	6.8	L4
Saab 900 Convertible	18	21	2.0	A3
Saab 900 Convertible	20	26	2.0	M5
Saab 900 Convertible	18	21	2.1	A3
Saab 900 Convertible	20	26	2.1	M5
Saturn SC	23	32	1.9	L4
Saturn SC	24	33	1.9	M5
Subaru Justy	33	37	1.2	M5
Subaru Justy	33	35	1.2	AV
Subaru Justy	33	37	1.2	M5
Subaru Justy 4wd	31	31	1.2	AV
Subaru Justy 4wd	28	32	1.2	M5
Subaru SVX	17	25	3.3	L4
Suzuki Swift	36	39	1.0	A3
Suzuki Swift	46	50	1.0	M5
Suzuki Swift	29	34	1.3	A3
Suzuki Swift GT	39	43	1.3	M5
Suzuki Swift GT	28	35	1.3	M5
Toyota Celica	24	31	1.6	L4
Toyota Celica	25	32	1.6	M5
Toyota Celica	19	24	2.0	M5
Toyota Celica	21	28	2.2	L4
Toyota Celica	22	29	2.2	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	26	33	1.6	L4
Toyota Corolla	28	33	1.6	M5
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	M5
Toyota Supra	17	23	3.0	M5
Toyota Tercel	26	29	1.5	L3
Toyota Tercel	32	37	1.5	M4
Toyota Tercel	29	36	1.5	M5
Volkswagen Corrado	19	27	1.8	L4
Volkswagen Corrado	20	28	1.8	M5
Volkswagen Fox	25	32	1.8	M4
Volkswagen Fox	25	33	1.8	M5
Compact Cars				
Acura Legend	19	24	3.2	L4
Acura Legend	18	26	3.2	M5
Acura Vigor	20	25	2.5	L4
Acura Vigor	20	26	2.5	M5
Alfa Romeo 164	18	25	3.0	L4
Alfa Romeo 164	18	27	3.0	M5
Alfa Romeo 164	17	25	3.0	M5
BMW M5	12	23	3.5	M5
BMW 525i	17	25	2.5	L4
BMW 525i	17	25	2.5	M5
BMW 535i	16	22	3.4	L4
BMW 535i	15	23	3.4	M5
Buick Skylark	19	29	3.3	L3
Chevrolet Beretta	23	31	2.2	L3
Chevrolet Beretta	25	34	2.2	M5
Chevrolet Beretta	20	28	3.1	L3
Chevrolet Beretta	19	28	3.1	M5
Chevrolet Corsica	23	31	2.2	L3
Chevrolet Corsica	25	34	2.2	M5
Chevrolet Corsica	20	28	3.1	L3
Chevrolet Corsica	19	28	3.1	M5
Chrysler LeBaron	23	27	2.5	L3
Chrysler LeBaron	20	25	2.5	L3
Chrysler LeBaron	21	27	2.5	M5
Chrysler LeBaron	21	26	3.0	L3
Chrysler LeBaron	20	27	3.0	L4
Chrysler LeBaron	20	26	3.0	M5
Dodge Shadow	24	28	2.2	L3
Dodge Shadow	26	32	2.2	M5
Dodge Shadow	23	27	2.5	L3
Dodge Shadow	20	25	2.5	L3
Dodge Shadow	23	31	2.5	M5
Dodge Shadow	20	26	2.5	M5
Ford Escort	23	30	1.8	L4
Ford Escort	26	31	1.8	M5
Ford Escort	25	35	1.9	L4
Ford Escort	30	37	1.9	M5
Ford Escort	32	40	1.9	M5
Ford Probe	21	28	2.2	L4
Ford Probe	19	25	2.2	L4
Ford Probe	24	31	2.2	M5
Ford Probe	21	27	2.2	M5
Ford Probe	18	24	3.0	L4
Ford Probe	19	26	3.0	M5
Ford Tempo	21	26	2.3	A3
Ford Tempo	23	33	2.3	M5
Ford Tempo	20	24	3.0	A3
Ford Tempo	21	28	3.0	M5
Honda Accord	22	29	2.2	L4
Honda Accord	24	30	2.2	M5
Hyundai Elantra	22	29	1.6	L4
Hyundai Elantra	22	29	1.6	M5
Mitsubishi Precis	28	32	1.5	L4
Mitsubishi Precis	29	33	1.5	M4
Mitsubishi Precis	29	36	1.5	M5
Infiniti G20	22	29	2.0	L4
Infiniti G20	24	32	2.0	M5
Isuzu Stylus	28	33	1.6	A3
Isuzu Stylus	31	37	1.6	M5
Isuzu Stylus	23	31	1.8	M5
Jaguar XJ6	17	22	4.0	L4
Lexus ES300	17	24	3.0	L4
Lexus ES300	19	26	3.0	M5
Mercury Topaz	21	26	2.3	A3
Mercury Topaz	23	33	2.3	M5
Mercury Topaz	20	24	3.0	A3
Mercury Topaz	21	28	3.0	M5
Mercury Tracer	23	30	1.8	L4
Mercury Tracer	26	31	1.8	M5
Mercury Tracer	25	35	1.9	L4
Mercury Tracer	30	37	1.9	M5
Mazda Protege	24	29	1.8	L4
Mazda Protege	24	31	1.8	L4
Mazda Protege	25	30	1.8	M5
Mazda Protege	28	36	1.8	M5
Mazda 323	26	33	1.6	L4
Mazda 323	29	37	1.6	M5
Mercedes-Benz 300D 2.5 Turbo	26	31	2.5	A4
Mercedes-Benz 300E	18	23	3.0	A4
Mercedes-Benz 300E 2.6	20	25	2.6	A4
Mercedes-Benz 300E 4MATIC	17	20	3.0	A4
Mitsubishi Diamante	18	25	3.0	L4
Mitsubishi Diamante	18	24	3.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	19	25	2.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	20	26	2.0	M5
Mitsubishi Galant	20	25	2.0	M5
Mitsubishi Galant	19	25	2.0	M5
Mitsubishi Galant	23	30	2.0	M5
Nissan Stanza	21	27	2.4	L4
Nissan Stanza	22	29	2.4	M5
Oldsmobile Achieva	22	29	2.3	L3
Oldsmobile Achieva	19	29	3.3	L3
Plymouth Sundance	24	28	2.2	L3
Plymouth Sundance	26	32	2.2	M5
Plymouth Sundance	23	27	2.5	L3
Plymouth Sundance	20	25	2.5	L3
Plymouth Sundance	23	31	2.5	M5
Plymouth Sundance	20	26	2.5	M5
Pontiac Grand Am	22	29	2.3	L3
Pontiac Grand Am	19	28	3.3	L3
Pontiac LeMans	26	32	1.6	L3
Pontiac LeMans	28	37	1.6	M4
Pontiac LeMans	31	41	1.6	M5
Saab 900	19	23	2.0	A3
Saab 900	21	28	2.0	M5
Saab 900	19	23	2.1	A3
Saab 900	20	27	2.1	M5
Saturn SL	26	35	1.9	L4
Saturn SL	23	32	1.9	L4
Saturn SL	28	38	1.9	M5
Saturn SL	24	33	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy 4wd	21	26	2.2	L4
Subaru Legacy 4wd	21	26	2.2	M5
Subaru Legacy 4wd Turbo	18	23	2.2	L4
Subaru Legacy 4WD Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	32	1.8	M5
Toyota Camry	21	27	2.2	L4
Toyota Camry	22	29	2.2	M5
Toyota Camry	18	25	3.0	L4
Toyota Camry	19	26	3.0	M5
Toyota Cressida	19	24	3.0	L4
Volkswagen Golf GTI	23	28	1.8	A3
Volkswagen Golf GTI	25	32	1.8	M5
Volkswagen GTI 16V	21	28	2.0	M5
Volkswagen Jetta	37	40	1.6	M5
Volkswagen Jetta	23	28	1.8	A3
Volkswagen Jetta	25	32	1.9	M5
Volkswagen Jetta GLI 16V	21	28	2.0	M5
Volvo 240	20	25	2.3	A4
Volvo 240	21	28	2.3	M5
Mid-Size Cars				
Audi 100	17	25	2.8	L4
Audi 100	19	26	2.8	M5
BMW 735i	15	21	3.4	L4
BMW 750i	12	18	5.0	L4
Buick Century	22	31	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Buick Regal	19	27	3.1	L3
Buick Regal	19	29	3.1	L4
Buick Regal	18	28	3.8	L4
Buick Riviera	18	27	3.8	L4
Cadillac Seville	16	25	4.9	L4
Cadillac Eldorado	16	25	4.9	L4
Chevrolet Lumina	21	28	2.5	L3
Chevrolet Lumina	19	27	3.1	L3
Chevrolet Lumina	19	29	3.1	L4
Chevrolet Lumina	17	26	3.4	L4
Chevrolet Lumina	17	27	3.4	M5
Chrysler New Yorker	19	25	3.3	L4
Dodge Dynasty	22	28	2.5	L3
Dodge Dynasty	20	27	3.0	L4
Dodge Dynasty	19	25	3.3	L4
Dodge Spirit	19	26	2.2	M5
Dodge Spirit	23	27	2.5	L3
Dodge Spirit	19	24	2.5	L3
Dodge Spirit	23	31	2.5	M5
Dodge Spirit	21	27	2.5	M5
Dodge Spirit	21	25	3.0	L3
Dodge Spirit	20	27	3.0	L4
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	26	3.0	M5
Ford Taurus	18	28	3.8	L4
Ford Thunderbird	20	27	3.8	L4
Ford Thunderbird	17	23	3.8	L4
Ford Thunderbird	17	24	3.8	M5
Ford Thunderbird	17	24	5.0	L4
Hyundai Sonata	20	27	2.0	L4
Hyundai Sonata	20	27	2.0	M5
Hyundai Sonata	18	24	3.0	A4
Infiniti Q45	16	22	4.5	L4
Infiniti Q45 active suspension	14	19	4.5	L4
Lexus LS400	18	23	4.0	L4
Mercury Cougar	20	27	3.8	L4
Mercury Cougar	17	24	5.0	L4
Lincoln Mark VII	17	24	5.0	L4
Mercury Sable	20	29	3.0	L4
Mercury Sable	18	28	3.8	L4
Mazda 626/MX-6	22	28	2.2	L4
Mazda 626/MX-6	19	25	2.2	L4
Mazda 626/MX-6	24	31	2.2	M5
Mazda 626/MX-6	21	28	2.2	M5
Mazda 929	19	24	3.0	L4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	21	26	3.0	M5
Oldsmobile Cutlass Ciera	22	31	2.5	L3
Oldsmobile Cutlass Ciera	19	26	3.3	L3
Oldsmobile Cutlass Ciera	19	30	3.3	L4
Oldsmobile Cutlass Supreme	19	27	3.1	L3
Oldsmobile Cutlass Supreme	19	29	3.1	L4
Oldsmobile Cutlass Supreme	17	26	3.4	L4
Oldsmobile Cutlass Supreme	17	27	3.4	M5
Oldsmobile Toronado	18	27	3.8	L4
Plymouth Acclaim	23	27	2.5	L3
Plymouth Acclaim	23	31	2.5	M5
Plymouth Acclaim	21	26	3.0	L3
Plymouth Acclaim	20	28	3.0	L4
Pontiac Grand Prix	19	27	3.1	L3
Pontiac Grand Prix	19	29	3.1	L4
Pontiac Grand Prix	17	26	3.4	L4
Pontiac Grand Prix	17	27	3.4	M5
Bentley Eight/Mulsanne S	10	14	6.8	L4
Rolls-Royce Bentley Turbo R	11	16	6.8	L4
Rolls-Royce Silver Spirit II	10	14	6.8	L4
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	28	2.3	L4
Volvo 940	19	22	2.3	A4
Volvo 940	20	28	2.3	L4
Volvo 960	18	26	2.9	L4
Large Cars				
Buick LeSabre	18	28	3.8	L4
Buick Park Avenue	18	27	3.8	L4
Buick Park Avenue	17	27	3.8	L4
Buick Roadmaster	16	25	5.7	L4
Cadillac Brougham	17	25	5.0	L4
Cadillac Brougham	16	25	5.7	L4
Cadillac Fleetwood DeVille	16	25	4.9	L4
Chevrolet Caprice	18	26	4.3	L4
Chevrolet Caprice	17	26	5.0	L4
Chrysler Imperial	19	25	3.3	L4
Chrysler Imperial	18	25	3.8	L4
Dodge Monaco	18	26	3.0	L4
Eagle Premier	18	26	3.0	L4
Ford Crown Victoria	18	25	4.6	L4

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
Lincoln Continental	17	25	3.8	L4
Mercury Grand Marquis	18	25	4.6	L4
Lincoln Town Car	17	23	4.6	L4
Oldsmobile Eighty Eight	18	28	3.8	L4
Oldsmobile Ninety Eight	18	27	3.8	L4
Oldsmobile Ninety Eight	17	27	3.8	L4
Pontiac Bonneville	18	28	3.8	L4
Pontiac Bonneville	16	25	3.8	L4
Saab 9000	17	25	2.3	L4
Saab 9000	17	24	2.3	L4
Saab 9000	20	26	2.3	M5
Saab 9000	19	26	2.3	M5
Small Station Wagons				
Chevrolet Cavalier	23	31	2.2	L3
Chevrolet Cavalier	20	28	3.1	L3
Ford Escort	25	35	1.9	L4
Ford Escort	30	37	1.9	M5
Honda Accord	21	26	2.2	L4
Honda Accord	22	27	2.2	M5
Mercury Tracer	25	35	1.9	L4
Mercury Tracer	30	37	1.9	M5
Subaru Legacy	22	29	2.2	L4
Subaru Legacy	23	30	2.2	M5
Subaru Legacy 4WD	21	26	2.2	L4
Subaru Legacy 4WD	21	26	2.2	M5
Subaru Legacy 4WD Turbo	18	23	2.2	L4
Subaru Legacy 4WD Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	30	1.8	M5
Toyota Camry	21	27	2.2	L4
Toyota Camry	18	25	3.0	L4
Toyota Corolla All-Trac	23	29	1.6	L4
Toyota Corolla All-Trac	22	27	1.6	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	28	33	1.6	M5
Mid-Size Station Wagons				
Buick Century	21	28	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Eagle Summit	23	28	1.8	L4
Eagle Summit	21	25	1.8	L4
Eagle Summit	23	29	1.8	M5
Eagle Summit	22	26	1.8	M5
Eagle Summit	20	25	2.4	L4
Eagle Summit	19	23	2.4	L4
Eagle Summit	21	27	2.4	M5
Eagle Summit	19	24	2.4	M5
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	28	3.8	L4
Mercury Sable	20	29	3.0	L4
Mercury Sable	18	28	3.8	L4
Mercedes-Benz 300TE	17	21	3.0	A4
Mercedes-Benz 300TE-4MATIC	16	20	3.0	A4
Mitsubishi Expo	20	25	2.4	L4
Mitsubishi Expo	19	23	2.4	L4
Mitsubishi Expo	21	27	2.4	M5
Mitsubishi Expo	19	24	2.4	M5
Mitsubishi Expo LRV	23	28	1.8	L4
Mitsubishi Expo LRV	21	25	1.8	L4
Mitsubishi Expo LRV	23	29	1.8	M5
Mitsubishi Expo LRV	22	26	1.8	M5
Oldsmobile Cutlass Cruiser	21	28	2.5	L3
Oldsmobile Cutlass Cruiser	19	26	3.3	L3
Oldsmobile Cutlass Cruiser	19	30	3.3	L4
Plymouth Colt Vista	23	28	1.8	L4
Plymouth Colt Vista	21	25	1.8	L4
Plymouth Colt Vista	23	29	1.8	M5
Plymouth Colt Vista	22	26	1.8	M5
Plymouth Colt Vista	20	25	2.4	L4
Plymouth Colt Vista	19	23	2.4	L4
Plymouth Colt Vista	21	27	2.4	M5
Plymouth Colt Vista	19	24	2.4	M5
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 240	20	25	2.3	A4
Volvo 240	22	28	2.3	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	28	2.3	L4
Volvo 940	19	22	2.3	A4
Volvo 960	18	26	2.9	L4
Large Station Wagons				
Buick Roadmaster	17	25	5.0	L4
Buick Roadmaster	16	25	5.7	L4
Chevrolet Caprice	17	25	5.0	L4
Chevrolet Caprice	16	25	5.7	L4
Oldsmobile Custom Cruiser	17	25	5.0	L4
Oldsmobile Custom Cruiser	16	25	5.7	L4
Small Pickup Trucks/2wd				
Chevrolet S10	20	26	2.5	L4
Chevrolet S10	23	27	2.5	M5
Chevrolet S10	17	22	4.3	L4
Chevrolet S10	17	22	4.3	M5
Dodge Ram 50	19	23	2.4	L4
Dodge Ram 50	19	24	2.4	M5
Ford Ranger	20	23	2.3	L4
Ford Ranger	23	28	2.3	M5
Ford Ranger	18	24	3.0	L4
Ford Ranger	20	25	3.0	M5
Ford Ranger	17	21	4.0	L4
Ford Ranger	18	23	4.0	M5
GMC Sonoma	20	26	2.5	L4
GMC Sonoma	23	27	2.5	M5
GMC Sonoma	17	22	4.3	L4
GMC Sonoma	17	22	4.3	M5
Isuzu	22	24	2.3	M5
Isuzu	19	23	2.6	L4
Isuzu	19	24	2.6	M5
Mitsubishi	19	23	2.4	L4
Mitsubishi	19	24	2.4	M5
Nissan	21	26	2.4	L4
Nissan	23	27	2.4	M5
Nissan	18	24	3.0	L4
Nissan	19	23	3.0	M5
Small Pickup Trucks/4wd				
Ford Ranger	21	26	2.3	M5
Ford Ranger	17	21	2.9	L4
Ford Ranger	18	23	2.9	M5
Ford Ranger	16	20	4.0	L4
Ford Ranger	18	22	4.0	M5

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
GMC Syclone	15	19	4.3	L4
Standard Pickup Trucks/2wd				
Chevrolet C1500	17	22	4.3	L4
Chevrolet C1500	17	23	4.3	M5
Chevrolet C1500	16	21	4.3	M5C
Chevrolet C1500	15	19	5.0	L4
Chevrolet C1500	15	20	5.0	M5
Chevrolet C1500	14	18	5.7	L4
Chevrolet C1500	13	17	5.7	M4
Chevrolet C1500	14	20	5.7	M5
Chevrolet C1500	10	12	7.4	L4
Chevrolet C2500	16	21	4.3	L4
Chevrolet C2500	17	22	4.3	M5
Chevrolet C2500	16	21	4.3	M5C
Chevrolet C2500	14	18	5.0	L4
Chevrolet C2500	14	20	5.0	M5
Chevrolet C2500	14	19	5.7	L4
Chevrolet C2500	13	17	5.7	M4
Chevrolet C2500	13	19	5.7	M5
Dodge Dakota	21	26	2.5	M5
Dodge Dakota	15	20	3.9	L4
Dodge Dakota	16	22	3.9	M5
Dodge Dakota	14	19	5.2	L4
Dodge D100/D150	15	17	3.9	L3
Dodge D100/D150	15	20	3.9	L4
Dodge D100/D150	15	19	3.9	M5C
Dodge D100/D150	13	17	5.2	L4
Dodge D100/D150	13	17	5.2	M5C
Dodge D100/D150	11	13	5.9	A4
Dodge D100/D150	11	14	5.9	M5C
Dodge D250	15	17	3.9	L4
Dodge D250	14	18	3.9	M5C
Dodge D250	13	16	5.2	L4
Dodge D250	13	17	5.2	M5C
Dodge D250	11	13	5.9	A4
Dodge D250	11	14	5.9	M5C
Ford F-150	15	19	4.9	L4
Ford F-150	16	17	4.9	M4C
Ford F-150	15	19	4.9	M5
Ford F-150	14	18	5.0	L4
Ford F-150	14	16	5.0	M4C
Ford F-150	14	18	5.0	M5
Ford F-150	12	16	5.8	L4
Ford F-250	15	19	4.9	L4
Ford F-250	16	17	4.9	M4C
Ford F-250	15	19	4.9	M5
Ford F-250	13	17	5.0	L4
Ford F-250	14	16	5.0	M4C
Ford F-250	14	18	5.0	M5
Ford F-250	12	16	5.8	L4
GMC C1500 Sierra	17	22	4.3	L4
GMC C1500 Sierra	17	23	4.3	M5
GMC C1500 Sierra	16	21	4.3	M5C
GMC C1500 Sierra	15	19	5.0	L4
GMC C1500 Sierra	15	20	5.0	M5
GMC C1500 Sierra	14	18	5.7	L4
GMC C1500 Sierra	13	17	5.7	M4
GMC C1500 Sierra	14	20	5.7	M5
GMC C2500 Sierra	16	21	4.3	L4
GMC C2500 Sierra	17	22	4.3	M5
GMC C2500 Sierra	16	21	4.3	M5C
GMC C2500 Sierra	14	18	5.0	L4
GMC C2500 Sierra	14	20	5.0	M5
GMC C2500 Sierra	14	19	5.7	L4
GMC C2500 Sierra	13	17	5.7	M4
GMC C2500 Sierra	13	19	5.7	M5
Isuzu 1 ton	17	21	2.6	M5
Jeep Comanche	21	23	2.5	M4
Jeep Comanche	19	24	2.5	M5
Jeep Comanche	15	21	4.0	L4
Jeep Comanche	18	22	4.0	M5
Mazda B2200/B2600i	20	25	2.2	L4
Mazda B2200/B2600i	21	26	2.2	M5
Mazda B2200/B2600i	21	26	2.2	L4
Mazda B2200/B2600i	24	26	2.2	M5
Mazda B2200/B2600i	19	24	2.6	L4
Mazda B2200/B2600i	19	23	2.6	M5
Toyota	22	23	2.4	A4
Toyota	22	26	2.4	M5
Toyota	18	23	3.0	L4
Toyota	18	23	3.0	M5
Toyota 1 ton	18	23	3.0	L4
Toyota 1 ton	18	23	3.0	M5
Standard Pickup Trucks/4wd				
Chevrolet K1500	15	20	4.3	L4
Chevrolet K1500	15	19	4.3	M5
Chevrolet K1500	16	20	4.3	M5C
Chevrolet K1500	14	18	5.0	L4
Chevrolet K1500	13	17	5.0	M5
Chevrolet K1500	13	17	5.7	L4
Chevrolet K1500	12	15	5.7	M4
Chevrolet K1500	13	17	5.7	M5
Chevrolet K1500	18	22	6.2	M5C
Chevrolet K2500	15	20	4.3	L4
Chevrolet K2500	15	19	4.3	M5
Chevrolet K2500	15	19	4.3	M5C
Chevrolet K2500	14	18	5.0	L4
Chevrolet K2500	13	17	5.0	M5
Chevrolet K2500	13	17	5.7	L4
Chevrolet K2500	12	15	5.7	M4
Chevrolet K2500	13	16	5.7	M5
Chevrolet K2500	19	23	6.2	M5C
Chevrolet S-10	16	21	4.3	L4
Chevrolet S-10	16	20	4.3	M5
Dodge Dakota	15	19	3.9	L4
Dodge Dakota	15	20	3.9	M5
Dodge Dakota	13	17	5.2	L4
Dodge Power Ram 50	18	20	2.4	L4
Dodge Power Ram 50	19	22	2.4	M5
Dodge Power Ram 50	17	20	3.0	L4
Dodge Power Ram 50	17	22	3.0	M5
Dodge W100/W150	14	19	3.9	L4
Dodge W100/W150	13	17	3.9	M5C
Dodge W100/W150	11	12	5.2	A4
Dodge W100/W150	13	17	5.2	L4
Dodge W100/W150	13	16	5.2	M5C
Dodge W100/W150	11	13	5.9	A4
Dodge W100/W150	9	13	5.9	M5C
Dodge W250	11	12	5.2	A4
Dodge W250	12	16	5.2	L4
Dodge W250	13	16	5.2	M5C
Dodge W250	11	13	5.9	A4
Dodge W250	9	13	5.9	M5C
Ford F-150	14	18	4.9	L4
Ford F-150	15	16	4.9	M4C
Ford F-150	15	18	4.9	M5

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
Ford F-150	14	17	5.0	L4
Ford F-150	13	17	5.0	L4
Ford F-150	14	15	5.0	M4C
Ford F-150	14	16	5.0	M5
Ford F-150	12	16	5.8	L4
GMC K1500 Sierra	15	20	4.3	L4
GMC K1500 Sierra	15	19	4.3	M5
GMC K1500 Sierra	16	20	4.3	M5C
GMC K1500 Sierra	14	18	5.0	L4
GMC K1500 Sierra	13	17	5.0	M5
GMC K1500 Sierra	13	17	5.7	L4
GMC K1500 Sierra	12	15	5.7	M4
GMC K1500 Sierra	13	17	5.7	M5
GMC K1500 Sierra	18	22	6.2	M5C
GMC K2500 Sierra	15	20	4.3	L4
GMC K2500 Sierra	15	19	4.3	M5
GMC K2500 Sierra	15	19	4.3	M5C
GMC K2500 Sierra	14	18	5.0	L4
GMC K2500 Sierra	13	17	5.0	M5
GMC K2500 Sierra	13	17	5.7	L4
GMC K2500 Sierra	12	15	5.7	M4
GMC K2500 Sierra	13	16	5.7	M5
GMC K2500 Sierra	11	13	6.2	M5C
GMC Sonoma	16	21	4.3	L4
GMC Sonoma	16	20	4.3	M5
Isuzu	16	20	2.6	M5
Isuzu	15	19	3.1	M5
Jeep Comanche	20	22	2.5	M4
Jeep Comanche	19	23	2.5	M5
Jeep Comanche	15	19	4.0	L4
Jeep Comanche	17	21	4.0	M5
Mazda B2600i	17	20	2.6	L4
Mazda B2600i	18	20	2.6	M5
Mitsubishi	18	20	2.4	L4
Mitsubishi	19	22	2.4	M5
Mitsubishi	17	22	3.0	M5
Nissan	19	22	2.4	M5
Nissan	16	19	3.0	L4
Nissan	15	19	3.0	M5
Toyota	18	20	2.4	L4
Toyota	19	22	2.4	M5
Toyota	13	17	3.0	L4
Toyota	15	18	3.0	M5
Cargo Vans				
Chevrolet Astro awd	16	21	4.3	L4
Chevrolet Astro	17	22	4.3	L4
Chevrolet G10/20	16	21	4.3	L4
Chevrolet G10/20	14	18	5.0	L4
Chevrolet G10/20	14	18	5.7	L4
Chevrolet G30	16	21	4.3	L4
Chevrolet G30	14	18	5.7	L4
Dodge B150/B250	15	17	3.9	L3
Dodge B150/B250	14	19	3.9	M5
Dodge B150/B250	12	13	5.2	A3
Dodge B150/B250	13	16	5.2	L4
Dodge B150/B250	11	13	5.9	A4
Dodge B350	15	17	3.9	L3
Dodge B350	13	16	5.2	L4
Dodge B350	11	13	5.9	A4
Ford Aerostar	18	23	3.0	L4
Ford Aerostar	20	25	3.0	M5
Ford Aerostar	16	21	4.0	L4
Ford Aerostar awd	16	20	4.0	L4
Ford E-150 Econoline	14	16	4.9	A3
Ford E-150 Econoline	15	19	4.9	L4
Ford E-150 Econoline	14	17	5.0	L4
Ford E-150 Econoline	12	16	5.8	L4
Ford E-250 Econoline	14	15	4.9	A3
Ford E-250 Econoline	14	18	4.9	L4
Ford E-250 Econoline	11	14	5.8	L4
GMC G15/25 Vandura	16	21	4.3	L4
GMC G15/25 Vandura	14	18	5.0	L4
GMC G15/25 Vandura	14	18	5.7	L4
GMC G35 Vandura	16	21	4.3	L4
GMC G35 Vandura	14	18	5.7	L4
GMC Safari awd	16	21	4.3	L4
GMC Safari	17	22	4.3	L4
Nissan Pathfinder	15	19	3.0	M5
Passenger Vans				
Chevrolet Astro awd	15	20	4.3	L4
Chevrolet Astro	16	21	4.3	L4
Chevrolet G10/20 Sportvan	15	19	4.3	L4
Chevrolet G10/20 Sportvan	13	17	5.0	L4
Chevrolet G10/20 Sportvan	13	17	5.7	L4
Chevrolet G30 Sportvan	13	17	5.7	L4
Dodge B150/B250	15	17	3.9	L3
Dodge B150/B250	14	18	3.9	M5
Dodge B150/B250	12	13	5.2	A3
Dodge B150/B250	12	16	5.2	L4
Dodge B150/B250	11	14	5.9	A4
Dodge B350	10	12	5.9	A4
Ford Aerostar	17	22	3.0	L4
Ford Aerostar	17	23	3.0	M5
Ford Aerostar	16	21	4.0	L4
Ford Aerostar awd	15	19	4.0	L4
Ford E-150 Club Wagon	14	17	4.9	L4
Ford E-150 Club Wagon	13	17	5.0	L4
Ford E-150 Club Wagon	11	15	5.8	L4
GMC G15/25 Rally	15	19	4.3	L4
GMC G15/25 Rally	13	17	5.0	L4
GMC G15/25 Rally	13	17	5.7	L4
GMC G35 Rally	13	17	5.7	L4
GMC Safari awd	15	20	4.3	L4
GMC Safari	16	21	4.3	L4
Toyota Previa	17	22	2.4	L4
Toyota Previa	18	22	2.4	M5
Toyota Previa All-Trac	17	20	2.4	L4
Toyota Previa All-Trac	17	20	2.4	M5
Special Purpose Vehicles/2wd				
Chevrolet APV	18	23	3.1	L3
Chevrolet APV	17	24	3.8	L4
Chevrolet C1500 Suburban	13	17	5.7	L4
Chevrolet S-10 Blazer	17	22	4.3	L4
Chevrolet S-10 Blazer	17	22	4.3	M5
Chrysler Town & Country	17	23	3.3	L4
Dodge Caravan C/V	21	24	2.5	L3
Dodge Caravan C/V	20	28	2.5	M5
Dodge Caravan C/V	19	24	3.0	L3
Dodge Caravan C/V	17	23	3.3	L4
Dodge Caravan	21	24	2.5	L3
Dodge Caravan	20	28	2.5	M5
Dodge Caravan	19	23	3.0	L3
Dodge Caravan	18	24	3.0	L4

Car Line	Est mpg City	Hwy	Displ (liters)	Trans
Dodge Caravan	17	23	3.3	L4
Dodge Ramcharger	13	16	5.2	L4
Dodge Ramcharger	11	14	5.9	A4
Ford Explorer	16	21	4.0	L4
Ford Explorer	17	22	4.0	M5
Geo Tracker Convertible	23	24	1.6	L3
Geo Tracker Convertible	25	27	1.6	M5
GMC C1500 Suburban	13	17	5.7	L4
GMC Jimmy	17	22	4.3	L4
GMC Jimmy	17	22	4.3	M5
Isuzu Amigo	19	21	2.3	M5
Isuzu Amigo	16	20	2.6	L4
Isuzu Amigo	17	20	2.6	M5
Isuzu Rodeo	18	22	2.6	M5
Isuzu Rodeo	15	18	3.1	L4
Isuzu Rodeo	15	19	3.1	M5
Jeep Cherokee	19	24	2.5	M5
Jeep Cherokee	15	21	4.0	L4
Jeep Cherokee	18	22	4.0	M5
Mazda MPV	18	24	2.6	L4
Mazda MPV	17	22	3.0	L4
Mazda Navajo	16	21	4.0	L4
Mazda Navajo	17	22	4.0	M5
Nissan Pathfinder	17	20	3.0	L4
Nissan Pathfinder	15	19	3.0	M5
Oldsmobile Silhouette	18	23	3.1	L3
Oldsmobile Silhouette	17	24	3.8	L4
Plymouth Voyager	21	24	2.5	L3
Plymouth Voyager	20	28	2.5	M5
Plymouth Voyager	19	23	3.0	L3
Plymouth Voyager	18	24	3.0	L4
Plymouth Voyager	17	23	3.3	L4
Pontiac Trans Sport	18	23	3.1	L3
Pontiac Trans Sport	17	24	3.8	L4
Suzuki Samurai	28	29	1.3	M5
Suzuki Sidekick Hardtop	24	26	1.6	M5
Suzuki Sidekick	25	27	1.6	M5
Toyota 4Runner	17	21	3.0	L4
Special Purpose Vehicles/4wd				
Chevrolet K1500 Blazer	13	17	5.7	L4
Chevrolet K1500 Blazer	13	17	5.7	M5
Chevrolet K1500 Suburban	12	16	5.7	L4
Chevrolet S-10 Blazer	16	21	4.3	L4
Chevrolet S-10 Blazer	16	20	4.3	M5
Chrysler Town & Country	15	20	3.3	L4
Daihatsu Rocky	23	23	1.6	M5
Dodge Caravan C/V	16	20	3.3	L4
Dodge Caravan	15	20	3.3	L4
Dodge Ramcharger	11	12	5.2	A4
Dodge Ramcharger	12	16	5.2	L4
Dodge Ramcharger	12	15	5.2	M5C
Dodge Ramcharger	11	13	5.9	A4
Dodge Ramcharger	9	13	5.9	M5C
Ford Bronco	14	18	4.9	L4
Ford Bronco	14	17	4.9	M5
Ford Bronco	13	17	5.0	L4
Ford Bronco	13	16	5.0	M5
Ford Bronco	12	16	5.8	L4
Ford Explorer	15	19	4.0	L4
Ford Explorer	17	21	4.0	M5
Geo Tracker Convertible	23	24	1.6	L3
Geo Tracker Convertible	25	27	1.6	M5
Geo Tracker	23	24	1.6	L3
Geo Tracker	25	27	1.6	M5
GMC Jimmy	16	21	4.3	L4
GMC Jimmy	16	20	4.3	M5
GMC K1500 Suburban	12	16	5.7	L4
GMC K1500 Yukon	13	17	5.7	L4
GMC K1500 Yukon	13	17	5.7	M5
Isuzu Amigo	16	20	2.6	M5
Isuzu Rodeo	14	18	3.1	L4
Isuzu Rodeo	15	19	3.1	M5
Isuzu Trooper	15	18	3.2	L4
Isuzu Trooper	15	18	3.2	L4
Isuzu Trooper	15	17	3.2	M5
Isuzu Trooper	16	18	3.2	M5
Jeep Cherokee	19	23	2.5	M5
Jeep Cherokee	15	19	4.0	L4
Jeep Cherokee	17	21	4.0	M5
Jeep Wrangler	18	20	2.5	M5
Jeep Wrangler	15	16	4.0	A3
Jeep Wrangler	17	21	4.0	M5
Land Rover Range Rover	13	16	3.9	L4
Mazda MPV	15	19	3.0	L4
Mazda MPV	16	19	3.0	M5
Mazda Navajo	15	20	4.0	L4
Mazda Navajo	17	21	4.0	M5
Mitsubishi Montero	15	18	3.0	L4
Mitsubishi Montero	15	18	3.0	M5
Nissan Pathfinder	15	18	3.0	L4
Nissan Pathfinder	15	18	3.0	M5
Oldsmobile Bravada	16	21	4.3	L4
GMC Typhoon	15	19	4.3	L4
Plymouth Voyager	16	20	3.3	L4
Subaru Loyale Wagon	22	22	1.8	A3
Subaru Loyale Wagon	24	29	1.8	M5
Subaru Loyale	22	23	1.8	A3
Subaru Loyale	24	29	1.8	M5
Suzuki Samurai	28	29	1.3	M5
Suzuki Sidekick Hardtop	23	24	1.6	L3
Suzuki Sidekick Hardtop	22	26	1.6	L4
Suzuki Sidekick Hardtop	25	27	1.6	M5
Suzuki Sidekick Hardtop	24	26	1.6	M5
Suzuki Sidekick	23	24	1.6	L3
Suzuki Sidekick	25	27	1.6	M5
Toyota Land Cruiser Wagon	12	14	4.0	L4
Toyota 4Runner	18	20	2.4	L4
Toyota 4Runner	19	22	2.4	M5
Toyota 4Runner	14	16	3.0	L4
Toyota 4Runner	15	18	3.0	M5
Special Purpose Vehicles/Cab Chassis				
Buick Coachbuilder Wagon	17	25	5.0	L4
Buick Coachbuilder Wagon	16	25	5.7	L4
Cadillac Commercial Chassis	15	23	4.9	L4
Chevrolet Coachbuilder Wagon	16	25	5.0	L4
Chevrolet Coachbuilder Wagon	16	25	5.7	L4
Chevrolet Postal Cab Chassis 2wd	16	16	2.5	L3
Dodge Dakota Cab Chassis 2wd	13	14	3.9	L4
Dodge Dakota Cab Chassis 2wd	12	14	3.9	M5
Dodge Dakota Cab Chassis 2wd	13	16	5.2	L4
Dodge D250 Cab Chassis 2wd	11	14	5.9	A4
Toyota Cab/Chassis 2wd	11	11	3.0	L4
Toyota Cab/Chassis 2wd	11	12	3.0	M5

NOTES: Transmissions: M = Manual; A = Automatic; L = Lockup; C = Creeper; AV = Continuously Variable; S = Semiautomatic

Dealers slash TV spending by 22%

ARLENA SAWYERS
Staff Reporter

Auto dealers trimmed their TV advertising 22 percent during the first half of 1991. Recession and the Persian Gulf war cut sales 15 percent during the period, and poor sales reduced co-op budgets.

Spending by the 15 largest dealers declined, but not as fast as for all dealers, said the Television Bureau of Advertising. The nation's 15 leading automobile dealer TV advertisers bought $111.9 million worth of TV ads from January through June 1991, down 17 percent from $134.9 million in the same period in 1990, it said.

"Local dealer advertising, down 22 percent, reflects the drop-off in retail sales since the money spent in advertising comes from co-op dollars directly tied to car sales," said Jim Joyella, bureau president.

Overall automotive advertising revenue in national and regional TV for the first six months of this year was $1.37 billion, down 9 percent from $1.50 billion in 1990.

Automotive spot ad spending was down 8 percent, from $640 million in the first half of 1990 to $590 million. Network ad revenue fell 9 percent, from $865 million to $786 million.

Although dealers collectively spent less on TV ads in the first six months of this year, eight of the 15 top spending dealers increased their outlays.

The $1.29 million spent by Atlanta Toyota in the first six months of 1991 made it the top TV spender among dealers, but it represented a 16 percent decline from the same period last year. In second place was Cerritos Auto Square Dealers in suburban Los Angeles, which spent $986,100. That was 45 percent more than it spent in 1990.

Cal Worthington-Sacramento (Chevrolet-Geo-Mitsubishi) was third with $850,100, which was 27 percent less than it spent a year earlier, according to the bureau.

But Kati White, media director for the Worthington dealerships, disputed that figure.

She said owner Cal Worthington has been very careful to remain consistent in his ad spending at least for the last four years, adjusted annually in accordance with the cost-of-living index.

"I beg to differ," said White. "Our TV budget did not drop 27 percent. Cal prefers to remain consistent, such as J.C. Penney or Pepsi Cola. It pays off on an annual basis."

White said the zero percent change in TV spending listed for sixth-place Cal Worthington Ford in Los Angeles "is about right."

White would not comment on the 8 percent decrease the bureau reported for seventh-place Worthington Chevrolet in Houston, saying that Worthington has not owned that store long enough to establish a trend.

The bureau reported that Worthington's Los Angeles and Houston dealerships spent $697,000 and $690,800, respectively, on TV ads in the first six months of 1991.

In an effort to keep up with one another, three dealers in San Antonio upped their spending well over 200 percent.

One of the three is Performance Nissan, which spent $442,500 in the first six months of the year, 266 percent more than it spent the same period last year.

Don Judd, dealer principal at Performance Nissan, said his dealership makes commercials up to four times a month and airs TV spots virtually every day. Advertising dominance, he said, is the key to success.

"We chose TV because we want to reach 85 percent of the market 3½ to 5 times a week," said Judd. "We can't command a presence in newspaper, there are three other dealers here. But on TV, we can be dominant. We're going to get more than our share of the market."

LEADING AUTO DEALER TV ADVERTISERS
Figures in thousands of dollars

	Jan.-June 1991	Jan.-June 1990	Percent change
1. Atlanta Toyota, Atlanta	1,295	1,535	– 16
2. Cerritos Auto Square Dealers, L.A.	968	670	+ 45
3. Cal Worthington, Sacramento, Calif.	850	1,158	– 27
4. Lynn Hickey Dodge, Oklahoma City	820	902	– 9
5. Red McComb's Auto Center, San Antonio	702	85	+726
6. Cal Worthington, Los Angeles	697	696	0
7. Worthington Chevrolet, Houston	690	750	– 8
8. Clear Lake Dodge, Houston	639	271	+136
9. Maher Chevrolet, Tampa, Fla.	551	575	– 4
10. North Star Dodge, San Antonio	544	155	+251
11. Celozzi-Ettleson Chevrolet, Chicago	521	810	– 36
12. Cerritos Ford-Suzuki-Isuzu, Los Angeles	503	423	+ 19
13. Nationwide Nissan-Saab-Isuzu, Baltimore	462	439	+ 5
14. Performance Nissan, San Antonio	443	121	+266
15. Ron Samuels Toyota, Mobile, Ala.	437	228	+ 92

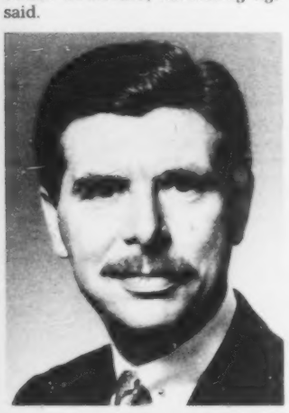
Source: Television Bureau of Advertising from analysis of Arbitron data

Ford, Chrysler to boost ad spending in '92

Reclaiming share from Japanese is goal of strategy

RAYMOND SERAFIN
Crain News Service

Ford Motor Co. and Chrysler Corp. plan to increase ad spending in 1992 in an attempt to reclaim market share lost to Japanese rivals, according to *Advertising Age*, a sister publication to *Automotive News*. The Japanese have spent heavily in 1991 despite the economic downturn, *Advertising Age* said.



"I think we probably are underspending right now. I haven't made any decisions as to what we might do about that, but it's something that could change very rapidly."

ALEX TROTMAN
FORD MOTOR CO.

TV AD SPENDING
(First 6 months, 1991 vs. 1990)

	TV ads, 1991 (millions)	Percent change from 1990	Market share, 1991	Percent point change from 1990
General Motors	$407	– 6	35.5	–0.4
Ford Motor Co.	198	0	22.9	–1.2
Toyota	180	+11	7.7	+0.5
Chrysler Corp.	158	–16	12.4	0
Nissan	107	–15	4.4	+0.1
Honda	100	+ 8	6.5	+0.5
Mazda*	61	–12	2.9	+0.4
Mitsubishi	34	–18	1.6	0
Isuzu	25	+ 3	0.9	+0.1
Subaru*	20	–38	0.9	+0.2

*Mazda and Subaru held back funds for major second half product introductions.
Source: Advertising Age and Television Bureau of Advertising

Ford's automotive division advertising budgets could climb as much as 20 percent, although those figures haven't been firmed up, sources said. Ford is spending an estimated $340 million in 1991, and Lincoln-Mercury an estimated $115 million.

Alex Trotman, Ford's executive vice president of North American Automotive Operations, signaled the potential boosts in a recent interview when he acknowledged that Japanese automakers have increased the marketing pressure.

"I think we probably are underspending right now," Trotman said. "I haven't made any decisions as to what we might do about that, but it's something that could change very rapidly. We might decide we'd better turn up the heat somewhat. . . . We watch the competitive data all the time, and we may well make a change over the next few months."

Chrysler already has added an estimated $40 million to $50 million to fourth quarter ad spending. Sources peg Chrysler ad budget increases for calendar 1992 at 20 percent over this year's $550 million for all corporate advertising.

The increase is largely to back the introduction of the 1993 Jeep Grand Cherokee during the Winter Olympics broadcasts on CBS and to back next fall's launch of key mid-sized cars for the 1993 model year. The cars are the Chrysler Concorde, Dodge Intrepid and Eagle Vision.

"Chrysler has really made up its mind that it has to support its new products across the board," said an agency source.

Marketing executives at General Motors are still debating 1992 budgets. A corporate decision on marketing plans is not expected until later this year.

"Given the kind of year we've had and the pressure on the industry, everybody's got to make a strong business case to generate more dollars," said Chevrolet's Jeff Hurlbert.

Through August, the Big 3 had 70.2 percent of the combined car and light-truck market in the United States, down 1.6 percentage points from the same period last year. Japanese brands increased their share by 2.0 points to 25.9 percent. Each point of market share represents about $2 billion in annual sales.

U.S. auto marketers, especially GM and Chrysler, reined in their ad spending during the first half of recession-plagued 1991, opening the door for their Japanese rivals to steal market share.

Toyota Motor Sales U.S.A. Inc. and American Honda Motor Co. Inc. led the marketing push that capitalized on the opportunity.

Toyota, Honda and American Isuzu Motors Inc. were the only auto companies to boost TV ad spending in the first half of 1991, said Jim Joyella, president of the Television Bureau of Advertising. The bureau recently released its report on network and spot TV ad spending.

Although reports from other media aren't available yet, TV spending typically accounts for about half of a major auto marketer's total ad spending.

The correlation between ad spending and market share highlights an important difference in competitive approaches between U.S. and Japanese companies.

Domestic marketers, responding to pressures for quarterly earnings, have historically tended to trim spending in marketing and even product development in an effort to stay in the black. Japanese companies have traditionally taken a longer view of the competitive battle.

"We look further out," said Ren Rooney, Toyota's corporate marketing manager. "We had a strategy that we set out early, and we like to keep a course when we decide on it."

The Japanese-based auto marketers "see their share in a growing position. They have a lot of new products, and they have the means to support it from a marketing standpoint," said Philip Guarascio, GM's executive-in-charge of corporate marketing and advertising. "They believe in advertising, and they certainly have a willingness to invest and spend against their products."

Industrywide TV ad spending fell 9 percent to $1.375 billion in the first half of 1991, the Television Bureau of Advertising said.

In an August interview, Chrysler President Robert Lutz said that Japanese marketers were "buying share."

"In a downturn, you cannot permit all your share to erode, because you'll start losing dealers and you'll never get it back. On the other hand, you can't buy share at all costs."

ROBERT LUTZ
CHRYSLER PRESIDENT

"The incentive levels, dealer cash levels and per-unit advertising, I think, are all at record highs for Japanese brands," Lutz said.

But he said it is possible to win back share, pointing out that Ford dropped to 16 percent of the market during the recession of the early 1980s but rebounded to more than 20 percent.

"In a downturn, you cannot permit all your share to erode, because you'll start losing dealers and you'll never get it back," Lutz said. "On the other hand, you can't buy share at all costs. You've got to find the right balance."

Advertising Age Reporter Cleveland Horton in Los Angeles contributed to this report.

Infiniti spending tied to growth

Plans by Nissan's Infiniti Division to boost 1992 model year spending as much as 20 percent from an estimated $50 million in 1991 illustrate how Japanese auto marketers map out their plans with long-term goals in mind.

"Our marketing spending is not tied into the economic recovery," said William Bruce, Infiniti general manager. "It's tied into our plan on volume and number of dealers and the number of markets we're going to be in."

Bruce said Infiniti will increase its ad spending by an undisclosed amount in the 1992 model year, based on plans to:

- **Add 20 to 25 new dealers to its roster of 106.**
- **Introduce a new model next spring.**
- **Boost sales some 21 percent to about 45,000 cars.**

U.S. CAR AND LIGHT-TRUCK SALES, SEPTEMBER — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	91,730	110,269	13.6	14.3	125,117	105,521	33.3	29.6	216,847	215,790	20.7	19.2	1.5	0.5
Chevrolet/Geo†	88,696	111,544	13.2	14.5	102,367	102,996	27.3	28.9	191,063	214,540	18.2	19.1	−0.8	−10.9
Toyota	47,570	47,005	7.1	6.1	19,876	21,180	5.3	5.9	67,446	68,185	6.4	6.1	0.4	− 1.1
Dodge	32,881	33,277	4.9	4.3	31,735	30,085	8.4	8.4	64,616	63,362	6.2	5.6	0.5	2.0
Honda	58,099	51,273	8.6	6.7	—	—	—	—	58,099	51,273	5.5	4.6	1.0	13.3
Nissan	38,406	40,423	5.7	5.3	16,812	18,914	4.5	5.3	55,218	59,337	5.3	5.3	0.0	− 6.9
Buick	46,910	49,744	7.0	6.5	—	—	—	—	46,910	49,744	4.5	4.4	0.1	− 5.7
Oldsmobile	37,118	46,284	5.5	6.0	2,466	2,823	0.7	0.8	39,584	49,107	3.8	4.4	−0.6	−19.4
Pontiac	33,254	56,329	4.9	7.3	1,817	2,707	0.5	0.8	35,071	59,036	3.3	5.2	−1.9	−40.6
Plymouth	19,306	19,895	2.9	2.6	12,913	10,663	3.4	3.0	32,219	30,558	3.1	2.7	0.4	5.4
Mercury	27,545	36,401	4.1	4.7	—	—	—	—	27,545	36,401	2.6	3.2	−0.6	−24.3
Mazda	14,818	16,621	2.2	2.2	10,216	9,687	2.7	2.7	25,034	26,308	2.4	2.3	0.1	− 4.8
GMC	—	—	0.0	0.0	24,078	23,284	6.4	6.5	24,078	23,284	2.3	2.1	0.2	3.4
Cadillac	18,702	22,203	2.8	2.9	—	—	—	—	18,702	22,203	1.8	2.0	−0.2	−15.8
Jeep	—	—	—	—	14,734	16,338	3.9	4.6	14,734	16,338	1.4	1.5	0.0	− 9.8
Lincoln	14,623	16,761	2.2	2.2	—	—	—	—	14,623	16,761	1.4	1.5	−0.1	−12.8
Mitsubishi	11,495	9,491	1.7	1.2	2,686	1,756	0.7	0.5	14,181	11,247	1.4	1.0	0.4	26.1
Hyundai	12,014	10,305	1.8	1.3	—	—	—	—	12,014	10,305	1.1	0.9	0.2	16.6
Acura	11,597	11,168	1.7	1.5	—	—	—	—	11,597	11,168	1.1	1.0	0.1	3.8
Subaru	10,455	10,190	1.6	1.3	—	—	—	—	10,455	10,190	1.0	0.9	0.1	2.6
Isuzu	996	653	0.1	0.1	8,331	8,449	2.2	2.4	9,327	9,102	0.9	0.8	0.1	2.5
Saturn	8,080	0	1.2	0.0	—	—	—	—	8,080	0	0.8	0.0	0.8	—
VW	7,458	11,363	1.1	1.5	361	456	0.1	0.1	7,819	11,819	0.7	1.1	−0.3	−33.8
Chrysler	6,217	15,148	0.9	2.0	453	229	0.1	0.1	6,670	15,377	0.6	1.4	−0.7	−56.6
Lexus	6,171	5,268	0.9	0.7	—	—	—	—	6,171	5,268	0.6	0.5	0.1	17.1
Eagle	5,372	5,328	0.8	0.7	—	—	—	—	5,372	5,328	0.5	0.5	0.0	0.8
Mercedes	5,258	6,737	0.8	0.9	—	—	—	—	5,258	6,737	0.5	0.5	0.0	−22.0
BMW	4,643	5,148	0.7	0.7	—	—	—	—	4,643	5,148	0.4	0.5	0.0	− 9.8
Volvo	3,455	8,119	0.5	1.1	—	—	—	—	3,455	8,119	0.3	0.7	−0.4	−57.4
Infiniti	2,757	2,046	0.4	0.3	—	—	—	—	2,757	2,046	0.3	0.2	0.1	34.8
Saab	2,226	1,401	0.3	0.2	—	—	—	—	2,226	1,401	0.2	0.1	0.1	58.9
Suzuki	591	835	0.1	0.1	1,165	841	0.3	0.2	1,756	1,676	0.2	0.1	0.0	4.8
Audi	1,194	2,507	0.2	0.3	—	—	—	—	1,194	2,507	0.1	0.2	−0.1	−52.4
Jaguar	731	1,722	0.1	0.2	—	—	—	—	731	1,722	0.1	0.2	−0.1	−57.5
Daihatsu	497	914	0.1	0.1	157	338	0.0	0.1	654	1,252	0.1	0.1	0.0	−47.8
Peugeot	444	267	0.1	0.0	—	—	—	—	444	267	0.0	0.0	0.0	66.3
Porsche	344	559	0.1	0.1	—	—	—	—	344	559	0.0	0.0	0.0	−38.5
Yugo	332	366	0.0	0.0	—	—	—	—	332	366	0.0	0.0	0.0	− 9.3
Sterling	283	282	0.0	0.0	—	—	—	—	283	282	0.0	0.0	0.0	0.4
Range Rover	—	—	—	—	282	402	0.1	0.1	282	402	0.0	0.0	0.0	−29.9
Alfa Romeo	219	385	0.0	0.1	—	—	—	—	219	385	0.0	0.0	0.0	−43.1
Other*	167	245	0.0	0.0	—	—	—	—	167	245	0.0	0.0	0.0	−31.8
TOTAL	**672,654**	**768,476**	**100.0**	**100.0**	**375,566**	**356,669**	**100.0**	**100.0**	**1,048,220**	**1,125,145**	**100.0**	**100.0**	**0.0**	**− 6.8**
TOTAL BIG 3	**430,434**	**523,183**	**64.0**	**68.1**	**315,680**	**294,646**	**84.1**	**82.6**	**746,114**	**817,829**	**71.2**	**72.7**	**−1.5**	**− 8.8**
TOTAL JAPAN	**203,452**	**195,887**	**30.2**	**25.5**	**59,243**	**61,165**	**15.8**	**17.1**	**262,695**	**257,052**	**25.1**	**22.8**	**2.2**	**2.2**
TOTAL EUROPE	**26,754**	**39,101**	**4.0**	**5.1**	**643**	**858**	**0.2**	**0.2**	**27,397**	**39,959**	**2.6**	**3.6**	**−0.9**	**−31.4**
GM	232,760	286,104	34.6	37.2	130,728	131,810	34.8	37.0	363,488	417,914	34.7	37.1	−2.5	−13.0
Ford	133,898	163,431	19.9	21.3	125,117	105,521	33.3	29.6	259,015	268,952	24.7	23.9	0.8	− 3.7
Chrysler	63,776	73,648	9.5	9.6	59,835	57,315	15.9	16.1	123,611	130,963	11.8	11.6	0.2	− 5.6
Toyota/Lexus	53,741	52,273	8.0	6.8	19,876	21,180	5.3	5.9	73,617	73,453	7.0	6.5	0.5	0.2
Honda/Acura	69,696	62,441	10.4	8.1	—	—	—	—	69,696	62,441	6.6	5.5	1.1	11.6
Nissan/Infiniti	41,163	42,469	6.1	5.5	16,812	18,914	4.5	5.3	57,975	61,383	5.5	5.5	0.1	− 5.6
VW/Audi	8,652	13,870	1.3	1.8	361	456	0.1	0.1	9,013	14,326	0.9	1.3	−0.4	−37.1
†Geo	*24,390*	*20,925*	*3.6*	*2.7*	*2,346*	*3,072*	*0.6*	*0.9*	*26,736*	*23,997*	*2.6*	*2.1*	*0.4*	*11.4*
Made by Japan•	*234,396*	*221,489*	*34.8*	*28.8*	*60,683*	*64,459*	*16.2*	*18.1*	*294,163*	*284,943*	*28.1*	*25.3*	*2.7*	*3.2*

•Includes 1991 estimated sales of 80-Ferrari, 27-Rolls/Bentley, 22-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.
••Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT TRUCK SALES, 9 MONTHS — 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	826,704	1,031,578	13.2	14.3	927,425	1,076,431	29.3	30.0	1,754,129	2,108,009	18.6	19.5	−1.0	−16.8
Chevrolet/Geo†	914,236	1,091,200	14.6	15.2	829,534	985,589	26.2	27.4	1,743,770	2,076,789	18.5	19.2	−0.8	−16.0
Toyota	507,180	546,098	8.1	7.6	202,024	211,213	6.4	5.9	709,204	757,311	7.5	7.0	0.5	− 6.4
Dodge	247,446	260,850	3.9	3.6	338,742	367,789	10.7	10.2	586,188	628,639	6.2	5.8	0.4	− 6.8
Honda	507,286	546,998	8.1	7.6	—	—	—	—	507,286	546,998	5.4	5.1	0.3	− 7.3
Nissan	295,195	332,027	4.7	4.6	132,264	138,394	4.2	3.9	427,459	470,421	4.5	4.4	0.2	− 9.1
Buick	415,949	408,339	6.6	5.7	—	—	—	—	415,949	408,339	4.4	3.8	0.6	1.9
Pontiac	379,217	500,518	6.0	7.0	16,965	23,961	0.5	0.7	396,182	524,479	4.2	4.9	−0.7	−24.5
Oldsmobile	332,196	396,617	5.3	5.5	23,094	19,787	0.7	0.6	355,290	416,404	3.8	3.9	−0.1	−14.7
Mercury	285,677	304,358	4.6	4.2	—	—	—	—	285,677	304,358	3.0	2.8	0.2	− 6.1
Plymouth	145,584	186,841	2.3	2.6	129,828	132,142	4.1	3.7	275,412	318,983	2.9	3.0	0.0	−13.7
Mazda	176,368	179,154	2.8	2.5	95,973	96,005	3.0	2.7	272,341	275,159	2.9	2.6	0.3	− 1.0
GMC	—	—	—	—	216,963	252,712	6.9	7.0	216,963	252,712	2.3	2.3	0.0	−14.1
Cadillac	154,823	194,562	2.5	2.7	—	—	—	—	154,823	194,562	1.6	1.8	−0.2	−20.4
Mitsubishi	122,287	119,670	1.9	1.7	22,063	30,864	0.7	0.9	144,350	150,534	1.5	1.4	0.1	− 4.1
Lincoln	138,136	175,558	2.2	2.4	—	—	—	—	138,136	175,558	1.5	1.6	−0.2	−21.3
Jeep	—	—	—	—	132,011	153,459	4.2	4.3	132,011	153,459	1.4	1.4	0.0	−14.0
Acura	109,326	108,951	1.7	1.5	—	—	—	—	109,326	108,951	1.2	1.0	0.1	0.3
Hyundai	93,866	103,726	1.5	1.4	—	—	—	—	93,866	103,726	1.0	1.0	0.0	− 9.5
Chrysler	85,965	146,115	1.4	2.0	2,914	2,207	0.1	0.1	88,879	148,322	0.9	1.4	−0.4	−40.1
Isuzu	10,304	3,286	0.2	0.0	75,282	78,034	2.4	2.2	85,586	81,320	0.9	0.8	0.2	5.2
Subaru	84,337	83,366	1.3	1.2	—	—	—	—	84,337	83,366	0.9	0.8	0.1	1.2
VW	73,719	103,053	1.2	1.4	4,450	5,466	0.1	0.2	78,169	108,519	0.8	1.0	−0.2	−28.0
Volvo	54,812	73,606	0.9	1.0	—	—	—	—	54,812	73,606	0.6	0.7	−0.1	−25.5
Saturn	48,938	0	0.8	0.0	—	—	—	—	48,938	0	0.5	0.0	0.5	—
Lexus	47,271	45,414	0.8	0.6	—	—	—	—	47,271	45,414	0.5	0.4	0.1	4.1
Eagle	45,221	47,899	0.7	0.7	—	—	—	—	45,221	47,899	0.5	0.4	0.0	− 5.6
Mercedes	43,511	55,728	0.7	0.8	—	—	—	—	43,511	55,728	0.5	0.5	−0.1	−21.9
BMW	38,674	46,584	0.6	0.6	—	—	—	—	38,674	46,584	0.4	0.4	0.0	−17.0
Infiniti	28,589	15,355	0.5	0.2	—	—	—	—	28,589	15,355	0.3	0.1	0.2	86.2
Saab	20,725	20,668	0.3	0.3	—	—	—	—	20,725	20,668	0.2	0.2	0.0	0.3
Suzuki	4,190	5,193	0.1	0.1	12,728	10,965	0.4	0.3	16,918	16,158	0.2	0.1	0.0	4.7
Audi	9,040	17,004	0.1	0.2	—	—	—	—	9,040	17,004	0.1	0.2	−0.1	−46.8
Jaguar	7,143	14,091	0.1	0.2	—	—	—	—	7,143	14,091	0.1	0.1	−0.1	−49.3
Daihatsu	4,859	8,721	0.1	0.1	2,236	3,697	0.1	0.1	7,095	12,418	0.1	0.1	0.0	−42.9
Porsche	3,494	7,089	0.1	0.1	—	—	—	—	3,494	7,089	0.0	0.1	0.0	−50.7
Peugeot	3,263	3,342	0.1	0.0	—	—	—	—	3,263	3,342	0.0	0.0	0.0	− 2.4
Alfa Romeo	2,891	2,617	0.0	0.0	—	—	—	—	2,891	2,617	0.0	0.0	0.0	10.5
Sterling	2,641	3,138	0.0	0.0	—	—	—	—	2,641	3,138	0.0	0.0	0.0	−15.8
Range Rover	—	—	—	—	2,232	3,354	0.1	0.1	2,232	3,354	0.0	0.0	0.0	−33.5
Yugo	2,158	5,102	0.0	0.1	—	—	—	—	2,158	5,102	0.0	0.0	0.0	−57.7
Other*	1,849	2,155	0.0	0.0	0.0	—	—	—	1,849	2,155	0.0	0.0	0.0	−14.2
TOTAL	**6,275,070**	**7,196,571**	**100.0**	**100.0**	**3,166,728**	**3,592,069**	**100.0**	**100.0**	**9,441,798**	**10,788,640**	**100.0**	**100.0**	**0.0**	**−12.5**
TOTAL BIG 3	**4,020,092**	**4,744,435**	**64.1**	**65.9**	**2,617,476**	**3,014,077**	**82.7**	**83.9**	**6,637,568**	**7,758,512**	**70.3**	**71.9**	**−1.6**	**−14.4**
TOTAL JAPAN	**1,897,192**	**1,994,233**	**30.2**	**27.7**	**542,570**	**569,172**	**17.1**	**15.8**	**2,439,762**	**2,563,405**	**25.8**	**23.8**	**2.1**	**− 4.8**
TOTAL EUROPE	**263,920**	**354,177**	**4.2**	**4.9**	**6,582**	**8,820**	**0.2**	**0.2**	**270,602**	**362,997**	**2.9**	**3.4**	**−0.5**	**−25.5**
GM	2,245,359	2,591,236	35.8	36.0	1,086,556	1,282,049	34.3	35.7	3,331,915	3,873,285	35.3	35.9	−0.6	−14.0
Ford	1,250,517	1,511,494	19.9	21.0	927,425	1,076,431	29.3	30.0	2,177,942	2,587,925	23.1	24.0	−0.9	−15.8
Chrysler	524,216	641,705	8.4	8.9	603,495	655,597	19.1	18.3	1,127,711	1,297,302	11.9	12.0	−0.1	−13.1
Toyota/Lexus	554,451	591,512	8.8	8.2	202,024	211,213	6.4	5.9	756,475	802,725	8.0	7.4	0.6	− 5.8
Honda/Acura	616,612	655,949	9.8	9.1	—	—	—	—	616,612	655,949	6.5	6.1	0.5	− 6.0
Nissan/Infiniti	323,784	347,382	5.2	4.8	132,264	138,394	4.2	3.9	456,048	485,776	4.8	4.5	0.3	− 6.1
VW/Audi	82,759	120,057	1.3	1.7	4,450	5,466	0.1	0.2	87,209	125,523	0.9	1.2	−0.2	−30.5
†Geo	*207,659*	*221,928*	*3.3*	*3.1*	*25,181*	*26,396*	*0.8*	*0.7*	*232,840*	*248,324*	*2.5*	*2.3*	*0.2*	*− 6.2*
Made by Japan••	*2,149,733*	*2,263,951*	*34.3*	*31.5*	*562,447*	*605,178*	*17.8*	*16.8*	*2,711,533*	*2,857,795*	*28.7*	*26.5*	*2.2*	*− 5.1*

•Includes 1991 estimated sales of 720-Ferrari, 544-Rolls/Bentley, 243-Lotus, 180-Maserati, 117-Lamborghini, and 45-Aston Martin.
••Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

TOP 10 SELLERS, SEPTEMBER 1991

	Sales
1. Ford F-sereis pickup	63,514
2. Chevrolet C/K pickup	48,045
3. Honda Accord	32,494
4. Ford Escort	24,736
5. Honda Civic	23,269
6. Ford Taurus	22,708
7. Ford Explorer	20,110
8. Ford Ranger	18,620
9. Chevrolet Lumina	18,338
10. Toyota Camry	17,873

Source: Automotive News Data Center

Big 3 gain share as sales fall

KAREN DETKOWSKI
Statistician

September vehicle sales declined 6.8 percent from a year earlier, but it was an improvement from August, especially for the Big 3, and especially for trucks.

The Big 3 increased their market share over August by 5.3 points as Chevrolet and Ford divisions fought for sales supremacy.

General Motors added 2.1 points of share, Ford Motor Co. was up 2.2 points and Chrysler Corp. gained 1.0 point. The gains came at the expense of the Japanese (4.3 points) and Europeans (0.6 points).

The seasonally adjusted annual sales rate improved to 12.4 million vehicles from the August rate of 12.2 million. Except for the sharp fall in August, the annual selling rate has improved from month to month all year.

Light-duty truck sales in September rose above year-ago deliveries 5.3 percent. Ford truck sales, pumped by a one-day, $2,000 dealer incentive on the last day of the model year, rose 18.6 percent (see story, Page 1).

Chrysler, whose minivans are in strong demand, saw light-truck sales rise 4.4 percent from year-ago September levels.

Car sales dropped 12.8 percent from last year, but 14 makes reported increases in September. Among them, Lexus reported a sales gain of 17.1 percent over last year. The introduction of the 1992 ES300 helped sales more than double the total for August.

Sterling and Peugeot, which are leaving the U.S. market, had better sales this year than last year. Peugeot sales in September reflected the highest selling month for the company since January of this year. Both are using dealer incentives to clear out their stock.

Hyundai sales rose 16.6 percent, reporting increases for existing models and the new Elantra.

Calendar year car sales in the United States are behind last year's total by 12.8 percent. Total light vehicle sales at the end of nine months fall behind 1990 comparisons by 12.5 percent.

Harley-Davidson wins Ford contract

MILWAUKEE — Utilimaster Corp., the subsidiary of Harley-Davidson Inc. that makes commercial vehicles, has won a $10.8 million contract with Ford Motor Co. to build 2,163 truck bodies for the U.S. Postal Service.

Thomas A. DeNova, president of Utilimaster, said the company based in Wakarusa, Ind., had a long relationship with Ford and would begin production of the truck bodies in December.

— *The Associated Press*

DOMESTIC CAR SALES, SEPTEMBER & YTD

	Sept. 1991	Sept. 1990	9 Mos., 1991	9 Mos., 1990
Summit	1,035	0	6,327	0
Talon	2,549	2,349	23,679	22,460
Premier	872	1,974	8,768	16,692
Total Eagle	**4,456**	**4,323**	**38,774**	**36,565**
Horizon	0	545	505	11,560
Laser	2,688	3,051	23,011	33,002
Sundance	6,379	5,438	37,497	46,742
Reliant	0	0	0	2,371
Acclaim*	8,205	8,832	71,271	77,088
Total Plymouth	**17,272**	**17,866**	**132,284**	**170,763**
LeBaron A*	1,924	2,252	13,856	24,842
LeBaron J	1,040	4,915	27,026	46,502
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	1,698	3,696	26,795	26,093
Imperial	624	996	7,313	8,759
New Yorker C	717	3,075	9,898	33,947
Total Chrysler	**6,003**	**14,934**	**84,888**	**142,427**
Omni	0	518	561	11,397
Shadow	7,371	5,920	57,949	53,153
Monaco	549	2,485	6,614	8,909
Daytona	953	3,164	10,864	27,486
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit*	7,463	7,908	60,539	64,542
Dynasty	13,155	10,848	81,061	74,781
Total Dodge	**29,491**	**30,843**	**217,588**	**243,264**
CHRYSLER CORP.	**57,222**	**67,966**	**473,534**	**593,019**
Escort*	24,736	28,444	192,512	216,876
Mustang	6,019	7,875	61,432	95,107
Tempo	17,606	21,153	142,279	173,316
Taurus	22,708	23,576	224,721	241,372
Thunderbird	5,533	8,217	56,064	81,261
Probe	5,485	5,361	66,306	92,347
Crown Victoria	6,497	11,488	55,156	87,767
Total Ford Div.	**88,584**	**106,114**	**798,470**	**988,046**
Topaz	3,401	6,368	43,682	58,672
Sable	5,719	7,054	73,265	73,831
Cougar	4,153	6,060	45,400	61,089
Grand Marquis	8,596	6,674	73,752	68,250
Total Mercury	**21,869**	**30,649**	**236,099**	**275,638**
Continental	5,560	4,965	41,323	46,892
Town Car	8,273	10,351	89,323	111,025
Mark VII	790	1,445	7,490	17,641
Total Lincoln	**14,623**	**16,761**	**138,136**	**175,558**
Total L-M Div.	**36,492**	**47,410**	**374,235**	**451,196**
FORD MOTOR CO.	**125,076**	**153,524**	**1,172,705**	**1,439,242**
Skyhawk	0	0	0	827
Roadmaster	4,813	0	28,011	0
Somerset/Skylark	1,913	6,994	50,832	73,229
Century*	11,524	10,390	100,623	86,003
Regal	9,431	9,685	84,274	65,347
LeSabre	9,275	14,040	71,513	120,408
Reatta	167	491	2,093	5,273
Electra/Park Ave.	8,972	6,537	68,177	40,974
Riviera	815	1,607	10,425	16,278
Total Buick	**46,910**	**49,744**	**415,949**	**408,339**
Allante	208	177	2,332	2,556
Seville	1,735	1,368	20,471	27,058
DeVille	13,902	16,809	104,346	121,984
Brougham	1,825	2,139	16,577	25,329
Eldorado	1,032	1,710	11,097	17,635
Total Cadillac	**18,702**	**22,203**	**154,823**	**194,562**
Geo Metro	8,297	5,863	53,942	26,898
Geo Prizm	8,680	6,140	78,319	86,010
Cavalier*	16,720	29,614	209,235	222,980
Camaro	4,760	7,216	40,644	66,269
Celebrity	1	1,034	614	27,402
Corsica/Beretta	14,615	25,423	178,113	231,653
Lumina	18,338	16,237	170,018	173,155
Caprice	8,567	10,154	94,726	130,006
Corvette	1,269	941	13,190	17,807
Total Chevrolet	**81,247**	**102,622**	**838,801**	**982,180**
Calais	2,781	7,988	43,716	77,562
Cutlass Ciera*	12,338	13,453	105,314	108,080
Cutlass Supreme	7,474	11,426	69,519	81,224
88	8,777	9,182	61,251	80,067
98	5,401	3,130	46,489	38,038
Toronado	347	1,105	5,658	11,646
Total Oldsmobile	**37,118**	**46,284**	**332,196**	**396,617**
Sunbird	7,034	9,701	70,441	86,223
Firebird	2,165	3,404	18,926	32,905
Grand Am	5,908	16,573	113,948	164,777
Pontiac 6000	402	5,411	20,825	37,960
Grand Prix	7,776	10,636	78,586	92,485
Bonneville H	7,074	6,957	47,829	52,166
Total Pontiac	**30,359**	**52,682**	**350,555**	**466,516**
Total Saturn	**8,080**	**0**	**48,938**	**0**
GENERAL MOTORS	**222,416**	**273,535**	**2,141,262**	**2,448,214**
Civic	17,800	10,612	123,616	150,520
Accord	26,829	27,366	252,542	214,993
HONDA	**44,629**	**37,978**	**376,158**	**365,513**
MX-6	703	1,808	18,632	23,105
626	3,945	3,916	46,021	33,946
MAZDA	**4,648**	**5,724**	**64,653**	**58,205**
Eclipse	3,227	3,784	39,835	38,452
Mirage	1,057	1	15,363	32
MITSUBISHI	**4,284**	**3,785**	**55,198**	**38,484**
NISSAN Sentra*	**9,767**	**12,544**	**90,260**	**81,034**
Corolla	11,002	7,882	102,261	104,314
Camry	8,265	14,380	149,769	163,031
TOYOTA	**19,267**	**22,262**	**252,030**	**267,345**
SUBARU Legacy	**6,010**	**1,640**	**40,207**	**8,866**
SUZUKI Swift	**64**	**0**	**592**	**0**
DOMESTIC TOTAL	**493,383**	**578,958**	**4,666,599**	**5,299,922**
IMPORT TOTAL	**179,271**	**189,518**	**1,608,471**	**1,896,649**
INDUSTRY TOTAL	**672,654**	**768,476**	**6,275,070**	**7,196,571**

*Includes units produced in Mexico.

PARTS

Ford dealers oppose changes

continued from PAGE 1

an increasingly difficult job.

But more so for Ford than for its competitors.

A confidential 1991 survey by the National Automobile Dealers Association ranks Ford near the bottom in satisfactory parts deliveries.

"We spend more money on dealer parts marketing and distribution costs and incentives than any other manufacturer, and we're getting less satisfaction from dealers and retail customers," Clissold confirmed.

At a special Parts Managers Advisory Council meeting in Detroit last month, Ford blamed the programs it is now seeking to alter.

LIGHT-TRUCK SALES, SEPTEMBER & YTD

	Sept. 1991	Sept. 1990	9 Mos., 1991	9 Mos., 1990
Town & Country	453	229	2,914	2,207
Total Chrysler	**453**	**229**	**2,914**	**2,207**
Vans	2,524	3,931	34,407	44,550
Ram Wagon	831	1,119	13,729	17,625
Caravan	15,994	10,915	155,140	147,867
Caravan C/V	350	295	7,120	9,257
Ram 50	320	817	3,171	9,113
Raider	0	0	0	1,092
Ramcharger	343	772	4,417	8,694
Dakota	5,611	5,705	59,255	58,462
Pickups	5,762	6,531	61,503	71,129
Total Dodge	**31,735**	**30,085**	**338,742**	**367,789**
Voyager	12,913	10,663	129,828	132,142
Total Plymouth	**12,913**	**10,663**	**129,828**	**132,142**
Wrangler	3,726	3,768	36,438	40,586
Cherokee	9,990	11,281	87,287	97,437
Grand Wagoneer	447	561	3,173	5,109
Comanche	571	728	5,113	10,327
Total Jeep	**14,734**	**16,338**	**132,011**	**153,459**
CHRYSLER CORP.	**59,835**	**57,315**	**603,495**	**655,597**
Vans	8,416	10,257	79,821	117,118
Aerostar	11,669	12,300	114,360	140,426
Club Wagon	738	1,447	15,129	16,146
Ranger	18,620	23,199	184,919	220,756
Bronco	2,050	3,171	19,251	39,204
Bronco II/Explorer	20,110	16,843	185,323	123,478
Pickups	63,514	38,304	328,622	419,303
FORD MOTOR CO.	**125,117**	**105,521**	**927,425**	**1,076,431**
Vans	6,399	6,907	62,330	80,777
Sportsvan	307	369	7,241	6,871
Geo Tracker*	2,346	3,072	25,181	26,396
Astro	6,456	8,538	80,725	95,900
Lumina APV	4,668	6,857	38,050	52,278
S10	16,716	23,819	160,845	164,270
S10 Blazer	10,541	13,203	93,758	115,204
Blazer	767	1,128	8,149	13,194
Suburban	3,360	4,198	30,829	44,089
Pickups	48,045	33,527	306,566	367,369
P-Model	2,762	1,378	15,860	19,241
Total Chevrolet	**102,367**	**102,996**	**829,534**	**985,589**
Vans	2,413	2,362	24,932	28,912
Safari	2,595	2,344	25,971	26,554
Sonoma	3,506	4,380	34,573	34,803
S15 Jimmy	2,321	2,967	22,234	28,522
Jimmy	164	281	2,061	3,788
Suburban	1,626	1,716	13,226	18,808
Pickups	11,211	8,920	91,131	108,280
P Model	115	222	1,845	2,058
W4	127	92	990	987
Total GMC	**24,078**	**23,284**	**216,963**	**252,712**
Silhouette	1,307	2,823	14,714	19,787
Bravada	1,159	0	8,380	0
Total Oldsmobile	**2,466**	**2,823**	**23,094**	**19,787**
Trans Sport	1,817	2,707	16,965	23,961
Total Pontiac	**1,817**	**2,707**	**16,965**	**23,961**
GENERAL MOTORS	**130,728**	**131,810**	**1,086,556**	**1,282,049**
DAIHATSU Rocky	**157**	**338**	**2,236**	**3,697**
Pickup*	2,615	3,787	28,478	33,865
Amigo	668	806	6,234	8,152
Trooper	3,475	2,771	22,842	34,174
Rodeo*	1,573	1,085	17,728	1,843
ISUZU	**8,331**	**8,449**	**75,282**	**78,034**
Pickup	5,742	5,898	47,474	63,635
MPV	3,248	3,194	40,024	31,775
Navajo*	1,226	595	8,475	595
MAZDA	**10,216**	**9,687**	**95,973**	**96,005**
Pickup	1,913	952	14,882	20,248
Montero	773	732	7,123	9,979
Van	0	72	58	637
MITSUBISHI	**2,686**	**1,756**	**22,063**	**30,864**
Pickup*	13,182	15,536	102,172	107,274
Pathfinder	3,623	2,360	28,982	23,124
Axxess	6	804	319	6,194
Van	1	7	6	59
Hawaii	0	207	785	1,743
NISSAN	**16,812**	**18,914**	**132,264**	**138,394**
RANGE ROVER	**282**	**402**	**2,232**	**3,354**
Samurai	308	554	3,715	4,575
Sidekick*	857	287	9,013	6,390
SUZUKI	**1,165**	**841**	**12,728**	**10,965**
Pickups	11,976	12,650	122,590	138,977
Previa	3,389	4,269	39,324	30,844
4Runner	3,880	3,772	33,418	36,936
Land Cruiser	631	488	6,192	4,227
Van	0	1	0	229
TOYOTA	**19,876**	**21,180**	**202,024**	**211,213**
VOLKSWAGEN Vanagon	**361**	**456**	**4,450**	**5,466**
IMPORTS	**59,886**	**62,023**	**549,252**	**577,992**
INDUSTRY TOTAL	**375,566**	**356,669**	**3,166,728**	**3,592,069**

*Includes domestic vehicles.

Sales charts compiled by Karen Ostkowski

"Parts and service managers are caught in a balancing act of trying to decide whether they should satisfy the end-customer's wants regarding parts availability or maximize the bottom line for their departments," said a Ford statement that was distributed at the meeting.

Dealers are wary of changes in the status quo because service parts sales now account for 85 percent of their profit, according to NADA.

They've developed their operations around the five programs Ford is seeking to change.

Ford definitely plans to eliminate its Merit Club and Bonus Bucks programs, beginning in the first quarter of 1992, Clissold confirmed. Those programs reward dealers for buying Ford parts directly from the factory rather than from wholesale distributors or other dealers.

Some dealerships, like Al Packer Ford Inc. in Baltimore, have developed huge parts supply operations for other dealers and independent service outlets.

Al Packer Ford functions like a mini depot, supplying 20 Ford and Lincoln-Mercury dealerships in the Baltimore area, according to Arthur Dickerson, Packer's general parts manager.

Clissold said giving dealers incentives to buy parts only from Ford is counterproductive.

The company plans to offer incentives for smaller Ford dealers to buy parts from larger ones, he said. Details haven't been finalized.

Still, Bonus Bucks and Merit Club have been very profitable for many dealers.

Bob Baker, a megadealer who owns University Ford-Chrysler-Plymouth in San Diego, said the two programs earned his Ford dealership $38,500 last year.

A national survey of 20 large and small dealerships by the Ford Dealers Alliance in Hackensack, N.J., indicated they will lose an average of $39,000 when the two programs are canceled.

Ford also will test-market changes in several other programs from November through May in Dallas, Houston, St. Louis and possibly a fourth market, Clissold said. They include:

- Reducing the discounts dealers get on stock orders from 5 percent to 4 percent. Dealers order about 90 percent of their parts that way, with automatic twice-a-week delivery.
- Reducing the buyback allowance under the Parts Inventory Protection Program from 7 percent to 5 percent. That program encourages dealers to order extra parts. When Ford changes models, a dealer can return 7 percent of such parts. Ford buys them back for what the dealer paid.
- Dropping the 80 percent excess parts return allowance. The Parts Inventory Protection Program only covers up to $100,000 worth of parts.

The excess parts return provision refunds a dealer 80 cents on the dollar for up to another $100,000 in parts returns.

- Eliminating cash payouts on the unused Parts Inventory Protection Program. That program rewards those who run tight parts operations for not collecting under the Parts Inventory Protection Program.

The Ford Dealers Alliance survey showed dealers losing an average about $132,479 because of the program changes.

One of the ways Ford will redirect money under its test-market program is to guarantee free next-day delivery to customers on any part a dealer may be out of.

SALES

1991 model year totals 12.6 million

continued from PAGE 1

Chevrolet/Geo led in car sales.

While unit sales fell overall, Japanese manufacturers added 1.3 points of car and truck market share to rack up 25.5 percent of the U.S. market. The Big 3 — including trucks — dropped 0.9 of a percentage point to 70.5 percent. European imports, which had no market share to spare, dropped 0.4 of a point to 3.0 percent.

Not surprisingly, the 1991 model year numbers look a little better than the 1991 calendar year, which began in the pits because of the Persian Gulf war. Through September, calendar-year sales were off 12.5 percent.

The traditional October-to-September model year is getting pretty fuzzy. Manufacturers aren't sticking to it for new-product introductions, but it is still a reference point for measuring performance.

Sales for GM's Saturn, the nation's newest car division, began last Oct. 25. Hampered by a slow production start, Saturn sold 50,819 cars for the 1991 model year.

Industry sales leader GM sold about 4.4 million cars and trucks. That total included just under 3 million cars, enough to lift GM's car market share 0.3 points, to 35.4 percent. GM's light-truck sales were about 1.4 million. Total unit sales were down 10.3 percent.

Buick was the only domestic make and one of only six makes in the industry that enjoyed higher sales for the model year, with sales up 5.0 percent to 544,277.

The other gainers were Subaru, Lexus, Infiniti, Saab and Alfa Romeo, all at much lower volumes.

Buick had fallen 9.6 percent in the previous model year.

Robert E. Coletta, Buick general sales and service manager, attributed the 1991 success to high J.D. Power and Associates quality ratings, new styling, favorable buff-book reviews and dealer support for new-model introductions.

Oldsmobile sales declined 9.2 percent despite a 34.1 percent increase in its light-truck sales. Olds added the Bravada sport-utility for 1991. Still, the performance marked a turnaround for Olds; car sales had slumped 23.0 percent in the previous model year.

Ford Motor Co. sales were off 12.7 percent to 2.91 million vehicles. Lincoln suffered a reversal of fortune after a 9.7 percent gain in the 1990 model year. Lincoln sales dipped 13.1 percent.

Most of whatever good news there was in the 1991 numbers belongs to the Japanese.

Unit sales for Japanese-based manufacturers declined 5.2 percent to about 3.2 million units. But since that was less than the industry average, the result was a market-share increase for cars and light trucks.

The Japanese share of the car market grew 1.5 points to 29.7 percent; it was within 25,000 cars of a 30 percent share. The Japanese light-truck share rose 0.7 percentage points to 17.1 percent.

Toyota gained 0.6 points of market share to 8.0 percent, as its unit sales slipped only 2.9 percent to about 1.0 million cars and trucks. The Lexus luxury-car division posted a 14.4 percent sales increase to 65,391 cars, outselling BMW of North America Inc. by nearly 10,000 cars.

American Honda also gained market share, with unit sales off 4.0 percent to 815,542, counting Acura. Acura sales of 138,759 were only 1.1 percent behind last year.

Infiniti, the second channel for Nissan Motor Corp. in U.S.A. sold 28,879 cars, a heady increase of 68.7 percent compared to a small year-ago volume, thanks in no small measure to its new-for-1991 G20. Nissan said sales of its Pathfinder sport-utility were the best in that vehicle's five-year history. Sales fell about 8.9 percent for Nissan and Infiniti combined. The company's market share was stable at about 4.6 percent.

Subaru of America's sales rose 2.0 percent to 109,647, as Subaru cut back on rebates and added standard equipment to its aging Loyale lineup. A year earlier, Subaru sales had plunged 28.7 percent.

After enjoying a banner 1990 model year, when car sales jumped 66.4 percent and truck sales gained 18.7 percent, Mitsubishi Motor Sales of America Inc. turned out to be mortal in 1991, with unit sales down 12.9 percent.

It was a dismal year for most European importers. Saab Cars USA was an exception, with sales up 1.8 percent to 26,445, boosted by cut-rate leasing and finance deals.

Alfa Romeo had a 23.7 percent increase to 3,756 cars, helped by the addition of the 164 sedan as an early 1991 model.

With the luxury tax on cars over $30,000 introduced last January, the model year was a disaster for some of the prestige names, like Porsche Cars North America, down 40.0 percent, and Jaguar Cars Inc., off 38.6 percent. AN

BATTLE

One-day spiff wins for Ford

continued from PAGE 1

The final tally: Ford F series, 431,353; Chevrolet C/K, 423,324. Sales include light and medium-duty trucks.

"The meek may inherit the earth, but they're not gonna get truck leadership," said a smiling Phil Novell, Ford Division general sales manager.

Chevrolet dealers, who thought they could steal Ford's title, are fuming. At the end of August, Chevrolet led Ford by 4,486 units.

But at issue is a Sept. 30 last day of the model year incentive Ford offered its dealers on F-series trucks. Dealers were offered a $2,000 discount for each F-series unit that they moved into Ford Rent-A-Car fleets. The discount was in effect for up to three units. Vehicles are declared sold after they are moved into the fleets.

Ford won by 8,029 units; if all 4,500 dealers put three F-series trucks in rental fleets, that's 13,500 more sales for Ford.

Chevrolet dealer Louis C. Bachrodt III was stunned when he heard about the $2,000 discount.

"Jesus! They (Ford) just went out and pissed it (the money) away," he said.

Bachrodt, owner of Lou Bachrodt Chevrolet in Pompano Beach, Fla., and chairman of Chevrolet's National Dealer Council, lambasted the $27 million Ford will swallow if all 4,500 Ford dealers participated.

"It's like buying Jaguar," he said. "It's a shallow victory. Ford didn't win it; they bought it."

Ford dealers hardly feel sorry.

"This is a dog-eat-dog, highly competitive world," says Elvin Pool, general manager of McInerney Ford in Orlando, Fla. "Incentives are made for competition."

Ford Division General Manager Ross Roberts announced the victory at the Detroit Press Club, which was decorated as a campaign headquarters. Roberts said the $2,000 rebate on the F series was offered to commercial buyers, and the division decided to extend the bargain to its dealers.

He said the full-sized truck race between Ford and Chevrolet brought a lot of attention to the trucks, in general and helped both companies and the public.

Said Jeffrey P. Hurlburt, Chevrolet marketing director, "We have intended to win (the truck battle) with sales of our full-sized pickups. We were not intent on selling the products to ourselves or encouraging dealers to put them into daily rental fleets. . . I didn't realize there was such a great market for daily full-sized pickup rentals."

The race went down to the wire, but it was September when Ford stretched out. The 63,514 F-series trucks that Ford dealers sold last month represented the highest tally for that month since September 1986, when 87,995 F-series units were sold. Chevrolet sold 50,999 C/Ks last month.

Ford analyst Roger Lykins said September 1986 featured the "Big One" promotion when auto companies were promoting interest rates of 2.9 percent.

Ford dealers are happy, but one dealer has this question:

"When am I gonna see my $2,000?" the dealer asks. "I've been waiting months for money they owe me on another promotion." AN

Staff Reporter Phil [illegible]me contributed to this report.

PRELIMINARY U.S. CAR AND LIGHT-TRUCK SALES — Model Year 1991 vs. 1990

(ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	1,116,275	1,331,026	13.3	14.3	1,224,487	1,383,168	29.1	29.6	2,340,762	2,714,194	18.6	19.4	−0.8	−13.8
Chevrolet/Geo	1,186,788	1,351,711	14.2	14.6	1,086,758	1,257,139	25.8	26.9	2,273,546	2,608,850	18.1	18.7	−0.6	−12.9
Toyota	676,756	708,079	8.1	7.6	269,608	277,174	6.4	5.9	946,364	985,253	7.5	7.1	0.5	−3.9
Dodge	348,285	355,383	4.2	3.8	476,885	498,492	11.3	10.7	825,170	853,875	6.6	6.1	0.4	−3.4
Honda	676,783	709,244	8.1	7.6	—	—	—	—	676,783	709,244	5.4	5.1	0.3	−4.6
Nissan	385,336	455,770	4.6	4.9	169,718	167,858	4.0	3.6	555,054	623,628	4.4	4.5	−0.1	−11.0
Buick	544,277	518,275	6.5	5.6	—	—	—	—	544,277	518,275	4.3	3.7	0.6	5.0
Pontiac	515,089	633,803	6.2	6.8	22,879	27,187	0.5	0.6	537,968	660,990	4.3	4.7	−0.5	−18.6
Oldsmobile	447,360	502,989	5.3	5.4	29,382	21,909	0.7	0.5	476,742	524,898	3.8	3.8	0.0	−9.2
Plymouth	211,707	253,695	2.5	2.7	169,123	175,518	4.0	3.8	380,830	429,213	3.0	3.1	0.0	−11.3
Mercury	372,113	390,619	4.4	4.2	—	—	—	—	372,113	390,619	3.0	2.8	0.2	−4.7
Mazda	222,926	232,952	2.7	2.5	123,733	128,045	2.9	2.7	346,659	360,997	2.8	2.6	0.2	−4.0
GMC	—	—	—	—	290,621	327,440	6.9	7.0	290,621	327,440	2.3	2.3	0.0	−11.2
Cadillac	218,429	256,763	2.6	2.8	—	—	—	—	218,429	256,763	1.7	1.8	−0.1	−14.9
Lincoln	194,238	223,596	2.3	2.4	—	—	—	—	194,238	223,596	1.5	1.6	−0.1	−13.1
Mitsubishi	152,021	164,267	1.8	1.8	32,422	47,529	0.8	1.0	184,443	211,796	1.5	1.5	−0.1	−12.9
Jeep	—	—	—	—	176,208	206,970	4.2	4.4	176,208	206,970	1.4	1.5	−0.1	−14.9
Acura	138,759	140,305	1.7	1.5	—	—	—	—	138,759	140,305	1.1	1.0	0.1	−1.1
Chrysler	125,385	186,000	1.5	2.0	3,598	3,051	0.1	0.1	128,983	189,051	1.0	1.4	−0.3	−31.8
Hyundai	127,588	140,945	1.5	1.5	—	—	—	—	127,588	140,945	1.0	1.0	0.0	−9.5
Isuzu	21,171	5,019	0.3	0.1	103,068	127,655	2.5	2.7	124,239	132,674	1.0	1.0	0.0	−6.4
Subaru	109,647	107,525	1.3	1.2	—	—	—	—	109,647	107,525	0.9	0.8	0.1	2.0
VW	100,379	132,055	1.2	1.4	5,627	6,515	0.1	0.1	106,006	138,570	0.8	1.0	−0.1	−23.5
Volvo	71,100	95,419	0.8	1.0	—	—	—	—	71,100	95,419	0.6	0.7	−0.1	−25.5
Mercedes	66,158	75,112	0.8	0.8	—	—	—	—	66,158	75,112	0.5	0.5	0.0	−11.9
Lexus	65,391	57,162	0.8	0.6	—	—	—	—	65,391	57,162	0.5	0.4	0.1	14.4
Eagle	58,215	60,470	0.7	0.7	—	—	—	—	58,215	60,470	0.5	0.4	0.0	−3.7
BMW	55,736	61,578	0.7	0.7	—	—	—	—	55,736	61,578	0.4	0.4	0.0	−9.5
Saturn	50,819	0	0.6	0.0	—	—	—	—	50,819	0	0.4	0.0	0.4	—
Infiniti	28,879	17,115	0.3	0.2	—	—	—	—	28,879	17,115	0.2	0.1	0.1	68.7
Saab	26,445	25,974	0.3	0.3	—	—	—	—	26,445	25,974	0.2	0.2	0.0	1.8
Suzuki	5,671	6,584	0.1	0.1	15,742	15,671	0.4	0.3	21,413	22,255	0.2	0.2	0.0	−3.8
Audi	13,142	22,421	0.2	0.2	—	—	—	—	13,142	22,421	0.1	0.2	−0.1	−41.4
Jaguar	11,780	19,176	0.1	0.2	—	—	—	—	11,780	19,176	0.1	0.1	0.0	−38.6
Daihatsu	6,768	12,970	0.1	0.1	2,893	3,862	0.1	0.1	9,661	16,832	0.1	0.1	0.0	−42.6
Porsche	5,544	9,244	0.1	0.1	—	—	—	—	5,544	9,244	0.0	0.1	0.0	−40.0
Peugeot	4,211	4,631	0.1	0.0	—	—	—	—	4,211	4,631	0.0	0.0	0.0	−9.1
Alfa Romeo	3,756	3,036	0.0	0.0	—	—	—	—	3,756	3,036	0.0	0.0	0.0	23.7
Sterling	3,519	4,501	0.0	0.0	—	—	—	—	3,519	4,501	0.0	0.0	0.0	−21.8
Range Rover	—	—	—	—	3,460	4,614	0.1	0.1	3,460	4,614	0.0	0.0	0.0	−25.0
Yugo	3,418	7,353	0.0	0.1	—	—	—	—	3,418	7,353	0.0	0.1	0.0	−53.5
Other*	2,584	2,940	0.0	0.0	—	—	—	—	2,584	2,940	0.0	0.0	0.0	−12.1
TOTAL	**8,374,448**	**9,285,707**	**100.0**	**100.0**	**4,206,212**	**4,679,797**	**100.0**	**100.0**	**12,580,660**	**13,965,504**	**100.0**	**100.0**	**0.0**	**−9.9**
TOTAL BIG 3	**5,388,980**	**6,064,330**	**64.4**	**65.3**	**3,479,941**	**3,900,874**	**82.7**	**83.4**	**8,868,921**	**9,965,204**	**70.5**	**71.4**	**−0.9**	**−11.0**
TOTAL JAPAN	**2,490,108**	**2,616,992**	**29.7**	**28.2**	**717,184**	**767,794**	**17.1**	**16.4**	**3,207,292**	**3,384,786**	**25.5**	**24.2**	**1.3**	**−5.2**
TOTAL EUROPE	**367,772**	**463,440**	**4.4**	**5.0**	**9,087**	**11,129**	**0.2**	**0.2**	**376,859**	**474,569**	**3.0**	**3.4**	**−0.4**	**−20.6**
GM	2,962,762	3,263,541	35.4	35.1	1,429,640	1,633,675	34.0	34.9	4,392,402	4,897,216	34.9	35.1	−0.2	−10.3
Ford	1,682,626	1,945,241	20.1	20.9	1,224,487	1,383,168	29.1	29.6	2,907,113	3,328,409	23.1	23.8	−0.7	−12.7
Chrysler	743,592	855,548	8.9	9.2	825,814	884,031	19.6	18.9	1,569,406	1,739,579	12.5	12.5	0.0	−9.8
Toyota/Lexus	742,147	765,241	8.9	8.2	269,608	277,174	6.4	5.9	1,011,755	1,042,415	8.0	7.5	0.6	−2.9
Honda/Acura	815,542	849,549	9.7	9.1	—	—	—	—	815,542	849,549	6.5	6.1	0.4	−4.0
Nissan/Infiniti	414,215	472,885	4.9	5.1	169,718	167,858	4.0	3.6	583,933	640,743	4.6	4.6	0.1	−8.9
VW/Audi	113,521	154,476	1.4	1.7	5,627	6,515	0.1	0.1	119,148	160,991	0.9	1.2	−0.2	−26.0

*Includes 1991 estimated sales of 960-Ferrari, 844-Rolls/Bentley, 324-Lotus, 240-Maserati, 156-Lamborghini, and 60-Aston Martin.

TOYOTA

Ex-dealer asks state to banish distributor

continued from PAGE 3

Toyota Motor Sales denied the allegations. The company's independent distributors are free to set their own transportation rates, said spokesman James Olson.

Olson said that while Southeast Toyota dealers are paying more than Toyota dealers elsewhere, the rates are still lower than many other car lines.

Southeast Toyota opened the Commerce plant in 1989, shortly after the Georgetown, Ky., Camry plant opened. Before then, all vehicles entered the region through a Southeast Toyota-owned port facility in Jacksonville, Fla., which still installs accessories.

Jones' complaint last week also repeats several allegations contained in his lawsuit, claiming that they represent violations of various state laws.

Those allegations — all of which have been denied by Southeast Toyota management — say that the distributor coerced Magic Toyota and other dealers to order and accept vehicles they did not want. AN

Yugos recalled

UPPER SADDLE RIVER, N.J. — Yugo America Inc. is recalling 3,678 of its 1990 and 1991 GV Plus models to install sealing washers on the electronic fuel injection control unit mounting studs.

Water can get into the control unit, which may cause stalling.

HONDA

Honda developing minivan for U.S.

continued from PAGE 1

dustry. Okusa and Elliott admitted that the cry for a minivan has become a familiar refrain at dealer meetings. One dealer called the minivan "the No. 1 recommendation" dealers have made to Honda.

Honda had hoped that the Accord station wagon, introduced last year, would satisfy some of the need for a minivan. But it has been selling below expectations. Okusa said that Honda had hoped to sell about 3,000 of the U.S.-built wagons a month. Instead, volume has averaged between 2,000 and 2,500.

Some dealers have suggested that wagon sales would improve if a third seat was added to boost passenger capacity to seven. Okusa and Elliott said space and design constraints prevent a third seat from being added. Elliott said the third-seat issue will be raised as the next generation wagon is designed. The wagon, which is built in Marysville, Ohio, was the first Honda product designed and developed in the United States.

A replacement for the Accord is expected in the 1994 model year. Asked if Honda could base a minivan on that platform, the spokesman in Japan said: "We are studying every possibility."

He emphatically denied that a minivan would be part of a joint-development agreement announced between Honda and Rover Group Ltd. last week.

At an introduction of 1992 models, Elliott said he expects the company to sell 860,000 Honda and Acura units in the 1991 calendar year. That would be slightly ahead of last year's 854,879, and would require a boost in the sales pace through September, when volume was down 6.0 percent.

Honda expects to sell 420,000 Accord models this year, up from 417,179 in 1990.

Honda planners expect to sell 225,000 redesigned 1992 Civics — 150,000 sedans and 75,000 hatchbacks. A two-door Civic notchback is expected in the spring. Honda is not offering a 1992 CRX but it will introduce a 1993 CRX replacement next spring.

The Prelude, also new this fall, is expected to sell around 50,000 units, according to Okusa.

Staff Reporter Richard Johnson in Tokyo contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.
All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$500
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit	$500
Shadow America, Colt	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit 4-dr.	$500
Summit 3-dr.	$300
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

HYUNDAI (expires Jan. 3, 1992)

Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
All 1992 models, if trade is a 1986-91 Hyundai	$1,000

MAZDA (car rebates expire Nov. 4; truck rebates expire Dec. 3)

RX-7 (1991)	$2,000
626 (1991-92)*	$1,000
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MX-6 (1991-92)	$800
Protege (1990-91)*	$800

*Or 5.9 percent financing

CONTINUING PROGRAMS

FORD MOTOR CO.

1992 models
Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models
1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS
Expires Feb. 4. Finance rates inlieu of rebates start at 4.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

MITSUBISHI (1990-91 models; expires Oct.31)

Mirage (S.E. and S.W. regions)	$750

SUBARU (expires Nov. 4)

Loyale 4wd (1991)	$600
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Chrysler, 3 imports revise their rebates

ARLENA SAWYERS
Staff Reporter

incentive WATCH

Chrysler Corp., Subaru of America Inc., Mazda Motor of America Inc. and Hyundai Motor America announced new or adjusted incentive programs last week.

Until Dec. 31, **Chrysler Corp.** is offering consumer rebates on 1990, 1991 and 1992 vehicles.

Rebates on 1990 and 1991 vehicles are: Chrysler, $1,000 to $2,000; Dodge cars, $700 to $2,000; Dodge trucks, $750 to $1,500; Eagle, $700 to $1,500; Jeep, $500 to $1,500, and Plymouth, $700 to $1,500.

The rebates on 1990 and 1991 Chrysler, Plymouth and Dodge minivans are $500 to $1000.

Rebates on 1992 vehicles are: Chrysler, $500 to $1,000; Dodge cars, $300 to $1,500; Dodge trucks, $300 to $1,000; Eagle, $300 to $1,500; Jeep, $500 to $1,000, and Plymouth, $300 to $500.

In lieu of rebates, consumers may choose financing of 4.9 percent to 9.9 percent on cars and trucks and 6.9 percent to 9.9 percent on minivans, depending on contract length.

Chrysler halted its special incentive program for military personnel, but it is continuing its $500 rebate for recent college graduates, $400 for first-time buyers and $500 for vehicles equipped with adaptive controls for the disabled. Those rebates are in addition to national consumer rebates.

Through Jan. 3, **Hyundai** is offering consumer rebates of $500 to $1,000 on 1991 cars. Also, consumers who trade a 1986-91 Hyundai for any 1992 Hyundai are eligible for a $1,000 rebate.

Subaru extended its consumer rebate program on the 1991 Loyale, Legacy, XT and XT6. Subaru also is paying dealers up to $1,600 on 1991 Legacys depending on the number sold. Subaru's programs expire Nov 4.

Mazda adjusted its program by increasing the consumer rebate on 1991 and 1992 MX-6 models from $500 to $800 and added the 1991 RX-7 to the list at $2,000.

Also added was a consumer rebate of $1,000 on 1992 trucks.

The rebate on MX-6 and RX-7 models expires Nov. 4; rebates on trucks run until Dec. 3.

Special Correspondent Chris Eschenburg contributed to this report.

INCENTIVE WATCH — DEALER INCENTIVES

NEW PROGRAM

SUBARU (1991 models; expires Nov. 4)

Legacy	$100-1,600, based on number sold

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; expires Nov. 4)

929	$2,000
323 (low-volume dealers)	Up to $500

MERCEDES-BENZ
(1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL 420SEL, 560SEL	$3,000 $5,000

MITSUBISHI
(1990-91 models; rebates and terms vary by regions; programs expire Oct. 31)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300

NISSAN
(1991 models; expires Feb. 2, 1992)

300ZX	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

CONGRESS

Castaing, Roberts among speakers

continued from PAGE 3

He rejoined Ford Division last May.

Roberts was born Gainesville, Texas. He was graduated from the University of Oklahoma in 1960.

Castaing has been vice president of vehicle engineering for Chrysler since 1988. He also has been general manager of Jeep/Truck Operations since Jan. 11, 1991.

He directs all of Chrysler's car, Jeep and truck engineering.

Castaing joined Chrysler in 1987 as vice president of Jeep and truck engineering.

He was born in Marseille, France, and was graduated from *Ecole Nationale Superieure d'Arts et Metiers* in 1968. In 1970, he joined Renault Gordini. In 1975, he became chief engineer at Renault Gordini and Renault Sport.

In 1980, he joined Renault USA as product engineer director.

Castaing was with American Motors from 1982 to 1987. He spent a year as AMC's group vice president of product and quality before Chrysler bought AMC in 1987.

The format for the 1992 World Congress has been changed slightly from that of the previous two years.

Past congress schedules included two speakers Tuesday morning, with the rest of the morning devoted to a private viewing of the Detroit auto show for the Congress audience. This year, four people will speak on Tuesday morning, and all of Wednesday morning will be dedicated to viewing the show.

For further information, write Wendy Barhydt, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150. The telephone number is 313-764-5592.

Volvo Cars to shut Chicago parts hub

ROCKLEIGH, N.J. — Volvo Cars of North America is phasing out one of its four parts distribution centers.

"The pressure is on in the automotive industry to increase efficiency and reduce costs," the company said, announcing the closing of its Chicago distribution center by the end of 1991.

Seventy-five of the 80 dealers who were served from Chicago will be served by Volvo's Atlanta distribution center, where a second shift will be added. The other five dealers will be served by Volvo's Los Angeles parts center.

The third remaining parts center is Volvo's national distribution center in Rutherford, N.J.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	10/7	
Dodge Monaco		380
Eagle Premier		1,005
FORD		
Kansas City, Mo.	10/7	
Ford Tempo		2,950
Mercury Topaz		1,065
Kentucky Truck (Louisville)	10/7	
Ford heavy trucks		1,000
Lorain, Ohio	10/7	4,100
Ford Thunderbird		
Mercury Cougar		
St. Paul, Minn.	10/7	3,500
Ford F-series pickups		
Ford Ranger		
Wayne, Mich.	10/7	
Ford Escort		5,700
GENERAL MOTORS		
Detroit	10/7	
Chevrolet commercial RV		400
GMC commercial RV		50
Janesville, Wis.	10/7	
Chevrolet Blazer		50
Chevrolet Suburban		60
GMC Jimmy		50
GMC Suburban		75
Total U.S. car		14,010
Total Canada car		1,385
Total U.S. truck		5,185
Total units lost week of 10/7		20,585

Source: Automotive News Data Center

Ford heavy truck plant idled 5 weeks

JOSEPH BOHN
Truck Editor

Ford Motor Co.'s heavy-truck business, like that of its competitors, has fallen off sharply enough to warrant considerable downtime over the next three months.

Ford has scheduled five weeks of downtime at its heavy-truck plant in Louisville, Ky. The plant will be down the weeks of Oct. 7, Oct. 21, Nov. 4, Nov. 18 and Dec. 9, according to company sources.

That is in addition to the holiday shutdowns in the last week of November and between Christmas and New Year's Day.

It adds up to a pretty skimpy production plate at Kentucky Truck during the final quarter of 1991.

Joel Pitcoff, Ford research and analysis manager, declined to confirm or deny the planned downtime, saying it is Ford's policy not to comment on future production activities.

Ford's Class 8 sales of 518 trucks in August were down 48.4 percent from a year earlier. Its eight-month calendar year Class 8 sales of 5,546 were off 40.9 percent from a year earlier.

The overall Class 8 industry was off 26.9 percent in August, and 23.8 percent for the first eight months of calendar 1991 from a year earlier, according to the Motor Vehicle Manufacturers Association.

With the heavy-truck market stagnating, Ford's shift of its medium-duty Cargo production from Brazil to Kentucky Truck a year ago looks like an increasingly smart move.

Cargo has been doing fairly well in a weak medium-duty market, with retail sales of 601 for Jan. 1 through Sept. 20, compared with 888 for like-1990.

Some industry observers believe that Ford should shift additional specialized commercial truck products to Kentucky Truck in order to put the plant at a successful operating rate.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 9/23-10/5/91	Actual 9/23-9/28/91	Sept. Est.	Year 1/1-10/5/91	Year 1/1-10/6/90
LeBaron A	0	0	0	0	8,071
LeBaron J	350	115	361	19,353	40,455
New Yorker	400	334	471	5,569	30,500
Fifth Avenue	1,800	620	1,163	23,302	26,560
Imperial	300	313	1,243	6,566	14,708
Town & Country (trk.)	200	73	454	3,317	2,078
Total Chrysler	**3,050**	**1,455**	**3,692**	**58,107**	**122,372**
Horizon	0	0	0	0	4,327
Sundance	2,000	2,066	8,493	48,010	66,987
Acclaim	2,200	2,063	7,716	61,624	87,025
Voyager (trk.)	2,450	2,743	10,074	74,528	66,084
Voyager (Can. trk.)	2,466	2,483	10,630	84,963	77,270
Total Plymouth	**9,116**	**9,355**	**36,913**	**269,125**	**301,693**
Omni	0	0	0	0	4,078
Daytona	100	114	222	5,316	26,972
Shadow	2,000	2,107	8,541	52,820	74,961
Dynasty	2,400	3,691	16,874	93,403	90,941
Spirit	2,500	2,193	8,556	57,547	78,544
Monaco (Can.)	0	0	1,804	7,860	7,866
Caravan (trk.)	2,850	3,094	11,365	87,037	71,071
Caravan (Can. trk.)	3,678	3,733	15,144	110,520	97,348
Caravan C/V (trk.)	50	59	244	2,610	4,171
Caravan C/V (Can. trk.)	96	97	403	12,640	5,700
Dakota (trk.)	4,000	3,057	12,970	70,020	55,803
Ram pickups (trk.)	1,100	1,019	5,399	58,857	82,310
Ram Wagon (Can. trk.)	450	479	1,856	15,363	17,036
Ram Van (Can. trk.)	1,510	1,469	6,105	32,187	47,129
Total Dodge	**20,734**	**21,112**	**89,483**	**606,208**	**562,438**
Premier (Can.)	0	0	2,541	10,222	9,789
Cherokee (trk.)	4,300	4,621	19,293	112,465	121,467
Comanche (trk.)	50	156	502	3,965	6,847
Grand Wagoneer (trk.)	0	0	0	1,560	5,559
Wagoneer (trk.)	50	38	201	2,213	3,045
Wrangler (Can trk.)	1,590	1,705	6,719	47,513	44,535
Total Jeep-Eagle	**5,990**	**6,520**	**29,256**	**177,938**	**191,242**
Total U.S. car	**14,050**	**13,616**	**53,648**	**373,518**	**554,129**
Total Can. car	**0**	**0**	**4,345**	**18,102**	**17,655**
Total U.S. truck	**15,050**	**14,860**	**60,582**	**416,572**	**418,435**
Total Can. truck	**9,790**	**9,966**	**40,857**	**303,186**	**287,518**
CHRYSLER CORP.	**38,890**	**38,442**	**159,344**	**1,111,378**	**1,277,737**
Escort	5,807	5,485	16,831	161,988	184,623
Mustang	0	0	7,355	67,468	102,665
Tempo	3,147	3,136	12,273	88,643	102,252
Tempo (Can.)	0	3,109	7,625	79,221	89,079
Taurus	7,487	8,666	33,798	250,972	268,199
Thunderbird	0	2,716	8,035	58,266	90,794
Crown Victoria (Can.)	2,055	2,029	8,310	72,052	92,686
Aerostar (trk.)	3,968	4,985	18,906	133,148	164,558
Bronco (trk.)	70	777	2,857	14,049	39,966
Explorer/Bronco II (trk.)	7,689	6,411	28,047	212,643	150,145
Navajo (trk.)	321	225	953	9,011	6,178
Econoline (trk.)	3,707	3,146	9,348	104,350	145,513
Heavies (trk.)	1,021	0	2,058	25,577	40,076
Light trucks (trk.)	10,158	10,595	36,742	240,965	357,741
Light trucks (Can. trk.)	3,040	3,057	10,300	79,196	106,235
Ranger (trk.)	7,311	7,096	28,928	210,944	218,388
Total Ford Div.	**56,414**	**61,433**	**232,367**	**1,808,495**	**2,159,098**
Topaz	1,121	1,081	4,366	36,855	38,399
Topaz (Can.)	0	88	2,759	25,977	33,779
Cougar	0	1,604	4,061	44,799	61,085
Sable	2,993	2,063	8,462	80,006	82,392
Grnd Marquis (Can.)	3,273	3,297	12,404	80,402	85,349
Total Mercury	**7,387**	**8,929**	**32,051**	**268,039**	**301,004**
Continental	1,178	1,185	4,721	43,056	46,371
Mark VII	213	213	828	7,552	15,883
Town Car	2,774	2,780	11,071	101,281	116,964
Total Lincoln	**4,165**	**4,178**	**16,619**	**151,889**	**179,218**
Total L-M Div.	**11,552**	**13,107**	**48,670**	**419,928**	**480,222**
Total U.S. car	**24,720**	**28,929**	**111,801**	**940,898**	**1,109,627**
Total Can. car	**5,328**	**9,319**	**31,098**	**257,052**	**300,893**
Total U.S. truck	**34,876**	**33,235**	**127,839**	**950,687**	**1,122,565**
Total Can. truck	**3,040**	**3,057**	**10,300**	**79,196**	**106,235**
FORD MOTOR CO.	**67,966**	**74,540**	**281,037**	**2,228,423**	**2,639,320**
Skylark	1,880	1,025	3,903	33,411	70,804
Century	2,339	2,848	10,909	72,178	53,369
Regal (Can.)	3,700	3,734	13,842	96,245	75,571
Riviera	359	241	873	15,307	17,254
Park Avenue/Electra	1,932	1,510	6,352	81,985	42,970
LeSabre	3,810	4,243	15,410	61,582	124,819
Roadmaster Sedan	1,288	1,600	5,445	25,136	0
Roadmaster Wagon††	320	309	1,158	19,096	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**15,628**	**15,510**	**57,892**	**406,146**	**394,086**
Eldorado	741	371	1,309	9,065	16,516
Seville	803	658	2,338	18,926	26,975
Brougham	552	732	2,633	16,128	24,501
DeVille	3,718	3,709	14,766	120,247	124,963
Allante	64	64	256	2,316	2,935
Total Cadillac	**5,878**	**5,534**	**21,302**	**166,682**	**195,890**
Cavalier	5,316	6,026	21,631	193,404	262,948
Camaro	1,399	1,362	5,485	41,190	58,427
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	4,704	4,669	16,457	183,210	221,723
Lumina (Can.)	6,200	6,289	24,820	179,659	168,528
Caprice	2,440	2,889	11,124	102,703	181,868
Corvette	480	480	1,836	15,960	18,332
Astro (trk.)	2,550	2,904	11,957	74,858	100,708
Blazer (trk.)	75	31	102	5,701	13,603
Lumina APV (trk.)	2,091	2,252	7,268	34,852	67,635
Mediums (trk.)	0	248	580	1,577	6,381
P-Model (trk.)	0	488	1,800	15,604	17,306
Pickups (trk.)	6,605	7,256	26,407	220,309	332,019
Pickups (Can. trk.)	3,300	3,365	12,847	107,256	131,641
S10 (trk.)	5,905	5,526	23,049	198,439	185,176
S10 Blazer (trk.)	1,955	2,354	8,391	34,725	58,600
Sportsvan (trk.)	1,145	906	4,088	31,804	47,278
Sportsvan (Can. trk.)	975	981	4,017	38,981	38,740
Suburban (trk.)	210	4	50	21,324	54,523
Total Chevrolet	**45,350**	**48,030**	**181,909**	**1,501,556**	**1,985,755**
Calais	0	0	0	34,616	79,605
Cutlass Ciera	3,209	3,670	14,116	74,650	56,807
Cutlass Ciera (Can.)	0	0	0	41,089	59,783
Cutlass Supreme	2,700	2,693	10,156	81,215	73,101
Toronado	212	142	523	3,906	12,093
88	2,840	3,192	12,356	65,068	80,487
Custom Cruiser Wag.††	160	158	598	6,685	1,223
98	1,482	1,492	5,865	60,780	35,948
Silhouette (trk.)	587	481	1,569	15,518	24,993
Bravada (trk.)	265	193	961	11,630	0
Total Oldsmobile	**11,455**	**12,021**	**46,145**	**395,157**	**424,040**
Sunbird	2,474	3,036	10,860	90,328	125,347
Grand Am	3,457	2,108	5,668	95,900	165,404
Firebird	601	638	2,555	15,682	34,518
Grand Prix	3,363	3,235	10,430	81,522	94,006
Pontiac 6000	0	0	0	19,603	44,378
Bonneville	3,264	2,491	9,629	57,397	61,373
Trans Sport (trk.)	1,307	1,272	4,055	21,898	36,639
Total Pontiac	**14,466**	**12,780**	**43,197**	**382,330**	**561,665**
Jimmy (trk.)	30	40	68	1,704	4,137
Mediums (trk.)	0	320	1,236	2,850	6,009
P-Model (trk.)	0	13	122	1,916	2,305
Pickups (trk.)	2,255	1,978	8,942	92,095	118,693
Pickups (Can. trk.)	1,500	1,523	4,640	39,967	48,508
Sonoma (trk.)	1,350	1,244	5,118	47,250	41,036
S15 Jimmy (trk.)	820	838	3,451	12,739	19,660
Safari (trk.)	810	746	3,821	30,704	35,488
Suburban (trk.)	70	9	25	16,886	26,614
Vandura (trk.)	470	352	1,706	14,131	17,907
Vandura (Can. trk.)	275	294	2,181	17,123	15,618
Total GMC	**7,580**	**7,357**	**31,310**	**277,385**	**335,975**
Total Saturn*	**3,650**	**3,005**	**10,845**	**70,013**	**1,725**
Total U.S. car	**58,557**	**58,656**	**215,485**	**1,770,415**	**2,123,718**
Total Can. car	**9,900**	**10,023**	**38,662**	**316,993**	**324,291**
Total U.S. truck	**28,500**	**29,455**	**114,767**	**908,514**	**1,216,710**
Total Can. truck	**6,050**	**6,163**	**23,685**	**203,347**	**234,567**
GENERAL MOTORS	**104,007**	**104,297**	**392,599**	**3,199,269**	**3,899,136**
Can. car	2,200	2,211	9,098	79,794	7,650
Can. trk.	1,400	1,442	4,944	36,712	5,850
CAMI*	**3,600**	**3,653**	**14,042**	**116,506**	**13,500**
DIAMOND-STAR*	**2,700**	**3,340**	**13,176**	**119,821**	**115,155**
Civic	355	74	2,734	68,774	84,570
Civic (Can.)	2,180	2,190	9,195	82,563	80,048
Accord	8,310	9,124	32,177	282,202	253,172
Total U.S. car	**8,665**	**9,198**	**34,911**	**345,976**	**337,742**
Total Can. car*	**2,180**	**2,190**	**9,195**	**82,563**	**80,048**
HONDA	**10,845**	**11,388**	**44,106**	**428,539**	**417,790**
HYUNDAI Sonata (Can.)	**548**	**464**	**1,513**	**20,005**	**17,645**
MAZDA*	**4,035**	**3,826**	**17,109**	**125,736**	**137,316**
U.S. trk.	1,555	388	3,499	51,002	56,737
Can. trk.	165	165	622	5,441	7,049
NAVISTAR	**1,720**	**553**	**4,121**	**56,443**	**63,786**
Sentra	2,862	2,726	10,892	101,956	66,935
Pickup (trk.)	2,792	2,768	8,181	98,042	109,300
NISSAN	**5,654**	**5,494**	**19,074**	**199,998**	**176,235**
Geo Prizm	1,850	1,921	7,394	74,439	76,855
Toyota Corolla	2,450	2,449	9,536	85,371	77,970
Toyota Hilux (trk.)	100	69	230	330	0
NUMMI	**4,400**	**4,439**	**17,160**	**160,140**	**154,825**
Legacy	1,259	1,337	4,955	44,356	22,580
Pickup (trk.)	586	653	2,269	20,047	0
Rodeo (trk.)	802	837	2,991	21,405	0
Total U.S. car	**1,259**	**1,337**	**4,955**	**44,356**	**22,580**
Total U.S. trk.	**1,388**	**1,490**	**5,261**	**41,452**	**25,365**
SUBARU-ISUZU	**2,647**	**2,827**	**10,215**	**85,808**	**47,945**
Camry	0	0	0	136,263	169,383
Corolla (Can.)	1,400	1,435	5,541	50,101	46,118
TOYOTA	**1,400**	**1,435**	**5,541**	**186,364**	**215,501**
VOLVO 740, 940 (Can.)	**130**	**150**	**423**	**6,829**	**6,893**
AM GENERAL (trk.)	**400**	**400**	**1,600**	**15,570**	**17,199**
MISCELLANEOUS (trk.)**	**2,650**	**2,650**	**10,600**	**102,640**	**114,800**
Total U.S. car	**122,156**	**125,998**	**478,899**	**4,118,731**	**4,791,410**
Total Canada car	**21,686**	**25,792**	**98,874**	**831,299**	**900,383**
Total U.S.-Canada Car	**143,842**	**151,790**	**578,773**	**4,950,030**	**5,691,713**
Total U.S. truck	**87,313**	**85,315**	**332,479**	**2,584,909**	**3,088,962**
Total Canada truck	**20,445**	**20,793**	**80,408**	**627,902**	**641,190**
Total U.S.-Canada truck	**107,758**	**106,108**	**412,887**	**3,212,691**	**3,722,861**
TOTAL U.S.	**209,469**	**211,313**	**811,378**	**6,703,540**	**7,872,312**
TOTAL CANADA	**42,131**	**46,585**	**180,282**	**1,459,101**	**1,441,462**
TOTAL U.S.-CANADA CAR & TRUCK	**251,600**	**257,898**	**991,660**	**8,162,721**	**9,313,774**

•Estimate ††1990 totals reflect LeSabre (rwd) †††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Civic sedan is last '91

ROBIN-LYN RAIMEY
Special Correspondent

As assembly line workers completed a rosewood brown Honda Civic sedan at Honda of America Manufacturing Inc.'s East Liberty, Ohio, plant last Tuesday, 1991 model year production came to an end.

Car and truck production for the 1991 model year totaled 11,149,748.

So far this year, 4,118,731 cars have been assembled in the United States, 14.0 percent below the year-ago total. U.S. truck production at this point is 2,584,809, down 16.1 percent from 1990.

U.S. auto production last week was 122,156, down 3.1 percent from the previous week and 15.2 percent below the year-ago week.

Truck production in the United States was estimated at 87,313 last week, 2.3 percent above the previous week and 10 percent above the year-ago week.

At 21,686, Canadian car production last week was down 15.9 percent from the previous week and 16.5 percent from the year-ago week. Truck production in Canada was 20,445, down 1.7 percent from the previous week, but up 28.7 percent from 1990 week, which was hurt by a strike.

Year-to-date Canadian truck production is 627,882, down 2.1 percent from 1990. So far this year, car production is 831,229, up 3.9 percent over last year.

The week's scheduled car production was shared as follows: GM, 48.9 percent; Ford, 20.2 percent; Chrysler, 11.5 percent; Honda, 7.1 percent; New United Motor Manufacturing Inc., 3.5 percent; Mazda Motor Manufacturing Corp. U.S.A., 3.3 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.3 percent; Diamond-Star Motors Corp., 2.2 percent; Subaru-Isuzu Automotive Inc., 1.0 percent; and Toyota Motor Manufacturing U.S.A. Inc., 0 percent.

GM scheduled two shifts of Saturday overtime at the Shreveport, La., plant, which produces the Chevrolet S10 Blazer and S10 pickup, the GMC Sonoma and the GMC S15 Jimmy. Also working Saturday was the Wentzville, Mo., plant (Buick Park Avenue, Oldsmobile Eighty Eight Royale and Pontiac Bonneville), and the Oshawa No. 2 plant in Ontario, which makes the Buick Regal and the Chevrolet Lumina.

One shift of Saturday overtime was scheduled at GM's Doraville, Ga., car plant and the Scarborough, Ontario, truck plant. The Doraville plant makes the Oldsmobile Cutlass Supreme, and the Scarborough plant makes Chevrolet and GMC full-sized vans.

Chrysler scheduled two shifts of Saturday overtime at the St. Louis No. 2 plant, which produces the Chrysler Town and Country, the Plymouth Grand Voyager, and the Dodge Grand Caravan and Caravan C/V.

NOTE

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Cov. 1, Pgs: 2, 3, 18, 28,

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Automotive News

OCTOBER 14, 1991

66th YEAR

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late news

GM dealership opens in USSR

MOSCOW — The first General Motors-authorized dealership in Moscow is scheduled to open tomorrow, GM Europe announced.

Avtoimport has signed an agreement with GM's Germany-based Adam Opel AG to sell new Opel cars and parts and provide full customer service, said the company.

The company said the first shipment of new Opel cars and spare parts has arrived at the dealership, and Avtoimport has modified a workshop to meet Opel standards.

Avtoimport is the first of a number of GM Europe dealerships to be opened in the Soviet Union, said M.A. Razaq, regional director for Eastern Europe and export markets. He said an agreement has been signed for a dealership in St. Petersburg (formerly Leningrad), which will open in two months.

Fiat to get 51% stake in FSM

WARSAW, Poland — Fiat Auto S.p.A. said Friday it has signed a preliminary agreement to purchase 51 percent of Poland's

see LATE NEWS, 2

GM trusts its new engines

Buyer gets replacement if anything goes wrong

PHIL FRAME
Staff Reporter

Buyers of General Motors cars equipped with any of the company's new engines will get an all-new powerplant if anything goes wrong with internal components.

The engine exchange program began Oct. 1 and will run through the 1992 model year, said Mike Yuskowatz, technical coordinator for the Powertrain Division.

Engines that fail are being replaced rather than repaired because engineers want information on why the breakdowns occurred so any problems can be corrected, Yuskowatz said.

The engineers don't want dealership service technicians to work on internal engine components because it would affect failure data.

Technicians may service brackets, water pumps, vacuum tubes, starters, ignition system, sensors, accessory drives and several other exterior engine components.

But the cylinder case, cylinder head and gaskets, cam cover, oil pump, timing chain and all other internal components aren't to be removed, let alone serviced or replaced.

"We're trying to get more complete information on any problems that occur in the field so we get more timely corrections," Yuskowatz said. "If we see anything we need to fix across the board, we can do that a lot more quickly. It may cost us a little more initially, but we think it could reduce the incidence of comebacks."

The program covers five new GM engines:

- The 6.5-liter V-8 turbo-diesel used in two-wheel-drive versions of the three-quarter- and one-ton C/K pickups and chassis cabs sold by Chevrolet and GMC Truck.
- The supercharged 3800 or the 3.8-liter V-6 in the Oldsmobile Ninety Eight Touring Sedan, Buick Park Avenue Ultra and Pontiac Bonneville SSEi.
- The 3.4-liter "Twin Dual Cam V-6" available in the Chevrolet Lumina Z34 and Euro Sedan, all Pontiac Grand Frixs, and on all Oldsmobile Cutlass Supremes except the convertible.
- The 5.7-liter "LT1" V-8 on the Chevrolet Corvette.
- The 2.3-liter, 16-valve, single-overhead-camshaft "Quad OHC" in the Buick Skylark, Oldsmobile Achieva and Pontiac Grand Am.

The single limitation in the program involves the supercharged 3800 V-6. With that engine, the exchange policy is effective only for defects relating to the supercharger, which debuted on

see EXCHANGE, 41

Toyota unveils new high-performance sedan

Toyota last week introduced the Aristo in Japan, where it hopes to sell 3,500 a month. The new sedan, rumored to be a Cressida replacement, is powered by a twin-cam, 3.0-liter turbocharged inline six. It gives three of Toyota's five sales channels in Japan a luxury car. See story on Page 4.

Dealer survey: Program cars help

CHARLES M. THOMAS
Staff Reporter

Just two weeks before a National Automobile Dealers Association task force report on the nettlesome issue of program cars is due, an NADA Dealer Candidate Academy study shows an overwhelming percentage of dealers rely on program cars to keep them afloat in this sluggish economy.

Of dealers surveyed, 78 percent say program cars are helpful to dealers, 13 percent said they are not helpful and 9 percent were unsure.

The results don't surprise Richard Strauss, who serves on the task force and likely will be the next NADA president. He said most dealers concede that program cars have been helpful during this economic downturn. But the long-term effect on the franchise system should worry them.

"Program cars are a great sell today, but if they continue to come into the marketplace at current volumes, then the dealers who think they won't affect the franchise system over the long term have their heads in the sand," said Strauss, who owns Dick Strauss Ford-Isuzu-Suzuki in Richmond, Va.

"New cars and trucks are our core business," he said. "That's what we paid for to get our franchises, and not to sell used cars."

Among the dealers surveyed, 78 percent believe program cars steal new-car sales, and 22 percent said

see SURVEY, 43

GM exec hails program cars ➤ 29

Toyota exec bullish about Big 3 outlook

DAVID VERSICAL
National Editor

DETROIT — The Big 3 found an unlikely cheerleader on their home turf last week: the top strategic planner at Toyota Motor Sales U.S.A. Inc.

In a remarkable speech, George Borst, Toyota's vice president of strategic and product planning, predicted a rebound for the U.S. industry in 1992. And the Big 3, he said, will lead the way.

Sales will jump 1.5 million units to 14.2 million, Borst said. The Big 3, spurred by a wealth of new product, will collect 1.2 million of those sales, enough to earn an additional point of car market share and a half-point in trucks.

They were uncommonly genteel words from the top-selling Japanese brand in the United States.

George Borst says Big 3 will lead rebound in 1992.

Borst's boss, former Chrysler executive Robert McCurry, has held back few words when it comes to criticizing Detroit. But Borst, himself a former Chevrolet executive, said this is a "kinder, gentler Toyota for the 1990s."

No longer is Toyota saying, as it has for the past several years, that it intends to capture 1.5 million sales by mid-decade. And Borst dismissed suggestions that the new Camry has set out to wrest the U.S. car sales crown from the Honda Accord.

"We don't intend for the Camry

see TOYOTA, 41

Ford adds rebate to bargain Escort

KATHY JACKSON
Staff Reporter

Ford Division has changed its one-price Escort program to help its dealers keep more money in their pockets.

The division last week added a $500 customer rebate as part of the package, reducing by $500 the dealer financial participation needed to arrive at the $9,999 price for any LX model with manual transmission.

The company began a test program last month in certain parts of the country in which it advertises every Escort LX model with manual transmission for $9,999. The vehicles have air conditioning, power steering, AM/FM stereo and rear defroster.

The special price of $9,999 initially was derived from the $11,092 sticker for a comparably equipped LX three-door model in this manner: The option package carried a $593 discount, and the dealer subtracted $500 from his margin for a total of $1,093. Some dealers say they can make only $500 on an Escort, so Ford Division changed the formula to absorb the dealers' $500 contribution.

Ross Roberts, Ford Division general manager, said, "The company reduced the amount we make (on Escorts) by a considerable amount" to try to help make the program a success. "We didn't want any inhibitors to this program," Roberts said. "We have to be competitive and keep our dealers profitable." The program is

see ESCORT, 44

U.S. parts group, Nissan at odds 3

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inside Automotive News

NAME DROPPER
Isuzu plans to produce vehicles for GM units in Europe. PAGE 4

LONGER, WIDER, ROOMIER
New U.S. Stanza will vary from its Japanese counterpart. PAGE 4

ACTION IN USED CARS
NADA instructor analyzes the first half of 1991. PAGE 6

LINE TOPPER
The 960 boasts Volvo's most potent car engine ever. PAGE 15

626 SUCCESSOR
Mazda unveils a V-6 powered Chronos in Japan. PAGE 23

BUBBLY RAGTOP

▲ Suzuki's tiny Cappuccino may rekindle sales. PAGE 27

PROGRAM CARS ARE PEACHY
GM's John Rock says they buoy dealer profits. PAGE 29

SALES RISE IN CANADA
Deliveries rise 9.85 percent after August setback. PAGE 39

DEPARTMENTS	
Auction ads	32-33
Auction dates	33
Classifieds	34-38
Calendar	30
Dealers	31
Incentives	38
Inventories	42
Keith Crain	12
Letters	12-14
Opinion	12
Personnel	22
Production	45
Service	18

OCTOBER TABLES

OCTOBER 7	
Sales, September top 10	38
Sales, September by maker	38
Sales, year to date by maker	38
Sales, model year top 10	1
Sales, model year '91 by maker	40
Sales, domestic car by model	39
Sales, light truck by model	39
Production, weekly/Sept. totals	43

TODAY	
Sales, import car by model	38
Sales, Canada by make	39
Sales, dealer by make	28
Inventory, as of Oct. 1	42
Production, weekly by model	45

OCTOBER 21
Sales, 10 day by make
Sales, truck by gvw
Production, weekly by model

OCTOBER 28
Sales, 10-day by make
Production, weekly by model

66th year—No. 5415

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HANS G. LEHMANN/HIDDEN IMAGE

Isuzu prepares new Trooper

A replacement for Isuzu's Trooper sport-utility will debut late next year as a 1993 model. The new Trooper gains about eight inches in wheelbase and overall length, and features more rounded styling. Engines will include both four- and six-cylinders, with talk of a 4.2-liter V-8 due a year later. Both two- and four-door versions will be offered.

latenews

CONTINUED
from PAGE 1

state-owned Fabryka Samchodow Maloitrazowych, which has been producing Fiat 126 models under license since 1973.

The price is subject to an independent valuation of FSM's worth. But Fiat, which has already committed $500 million to build 160,000 of its new 500 microminis annually at FSM, said Friday it will invest $800 million more during the next six years.

Earlier this year, Fiat signed a preliminary agreement to buy 30 percent of VAZ, the Soviet, state-owned maker of Lada cars. That accord is valued at more than $1 billion.

Hyundai Excel prices rise $220 to $284

FOUNTAIN VALLEY, Calif. — Hyundai Motor America completed the pricing of its 1992 models by tacking increases of $185 to $284 on its Excel line. Earlier, the company announced hikes of $250 to $615 on the Sonata and $154 to $304 on the Scoupe.

The new Elantra sedans start at $8,995.

The base Excel three-door is $6,595 for 1992, up $220, and the GS hatchback is $7,599, up $254. Four-door sedan prices are $7,695 for the base and $8,499 for the GL. The base sedan is up $185, and the GL is up $284.

CAFE study may suggest 33 to 38 mpg by 2001

WASHINGTON — The Congressional Office of Technology Assessment is scheduled to issue its final report on fuel economy technology in time for a Senate debate on corporate average fuel economy that could begin Thursday.

The report is expected to produce three estimates of potential fuel economy. Under the "maximum feasible" scenario, a passenger-car CAFE of 38 mpg by 2001 would be possible if cost or consumer preference were not considered.

Another possibility assumes no new CAFE standards and gasoline at $1.50 a gallon. Under that view, CAFE could reach 33 mpg if consumers show increased interest in fuel economy and some new technology pans out. The other scenario says various government policies could produce CAFE gains somewhere between the other two figures.

The Senate is considering a measure that would require automakers to increase their CAFE scores 40 percent by 2001. The current standard is 27.5 mpg.

Volvo to offer bonuses to dealers

ORLANDO, Fla. — Volvo dealers will receive cash awards that are tied in part to customer satisfaction, as Infiniti Division already does and as BMW of North America plans to do.

Volvo Cars of North America's program offers dealers up to $1,500 per car sold. Payments will be made every six months and will be based on a formula that includes customer satisfaction, sales volume and — to a lesser extent — parts purchases.

Volvo reviewed its bonus plan with its 400 U.S. dealers in meetings here last week. Volvo dealers averaged about 220 car sales last year. At the maximum bonus level, those 220 sales would be worth $330,000.

Infiniti, the luxury division of Nissan Motor Corp. in U.S.A., said it gave 38 of its 89 dealers its maximum bonus of $25,000 for the first quarter of this year. Infiniti's payout is based on customer ratings of sales and service and evaluations by "mystery shoppers."

BMW is preparing a program that is more like Volvo's. It also takes sales volume goals into account.

U.S., Japanese makers talk trade in private

WASHINGTON — Representatives of U.S. and Japanese car manufacturers will meet in Tokyo next week for private talks about the U.S.-Japan automotive trade deficit.

Representatives of the Motor Vehicle Manufacturers Association and the Japan Automobile Manufacturers Association will meet Oct. 20 and 21. The sessions will take place at the same time as renewed discussions between government trade officials.

Last month, U.S. and Japanese negotiators agreed to study the barriers to sale of U.S. cars and auto parts in Japan.

Autolatina may market big German trucks

SAO PAULO, Brazil — German heavy-truck manufacturer Maschinenfabrik Ausburg-Nurnberg AG is negotiating to have Autolatina market its products. Autolatina is the holding company for Volkswagen and Ford interests in Brazil and Argentina.

S. Papke, the German company's export director for Latin America, told Brazilian financial daily *Gazeta Mercantil* that he will be in Brazil this month to sign the deal with Autolatina.

The trucks, with up to six axles and a cargo capacity of up to 150 tons, would form a new market segment in Brazil. Volvo, Scania and Mercedes-Benz now build Class 8 trucks here.

Delco Remy to build GM's electric motor

ANDERSON, Ind. — Delco Remy Division said last week that it will manufacture the propulsion motors for General Motors' electric vehicle.

In August, the division announced that it will make batteries for the GM electric at its Muncie, Ind., plant. In September, Hughes Aircraft Co., a GM subsidiary, opened a facility in Torrance, Calif., to make power electronics and charging systems for the electric vehicle.

The announcements mean GM has committed manufacturing facilities for the entire powertrain. GM previously announced that its electric vehicle, which it plans to build in the mid-1990s, will be assembled at the former Buick Reatta plant in Lansing, Mich.

The prototype propulsion unit is based on AC induction motor technology and features an integral gear reduction system, Delco Remy said.

briefly

Jerry Curry may fly again

Jerry Ralph Curry told a few people at an SAE meeting in Detroit recently that he was leaving the National Highway Traffic Safety Administration, but he didn't drop the other shoe. Maybe the Senate did. It confirmed Deputy Transportation Secretary Elaine Chao as the new head of the Peace Corps. Scuttlebutt says Federal Aviation Administration director James Busey will replace her, and Curry will replace Busey. Curry, a retired Army major general, has been a licensed pilot for 37 years, and he flew choppers and planes during two tours in Vietnam.

WINNER IS . . . NOT CHRYSLER — The Commerce Department last week handed its coveted Malcolm Baldrige National Quality Award to three small electronics companies, not **Chrysler Corp.** **Cadillac** had promoted its 1990 award heavily, and in January, Chrysler Corp. President Robert Lutz said Chrysler was preparing an application for the 1991 award that would encompass the entire corporation's "process redesign" of the way it conducts business. But Chrysler never entered. A spokesman last week declined to comment on why and when the company decided to drop the quest.

Robert Lutz: non-starter

VW FACES SHAME — Volkswagen AG board member Peter Frerk last week unveiled a granite memorial to slave laborers forced to build V-1 rockets for the company during World War II. Historians hired by **Volkswagen** decided that VW's boss then, Beetle inventor Ferdinand Porsche, went to Nazi Heinrich Himmler directly to recruit labor from the death camp at Auschwitz. Porsche was arrested but never tried for any war crime. He later founded the **Porsche** sports car company. His family says the five-year study was deceptive. Frerk said it would clear the record: "We owed it to the victims who suffered here."

CAFE BATTLE BREWS AGAIN — The auto industry's Coalition for Vehicle Choice has been advertising that higher corporate average fuel economy will mean smaller and more dangerous cars. Now the other side is speaking. The Communications Consortium is campaigning for higher CAFE standards, but with only a $50,000 budget, the consortium must depend on free advertising space and time to get its message out. In one TV spot, Ralph Nader recounts past opposition by carmakers to safety and fuel economy measures. It concludes, "Carmakers, don't slam the brakes on America — again." Don't look for it on TV, though.

MAZDA DEFIES CENSORS — **Mazda Motor of America** can expect some mail now that it has defied the American Family Association, the group that gave **Chrysler Corp.** a hard time for putting ads in *Playboy*. The conservative group describes NBC's "Saturday Night Live" as "tasteless, vulgar and offensive," and it asked Mazda to stop advertising on the show. Mazda wouldn't. So the Rev. Donald Wildmon sent copies of show scripts to about 350,000 followers and urged them to send postcards of protest to Mazda President Yoshinori Taura and local Mazda dealers. Stay tuned.

Parts group fights Nissan tariff break

LINDSAY CHAPPELL
Staff Reporter

NASHVILLE, Tenn. — Nissan Motor Manufacturing Corp. U.S.A. is close to building cars in Tennessee with enough North American content to be labeled "domestic," but a U.S. parts group says it isn't enough.

The break point for domestic classification is 75 percent. But the Automotive Parts and Accessories Association argues that more than half of the parts and materials going into U.S.-built Nissan Sentras and pickups are imported. The trade group has asked the U.S. government to reject or amend Nissan's application for greater tariff protection at its Smyrna, Tenn., plant.

The dispute arises as the U.S. parts community is pressuring Japanese automakers to increase purchases of U.S. parts.

The disagreement also brings to light some misconceptions surrounding the term "domestic content." Under the EPA rules that are used to separate cars into domestic and import fuel-economy fleets, manufacturers count such expenses as overhead and labor as well as actual parts to determine their North American content.

Under that formula, Nissan and other Japanese transplant makers are closing in on the 75 percent "domestic" threshold. And the transplants have cited the higher domestic content figures as evidence of their growing investment in the U.S. economy.

But Nissan concedes that despite its higher "domestic content" figure, imported parts still account for about 60 percent of its vehicles' parts content. And that, says the Automotive Parts and Accessories Association, is "disturbing."

The association, which represents about 800 U.S. suppliers, has objected to a Nissan application now before the Department of Commerce's Foreign Trade Zone Board. Nissan's current foreign trade zone status allows it to import parts duty-free for 240,000 cars and trucks annually. Nissan has asked for the same status for a plant expansion scheduled to boost capacity to 450,000 next year.

A foreign trade zone annual report, published late last year, indicates that Nissan imported $858 million in parts and materials in 1989, or 65 percent of total expenditures. It purchased about $471 million worth of goods from U.S. companies.

In its challenge to the application, the parts group claims that Nissan vowed in its original 1981 trade-zone application that imports would account for 60 percent of its parts and materials at the beginning of production in 1983, and eventually would drop to 40 percent.

The group called it "disturbing that after eight years of truck production and a 1985 expansion to assemble cars, (Nissan) has not met its lackluster long-term 60-percent goal, or even the scant 40 percent domestic sourcing level it pledged at the outset of production."

Nissan spokesman Bucky Kahl defended the firm's progress in sourcing U.S. parts and materials. He said that foreign purchases dropped to 60 percent in 1990 and will continue to decline.

"It doesn't seem fair to extract

see PARTS, 43

JOE WILSSENS/AN

Cleaning up

Willie Abney cleans windows at the $1 billion Chrysler Technology Center in preparation for the arrival of the platform design teams this week. Product design offices can be seen out the fourth-floor window. See story on Page 8.

GM dealers score with group buy

Texas associations pool ad funds

ARLENA SAWYERS
Staff Reporter

Members of General Motors dealer associations in southeast Texas set aside their competitive differences long enough to conduct a joint 10-day, $990,000 inventory reduction ad campaign.

Billed as the Texas Gulf Coast GM Dealers, 86 dealers representing 130 franchises and six GM divisions sold 3,047 new vehicles from Aug. 23 through Labor Day — a 47 percent improvement over the last 10 days of July.

Sales for the zones in which the dealers are located were collectively down 2.5 percent from the last 10 days of July.

It was the first time six GM dealer associations in the southeast Texas market joined forces in one advertising effort.

George DeMontrond, president of Houston's Buick ad association, said the dealers pooled their resources, giving them a bigger share of voice and a united front against import sales.

"The imports are very aggressive in our market," said DeMontrond, owner of DeMontrond Buick.

"Together, we had more to spend than any one association. We were extremely satisfied," he said.

The 28-member Buick association collectively increased its sales 62.5 percent over July.

Cadillac dealers increased their sales by 146.3 percent followed by GMC Truck dealers, up 90 percent; Chevrolet dealers, up 41.5 percent; Oldsmobile dealers, up 33.3 percent and Pontiac dealers, up 6 percent.

The associations paid for the program out of their ad association fees and matching funds contributed by their divisions.

Buick, Cadillac, Chevrolet, Oldsmobile and the joint Pontiac/GMC Truck association each kicked in $80,000. Added to that was another $200,000 in factory funds and about $300,000 spent by individual dealers.

Despite the success of the program, some dealers were not happy with its financial make-up.

James Masten, president of the 23-member Pontiac/GMC Truck association, said some dealers believe that since Chevrolet dominates the market, the Chevrolet group should have paid a higher percentage of the cost.

Joseph Pollaro, president of Pollaro Media Advertising & Productions, created the campaign and coordinated the effort with the groups and ad agencies. AN

NEW RECIPE

Reformulated gasoline can help cars meet new emission laws

JACK KEEBLER
Staff Reporter

The low-emissions alternative fuel of the future is gasoline — reformulated gasoline.

That is what automobile and oil interests are saying after completing research that examines the level of clean-up provided by chemically reformulating gasoline.

And although not fully convinced of reformulated gasoline's ability to provide the very best emissions levels, EPA and California Air Resources Board sources say they are open-minded about reformulated gasoline combined with advanced electrically heated catalytic converters.

Preliminary tests by the consortium, the EPA and the California Air Resources Board indicate vehicles powered by reformulated gasolines and using electrically heated catalysts might pollute the air no more than the best alternative-fuels vehicles powered by methanol, ethanol, propane or even natural gas.

"I firmly believe that this will be the case," said Joseph M. Colucci, head of General Motors' fuels and lubricants department. "I have stopped saying and thinking that we can't do it."

Bill Sessa, press secretary for the California Air Resources Board, said the level of clean-up described by Colucci for future gasoline-powered vehicles has not been determined.

"M85 (a fuel blend of 85 percent methanol and 15 percent gasoline) might still have an emissions advantage," Sessa said. "We're still looking at that. But there's no question that reformulated gasoline with an electrically heated catalyst will meet our '94, '95 and '96 standards.

"But given the different reactivity of exhaust from flex-fuel cars, the flex-fuel car might still have an environmental advantage. But that is not a firm conclusion."

When fuels experts refer to the reactivity of a particular fuel, they are talking about the propensity of the hydrocarbon part of the exhaust to photochemically react with oxides of nitrogen and sunlight to form ozone.

According to Steve Albu, branch chief for engineering studies at the California Air Resources Board, California has tested a Buick LeSabre and a Toyota Celica withelectrically heated catalysts on the federal test procedure.

And the results were impressive. The LeSabre with a V-6 produced 0.03 grams per mile of hydrocarbons, 0.34 gpm of carbon monoxide and 0.19 gpm of oxides of nitrogen. The four-cylinder Celica produced 0.03 gpm of hydrocarbons, 0.50 gpm of carbon monoxide and 0.07 gpm of oxides of nitrogen.

Electrically heated catalysts use battery power (3,000 to 5,000 watts), to preheat the catalyst for 10 to 15 seconds before engine start-up.

Engineers claim that up to 80 percent of the emissions recorded

see GASOLINE, 42

CLEAN AIR REGULATIONS THROUGH 1996

Table shows grams per mile allowed in automotive exhausts for each model year. California standards shown as a fleet average from some years.

	1992		1993		1994		1995		1996	
	U.S.	Calif.	U.S.	Calif.	U.S.	Calif.	U.S.	Calif	U.S.	Calif.
CO	3.40	7.00	3.40	5.56	3.40	3.769	3.40	3.400	3.40	3.400
NOx	1.00	0.40	1.00	0.40	0.40	0.400	0.40	0.400	0.40	0.400
HC	0.41	0.39	0.41	0.33	0.25	0.252	0.25	0.231	0.25	0.225

Source: EPA

Cunningham, Recchia on World Congress list

Theodor R. Cunningham, executive vice president of sales and marketing for Chrysler Corp., and Richard D. Recchia, executive vice president and chief operating officer for Mitsubishi Motor Sales of America Inc., will address the Automotive News World Congress on Monday morning, Jan. 13.

The 16th Automotive News World Congress will be held Jan. 12-15 at Detroit's Westin Hotel in conjunction with the North American International Auto Show.

Cunningham directs all activities of Chrysler's U.S. and Canadian sales, fleet and marketing organizations; Service and Parts Operations and the Pentastar Transportation Group. He was vice president of Service and Parts Operations before being appointed to his present post in November 1990.

Cunningham joined Chrysler in 1968 and became national sales manager in 1981. He was named general manager of U.S. automotive sales in October 1982.

In 1985, he was named general manager of Import Operations and vice president of sales and market-

Cunningham

Recchia

Registration information > 40

see CONGRESS, 44

service

SERVICE INDEX 95.4*

	Aug., '91 vs. Aug., '90	Jan.-Aug., '91 vs. Jan.-Aug., '90
Gross Profit on All Labor and P&A Sales	– 3.6%	1.2%
Repair Orders Written	– 0.6%	0%
Total Labor Sales (Customer & Warranty)	– 7.9%	– 0.1%
Shop Parts Sales (Customer & Warranty)	+ 1.4%	+ 2.6%
Sales of All P&A	– 3.4%	– 1.4%

* Survey by Automotive News shows that dealers' service and parts business in August 1991 was 95.4 percent of business in August 1990. Service business in the first eight months of 1991 was 98.9 percent of business in the corresponding period in 1990.

Service work declines

DETRO — New-car dealerships are still feeling the effects of the recession in the backshop as well as in the showroom.

Parts and service business in August was 95.4 percent of the total for August 1990, as measured by the Automotive News Service Index. It was the fourth consecutive month that business trailed the year-earlier total.

After eight months, service business was 98.9 percent of the figure for the same period in 1990.

Shop parts sales was the only indicator to post an increase for the month, rising 1.4 percent. Parts sales also was the only category to show a gain for the year.

The largest decline for August was in total labor sales, off 7.9 percent from a year earlier. Also taking hits were gross profit on all labor and parts sales, down 3.6 percent; sales of all parts and accessories, down 3.4 percent; and repair orders written, down 0.6 percent.

Figures used in the Automotive News Service Index are compiled from monthly reports on service and parts business from a cross-section of new-car dealers. AN

Toyota opens service center

KRISTINE STIVEN BREESE
Staff Reporter

TORRANCE, Calif. — Toyota Motor Sales U.S.A. Inc., which has been on a spending and building spree across the country this year, added another jewel to its crown this month when it dedicated a $25 million Service Development Center here.

Located across the street from the national headquarters for both Lexus and Toyota, the facility houses the company's diagnostic and product quality testing equipment. In addition, the center develops the curriculum used to train Toyota technicians and trade-school students.

The center occupies a 110,809-square-foot building on 4.3 acres of land.

Yuki Togo, Toyota president and chief executive officer, called the facility "a good example of Toyota's commitment to providing the best quality products and customer service in the industry." He stressed that the center will be vital in keeping technicians up to speed as Toyota products become safer, cleaner and more environmentally friendly.

To that end, the center routinely hosts service managers, administrators and technician instructors, who come to learn about the latest in Toyota product technology. They take that information back to dealerships and schools.

Also, Toyota will use the center to build expertise in areas once considered the sole purview of small service and repair facilities.

For example, Toyota expects that many small body shops won't be able to operate as cleanly as required by new environmental laws and still make a profit, forcing them to abandon that market.

So Toyota plans to take up the slack and take advantage of a key business opportunity. The company is putting more emphasis on teaching body repair techniques that are environmentally sound.

The center is responsible for at least four areas of Toyota's service activities, said Richard Gallio, vice president of parts and service for U.S. products.

The biggest is training and education. Some 8,100 technicians and almost 1,000 service-technician students around the country rely on curriculum provided by the center to work on Toyota products.

When a product is introduced or when new technology finds its way into any Toyota product, the center provides training support. That support varies; it can be as thorough as an in-house teaching session or as simple as sending new service guidelines to dealerships. The center produces six training videos each year.

Another activity is inspecting components from U.S.-based suppliers. That responsibility is shared by the center and Toyota's technical centers in Torrance, Calif., and Ann Arbor, Mich.

One of the biggest areas handled by the development center is evaluating accessories, such as bicycle racks, floor mats and center console cushions. "Things that they don't need or don't have in Japan, things that are more suited for this market," said John Shurtz, technical training program manager.

Working with everything from drill presses to computers, engineers and designers test and adapt accessory pieces to find the best ones to send to the ports or to dealers for installation.

Another area of the center is devoted to studying faulty parts returned by dealers. Particularly right after the introduction of a new product, dealers are asked to send in broken or weak parts discovered when servicing a customer's car.

Shurtz said it helps Toyota spot a problem and fix it before it gets out of hand. The parts are torn down and studied at the center, and reports are sent to Toyota engineers in California and Japan.

Finally, the service center is a dealer-technician support operation. Lexus and Toyota dealers can call the center via a toll-free telephone number, and questions are fielded by staff troubleshooters. AN

Center serves as base for technician program

KRISTINE STIVEN BREESE
Staff Reporter

TORRANCE, Calif. — To ensure that it will have an adequate pool of well-trained technicians to fill dealers' service bays in the future, Toyota continues to build its Technical Education Network (T-Ten) program.

With technicians in short supply, Toyota believes its commitment to T-Ten is well worth the cost. It spends $120,000 to $160,000 to establish a program and another $50,000 to $70,000 annually to support it.

Toyota boasts that 95 percent of the students who complete the two-year T-Ten program go on to work at Toyota dealerships.

Toyota recently dedicated a new $25 million Service Development Center near its Torrance, Calif., headquarters to serve as the "main campus" for the instructors who teach at the 62 schools that are T-Ten affiliates.

At least once a year, teachers will visit the Torrance facility to learn about curriculum changes and new models and to get a business update. Teachers meet more frequently at Toyota's 12 regional offices.

The center also will prepare videos and classroom literature that the teachers will use to keep students apprised of Toyota's technological developments.

Toyota began the program in 1986. From a pilot plan on 20 campuses, T-Ten now boasts nearly 1,000 students at 62 schools. In return for providing items such as parts, entire vehicles, diagnostic equipment and classroom materials, Toyota asks that each school set aside a specific area for T-Ten instruction.

The beauty of the system is its flexibility, according to several T-Ten instructors. Program directors and instructors from campuses across the country met recently for three days of instruction at the new center.

One recalled that General Motors wanted its facility used for training its technicians to remain empty when class was not in session.

Toyota, on the other hand, asked only that its area be exclusively Toyota's during class time.

Dennis Meyers, program chairman/instructor for automotive technology at Texas State Technical Institute in Waco, Texas, said his course may be nothing like the program offered by a colleague at another school, and that's the key to its success.

"We've got the flexibility to adapt the materials as needed. That means I can make it successful and make it fit the needs of my students," he said. "Every student I've turned out has gone with a Toyota dealership."

The program has been so successful that it has been adopted in Japan and expanded worldwide, said Mamoru Kaida, a Toyota Motor Corp. director who supervises worldwide service activities for the company outside the Japanese market. AN

GM testing specialty service program for dealers

PHIL FRAME
Staff Reporter

General Motors is launching a test program in Columbus, Ohio, aimed at the strengths of oil change, brake, muffler, tire and tune-up shops: convenience, cost, quality and trust.

Those factors now are what lead a GM car owner to visit a specialty shop rather than a GM dealer for routine service, said Richard J. Sherman, executive director of service marketing for GM's customer sales and service staff.

The Columbus program — called GM Goodwrench Service Plus — is designed to grab back the business lost to specialists. The participants are 14 of 22 Columbus-area GM dealerships representing all GM marketing divisions except Saturn.

"Convenience, cost, quality and trust are the four primary dimensions of owner behavior which we are influencing with our project in Columbus," Sherman said.

Participating dealers are dealing with convenience by extending service department hours to evenings and weekends; by conducting most service while customers wait; and by providing free transportation in cases when the service can't be done on the spot.

All of the dealers in the program are involved with GM's Quick Lube Plus program, which guarantees oil changes in 29 minutes or less.

GM Goodwrench Service Plus also incorporates the GM Quick Service Plus program, which guarantees quick completion of shock replacements, engine maintenance, brake inspections, front-end alignments, air conditioning service, radiator flush and fill, tire rotation and transmission service.

"The quick service portion of it only applies to those items where quick is important in the eyes of the customer," Sherman said. "You don't want quick brain surgery and you don't want quick brake service."

Cost competitiveness with the specialty shops is being considered on several levels, he said. "We'll address those issues with pricing strategies, as well as a lifetime parts and service guarantee for 10 categories of service."

Sherman's assistant, M.J. (Marty) Zwolan, said service and maintenance involving air conditioning, brake system, shocks/struts, front-wheel drive, lube/oil/filter, emission controls, fuel delivery, ignition system, cooling system and transmission will be covered by the guarantee.

JOE WILSSENS/AN

Goodwrench Service Plus makes it easier to get service at GM dealerships, says Richard Sherman.

The two major elements of cost — parts pricing and labor rates — also are being addressed, Sherman said.

Although declining to be too specific, Sherman said the labor rate strategy could be compared with a public relations agency, which charges hourly rates based on the experience and skill level of the employee needed to do a job properly.

Sherman also asserted that dealers already are in a position to buy parts at a rate that is competitive with specialty shops. Again declining to be more specific, Sherman said the retail price of parts depends on the degree of markup applied to a part as the dealer moves it from the parts department to the service department to the customer.

"That can be addressed," Sherman said.

David Reiss, market research director for the Motor and Equipment Manufacturers Association said he doubted whether dealers can compete in price with specialty shops and whether dealerships had enough capacity to handle a major increase in routine maintenance business.

Sherman responded: "To your doubting Thomases, we know absolutely we can be competitive."

One major component of GM Goodwrench Service Plus is training service writers, "establishing a different type of behavior at the service write-up area.

"That's why we're, among other things, going to a service menu, which addresses what we've determined to be the services most often sought outside of the dealer environment," Sherman said. "We will establish a competitive service and parts price that is inherent in that service menu. We also have trained and are training service advisors and technicians on how to operate more in a retail environment."

That may involve doing some diagnostic work as a matter of routine. For example, a technician may hook up a car to a hand-held diagnostic tester or to GM's Computerized Automotive Maintenance System while an oil change in being done to see if other service should be done beyond what the customer wanted.

GM Goodwrench Service Plus is the third step — after Quick Lube Plus and Quick Service Plus — in GM's attempt to help dealers boost their service business.

Other efforts are being planned, Sherman said, but the key now is to win the battle of Columbus. AN

Nissan readies continuously variable transmission

System designed for larger engines

RICHARD JOHNSON
Staff Reporter

TOKYO — Nissan Motor Co. is working on a continuously variable automatic transmission that it says could be fitted on cars with much larger displacement engines than existing production continuously variable transmissions.

Nissan engineers say its new toroidal traction system would permit shifting under all conditions for cars with engines displacing 3.0 liters and more. Until now, belt-drive continuously variable transmissions have been limited to smaller displacement because of the belt's limited power transmission abilities.

Although the company will display a mockup at the Tokyo auto show later this month, a production version is unlikely before the end of the century, said a Nissan spokesman.

"We are just in a stage of basic research," he said. "We don't see any commercialization soon."

The electronically controlled toroidal traction unit transmits power using the viscous shearing force of a thin lubricant film. Friction is reduced with a single set of cams.

A toroidal traction continuously variable transmission is not a new idea: General Motors experimented with it in the 1930s and Ford sought unsuccessfully to get the technology off the ground in the 1970s.

But Nissan engineers say that such barriers as poor viscosity of traction fluid, strength limitations for various parts and problems with synchronization control hampered past attempts to perfect the technology.

Nissan says its transmission uses disks and rollers and utilizes "superior materials" and high-performance traction fluid. The result, the company says, is smooth, stepless automatic shifting and improved fuel economy.

In a similar vein, Nissan says it helped Fuji Heavy Industries improve Fuji's electronically controlled continuously variable stepless automatic transmission for small displacement engines. The unit will appear first in a small Nissan car due early next year.

Earlier this year, Italy's Fiat Auto SpA said it was working on a "high torque" unit that could handle cars with engines larger than 2.0 liters.

That unit, also several years from production, is based on Fuji's electronically controlled continuously variable transmission unit.

Nissan announced that it plans to equip a new small car early next year with its N-CVT unit, a belt-drive continuously variable transmission developed with Fuji and derived from the electronically controlled version.

The new model wasn't announced, but is expected to be the Nissan March/Micra replacement due in 1992. Subaru's Justy successor is likely to share components with the March/Micra and to use the refined continuously variable transmission.

The unit is basically the same as Fuji's, which was introduced in 1987. But a spokesman said Nissan has made various improvements to the unit that yield better fuel efficiency and less noise.

Fuji will manufacture the N-CVT for Nissan, which declined to estimate production volume.

Nissan has a small equity stake in Fuji, the maker of Subaru cars and trucks, but has effective management control.

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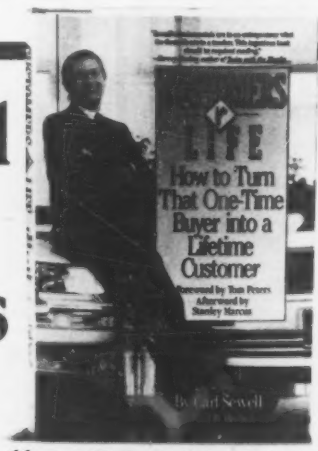

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Saturn dealers top 'em all in Sept. sales per outlet

KAREN DETKOWSKI
Statistician

Saturn Corp. topped the sales-per-dealer list in September for the first time, according to *Automotive News* calculations.

Toyota fell to third in September, behind Saturn and Honda. Toyota has held the top spot for overall car and truck sales four times since the introduction of the monthly sales-per-dealer calculation in April.

Saturn dealers reported a sales increase of 15.4 percent over August, which resulted in six more deliveries for each Saturn outlet.

Toyota reported a 27.8 percent decrease in car sales from the previous month and a 31.2 percent drop in trucks. Honda sales slipped 14.8 percent, but its dealers moved into second place.

Dealers contended with a selling period of only 24 days in September, the shortest selling period since last February.

Of 41 car and truck makes, 11 rose above August in sales per dealer and three remained constant.

Incentives to customers and dealers during a ferocious Ford-Chevrolet battle for model-year sales supremacy boosted September's average sales per franchise by six units for Ford and four units for Chevrolet. All of Ford's gain and most of Chevrolet's was in trucks. Ford has led in truck sales per dealer for five of the past six months.

Volvo sales fell to nine per dealer in September, down from 16 in August. Volvo reported its lowest sales of the year in September and its lowest September sales since 1981.

Volvo said it believes the car market is overheated as a result of almost two years of nearly continuous incentives and that consumers are confused by the variety of new products that debuted in September.

Volvo will introduce its 1992 line this month.

U.S. CAR AND LIGHT TRUCK SALES PER DEALER

Make	Car	Truck	Sept. Total	Aug. Total
Saturn	67	—	67	61
Honda	59	—	59	70
Toyota	40	17	57	80
Nissan	35	15	50	48
Ford	21	29	50	44
Lexus	50	—	50	50
Chevrolet	19	22	41	37
Acura	39	—	39	42
Infiniti	30	—	30	53
Mazda	17	12	28	40
Mitsubishi	23	5	28	31
Hyundai	25	—	25	29
Dodge	11	11	23	18
Buick	16	—	16	15
Isuzu	2	14	16	18
Subaru	15	—	15	11
Mercedes	13	—	13	12
Oldsmobile	12	1	13	13
BMW	13	—	13	14
Pontiac	11	1	12	13
Cadillac	12	—	12	10
Plymouth	7	4	11	11
VW	10	1	11	13
Mercury	10	—	10	12
GMC	—	10	10	11
Jeep	—	9	9	10
Lincoln	9	—	9	8
Volvo	9	—	9	16
Saab	7	—	7	8
Suzuki	2	4	6	6
Jaguar	5	—	5	9
Audi	4	—	4	2
Eagle	3	—	3	4
Range Rover	—	3	3	4
Peugeot	3	—	3	4
Daihatsu	2	1	3	3
Sterling	2	—	2	4
Chrysler	2	0	2	2
Yugo	2	—	2	2
Porsche	1	—	1	1
Alfa Romeo	1	—	1	2

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House bill promotes car recycling

WASHINGTON — A New Jersey Congressman has introduced a bill that would require a federal study of ways to promote recycling of the materials used in automobiles.

Robert Torricelli's bill calls for the EPA to convene a panel of experts to look for ways to promote recycling.

Members on this panel would come from the auto industry, private agencies, state and local governments, and auto dismantlers and recyclers.

The fifth-term Democrat said 10 million cars are scrapped each year in the United States. While the metal is recovered, 25 percent of the car's weight is discarded, most of it into landfills.

"If cars are designed properly from the very beginning, we could recycle about 95 percent of the materials used to build them," Torricelli said.

A particular concern is the number of different types of plastics that are used in increasing amounts in newer automobiles, Torricelli said.

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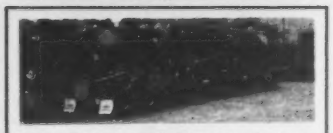

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Europeans drag down import sales

LINDSAY CHAPPELL
Staff Reporter

Declining sales for European lines darkened the overall picture for imported-car sales in the United States last month.

September sales of imported cars fell 5.35 percent below the year-ago month.

Still, the performance was better than the combined import and domestic car market, which slid 14.2 percent.

Japanese lines saw a bit of improvement in September, and Korean cars held steady. But the Europeans — led by Volkswagen and Volvo — continued a sales slide that has eaten away 18 percent of their volume so far this year. The September dip was 27.5 percent.

Volvo suffered a 57 percent sales drop for the month, most of it due to a sharp drop in sales of its 700-series cars. The monthly results, which the company blamed on industry incentive practices and a wide array of competing new-model introductions, represent the worst sales month for Volvo line since 1981.

Volkswagen's 34 percent setback was due mostly to a decline in Jetta sales, its highest-volume car.

Ironically, two exceptions to the trend were two companies leaving the market: Sterling (up 0.35 percent) and Peugeot (up 66.3 percent). AN

IMPORTED CAR SALES, SEPTEMBER & YTD

	Sept. 1991	Sept. 1990	9 Mos., 1991	9 Mos., 1990
Integra	4,755	7,144	52,594	66,521
Legend	5,418	3,804	47,289	42,165
NSX	112	220	1,677	265
Vigor	1,312	0	7,766	0
ACURA	**11,597**	**11,168**	**109,326**	**108,951**
Milano	1	3	4	42
Spider	62	122	1,161	1,603
164	156	260	1,726	972
ALFA ROMEO	**219**	**385**	**2,891**	**2,617**
ASTON MARTIN*	**5**	**5**	**45**	**45**
4000	0	0	0	1
5000	0	1	0	12
80	143	496	1,422	3,718
90	37	335	825	2,700
V8 Quattro	46	208	370	1,422
Coupe Quattro	21	78	233	704
100/200	843	1,225	5,465	7,134
100/200 Quattro	104	164	725	1,313
AUDI	**1,194**	**2,507**	**9,048**	**17,804**
3 series	2,487	2,467	19,602	22,345
5 series	1,315	1,303	13,087	15,974
635 CSi	1	5	7	229
7 series	730	1,268	4,113	7,117
850i	65	1	1,260	1
M3	11	57	307	601
M5	34	47	298	291
M6	0	0	0	6
BMW	**4,643**	**5,148**	**38,574**	**46,584**
Geo Storm	6,410	3,237	65,080	72,295
Geo Metro (import)	1,039	5,685	10,355	36,725
Geo Metro (Domestic)	*8,297*	*5,863*	*53,942*	*26,898*
CHEVROLET/GEO	**7,449**	**8,922**	**75,435**	**109,020**
Colt	2,981	4,144	22,401	29,824
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,413	0	14,210	0
Summit (Import)	916	1,005	6,447	10,859
Summit (Domestic)	*1,035*	*0*	*6,327*	*0*
Vista	1,030	319	6,547	3,840
TC	214	214	1,077	2,792
CHRYSLER MOTORS	**6,554**	**5,682**	**50,682**	**48,686**
DAIHATSU	**497**	**914**	**4,859**	**6,721**
FERRARI*	**80**	**80**	**720**	**720**
FORD Festiva	**3,146**	**4,155**	**28,234**	**43,532**
Civic/CRX (Import)	5,469	9,512	53,752	54,382
Civic.(Domestic)	*17,800*	*10,612*	*123,616*	*150,520*
Accord (Import)	5,665	2,894	57,521	95,927
Accord (Domestic)	*26,829*	*27,366*	*252,542*	*214,993*
Prelude	2,336	889	19,855	31,176
HONDA	**13,478**	**13,295**	**131,128**	**181,485**
Excel	8,099	7,823	53,727	79,450
Sonata	1,895	1,832	17,582	23,626
Scoupe	2,020	650	22,557	650
HYUNDAI*	**12,014**	**10,305**	**93,866**	**103,726**
M30	802	1,142	5,338	6,094
Q45	731	622	12,031	8,979
G20	1,224	282	11,220	282
INFINITI	**2,757**	**2,046**	**28,589**	**15,355**
I-Mark	6	75	89	1,165
Impulse	209	252	2,672	1,744
Stylus	781	326	7,543	377
ISUZU	**996**	**653**	**10,304**	**3,286**
XJ6	548	1,368	5,085	10,509
XJS	183	354	2,058	3,582
JAGUAR	**731**	**1,722**	**7,143**	**14,091**
LAMBORGHINI*	**13**	**13**	**117**	**117**
ES250/ES300	1,586	1,682	13,139	15,309
LS400	3,437	3,586	28,494	30,105
SC400	1,148	0	5,638	0
LEXUS	**6,171**	**5,268**	**47,271**	**45,414**
LOTUS*	**27**	**27**	**243**	**243**
MASERATI*	**20**	**20**	**180**	**180**
323	1,240	1,847	14,288	17,493
Protege	5,524	3,288	41,082	35,702
626 (Import)	410	881	10,933	17,938
626 (Domestic)	*3,945*	*3,916*	*46,021*	*33,946*
MX-6 (Import)	122	26	1,512	166
MX-6 (Domestic)	*703*	*1,808*	*18,632*	*23,105*
Miata	1,789	2,393	27,272	28,606
929	480	1,621	10,601	12,985
RX-7	605	841	6,027	8,059
MAZDA	**10,170**	**10,897**	**111,715**	**120,949**
190	1,265	1,457	10,664	10,293
300E 2.6/260E	373	154	3,315	1,831
300	1,504	2,216	10,273	18,094
300SE	284	395	3,029	4,722
350SDL Turbo	97	161	1,057	796
350SD	131	64	1,229	84
300SEL	78	284	970	2,765
400SE	10	0	10	0
420SEL	491	426	3,868	4,780
500SEL	42	0	42	0
560SEL	343	320	2,275	3,354
SL Coupe	586	937	5,884	6,539
560SEC	42	108	488	1,279
Tourist	112	215	507	1,191
MERCEDES	**5,358**	**6,737**	**43,611**	**55,728**
Tracer	4,425	4,598	34,461	21,956
Capri	1,251	1,154	15,117	4,142
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**5,676**	**5,752**	**49,578**	**28,720**
Starion	0	0	0	18
Diamante	1,542	0	10,093	0
Mirage (Import)	641	3,074	16,334	41,241
Mirage (Domestic)	*1,057*	*1*	*15,363*	*32*
Galant	2,990	2,005	27,798	33,590
Sigma	3	28	145	1,477
Precis	351	517	2,140	3,815
3000GT	759	10	9,058	25
Expo LRV	381	0	535	0
Expo	534	0	789	0
Wagon	10	72	197	1,020
MITSUBISHI	**7,211**	**5,706**	**67,089**	**81,186**
Sentra (Import)	3,653	2,108	22,952	44,580
Sentra (Domestic)	*9,767*	*12,544*	*90,260*	*81,034*
Pulsar	1	88	33	3,798
NX	958	0	5,819	0
Stanza	9,596	9,993	59,301	64,544
Maxima	9,644	7,858	77,663	75,552
240SX/200SX	2,828	5,570	25,581	43,053
300ZX	1,729	2,027	11,615	16,877
Hawaii	230	235	1,971	2,589
NISSAN	**28,639**	**27,879**	**204,935**	**250,993**
PEUGEOT	**444**	**267**	**3,263**	**3,339**
PONTIAC LeMans	**2,895**	**3,647**	**28,662**	**34,002**
944S/Cabriolet	62	210	747	1,869
944 Turbo	0	2	0	463
911 Carrera 2	151	226	1,582	2,656
911 Turbo	29	0	352	8
911 Carrera 4	84	82	596	1,448
928S/GT	18	37	217	471
PORSCHE	**344**	**559**	**3,494**	**7,089**
ROLLS/BENTLEY*	**22**	**100**	**544**	**850**
900	390	231	3,716	3,709
900S	767	272	5,444	4,945
900 Turbo	449	307	3,951	5,389
9000S	197	88	3,365	1,695
9000CD	250	291	2,451	2,475
9000 Turbo	164	201	1,714	2,319
Tourist	9	11	84	136
SAAB	**2,226**	**1,401**	**20,725**	**20,668**
STERLING	**283**	**282**	**2,641**	**3,138**
Legacy (Import)	1,156	257	13,707	38,709
Legacy (Domestic)	*6,010*	*1,640*	*40,207*	*8,866*
Loyale	2,357	6,865	23,210	23,417
XT/XT6	46	103	1,387	1,040
Justy	534	1,261	5,474	11,334
SVX	352	0	616	0
SUBARU	**4,445**	**8,550**	**44,130**	**74,500**
SUZUKI	**527**	**835**	**3,598**	**5,193**
Corolla (Import)	2,692	6,062	43,163	67,898
Corolla (Domestic)	*11,002*	*7,882*	*102,261*	*104,314*
Paseo	2,957	0	14,472	0
Tercel	7,198	4,452	80,310	69,813
Celica	3,935	5,623	50,203	62,364
Supra	372	416	2,887	5,257
Camry (Import)	9,608	5,668	48,397	53,099
Camry (Domestic)	*8,265*	*14,380*	*149,769*	*163,031*
Cressida	970	1,433	7,743	9,301
MR2	571	1,089	7,975	11,021
TOYOTA	**28,303**	**24,743**	**255,150**	**278,753**
Cabriolet	399	562	4,684	6,438
Corrado	131	519	3,529	4,268
Jetta	3,360	5,450	30,985	48,205
Golf/GTI	1,389	1,904	11,452	13,674
Passat	1,383	1,360	12,772	11,526
Quantum	0	2	2	30
Scirocco	0	0	0	12
Fox	796	1,566	10,295	18,891
VOLKSWAGEN	**7,458**	**11,363**	**73,719**	**103,053**
240 series	1,271	2,896	19,009	26,542
700 series	1,401	5,175	24,175	46,175
940 series	757	0	11,234	0
Tourist	26	48	394	889
VOLVO•	**3,455**	**8,119**	**54,812**	**73,606**
YUGO	**332**	**366**	**2,158**	**5,102**
IMPORT TOTAL	**179,371**	**189,518**	**1,688,571**	**1,896,646**

*Estimate • Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Delkowski

CANADIAN CAR AND TRUCK SALES

SEPTEMBER 1991

	Sept. 1991	Sept. 1990	9 mos. 1991	9 mos. 1990
BMW (imported car)	**402**	**390**	**3,337**	**3,820**
N.A. Car	6,847	6,492	75,144	80,592
Imported Car	1,389	1,258	14,656	11,999
N.A. Truck	7,024	5,706	74,447	68,938
Imported Truck	124	132	1,082	1,325
CHRYSLER	**15,384**	**13,588**	**165,329**	**162,854**
N.A. Car	12,980	10,191	112,799	119,075
Imported Car	422	557	5,510	5,013
N.A. Truck	8,156	8,924	78,243	96,635
FORD	**21,558**	**19,672**	**196,552**	**220,723**
N.A. Car	20,988	19,086	228,929	231,968
Imported Car*	552	679	5,769	4,600
N.A. Truck	11,833	9,036	109,253	114,589
Imported Truck	234	311	2,835	3,026
GM	**33,607**	**29,112**	**346,786**	**354,183**
N.A. Car	3,255	3,958	21,252	28,328
Imported Car	6,125	4,925	62,912	51,447
HONDA	**9,380**	**8,883**	**84,164**	**79,775**
N.A. Car	502	796	4,219	4,879
Imported Car	1,288	1,212	13,077	12,710
HYUNDAI	**1,790**	**2,008**	**17,296**	**17,589**
JAGUAR (imported car)	**70**	**82**	**559**	**847**
Imported Car	96	63	447	508
Imported Truck	18	41	132	165
LADA	**114**	**104**	**579**	**673**
LAND ROVER (imported truck)	**13**	**6**	**109**	**27**
N.A. Car	266	361	5,037	3,343
Imported Car	2,371	1,611	23,426	21,090
Truck**	1,638	1,668	17,360	14,939
MAZDA	**4,275**	**3,640**	**45,823**	**39,372**
MERCEDES-BENZ (imported car)	**278**	**342**	**2,678**	**3,192**
N.A. Car	815	40	7,115	40
Imported Car	1,901	1,287	16,872	18,613
Truck**	1,104	888	9,825	11,127
NISSAN	**3,820**	**2,215**	**33,812**	**29,780**
PEUGEOT (imported car)	**15**	**7**	**132**	**86**
SUBARU (imported car)	**619**	**617**	**6,445**	**5,709**
N.A. Car	105	42	1,129	308
Imported Car	670	345	4,235	5,734
N.A. Truck	307	131	2,897	1,443
Imported Truck	368	206	3,206	4,227
SUZUKI	**1,450**	**724**	**11,467**	**11,712**
N.A. Car	1,061	1,944	16,052	9,531
Imported Car	4,272	5,244	41,616	51,422
Imported Truck	1,431	1,416	15,470	13,485
TOYOTA	**6,764**	**8,604**	**73,138**	**74,438**
Imported Car	2,517	2,604	26,344	26,705
Imported Truck	86	34	732	767
VOLKSWAGEN	**2,603**	**2,638**	**27,076**	**27,472**
N.A. Car	93	411	1,294	2,655
Imported Car	223	224	2,131	1,888
VOLVO	**316**	**635**	**3,425**	**4,543**
N.A. Car	**46,912**	**43,321**	**472,970**	**480,719**
Imported Car	**23,218**	**21,447**	**230,146**	**224,583**
TOTAL CAR	**70,122**	**64,768**	**703,116**	**705,302**
N.A. Truck	**27,320**	**23,797**	**264,840**	**281,605**
Imported Truck	**5,016**	**4,702**	**50,751**	**49,088**
TOTAL TRUCK	**32,336**	**28,499**	**315,591**	**330,693**
TOTAL CANADA SALES	**102,458**	**93,267**	**1,018,707**	**1,035,995**

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Automakers, gas refiners debate vapor control units

EPA faced with Nov. 15 deadline

JACK KEEBLER
Staff Reporter

As you fill up your car at the service station you can smell the sharp scent of gasoline. And on a warm sunny day, you can even watch the gasoline waves boil and swirl around the pump nozzle stuck in the tank filler neck.

These sharply scented and wildly boiling hydrocarbon gasses are displaced from the vehicle's fuel tank by the incoming liquid fuel. And these refueling vapors contribute significantly to the air-pollution problem.

A long-standing controversy is raging again between automakers and petroleum refiners as they are being forced by the 1990 Clean Air Act Amendments to clean the vapors up.

The controversy centers on which group can most cost-effectively and safely handle a billion-dollar problem that most people never notice.

Some states and the federal government want the vapors captured before they do harm by exposing people directly to a suspected carcinogen or by reacting chemically with oxides of nitrogen and sunlight to create low-level ozone.

The topic of onboard vapor containment has heated up in recent weeks as the EPA approaches a Nov. 15 deadline for writing regulations requiring vehicles to be equipped with vapor-recovery systems for the 1996 model year.

■ TWO CONTROL OPTIONS

Two primary ozone-control strategies are being considered: onboard vapor-recovery canisters and Stage II vapor-recovery systems in service stations. A third ozone-control option is to reduce gasoline's propensity to evaporate and vaporize.

One primary option is to capture the vapors in a large tank or canister within the vehicle. The vapors would be circulated into the engine during running and consumed by the combustion chamber and catalyst. Carmakers would, of course, pass on the cost of this vapor recovery device to customers. Per-vehicle cost estimates for systems range from an oil industry low of $13 to a General Motors high of $80.

The other primary strategy is to capture these vapors in a system installed on the service station's pumps. These are called Stage II systems, because stations already have Stage I systems that collect vapors when fuel-delivery trucks fill their underground tanks.

Stage II systems have been in use in California for a number of years. They are also in use in Washington D.C., and St. Louis. And they are currently being installed at stations in New Jersey and New York. Other states are considering them.

The third control strategy — important by itself or in combination with the other controls — is a large reduction in gasoline's volatility, that is, the ease with which the fuel evaporates. Reducing gasoline's volatility is one of the chemical reformulations being considered by the EPA and the Auto/Oil Air Quality Improvement Research program.

But refiners tend to fight reductions in volatility because it means they must use less low-cost butane in their fuel blends. According to the EPA, controlling gasoline volatility would cost only 2 to 3 cents per gallon and would reduce total current hydrocarbon emissions nationally by 8 percent. Refiners say the cost might be closer to 16 cents per gallon.

"Reformulating gasoline is the single most environmentally significant initiative we can take to reduce air pollution," said EPA Administrator William K. Reilly. The Clean Air Act requires reformulated gasolines in the nine cities with the highest ozone levels by 1995. The law also allows any other city exceeding the federal ozone standard to adopt a reformulated fuels program.

■ A CASE FOR CANISTERS

Oil company interests, including William F. O'Keefe, the American Petroleum Institute's chief operating officer, favor hardware on vehicles. O'Keefe told EPA hearings in Detroit last month that the congressional mandate to require refueling canisters on vehicles beginning with 1996 model cars and trucks was "clear and unambiguous."

But car companies say the Clean Air Act amendments mandate that the EPA issue regulations only after consultation with the National Highway Traffic Safety Administration.

NHTSA seems concerned about the safety of installing these devices. Carmakers report that agencies such as NHTSA, the National Transportation Safety Board and the Insurance Institute for Highway Safety have warned that the on-board system would pose "a significant fire hazard if it failed during normal driving or ruptured during a crash."

But the petroleum industry disputes any deterioration in vehicle safety. In fact, O'Keefe told the EPA that safety might improve.

"We should expect to see safety improvements through the adoption of the refueling canister system," he said. O'Keefe maintained that the new systems would simply be "an expansion of existing technology which has already proven safe over two decades of use on cars and trucks."

Carmakers maintain that the problem and these systems are not that simple.

"These canisters would be three or even four times larger than the 850 cc to 1,500 cc containers now used for capturing fuel systems evaporative emissions," said Jim Pasek, GM's manager of federal activities.

"They are not simply an extension of our existing technology. NHTSA did some testing and they rightly asked, 'Why take the risk.' "

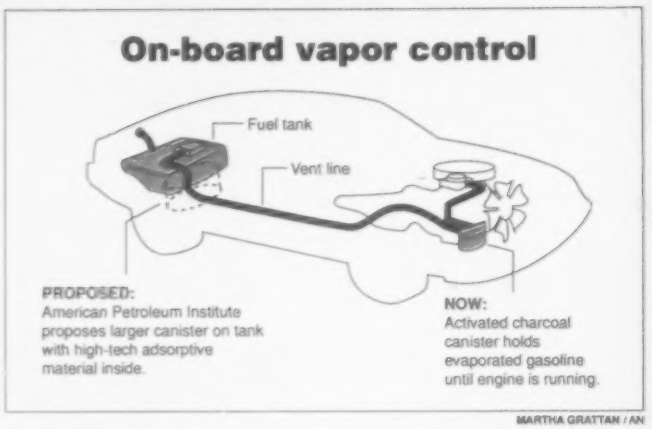
Pasek said that additional danger would come from the unproven nature of the new systems; the additional, larger and more complex system plumbing; more connections and fitting the larger canister into existing body structures.

The petroleum industry has been developing and testing demonstration refueling canister systems for vehicles since 1978, according to O'Keefe. The industry hopes to prove that these systems are safe, effective, practical and cost effective to government regulators.

Initially, that would help them avoid the installation of additional Stage II systems at fueling stations. Later, once onboard systems were in wide use, it would mean that Stage II systems would be waived by the EPA, according to O'Keefe.

There are two major issues that on-board canisters do not address: First, they would be installed only in new vehicles. That might mean that it would be 15 to 20 years before all vehicles had the canisters. Stage II systems could be installed in as little as three to four years and would control vapors from all vehicles.

Second, ozone is a regional problem. Carmakers point out that the most cost-effective way to deal with the problem is in the ozone non-attainment areas.


On-board vapor control
Fuel tank
Vent line
PROPOSED:
American Petroleum Institute proposes larger canister on tank with high-tech adsorptive material inside.
NOW:
Activated charcoal canister holds evaporated gasoline until engine is running.

MARTHA GRATTAN / AN

Canada sales rise 9.85%

ANNE E. WRIGHT
Chief Statistician

Car and light-truck sales in Canada made a comeback in September, rising 9.85 percent over the same month in 1990.

The performance bolstered industry hopes for an economic turnaround in Canada. A 9.0 percent drop in August broke a string of four consecutive monthly gains, and executives hailed September's performance as proof that the recovery has begun.

"The outlook is much better," said James G. O'Connor, president and chief operating officer of Ford of Canada. Although sales still vary by region, the economy "has at least bottomed out," O'Connor said.

The prime lending rate, for example, is now about 9.5 percent, down from 14 percent a year ago.

With the September performance, nine-month sales of cars and light trucks in Canada trailed 1990 by only 1.7 percent.

Car sales rose 8.3 percent in September, lifting year-to-date volume to 703,116, just 0.3 percent below the year-ago total.

Truck sales were up 13.5 percent in September over the same month in 1990. For the year, the deficit narrowed to 4.6 percent below 1990.

Each of the Big 3 and nine importers posted gains for the month. Suzuki was up more than 100 percent for the second straight month, and Nissan jumped 72.5 percent.

Hyundai, Jaguar, Mercedes-Benz, Toyota and Volvo reported double-digit percentage losses.

For the year, Chrysler was the only Big 3 company to report an increase over 1990. Importers reporting nine-month gains were: BMW, 10.5 percent; Honda, 5.5 percent; Nissan, 13.54 percent; Peugeot, 53.5 percent and Subaru, 12.89 percent.

Staff Correspondent Jeremy Sinek in Toronto contributed to this report.

Ford predicts strong finish

TORONTO — Even though new-vehicle sales were down 1.7 percent through September, Ford of Canada officials believe the industry will rebound and finish above 1990's total of 1.3 million units.

The company predicts 1.35 million car and truck sales this calendar year and a 6 percent increase in 1992. Falling interest rates and rebounding consumer conference are two reasons given for the optimistic estimate.

Fifty-six percent of Canadians surveyed by Ford believe the next 12 months will be a good time to buy a new car.

Ford also said it will follow the U.S. lead and adopt a single-price policy on the four-door, five-door and wagon versions of the Escort LX. Manual transmission versions will sell for $11,695 ($10,359 U.S.).

— Jeremy Sinek

Vehicle stocks remain lean

JIM HENRY
Staff Reporter

The inventory of domestic-built cars on Oct. 1 was the lowest for that date in nine years, with 1,081,100 million units in stock.

And the days' supply of domestic light trucks was down sharply from 75 a month earlier to 61.

Ford beat Chevrolet in an end-of-model-year sales race that cleared the shelves of full-sized pickup trucks. Ford's inventory of F-series pickups fell to 32 days from 84 days on Sept. 1. Chevy had a 46-day supply of C/K pickups, down from 90 days on Sept. 1.

Although domestic car stocks were lower than a month earlier, the days' supply rose to 53 from 50. And while the days' supply of domestic trucks plunged, there were more units in inventory than on Sept. 1. Changes in the production and sales mixes account for those apparent paradoxes.

On Oct. 1, the industry had a relatively lean 58-day supply of domestic and imported cars and light trucks — down slightly from 60 days a month earlier.

Inventories swelled a bit for Toyota Motor Sales U.S.A. Inc., which began September with a thin 23-day supply. As of Oct. 1, Toyota was at 31 days, matching American Honda Motor Co. Inc. for the lowest days' supply of any active company.

The final countdown continued for Peugeot Motors of America and Sterling Motor Cars, each with less than a month's worth of cars in dealers' hands. Both companies announced in August they had quit importing new cars. Peugeot reported a 25-day supply on Oct. 1; Sterling had 20 days. AN

GASOLINE

New formulas mean cleaner air

continued from PAGE 3

during the federal test procedure occur during the first three minutes of warm-up when the catalyst is cold.

■ UNITED EFFORT

In an effort to ensure gasoline's place in the motor-fuels continuum, the Big 3 and 14 U.S. oil companies formed a research consortium in October 1989. It is called the Auto/Oil Air Quality Improvement Research Program.

This reformulation study is crucial because despite giant emissions clean-up strides, gasoline-powered vehicles have remained a significant contributor to air pollution problems.

Even with electronic control of fuel and spark, fuel-vapor recovery systems and catalyst control of exhaust emissions, the increasing number of vehicles and miles driven each year make vehicles a serious air pollution problem — particularly in large metropolitan areas. About 100 cities in the United States are not in compliance with the National Ambient Air Quality Standard for ozone.

"Regardless of the level of clean-up so far, gasoline-powered vehicles are still a major source of pollution in this country," said Paul Machiele, an EPA project manager at the Ann Arbor, Mich., emissions laboratories. "And they remain one of the most cost-effective targets."

Emissions experts at the EPA and the California Air Resources Board confirm that the results from the auto-oil consortium effort have been "extremely helpful" in writing new regulations.

Colucci, who is a co-chairman on the auto-oil consortium's task force, says there are several reasons why reformulated gasoline makes sense for both carmakers, refiners and consumers.

■ It is dispensed from a conventional gas pump and the delivery infrastructure is already in place.

■ Reformulated gasoline can be used in conventional vehicles, providing an immediate emissions reduction from all vehicles without modifications.

■ Reformulated gasoline will likely be priced competitively with non-reformulated gasoline. The EPA estimates the price increase to be about 5 cents more to refiners.

"Part of the problem in determining how much it'll cost is determining how much people are willing to pay for cleaner gas," said William F. O'Keefe, vice president and chief operating officer of the American Petroleum Institute.

"Surveys I've seen suggest people are willing to pay a nickel more. But possibly not 16 cents more. I would guess that the initial cost to the refiner would be anywhere between five and 10 cents. But as demand grows those costs could go up considerably depending on the level of changes to individual refineries," he said.

The private company and government sources agree that the price at the pumps, naturally, will depend on market pressures.

There are many different ways to chemically change gasoline to reduce emissions.

One way to reduce evaporative emissions is to reduce the fuel's volatility or propensity to evaporate. This is done by reducing the amount of "light-end" hydrocarbon blends that evaporate at higher ambient temperatures. Another way to provide an emissions reduction is to make the hydrocarbon molecules of the fuel less complex and easier for the combustion chamber and catalytic converter to digest into carbon dioxide and water vapor.

Another refining alteration might produce a less reactive hydrocarbon molecule that does less to contribute to ozone formation. Yet another modification blends in oxygenates — like methyl tertiary butyl ether, derived from methanol — that make the engine run slightly leaner (oxygen rich) and reduces carbon monoxide emissions. A final reformulation trick might be to blend in a better deposit-control additive to help keep intake ports, intake valves and injectors clean.

■ FIRST STEPS TAKEN

Eight American petroleum companies have already introduced mildly reformulated gasolines. Most have been introduced in major metropolitan areas.

But these fuels do not meet the strict letter of the law in the Clean Air Act. It stipulates that reformulated gasolines must be on sale by Jan. 1, 1995, in nine U.S. cities that fail to meet national ozone standards.

The act also states that reformulated gasolines meet a performance standard that requires a 15 percent reduction in volatile organic compounds and toxics from vehicles with no increase in nitrogen oxides.

ARCO was the first company to introduce a more environmentally benign gasoline when it brought EC-1 (emission control) to the South Coast Air Basin of California in September 1989. This unleaded grade replaced a leaded regular fuel and was to be used only in leaded-fueled vehicles.

ARCO recently introduced an EC premium that it claims reduces aromatic hydrocarbon, carbon monoxide and benzene emissions.

Other companies offering more environmentally benign fuel are Diamond Shamrock, Conoco, Phillips, Marathon, Shell, Exxon and Chevron. These fuels are being offered in various markets across the United States.

Paul Machiele, project manager at the EPA's Ann Arbor, Mich., emissions labs, reflected on the usefulness of the consortium.

"Working with the consortium hasn't always been easy," he said. "But it has been extremely effective at getting all of the parties together. In that way, they will probably be more happy with final regulations." AN

Oil industry research helps regulators

JACK KEEBLER
Staff Reporter

The Auto/Oil Air Quality Improvement Research Program is a cooperative research program initiated by the Big 3 and 14 petroleum companies.

It conducts research and testing to develop data for use by regulators on the potential improvements in vehicle emissions and air quality — primarily improvements in ozone — from reformulated gasoline, other alternative fuels and developments in automotive technology.

In December 1990, the consortium released its initial findings from a $15 million phase one program and announced a second phase at a projected cost of $25 million. Some of the things already discovered about gasoline reformulation include:

■ Adding oxygenates like methyl tertiary butyl ether and ethyl tertiary butyl ether reduces the amount of exhaust emissions (hydrocarbons and carbon monoxide) and the benefits have been quantified.

■ Reducing gasoline olefin content reduces ozone formation, due to its impact on evaporative, running-loss, refueling and storage emissions.

■ Reducing aromatics and the boiling range of gasoline (referred to as T90) also reduces exhaust emissions.

During the initial research phase 2,200 vehicle emissions tests were conducted with 53 cars and light-duty trucks with 29 reformulated gasolines.

The tests were carried out at GM and Ford Motor Co. certification labs. Vehicles tested included 20 1989 model cars and light trucks, 14 1983-85 model vehicles and 19 prototype flexible- and variable-fuel vehicles.

The reformulated fuels tested to date include 16 fuels with varying amounts of aromatic, olefin and methyl tertiary butyl ether and different boiling ranges. AN

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Oct. 1, 1991	Sept. 1, 1991
ALFA ROMEO (imp.)	1,500	161	137
Acura (imp.)	34,200	71	73
Domestic car	64,000	16	32
Imported car	28,100	50	53
Honda	92,100	24	37
AMERICAN HONDA	126,300	31	42
BMW (imp.)	9,100	47	54
Summit	4,500	105	130
Talon	10,700	101	106
Premier	2,800	105	85
Wrangler (trk.)	12,300	79	71
Cherokee (trk.)	38,100	91	78
Grand Wagoneer (trk.)	0	0	48
Comanche (trk.)	2,800	119	144
Total Jeep-Eagle	18,000	103	107
Total Jeep-Eagle (imp.)	0	0	7
Total Jeep-Eagle (trk.)	53,200	87	78
Laser	9,900	83	91
Sundance	17,600	66	78
Acclaim	15,100	42	66
Voyager (trk.)	38,300	71	53
Total Plymouth	42,800	57	76
Total Plymouth (trk.)	38,300	71	63
LeBaron A	4,200	74	72
LeBaron J	4,000	76	65
Fifth Avenue	5,600	70	73
Imperial	2,100	104	111
New Yorker C	1,900	57	58
Town & Country (trk.)	900	45	108
Total Chrysler	17,800	74	72
Total Chrysler (imp.)	28,500	96	122
Total Chrysler (trk.)	900	45	100
Shadow	20,000	62	70
Monaco	1,400	75	52
Daytona	5,700	126	153
Spirit	15,000	47	90
Dynasty	14,800	30	110
Vans (trk.)	12,300	117	81
Ram Wagon (trk.)	2,300	67	61
Caravan (trk.)	37,300	56	59
Caravan C/V (trk.)	900	63	67
Ram 50 (imp. trk.)	3,400	259	310
Ramcharger (trk.)	2,000	140	141
Dakota (trk.)	24,000	103	75
Pickups (trk.)	22,200	118	117
Total Dodge	104,500	47	88
Total Dodge (imp.)	7,600	129	130
Total Dodge (trk.)	107,000	84	79
Total domestic car	135,300	57	83
Total imported car	28,100	113	139
Total domestic truck	199,400	81	75
CHRYSLER CORP.	362,800	71	81
Imported car	600	29	28
Imported truck	200	37	38
DAIHATSU	800	31	30
Escort	71,000	67	86
Mustang	26,100	106	92
Tempo	32,700	46	49
Taurus	50,100	63	66
Thunderbird	19,500	94	102
Probe	13,700	68	46
Crown Victoria	24,300	93	117
Vans (trk.)	29,100	83	83
Aerostar (trk.)	33,000	68	60
Club Wagon (trk.)	1,800	59	26
Ranger (trk.)	64,200	83	72
Bronco (trk.)	6,600	77	87
Explorer (trk.)	49,800	59	59
Pickups (trk.)	85,100	32	84
Total Ford Div.	237,400	68	73
Total Ford Div. (imp.)	13,800	105	125
Total Ford Div. (trk.)	269,600	52	73
Topaz	8,300	66	55
Sable	13,600	65	51
Cougar	13,500	76	51
Grand Marquis	22,500	66	76
Total Mercury	57,900	68	59
Total Mercury (imp.)	28,000	113	127
Continental	7,900	31	49
Town Car	16,700	56	63
Mark VII	2,300	67	59
Total Lincoln	26,900	47	58
Total L-M Div.	84,800	60	59
Total domestic car	322,200	66	88
Total imported car	40,600	109	111
Total domestic truck	269,600	73	73
FORD MOTOR CO.	632,400	68	73
Somerset/Skylark	5,500	95	58
Century	12,800	31	32
Regal	19,400	53	66
LeSabre	18,200	57	67
Roadmaster	8,200	48	48
Reatta	500	57	43
Electra/Park Ave.	19,600	45	69
Riviera	2,300	65	69
Total Buick	86,500	48	55
Allante	1,100	127	86
Seville	3,800	55	116
DeVille	30,700	53	71
Brougham	10,200	134	137
Eldorado	2,400	67	71
Total Cadillac	48,200	63	82
Geo Prizm	14,700	35	37
Cavalier	33,400	52	55
Camaro	15,700	81	83
Corsica/Beretta	24,000	37	38
Lumina	29,800	41	64
Caprice	29,400	84	130
Corvette	4,300	83	95
Vans (trk.)	25,500	96	107
Sportsvan (trk.)	600	47	28
Geo Tracker (trk.)	7,400	76	77
Astro (trk.)	12,700	47	36
Lumina APV (trk.)	5,100	26	63
S10 (trk.)	53,900	77	71
S10 Blazer (trk.)	22,600	51	52
Blazer (trk.)	1,800	56	64
Suburban (trk.)	8,400	60	53
Pickups (trk.)	92,000	46	90
Total Chevrolet	151,300	45	54
Total Chevrolet (imp.)	55,800	177	177
Total Chevrolet (trk.)	230,900	54	73
Calais	10,400	66	78
Cutlass Ciera	16,300	31	42
Cutlass Supreme	19,200	67	80
88	23,900	72	72
98	15,700	69	67
Toronado	1,000	69	62
Silhouette (trk.)	3,500	64	59
Bravada (trk.)	4,100	85	85
Total Oldsmobile	86,500	57	64
Total Oldsmobile (trk.)	7,600	74	70
Sunbird	14,800	56	74
Firebird	7,800	85	86
Grand Am	15,100	59	54
Pontiac 6000	1,900	90	91
Grand Prix	13,800	48	45
Bonneville	18,400	66	66
Trans Sport	5,500	73	57
Total Pontiac	71,000	68	62
Total Pontiac (imp.)	5,200	43	58
Total Pontiac (trk.)	5,500	73	57
Vans (trk.)	11,300	112	100
Safari (trk.)	6,500	60	61
S15/Sonoma (trk.)	17,400	92	92
S15 Jimmy (trk.)	7,400	77	73
Jimmy (trk.)	2,600	381	306
Suburban (trk.)	3,800	53	56
Pickups (trk.)	34,500	74	97
Total GMC (trk.)	83,300	83	88
Total Saturn	12,600	42	48
Total domestic car	456,900	51	58
Total imported car	88,200	156	134
Total domestic truck	326,400	68	76
GENERAL MOTORS	843,500	57	69
HYUNDAI (imp.)	38,000	47	51
Imported car	8,400	201	225
Truck (dom./imp.)	33,800	97	100
ISUZU	42,200	108	114
JAGUAR (imp.)	3,200	106	47
Domestic car	16,600	98	71
Imported car	23,000	54	44
Truck (dom./imp.)	19,200	45	42
MAZDA	58,800	58	48
MERCEDES-BENZ (imp.)	10,300	46	43
Domestic car	17,800	105	77
Imported car	27,000	90	129
Imported truck	9,900	88	123
MITSUBISHI	54,700	94	107
Infiniti (imp.)	6,400	56	27
Domestic car	22,800	60	73
Imported car	71,800	60	76
Truck (dom./imp.)	36,500	52	68
Nissan	131,100	59	73
NISSAN MOTOR CORP.	137,500	58	69
PEUGEOT (imp.)	500	25	27
PORSCHE (imp.)	1,200	93	146
RANGE ROVER (imp. trk.)	900	78	86
SAAB (imp.)	3,500	38	40
STERLING (imp.)	200	20	22
Domestic car	22,600	87	154
Imported car	27,700	150	142
SUZUKI	50,300	114	148
Car (dom./imp.)	2,500	113	144
Truck (dom./imp.)	1,300	85	87
SUZUKI	3,800	92	96
Lexus (imp.)	12,100	47	21
Domestic car	23,700	22	16
Imported car	35,400	30	29
Imported truck	29,800	36	29
Toyota	88,900	29	34
TOYOTA MOTOR SALES	101,600	31	33
Audi (imp.)	7,700	135	220
Volkswagen (imp.)	34,500	111	148
VW/Audi	42,200	112	160
VOLVO (imp.)	10,000	129	76
YUGO (imp.)	1,000	74	93
Domestic car	1,081,100	53	58
Imported car	527,600	71	74
TOTAL CAR	1,608,700	57	56
Domestic truck	750,000	61	75
Imported truck	132,700	53	54
TOTAL TRUCK	931,500	60	70
TOTAL STOCK	2,540,200	58	60

Program car volumes to hold steady in '92

CHARLES M. THOMAS
Staff Reporter

INDIANAPOLIS — Program vehicle volumes are expected to remain at about the same levels in 1992 as this year, even though the Big 3 are lengthening the time daily rental units stay in service before being remarketed to dealers.

Program vehicle sales are estimated at about 1.5 million units this year, which is up slightly from last year. Program vehicle sales next year are expected to edge up even higher as Japanese automakers increase their fleet projections. Nissan Motor Corp. in U.S.A. began phasing out its program car sales in 1990 but said it is re-entering the market this year.

Ford, General Motors and Chrysler have increased the length of time and mileage that program vehicles spend in service, largely because dealers grumbled that the deluge of these vehicles hurt new-vehicle sales.

Program vehicles now average six months or 12,000 miles in service. In April, for example, some GM program vehicles crossed the auction block with as few as 6,000 miles on them while others had 17,000 miles.

By keeping vehicles in rental fleets for a longer period of time, so that each vehicle accumulates higher miles before going through the auctions, automakers are providing a greater distinction between new vehicles and used vehicles.

Dealers and consumers think of program cars with 10,000 miles or less on their odometers as "nearly new." These vehicles are substantially less expensive than new vehicles and have the remaining portion of a new-vehicle warranty.

Executives from the Big 3 explained their plans last month at the National Auto Auction Association convention.

"The attempt to extend the average term of those vehicles in service and to somehow extend the average miles to a higher level will make them look less like a new car and more like a used vehicle," said Tom Cunningham, manager of vehicle remarketing for Ford Motor Credit Co.

Mike McHale, manager of GM's auction department, said, "It is in the manufacturers' best interest to make a clearer distinction between new and nearly new vehicles," he said.

N.A. Malenfant, used vehicles sales and marketing manager for Chrysler, was more to the point. "Chrysler doesn't sell nearly new cars," he said.

GM remarketed about 500,000 program vehicles to its dealers in the January through September period.

"Program cars don't appear to be a flash in the pan," said McHale. "In 1990 we sold 478,000 program cars through auctions, and we have already sold more than that this year. We are declaring it a big year."

Chrysler remarketed more than 200,000 units through September, which is equal to the number the company sold in 1990, according to Malenfant.

"We are looking forward to a strong fourth quarter and a good 1992," he said. "We expect to have enough vehicles next year to satisfy the needs of our dealers."

Cunningham said Ford will sell a higher number of cars to its dealers through the auction system in 1992 than this year. For the January through September period, Ford sold about 300,000 program vehicles, he said.

Ford and GM will continue their daily rental fleet programs, which include an offer to repurchase 100 percent of the rental vehicles.

Chrysler has a different program. Instead of repurchasing the vehicles, Chrysler offers a guaranteed residual value on 75 percent of the cars sold to daily rental companies.

The daily rental companies remarket the vehicles through the auctions themselves.

SURVEY

Most dealers rely on program cars

continued from PAGE 1

they don't.

"Dealers feel program cars are dynamite and will help them survive these tough times," said George Parker, the instructor at the academy who was responsible for the survey.

Manufacturers sell program cars to daily rental companies, buy them back at a pre-agreed price, then remarket them to dealers through auto auctions.

Rancor by some dealers centers on the rising tide of program vehicles — about 1.5 million this year — and their tendency to substitute for new-car sales. Dealers also fear manufacturers have created a secondary distribution network for program cars.

Of the dealers surveyed, 68 percent believe automakers should continue program vehicles and 25 percent said they should be discontinued. The remainder were unsure.

Dealers adamantly opposed manufacturers allocating program units. Of dealers surveyed, 61 percent said manufacturers should not allocate program cars and 21 percent approved of the practice.

"The high percentage of dealers saying they would approve of an allocation method reflects the perception by dealers that they are paying too much for program cars at auction and they they might be able to get them cheaper on an allocation basis from the manufacturer," said Parker.

Direct distribution of program cars by manufacturers apparently gives most dealers the shivers. The Big 3 domestic automakers are looking for ways to bypass the auction process. GM and Chrysler are experimenting in Florida with selling vehicles directly to dealers.

Dealers made an average gross profit of $1,155 on program cars compared to $1,086 on a trade-in and $1,137 on a repossessed vehicle purchased at auction. The average gross on a new car is $1,150.

Though grosses for a new car and program car are almost the same, as a percent of the selling price, the gross on program cars is much higher than on new cars.

Dealers also make an average of $576 in the finance and insurance department on program cars compared to $270 on new cars. These add-ons include extended service contracts, credit life insurance and financing charges.

NADA formed the task force in June to examine the growth and distribution of program cars. The task force is expected to make recommendations to the NADA board of directors meeting later this month.

Parker said the survey is not connected to the task force. Strauss said he has not seen Parker's study.

The survey was conducted in three parts among representatives from 250 dealerships attending the last nine classes at the NADA Dealer Candidate Academy.

NADA Dealer Academy is a training institute for dealership personnel, including dealer sons and daughters and managers.

IMPORTED PARTS USE AT SELECTED PLANTS

Parts and material spending in millions of dollars; for year ended Sept. 30, 1989

Auto plant [1989 products]	Imported parts	Domestic parts	Percent domestic
NUMMI (Fremont, Calif.) Geo Prizm, Toyota Corolla	$ 765.2	$ 376.7	33
Nissan (Smyrna, Tenn.) Sentra, pickup truck	858.0	471.4	35
Toyota (Georgetown, Ky.) Camry	676.4	358.4	35
Diamond-Star (Normal, Ill.) Plymouth Laser, Eagle Talon, Mitsubishi Eclipse	420.3	223.1	35
Mazda (Flat Rock, Mich.) Mazda MX-6, Ford Probe	1,171.9	844.9	42
Honda (Marysville, Ohio) Accord, Civic, motorcycles	987.3	2,736.6	73
Ford (Lorain, Ohio) Thunderbird, Cougar, Econoline, Club Wagon	928.5	3,488.5	79
Ford (Dearborn, Mich.) Mustang	332.7	1,291.4	80
Ford (Wixom, Mich.) Continental, Mark VII, Town Car	463.1	2,044.6	82
Chrysler (St. Louis) LeBaron J, Daytona	481.3	2,746.8	85
Ford (Kansas City, Mo.) Tempo, Topaz, F-series trucks	261.3	2,850.0	92
Ford (Atlanta) Taurus, Sable	100.2	2,750.7	96
GM (Ypsilanti, Mich.) Caprice	33.6	1,996.9	98

Source: Foreign Trade Zone Board, 1989 Annual Report

briefs

Ford transmission lawsuit ends

WASHINGTON — A 10-year suit involving 16 million 1972-1979 Ford Motor Co. cars and light trucks with automatic transmissions has ended on a technicality.

The transmissions allegedly were prone to slip unexpectedly from "park" to "reverse."

The federal Court of Appeals for the District of Columbia refused to rule on class-action certification because the only plaintiff named in the appeal, John F. Walsh, had settled with Ford Motor Co. for $25,000 in a Missouri court.

Walsh had released Ford from claims.

Beverly C. Moore Jr., attorney for the plaintiffs, vowed to continue the fight with similar pending cases.

A National Highway Traffic Safety Administration investigation into the matter ended by negotiation 11 years ago.

The government agreed to drop the case, and Ford agreed to send instrument-panel stickers to owners of the cars, warning drivers to put the gearshift lever firmly into "park," turn off the engine and set the parking brake before exiting the vehicle.

Koreans report strong first half

SEOUL — Buoyed by steady growth in domestic demand and a push into new export markets, South Korean automakers last week reported strong gains in sales for the first half of the year.

- Hyundai Motor Co., the industry's biggest producer, said net income rose 83.1 percent from a year earlier, to 39.5 billion won (about $54.5 million), on a 36.8 percent rise in revenue, to 2.7 trillion won ($3.7 billion).
- Kia Motors Corp., the second-largest producer, said earnings dropped 66 percent, to the equivalent of $7.7 million, despite a 12 percent sales rise to $1.8 billion.
- Sales at Asia Motors Co., a unit of Kia Motors, rose 16.1 percent, to $606.1 million. Profit for the commercial-vehicle maker edged up 9.1 percent, to $3.9 million.
- Ssangyong Motor Co., which only produces trucks, said sales edged up 8.7 percent, to $255 million, and profit soared 74.9 percent, to $6.48 million.

Most Cadillacs under one roof

DETROIT — Cadillac will build all its models except the Brougham at one plant in the 1994 model year, when production of the DeVille and Fleetwood is moved from Lake Orion, Mich., to the Detroit-Hamtramck plant.

Last week's announcement had been expected.

General Motors' Buick-Oldsmobile-Cadillac Group, which operates the Lake Orion plant, said production of the Oldsmobile Ninety Eight will remain at Lake Orion, and it will build the new G-car platform, which debuts in the 1994 model year and will yield the Oldsmobile Toronado and Buick Riviera.

The Cadillac-operated Hamtramck plant will cease its production of the Toronado and Riviera, currently built on the E-platform, after the 1993 model year.

Cadillac Brougham will continue to be assembled at the Arlington, Texas, plant.

PARTS

U.S. group fights Nissan tax break

continued from PAGE 3

only a portion of the equation for domestic content and apply it to us and say we're not meeting our objectives," said Kahl. "Our purchases of foreign materials have decreased and will continue to decrease."

Nissan estimates that under EPA criteria, its 1992 Sentra has 74.6 percent "domestic content, up from 63 percent in 1989. The Smyrna-built pickup truck is currently about 57 percent domestic, Nissan says. The Smyrna plant will begin building a Stanza next year that Nissan says will also be close to 75 percent domestic.

The Automotive Parts and Accessories Association has opposed other applications in the past and has lobbied for tighter trade-zone rules. It recommended that any expansion for Nissan be limited to vehicles that are exported. Nissan has never exported more than a few hundred vehicles a year from Smyrna.

Nissan did not specify how much it would save with an expanded trade zone. But based on figures cited in other trade-zone applications, tariff savings could be $6 million to $10 million a year.

Audi 100 ads cite German reviews

Audi of America is rolling out its redesigned 1992 100 with an ad campaign built around testimonials from German car enthusiast publications.

The car was introduced in Europe last year and went on sale in the United States on Oct. 1.

The ads focus on three German automotive journals, *Auto Motor Und Sport, Auto Bild* and *Mot*, that rated the 100 ahead of the Mercedes 300E 2.6 and BMW 525i in terms of styling, handling, control and economy. The campaign broke Sept. 30 with a print ad in *Automotive News*.

TV and radio spots debut today.

Dealer rebates bloom on 1992 models

ARLENA SAWYERS
Staff Reporter

Several General Motors divisions, Jeep-Eagle and Volkswagen United States upped the incentive ante for dealers.

Chevrolet is paying its dealers $2,000 on the 1991 Corvette, $3,000 on the 1991 Corvette ZR-1, $1,000 on the 1992 Corvette and $2,000 on the 1992 Corvette ZR-1.

Also, Chevrolet dealers earn rebates of $300 to $750 on 1991-92 Camaros and $200 to $500 on 1991-92 Caprices, based on performance against quota. Chevrolet's program expires Feb. 4.

Members of the American Quarter Horse Association and the National Cattleman's Association who received coupons worth $500 off the price of any **GMC Truck** may instead use the coupon toward the purchase of any Chevrolet truck.

Through Feb. 4, **Pontiac** is paying dealers $300 on sales of 1992 Sunbirds.

In addition to its previously announced customer rebate program, **Buick** is circulating coupons good for cash discounts. Owners of 1990 and older Buicks received coupons good for $500 off the price of a 1992 LeSabre. Consumers aged 50 and older can use a coupon in the October/November issue of *Modern Maturity* worth $400 on any new Buick.

Consumers who test drive a 1992 Delta Eighty Eight will receive a $50 savings bond from **Oldsmobile,** dealers said.

Jeep-Eagle is paying a dealer incentive of $1,000 on the 1991 and 1992 Jeep Cherokee Laredo and $750 on the 1991 and 1992 base Eagle Talon through Dec. 31.

Volkswagen United States is paying dealer rebates of $500 on sales of 1991 Jetta, 1991 Fox and 1991 Golf models and $1,500 on the 1991 Passat. The program runs indefinitely.

INCENTIVE WATCH — DEALER INCENTIVES

NEW PROGRAMS

GENERAL MOTORS (expires Feb. 4)

Chevrolet Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Pontiac Sunbird	$300

CHRYSLER CORP. (expires Dec. 31)

Eagle Talon (base, 1991-92)	$750
Jeep Cherokee Laredo (1991-92)	$1,000

VOLKSWAGEN (1991 models, no expiration date)

Passat	$1,500
Jetta, Fox, Golf	$500

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; expires Nov. 4)

929	$2,000
323 (low-volume dealers)	Up to $500

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; rebates and terms vary by regions; programs expire Oct. 31)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300

NISSAN (1991 models; expires Feb. 2, 1992)

300ZX	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1991 models; expires Nov. 4)

Legacy	$100-1,600, based on number sold

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit	$500
Shadow America, Colt	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit 4-dr.	$500
Summit 3-dr.	$300
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

FORD MOTOR CO.

1992 models
Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models
1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent in Northeast.

GENERAL MOTORS
Expires Feb. 4. Finance rates inlieu of rebates start at 4.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riviera	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, [illegible]ckups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI (expires Jan. 3, 1992)

Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
All 1992 models, if trade is a 1986-91 Hyundai	$1,000

MAZDA (car rebates expire Nov. 4; truck rebates expire Dec. 3)

RX-7 (1991)	$2,000
626 (1991-92)*	$1,000
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MX-6 (1991-92)	$800
Protege (1990-91)*	$800

*Or 6.9 percent financing

MITSUBISHI (1990-91 models; expires Oct.31)

Mirage (S.E. and S.W. regions)	$750

SUBARU (expires Nov. 4)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

CONGRESS

Cunningham, Recchia on agenda

continued from PAGE 3

ing for Chrysler Canada in 1986.

In August 1987, he returned to the United States as executive director of Dodge car and truck marketing and one month later was elected a vice president of Chrysler Corp.

He was named vice president of Service and Parts Operations in January 1988.

Cunningham has a bachelor's degree in business administration from Southern Illinois University in Carbondale, Ill., and took part in Harvard University's advanced management program.

Mitsubishi's Recchia also is a veteran of the Chrysler sales staff. He was with Chrysler for 15 years and was general sales manager of the Automotive Sales Group when he left in 1978 to become president of Fiat Motors of North America.

He has been with Mitsubishi Motor Sales of America since it began operations in 1982.

Before being appointed to his present position in December 1981, Recchia was a special marketing and management consultant for Mitsubishi Motors Corp.

Recchia had previous experience with Mitsubishi products at Chrysler, which was the sole importer of Mitsubishi vehicles until 1981.

As chief operating officer of Mitsubishi Motor Sales of America, Recchia also is a director and a member of the company's executive committee.

Recchia received a bachelor's degree from the University of Detroit and a master of business administration degree from Wayne State University in Detroit.

For further information, write Wendy Barhydt, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150.

The telephone number is 313-764-5592.

ESCORT

$500 rebate bolsters profit for dealers

continued from PAGE 1

being tested in the West, Southeast and Northeast, but dealers do not have to participate.

Most Ford dealers say they like the program, and Roberts said the overwhelming majority have purchased the one-price cars.

Ralph Wheeler, general manager at Jim Babbitt Ford in Flagstaff, Ariz., said he has ordered 25 Escorts compared to his usual 10. "We will all make more money by having this concept in place," Wheeler said. "We will take the confusion out of buying and give the customer good value."

All automatic transmission LX models also have one price: $10,499. Roberts said Ford will not advertise the automatic transmission models and will not offer cash rebates on those models.

Bus Goode, owner of Goode Motor Inc. in Rupert, Idaho, said that even if margins are lower for the automatic models, the expected extra volume will bring in more money on the back end. "F&I and service contracts will increase," Goode said.

A sample sticker sent to Ford dealers showed that a $12,082 five-door LX automatic would have an option-package discount of $852 and a dealer-margin reduction of $731 to reach the $10,499 price.

Roberts said the one-price program was tried in Europe and sales of Escorts more than doubled.

"This is a narrowly focused program aimed at the young professional," he said.

Roberts said he does not know if the program will be expanded to other parts of the country or to other vehicle lines.

ISUZU

Name, not models, may leave Europe

continued from PAGE 4

Isuzu's European offerings include the forthcoming Opel/Vauxhall Frontera, which is based on the Isuzu Rodeo/Amigo, the Trooper, and light trucks.

Despite the company's denials, some observers consider Isuzu's pullout from the passenger-car business to be inevitable.

"It is a logical question," said analyst Neal Doying of Baring Securities (Japan) Ltd.

"From a profit standpoint it is a loss-making operation for them. It is detracting from the bottom line," he said.

Isuzu launched a restructuring plan last summer after reporting an operating loss of 16.8 billion yen ($129 million) for the six-month period ended April 30. It blamed the deficit on a sharp drop in U.S. and Japanese demand, exchange-rate losses and the costs of readying new products.

The restructuring calls for closer cooperation with General Motors, as well as a boost in production from 5,000 to 7,000 units monthly at its U.S. transplant joint venture, Subaru-Isuzu Automotive Inc. in Lafayette, Ind.

The Japanese company is expected to announce its new plans, including greater GM participation, after the financial statement for the full fiscal year is released in mid-November.

Isuzu says it expects sales in the current fiscal year ending Oct. 31 to slip to 510,000 units from 574,000 last year.

Ford expects loss in 3rd, 4th quarters

CHARLES M. THOMAS
Staff Reporter

Ford Motor Co. expects to report continued heavy losses in the third and fourth quarters of this year.

The prediction came in Ford's registration filed with the U.S. Securities and Exchange Commission for an issue of $750 million of convertible preferred stock.

The company blamed competition and industrywide overcapacity for the anticipated loss. The third-quarter loss will probably exceed Ford's $324 million second-quarter loss, the prospectus said.

Raising $750 million in a stock offering will help the automaker stabilize its debt-to-capital ratio, which has been rising for the last 18 months. The debt-to-capital ratio stood at 39 percent as of June 30, increasing from 32 percent at year's end.

The cash generated from the stock offering also will help pay for Ford's expensive capital spending program, which is pegged at more than $26 billion through 1995.

"Ford can either borrow more money or raise it through a stock issue," said Jean Claude Gruet, analyst with New York-based UBS Securities. "The decision to raise money through a stock issue must have sounded good because it isn't as expensive as debt."

The preferred stock eventually will be converted to common stock at a rate and time to be determined.

Chrysler sells extra shares

Defying skeptics and critics, Chrysler Corp. last week succeeded in selling 15 percent more of its new stock than anticipated. It raised about $395 million for its anemic cash reserves after paying underwriting fees.

The company augmented an initial offering of 35 million common shares by selling an additional 5.25 million shares. Chrysler priced the new stock to the wholesale underwriters at $10.125 per share. The new shares join in the marketplace the 224.4 million Chrysler common shares outstanding before the offering.

Chrysler also put 27 million new shares worth an estimated $300 million into its underfunded pension plan.

The new stock dilutes previously outstanding shares, but Chrysler has said it needs to fortify its balance sheet and avoid a further downgrading of its credit rating, which now stands at junk-bond status.

— *Mary Connelly*

NHTSA fills No. 2 position

WASHINGTON — Frederick H. Grubbe, 30, has been appointed deputy administrator of the National Highway Traffic Safety Administration.

Grubbe has been acting deputy administrator since early this year. Before that he was special assistant to Transportation Secretary Samuel K. Skinner responsible for personnel appointments and organization management.

He replaces Jeffrey Miller, who resigned the agency's No. 2 position last winter.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 10/7-10/12/91	Actual 9/30-10/5/91	Sept. Total	Year 1/1-10/12/91	Year 1/1-10/13/90
LeBaron A	0	0	0	0	8,071
LeBaron J	200	209	294	19,452	42,284
New Yorker	700	600	448	6,402	31,136
Fifth Avenue	1,400	1,177	897	23,915	27,539
Imperial	300	277	1,238	6,833	15,175
Town & Country (trk.)	100	129	442	3,388	2,078
Total Chrysler	**2,700**	**2,392**	**3,319**	**59,990**	**126,303**
Horizon	0	0	0	0	4,327
Sundance	1,900	1,849	8,512	49,429	69,416
Acclaim	1,800	1,890	7,780	63,712	89,618
Voyager (trk.)	4,700	2,747	9,939	78,312	67,292
Voyager (Can. trk.)	2,341	2,580	10,535	86,725	78,754
Total Plymouth	**10,741**	**9,066**	**36,766**	**278,178**	**309,407**
Omni	0	0	0	0	4,078
Daytona	300	356	215	5,864	28,172
Shadow	1,950	1,939	8,521	54,594	77,328
Dynasty	2,000	2,262	16,678	95,207	93,608
Spirit	2,500	2,484	8,653	60,332	80,856
Monaco (Can.)	0	0	2,067	8,241	8,603
Caravan (trk.)	4,800	2,904	11,228	91,780	72,472
Caravan (Can. trk.)	3,541	3,673	13,951	113,869	97,717
Caravan C/V (trk.)	200	109	239	2,872	4,171
Caravan C/V (Can. trk.)	98	99	381	12,836	5,688
Dakota (trk.)	3,200	2,976	12,659	71,963	57,660
Ram pickups (trk.)	1,000	969	5,394	59,652	84,525
Ram Wagon (Can. trk.)	450	458	1,761	15,887	17,259
Ram Van (Can. trk.)	1,510	1,489	5,777	34,052	48,410
Total Dodge	**21,549**	**19,718**	**87,544**	**627,170**	**680,547**
Premier (Can.)	0	0	815	8,425	9,986
Cherokee (trk.)	4,300	4,324	19,197	116,009	125,487
Comanche (trk.)	100	106	529	4,152	7,194
Grand Wagoneer (trk.)	0	0	0	1,539	5,594
Wagoneer (trk.)	50	44	192	2,267	3,158
Wrangler (Can trk.)	1,272	1,619	6,418	48,967	46,092
Total Jeep-Eagle	**5,722**	**6,093**	**27,151**	**181,358**	**197,511**
Total U.S. car	**13,050**	**13,043**	**53,236**	**385,739**	**571,628**
Total Can. car	**0**	**0**	**2,902**	**16,666**	**18,589**
Total U.S. truck	**18,450**	**14,308**	**59,819**	**431,954**	**429,631**
Total Can. truck	**9,212**	**9,918**	**38,823**	**312,337**	**293,929**
CHRYSLER CORP.	**40,712**	**37,269**	**154,780**	**1,146,697**	**1,313,768**
Escort	0	5,867	16,880	160,402	192,710
Mustang	1,254	0	7,348	68,868	106,195
Tempo	0	3,030	12,345	88,916	104,999
Tempo (Can.)	3,116	0	9,773	84,990	91,937
Taurus	7,245	7,467	33,894	258,403	276,066
Thunderbird	0	0	8,033	58,334	94,156
Crown Victoria (Can.)	2,178	2,068	8,293	74,588	94,789
Aerostar (trk.)	3,946	3,944	18,873	137,391	169,532
Bronco (trk.)	717	702	2,843	14,827	40,939
Explorer/Bronco II (trk.)	6,618	6,394	27,745	217,889	155,651
Navajo (trk.)	232	231	985	9,448	5,192
Econoline (trk.)	4,415	3,196	9,997	109,103	149,577
Heavies (trk.)	0	1,017	2,060	25,566	41,238
Light trucks (trk.)	9,459	9,612	36,541	249,852	368,170
Light trucks (Can. trk.)	0	2,982	10,297	73,417	108,609
Ranger (trk.)	4,606	6,786	28,837	215,098	225,004
Total Ford Div.	**43,786**	**53,298**	**234,744**	**1,847,898**	**2,224,764**
Topaz	0	1,106	4,350	36,601	40,669
Topaz (Can.)	1,225	0	3,350	28,030	34,503
Cougar	0	0	4,062	44,822	63,348
Sable	3,203	2,955	8,345	83,184	84,874
Grnd Marquis (Can.)	2,622	3,251	12,337	83,483	87,806
Total Mercury	**7,050**	**7,312**	**32,444**	**276,120**	**310,600**
Continental	1,187	1,188	4,726	44,261	47,553
Mark VII	207	204	829	7,761	16,103
Town Car	2,782	2,797	11,095	104,100	119,764
Total Lincoln	**4,176**	**4,189**	**16,650**	**156,122**	**183,420**
Total L-M Div.	**11,226**	**11,501**	**49,094**	**432,242**	**494,020**
Total U.S. car	**15,878**	**24,614**	**111,907**	**955,651**	**1,145,837**
Total Can. car	**9,141**	**5,319**	**33,753**	**271,091**	**309,035**
Total U.S. truck	**29,993**	**31,882**	**127,881**	**979,173**	**1,155,303**
Total Can. truck	**0**	**2,982**	**10,257**	**73,417**	**108,609**
FORD MOTOR CO.	**55,012**	**64,797**	**283,838**	**2,279,332**	**2,718,784**
Skylark	1,760	1,497	3,831	7,442	73,250
Century	2,339	2,355	10,921	75,790	53,326
Regal (Can.)	2,800	2,837	13,737	98,430	77,613
Riviera	376	256	848	39,048	17,784
Park Avenue/Electra	1,766	1,848	6,279	37,595	45,574
LeSabre	3,810	3,568	15,348	83,655	128,579
Roadmaster Sedan*	1,288	1,131	5,423	53,610	0
Roadmaster Wagon†	320	313	1,160	19,475	4,022
Reatta	0	0	0	1,205	5,277
Total Buick	**14,459**	**13,905**	**57,547**	**416,258**	**405,427**
Eldorado	776	570	1,240	9,646	17,091
Seville	842	569	2,311	18,588	27,649
Brougham	552	519	2,631	16,665	25,628
DeVille	3,718	3,669	14,767	123,828	129,088
Allante	64	64	255	2,378	3,025
Total Cadillac	**5,952**	**5,391**	**21,204**	**171,106**	**202,481**
Cavalier	6,211	5,115	21,601	199,368	271,690
Camaro	1,399	1,395	5,476	42,926	60,492
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,856	4,437	16,296	189,404	228,002
Lumina (Can.)	5,700	5,731	24,829	184,952	172,606
Caprice	2,440	2,476	11,139	106,036	181,868
Corvette	480	480	1,836	16,459	18,878
Astro (trk.)	2,404	2,412	12,132	77,089	103,939
Blazer (trk.)	76	19	29	5,663	13,603
Lumina APV (trk.)	2,091	1,792	7,246	36,684	69,357
Mediums (trk.)	0	0	575	1,436	6,818
P-Model (trk.)	0	0	1,800	15,607	17,306
Pickups (trk.)	6,703	5,635	26,491	228,869	340,030
Pickups (Can. trk.)	3,750	3,730	12,926	111,383	134,061
S10 (trk.)	5,434	5,866	22,032	201,171	190,046
S10 Blazer (trk.)	2,041	1,877	8,397	31,919	62,358
Sportsvan (trk.)	1,321	1,371	4,101	33,391	48,626
Sportsvan (Can. trk.)	1,610	1,606	4,123	41,472	39,900
Suburban (trk.)	153	66	87	21,327	54,523
Total Chevrolet	**47,669**	**44,008**	**181,216**	**1,545,173**	**2,034,424**
Calais	0	0	0	34,616	82,589
Cutlass Ciera	3,209	3,195	14,113	78,322	56,875
Cutlass Ciera (Can.)	0	0	0	41,161	61,254
Cutlass Supreme	2,700	2,659	10,174	83,512	75,307
Toronado	222	150	507	4,062	12,426
88	2,749	2,652	12,343	68,467	83,038
Custom Cruiser Wag.††	160	159	595	6,886	1,223
98	1,482	1,472	5,880	62,241	36,392
Silhouette (trk.)	587	464	1,530	16,018	25,773
Bravada (trk.)	163	196	948	11,669	0
Total Oldsmobile	**11,272**	**10,947**	**46,090**	**406,956**	**435,177**
Sunbird	2,842	2,426	10,879	93,177	129,117
Grand Am	4,401	3,283	5,590	99,844	171,707
Firebird	601	605	2,570	16,352	35,652
Grand Prix	3,363	3,314	10,434	85,934	97,204
Pontiac 6000	0	0	0	19,939	44,461
Bonneville	2,985	3,432	9,494	60,851	63,163
Trans Sport (trk.)	1,307	1,092	4,004	23,020	37,625
Total Pontiac	**15,499**	**14,152**	**42,971**	**399,117**	**578,929**
Jimmy (trk.)	25	6	26	1,625	4,137
Mediums (trk.)	0	0	1,232	3,037	6,606
P-Model (trk.)	0	0	122	1,939	2,305
Pickups (trk.)	2,302	1,749	8,919	94,799	120,287
Pickups (Can. trk.)	875	883	4,518	40,773	49,785
Sonoma (trk.)	1,074	1,167	5,102	46,944	42,043
S15 Jimmy (trk.)	676	798	3,471	11,539	20,759
Safari (trk.)	804	999	3,655	31,357	36,325
Suburban (trk.)	101	20	74	17,135	26,614
Vandura (trk.)	566	507	1,694	14,759	18,479
Vandura (Can. trk.)	500	504	1,717	17,466	16,018
Total GMC	**6,923**	**6,633**	**30,530**	**281,373**	**343,360**
Total Saturn*	**3,650**	**3,650**	**12,258**	**71,405**	**1,875**
Total U.S. car	**62,361**	**57,259**	**216,199**	**1,828,727**	**2,182,554**
Total Can. car	**8,500**	**8,568**	**38,566**	**324,542**	**331,794**
Total U.S. truck	**27,828**	**26,036**	**113,767**	**927,015**	**1,247,561**
Total Can. truck	**6,735**	**6,723**	**23,284**	**211,094**	**239,764**
GENERAL MOTORS	**105,424**	**98,586**	**391,816**	**3,291,379**	**4,001,673**
Can. car	2,400	2,467	9,103	81,216	8,500
Can. trk.	1,550	1,585	4,952	40,205	6,500
CAMI*	**3,950**	**4,052**	**14,055**	**126,421**	**15,000**
DIAMOND-STAR*	**3,357**	**2,690**	**12,635**	**119,908**	**118,452**
Civic	910	350	2,663	64,148	85,865
Civic (Can.)	2,106	2,210	8,799	84,232	81,702
Accord	8,190	8,415	32,528	291,979	259,715
Total U.S. car	**9,100**	**8,765**	**35,191**	**356,127**	**345,580**
Total Can. car	**2,106**	**2,210**	**8,799**	**84,232**	**81,702**
HONDA	**11,206**	**10,975**	**43,990**	**440,359**	**427,282**
HYUNDAI Sonata (Can.)	**890**	**821**	**1,579**	**20,273**	**18,223**
MAZDA*	**4,832**	**3,936**	**16,382**	**128,381**	**140,410**
U.S. trk.	1,000	1,555	3,498	51,965	58,340
Can. trk.	165	165	626	5,618	7,127
NAVISTAR*	**1,165**	**1,720**	**4,124**	**57,583**	**65,467**
Sentra	2,860	3,381	10,847	105,117	69,425
Pickup (trk.)	2,774	3,347	10,874	103,949	111,835
NISSAN	**5,634**	**6,728**	**21,721**	**209,065**	**181,260**
Geo Prizm	1,850	1,855	7,034	72,054	79,049
Toyota Corolla	2,450	2,422	9,034	82,049	80,171
Toyota Hilux (trk.)	100	108	204	411	0
NUMMI	**4,400**	**4,385**	**16,272**	**154,514**	**159,220**
Legacy	1,280	1,289	5,012	45,384	23,425
Pickup (trk.)	594	559	2,268	20,710	0
Rodeo (trk.)	851	794	3,015	22,629	0
Total U.S. car	**1,280**	**1,289**	**5,012**	**45,384**	**23,425**
Total U.S. trk.	**1,445**	**1,353**	**5,283**	**43,339**	**26,125**
SUBARU-ISUZU	**2,725**	**2,642**	**10,295**	**88,724**	**49,550**
Camry	3,270	2,389	3,137	144,238	173,740
Corolla (Can.)	1,450	1,439	5,537	51,871	47,416
TOYOTA	**4,720**	**3,828**	**8,674**	**196,109**	**221,156**
VOLVO 740,940 (Can.)*	**125**	**130**	**407**	**6,138**	**6,253**
AM GENERAL (trk.)	**400**	**400**	**1,920**	**16,290**	**17,640**
MISCELLANEOUS (trk.)**	**2,600**	**2,600**	**12,720**	**107,320**	**117,000**
Total U.S. car	**119,480**	**121,643**	**488,534**	**4,223,275**	**4,930,271**
Total Canada car	**24,412**	**29,754**	**100,646**	**861,029**	**821,512**
Total U.S.-Canada Car	**143,990**	**142,397**	**581,180**	**5,084,305**	**5,751,783**
Total U.S. truck	**84,590**	**81,590**	**355,986**	**2,961,416**	**3,164,035**
Total Canada truck	**17,662**	**21,373**	**77,982**	**642,671**	**655,920**
Total U.S.-Canada truck	**102,252**	**102,962**	**413,948**	**3,304,088**	**3,819,955**
TOTAL U.S.	**204,070**	**203,232**	**816,520**	**6,884,692**	**8,094,306**
TOTAL CANADA	**42,074**	**42,127**	**178,628**	**1,503,701**	**1,477,432**
TOTAL U.S.-CANADA CAR & TRUCK	**246,152**	**245,359**	**995,128**	**8,388,392**	**9,571,738**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output in Sept. tops '90

ROBIN-LYN RAIMEY
Special Correspondent

Total September vehicle production in the United States and Canada edged ahead of the total for September 1990 — the first time this year that monthly output has surpassed the corresponding month last year.

September's total of 995,128 was 1,272 units above the September figure in 1990.

Truck production made the difference. September U.S. truck output of 335,996 was up 4.7 percent, and Canadian truck output of 77,982 was up 32.1 percent.

Canadian car production in September was the highest since 1969. Output of 100,646 cars last month was 23.0 percent more than September 1990 output.

On the U.S. side of the border, it was a different story. September car production of 480,534 was the lowest total for the month since 1982 and was off 9.7 percent from September 1990.

Total car and truck production in Canada and the United States last week was 246,152, up 0.3 percent from the previous week and down 6.1 percent from the 1990 week.

Third-quarter vehicle production of 2,538,422, was off 14.6 percent from the second-quarter and down 6.7 percent from third-quarter production last year.

General Motors' Buick-Oldsmobile-Cadillac Group scheduled two overtime shifts last Saturday at the Lordstown, Ohio, car and truck plants and the Wilmington, Del., car plant. Lordstown makes the Pontiac Sunbird, Chevrolet Cavalier and Chevrolet and GMC full-sized vans, and Wilmington makes the Corsica and Beretta.

The Chevrolet-Pontiac-Canada Group scheduled one shift of Saturday overtime at Tarrytown, N.Y., source of the Chevrolet Lumina APV, Oldsmobile Silhouette and Pontiac Trans Sport.

GMC Truck Division scheduled two Saturday shifts at the Shreveport, La., truck plant, which makes the GMC Sonoma, and S15 Jimmy and the Chevrolet S10 pickup and Blazer; and one shift at the Moraine, Ohio, truck plant for the postal line.

GM of Canada scheduled one shift of Saturday overtime for all plants.

Ford Motor Co. worked daily overtime at the truck plants in Kansas City, Mo., Lorain, Ohio, and Louisville, Ky. Kansas City makes Ford's F-series pickups; Lorain produces the Econoline and Club Wagon, and Louisville produces the Explorer, Ranger and Mazda Navajo.

Chrysler Corp. scheduled daily overtime and two Saturday overtime shifts at the Dodge City Plant in Warren, Mich, which produces the Dodge Dakota and full-sized pickups.

All Canadian car and truck plants will be closed today in observance of the Canadian Thanksgiving holiday.

NOTE

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Automotive News

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latenews

CAFE of 37.1 called possible

WASHINGTON — A corporate average fuel economy standard of 35.5 mpg could be achieved by the 2001 model year without any breakthroughs in technology, the Office of Technology Assessment has concluded.

The group said CAFE could rise to 37.1 mpg by 2005 without major disruptions in the auto industry. The current standard is 27.5 mpg.

Congress' research arm said a 29-mpg CAFE is about all that can be expected by 1996, because work on 1996 models has already begun. The study was hailed by Sen. Bennett Johnston, D-La., who said the numbers are very close to those he expects to introduce soon into the Senate's CAFE debate.

The Big 3 attacked the study, saying the CAFE numbers would "assure major disruptions to the industry, decreased employment for the domestic automakers and require major changes to the types of vehicles available to consumers."

— Max Gates

Big 3 to stay deep in the red

DETROIT — Big 3 earnings reports, which are due soon, are expected to

see LATE NEWS, 2

Kia plans U.S. dealer network, 2 new models

OLES GADACZ
Staff Correspondent

SEOUL — Kia Motors Corp., the Ford Motor Co. affiliate that is South Korea's second largest automaker, confirmed last week that it will enter the U.S. market in 1993-94 with two new models and its own independent dealer network.

Kia Chairman Kim Sun-Hong disclosed in an interview Friday that the company's two new models were designed from the ground up for the U.S. market, and that it is actively searching for Americans to fill the top two management spots in a company yet to be set up.

"The vehicle designs were developed especially for the tastes

see KIA, 60

Isuzu calls on GM for help

Japanese maker expects $377 million loss for '91

MARY ANN MASKERY
Staff Reporter

TOKYO — General Motors in coming weeks will step in and take an active management role in Isuzu Motors Ltd., the troubled Japanese vehicle maker expected to report a loss of some 49 billion yen (about $377 million) for the fiscal year ending Oct. 31.

According to a senior Isuzu official close to the negotiations, GM and Isuzu executives have been discussing ways for the U.S. automaker to help its Japanese affiliate back to profitability.

According to the insider, GM's contributions could include broad marketing and distribution assistance, as well as taking an unspecified "active" management role.

But the official, who declined to be identified, scotched rumors that GM would raise its stake in Isuzu to a controlling 51 percent from 37.4 percent now.

GM is already an active partner in Isuzu, and it was not immediately clear how its role could be sharpened without taking over management. Isuzu builds the Geo Storm for sale by GM in the United States, and markets Opels in Japan.

In Europe, the two companies co-produce vehicles in Britain, and Isuzus are sold almost exclusively by GM dealers.

Amid slumping sales in its export and home markets, Isuzu last week raised its earlier forecasted loss for the fiscal year from $270 million to $377 million. The company, which earned 15.4 billion yen in the fiscal year ended Oct. 31, 1990, said it now expects to lose as much as 30 billion yen in the just beginning year as well.

GM's game plan for Isuzu is based on the understanding that the company has solid resources and that its losses are a management problem, the source said.

see ISUZU, 57

Honda rarely shows concept cars, but this year has the FS-X, an environment-friendly, 4wd luxury sedan.

Spotlight turns to Tokyo

Automakers stress safety, social responsibility at show

RICHARD JOHNSON
Staff Reporter

TOKYO — The biennial Tokyo motor show that opens Wednesday promises to shape up much like the last two — a concept-car extravaganza overshadowing the rival Frankfurt show that precedes it by only a few weeks.

It has been a familiar script. In both 1987 and 1989, the German manufacturers at Frankfurt were long on tradition and short on dazzling new product — at least product they were willing to display. Then the Japanese took the stage with a spectacle that induced every reaction but boredom.

Not surprisingly, the Japanese this year will use their Makuhari Convention Center forum to demonstrate how they'll respond to environmental, safety and legislative demands of the new decade. The official theme is "Discovering New Relationships — Man, Car and the Earth as One."

In a sharp pullback from the 1989 credo of muscle for muscle's sake, Japanese carmakers are emphasizing social responsibility and are showing high-tech machines that very consciously attempt to cater to human beings.

Honda, for example, has scrupulously avoided 8-, 10- or 12-cylinder powerplants for its upscale sport sedan prototype, the FS-X. Similarly, Toyota and Nissan are believed to have dropped plans to display V-12s at the show. Only Isuzu will go against the grain this year with a V-12 "grand sports-utility vehicle."

Nissan's "Feel The Beat" promotional theme in Japan will be replaced by "Life Together Nissan" after the motor show. Mazda's show theme is "Friendly To People, Kind To The Environment." And Mitsubishi has chimed in with "Human Scale Technology."

Toyota Motor Corp.'s holistic approach is embodied in the theme "What Is a Good Car?" The lightweight, aerodynamic AXV-III that will be shown here is powered by a 24-valve experimental lean-burn V-6 and is being promoted as Toyota's "gentler" sedan, meant to be "gentler on people, society and the environment."

Its active safety systems include a cruise-control function that senses distances from other vehicles in congested and high-speed traffic. A voice responds when the car veers out of lane. It also offers a fully automatic system for "garaging" that takes over complete control of steering, brakes and transmission for automatic parking in tight spaces.

Polygonal body members improve energy absorption, and the car has air bags for both driver and passenger. Four-zone air conditioning adds to creature comfort, and a shift-by-wire electric automatic transmission makes driving easier.

The aerodynamic AXV-IV commuter car, powered by an 804cc two-stroke, is a shade under 134 inches long. But it attempts to reconcile a comfortable interior, aerodynamic exterior, lightweight body and good driving performance in a small package.

Toyota's Calty Design Research styling center in California penned the Avalon, a four-seat convert-

see TOKYO, 58

Some firms react to harassment

KATHY JACKSON and LIZ PINTO
Staff Reporters

From suggestive hoots and howls on the assembly line to demands for sex behind closed office doors, sexual harassment in the auto industry is the norm, not the exception, say women workers.

"I remember one boss walking up to a girl on the line saying, 'Why don't you just jump up here on the car and I'll eat you in front of God and everybody,' " asserts one female auto worker.

Every auto company operating in the United States has policies forbidding sexual harassment on the job. But in the wake of the intense national debate that swirled around Senate confirmation hearings for the Supreme Court appointment of Clarence Thomas, some companies will give

see HARASS, 57

How they sell

As the 1992 models change, so do the advertising and marketing programs that support them. Highlights of this year's spins appear in *Automotive News Insight*, which follows Page 32.

1,000 dealers look into Amati 18

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inside Automotive News

GOODBYE, FORMULA ONE
Financial woes force Porsche to leave racing. PAGE 4

CARRYOVER TROUBLES
Higher rebates on '92s cut into sales of older Fords. PAGE 6

TWEAKED ECLIPSE FOR '92

▲ Mitsubishi's splashiest 1992s have already debuted. PAGE 42

PROTECTING THE KIDS
Demand is strong for Chrysler minivan child seats. PAGE 44

TAX MAN COMETH
South Koreans brace for more auto tax hikes. PAGE 45

GERMANY COOLS OFF
Sept. car sales in Europe dipped 2.1 percent. PAGE 46

DEPARTMENTS	
Auction ads	48-50
Auction dates	50
Classifieds	51-55
Calendar	55
Dealers	26
Incentives	60
Insight	follows Page 32
Keith Crain	12
Legal file	24
Letters	12-14
Obituaries	30
Opinion	12
Personnel	40
Production	61
Sales, Europe	46
Trucks	20

OCTOBER TABLES

OCTOBER 7	
Sales, September top 10	38
Sales, September by maker	38
Sales, year to date by maker	38
Sales, model year top 10	1
Sales, model year '91 by maker	40
Sales, domestic car by model	39
Sales, light truck by model	39
Production, weekly/Sept. totals	43

OCTOBER 14	
Sales, import car by model	38
Sales, Canada by make	39
Sales, dealer by make	28
Inventory, as of Oct. 1	42
Production, weekly by model	45

TODAY	
Sales, 10 day by make	8
Sales, truck by gvw	20
Sales, Europe	46
Production, weekly by model	61

OCTOBER 28	
Sales, 10-day by make	
Production, weekly by model	

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correction

An Oct. 14 article incorrectly reported that Penske Corp. owns Leaseway Transportation Corp. Penske Truck Leasing Inc. owns a former division of Leaseway, but Leaseway Transportation is an independent company.

HANS G. LEHMANN/HIDDEN IMAGE

Facelift for Regal

A revised front-end design being considered for the four-door Buick Regal would give it a large, rounded grille that looks similar to the Buick Century. The hood of this prototype also sports a rounded center bulge running from the grille back the length of the hood.

latenews

CONTINUED
from PAGE 1

show a combined third-quarter loss of about $1.9 billion, auto analysts say.

A survey of Wall Street analysts shows that General Motors lost about $1.2 billion and Ford Motor Co. lost $478 million in the July-September period. Both companies are expected to issue their financial reports this week.

Chrysler Corp. will post a loss of about $191 million when it releases its results next week, analysts say.

The July-September period is typically weak, and this year it was made worse by recession. The third-quarter deficits will follow a combined Big 3 loss of $3.2 million during the first half. In the third quarter of 1990, when the current profit slide began, the Big 3 lost $2.1 billion.

— The Associated Press

GM denies job bias against black nurse

DETROIT — General Motors has been charged with discriminating against a black nurse by allegedly promoting less-qualified whites ahead of her, the Michigan civil rights department said last week.

GM spokesman John Maciarz said the company denied the allegation.

The department said Naomi Scott, a part-time industrial nurse in Detroit, was passed over for full-time employment at least twice in favor of white applicants.

The first instance occurred in October 1985, the civil rights agency alleged.

Public hearings have been scheduled for Nov. 4-5 in Detroit.

— The Associated Press

Ford says angry workers ransacked Mexico offices

MEXICO CITY — Ford Motor Co. says a group of disgruntled workers and labor representatives ransacked the lobby of its Mexican subsidiary headquarters in Mexico City earlier this month.

The incident is the latest in a two-year quarrel between Ford and some dissident employees there. A group broke into the building's lobby, damaging furniture, spray-painting walls and destroying artwork.

The company filed a complaint with local police, but no arrests have been made.

The dissidents have been at odds with Ford since losing a union election at the company's Cuautitlan, Mexico, plant two years ago.

GM names Haas to head quality and reliability

DETROIT — Ronald H. Haas has been named to succeed Edward P. Czapor as General Motors vice president in charge of quality and reliability. Czapor, 65, will retire Nov. 1 after 43 years with GM.

Haas, 54, has headed the current engineering and manufacturing staff since 1988. He has been a GM vice president since 1986, when he was placed in charge of the advanced engineering staff. He joined GM in 1966.

Czapor rose through GM's Delco divisions. He became a vice president in 1981 and has headed quality and reliability since 1985.

Iacocca to fade out of Chrysler advertising

AUBURN HILLS, Mich. — Chrysler Corp. Chairman Lee Iacocca will play a reduced role in the company's advertising as he heads toward retirement at the end of 1992.

"I intend to phase out," Iacocca said at a press briefing following the dedication of the new $1 billion Chrysler Technology Center last week. "There was a time to do it. I don't think it's needed anymore."

Iacocca's ability to convince people to buy Chrysler products as the company struggled back from bankruptcy in the early 1980s is considered a key factor in Chrysler's famed turn-around.

— Mary Connelly

British Ford isn't buying union bid for 7% raise

LONDON — Blue-collar Ford of Britain workers are demanding a 7 percent pay hike as negotiations for a new two-year contract begin.

There is the usual disparity of view.

Ford says:

- Inflation is only 4.1 percent.
- Sales are down 100,000 units.
- Ford's British unit lost almost $500 million last year.
- "We are probably under the worst pressure ever, with an unprecedented decline in the U.K., the U.S. and the rest of the world all happening at the same time," said personnel director John Hougham.

The Transport and General Workers' Union says:

- Rover and Peugeot Talbot are about to give workers a 7.5 percent raise.
- "Ford's position as a market leader means the company is well-placed to benefit from an upturn in the market," said chief union negotiator Jack Adams.

— Vaughn Freeman

GM to spend $44 million to upgrade emission labs

MILFORD, Mich. — General Motors will spend $44 million to expand and upgrade its emissions labs here in order to conduct rigorous cold-start and hot-temperature evaporative emissions tests required by the Environmental Protection Agency and the California Air Resources Board.

Another lab upgrade will allow the company to recognize in emissions a hydrocarbon compound's propensity to facilitate the formation of ozone.

The expansion began this summer and should be completed by mid-1993.

briefly

'Luxury' is not rich enough

Erich Krampe, president and chief executive officer of **Mercedes-Benz of North America,** told the International Motor Press Association last week that "luxury" is getting to be a meaningless term, being applied to cars that range in price from $13,000 to ten times that much. He said Mercedes' new S-class cars, which start at $69,400, belong to a new "premium" luxury market, where entries are priced above $65,000 and are set apart by image, high-tech features and "super-duper" customer service. Besides other cars, the competition in that bracket includes "a vacation home or a yacht."

ROCK-SOLID SUPPORT — Chairman Lee Iacocca bristles at the notion that **Chrysler** is living beyond its means at the architecturally striking $1 billion Chrysler Technology Center, dedicated in Auburn Hills, Mich., last week. (Story on Page 4.) "It's perception again," Iacocca lamented in an interview. "I have kiddingly said that the granite is so good looking that I wish I had stuccoed it. But it's got to last 100 years."

POLITE TO A POLITICIAN — In the end, good manners won out. Michigan Gov. John Engler was a speaker and featured guest as Lee Iacocca hosted more than 1,000 guests at the formal dedication of the **Chrysler** Technology Center last week. But just days prior to the dedication, Engler vetoed $1.6 million in state money that had been targeted for site development at the center and at Chrysler's new Jefferson North assembly plant in Detroit. "We got dunned for $1.6 million. But I didn't think today was the day to bring it up," Iacocca said when asked if he had complained to Engler.

Iacocca: timing wasn't right

DUELLING LOGOS — **Mazda** announced its **Amati** luxury division channel in August but did not unveil a logo. The reason? A non-profit organization in Canada, which Amati won't name, uses a symbol "vaguely similar" to the one Amati wants to use in both Canada and the United States. Amati approached the group and expects to negotiate a settlement soon.

MADE A MILLION, EH? — The **General Motors** Oshawa, Ontario, truck plant built its 1 millionth C/K pickup last week. Production of the redesigned C/K series began in early 1987. The milestone unit was a two-tone gray GMC half-ton pickup.

THEY'RE OF TWO MINDS — **Mitsubishi** calls it the Expo LRV. **Chrysler** calls it the **Eagle** Summit wagon. But these identical twins prompt different reactions from the folks in Highland Park, Mich. Chrysler looks askance at the Mitsubishi Expo LRV and says it is a minivan that's being dumped in the United States in a Big 3 complaint pending before the U.S. Commerce Department. But when the wagon wears the Eagle Summit badge, Chrysler thinks it is a car. And a good car at that. Chrysler has entered it in the Motor Trend Import Car of the Year competition.

Oct. 1-10 sales decline 7%

Ford, Chevy truck sales tumble

JIM HENRY
Staff Reporter

Toyota and Honda fared well in sales in an otherwise lackluster early October.

Overall sales fell 7.0 percent, to 304,109, in the first sales period of the 1992 model year. Cars and light trucks were off by about the same percentage.

Sales declined for each of the U.S. Big 3. General Motors was off 16.9 percent; Ford Motor Co. fell 8.4 percent, and Chrysler Corp. dipped an estimated 12.5 percent.

Some of the decline appeared to stem from a late-September race between Ford and Chevrolet for the 1991 model year's full-sized pickup crown, which Ford won.

"There was such a fever to win at both organizations that dealers were trying to do any kind of deal they could," said Ford Motor Co. sales analyst Joel Pitcoff. "I would expect payback for most of the month."

Sales of full-sized pickups fell 30 percent for Ford and 11 percent for Chevrolet, Pitcoff said. Conversely, GMC was down only 3 percent in that category, and Dodge was up 12 percent, he said.

Pitcoff said the fact that early October was the first sales period of the new model year probably isn't all that significant because there are still a lot of 1991 models around and buyers aren't necessarily aware of what's new for 1992.

New models helped sales at Toyota Motor Sales U.S.A. Inc., which posted an increase of 39.1 percent over last year. The company reported across-the-board hikes in imports and domestics, cars and trucks.

Toyota said sales of the new Lexus ES300 were more than double those of the the model it replaced, the ES250. Sales of the restyled Toyota Camry were up 16.4 percent.

Sales for American Honda Motor Co. Inc. shot up 29.1 percent. Deliveries at Honda Division rose 30.8 percent, and Acura was up 19.9 percent.

Sales rose 0.6 percent for Nissan Motor Corp. in U.S.A. A gain by Infiniti offset a slight decline in Nissan brand volume.

In addition to Chrysler's sales, *Automotive News* estimates 10-day sales for most imports.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Oct. 1-10, 1991	Oct. 1-10, 1990
ALFA ROMEO		
(imp. car)*	44	77
Acura (imp. car)	3,240	2,783
Domestic car	13,560	9,313
Imported car	5,357	5,152
Honda	18,917	14,465
AMERICAN HONDA	22,157	17,168
ASTON MARTIN		
(imp. car)*	1	1
BMW (imp. car)*	929	1,036
Domestic car*	4,420	5,602
Imported car*	43	43
Domestic truck*	87	51
Chrysler Division*	4,550	5,696
Domestic car*	8,540	12,394
Imported car*	678	487
Domestic truck*	9,865	9,117
Imported truck*	64	163
Dodge*	19,147	22,161
Domestic car*	1,980	971
Imported car*	183	201
Eagle*	2,163	1,172
Domestic truck*	3,811	3,990
Jeep*	3,811	3,990
Domestic car*	5,060	7,267
Imported car*	407	406
Domestic truck*	3,637	3,600
Plymouth*	9,103	11,273
Domestic car*	20,000	26,234
Imported car*	1,311	1,136
Domestic truck*	17,399	16,758
Imported truck*	64	163
CHRYSLER CORP.*	38,774	44,232
Imported car*	99	183
Imported truck*	31	68
DAIHATSU*	131	250
FERRARI (imp. car)*	16	16
Domestic car	31,956	32,927
Imported car	1,512	1,072
Domestic truck	26,447	32,052
Ford Division	59,915	66,051
Domestic car	3,904	6,858
Lincoln	3,904	6,858
Domestic car	9,486	8,619
Imported car	2,488	2,055
Mercury	11,974	10,674
Domestic car	45,346	47,604
Imported car	4,000	3,127
Domestic truck	26,447	32,052
FORD MOTOR CO.	75,793	82,783
Domestic car	12,987	14,446
Buick	12,987	14,446
Domestic car	6,666	8,571
Cadillac	6,666	8,571
Domestic car	28,178	30,345
Imported car	1,503	2,515
Domestic truck	23,549	26,696
Imported truck	40	42
Chevrolet	53,270	59,598
GMC	6,740	7,256
Domestic car	11,226	13,401
Domestic truck	644	667
Oldsmobile	11,870	14,068
Domestic car	10,349	22,277
Imported car	525	475
Domestic truck	895	635
Pontiac	11,769	23,387
Domestic car	2,515	0
Saturn	2,515	0
Domestic car	71,921	89,040
Imported car	2,028	2,990
Domestic truck	31,828	35,264
Imported truck	40	42
GENERAL MOTORS	105,817	127,336
HYUNDAI*†	2,483	2,061
Imported car*	199	131
Domestic truck	755	582
Imported truck*	1,666	1,690
ISUZU*	2,620	2,402
JAGUAR (imp. car)*	146	344
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,077	1,184
Imported car*	2,034	2,179
Domestic truck	258	154
Imported truck*	2,043	1,937
MAZDA*	5,412	5,455
MERCEDES-BENZ		
(imp. car)*	1,072	1,347
Domestic car	1,018	1,092
Imported car*	1,442	1,141
Imported truck*	537	351
MITSUBISHI*	2,997	2,584
Infiniti	551	409
Domestic car	1,598	1,820
Imported car*	5,728	5,576
Domestic truck	2,507	2,083
Imported truck*	3,362	3,783
Nissan*	13,195	13,262
NISSAN MOTOR CORP.	13,747	13,671
PEUGEOT (imp. car)*	89	53
PORSCHE (imp. car)*	69	112
RANGE ROVER		
(imp. truck)*	56	89
ROLLS/BENTLEY		
(imp. car)*	4	10
SAAB (imp. car)*	445	280
STERLING (imp. car)*	57	56
Domestic car	1,435	299
Imported car*	889	1,710
SUBARU*	2,324	2,009
Imported car	105	167
Imported truck	233	168
SUZUKI†	338	335
Lexus (imp. car)	2,190	1,463
Domestic car	8,271	5,753
Imported car	9,176	5,907
Imported truck	6,458	5,642
Toyota	23,905	17,382
TOYOTA MOTOR SALES	26,095	18,765
Audi (imp. car)*	239	581
Imported car*	1,492	2,273
Imported truck*	72	91
Volkswagen*	1,564	2,364
VWoA*	1,803	2,865
VOLVO*†	691	1,624
YUGO (imp. car)*	65	73
Domestic car	164,226	182,339
Imported car	46,124	43,846
TOTAL CAR	210,350	226,185
Domestic truck	79,195	86,893
Imported truck	14,564	14,816
TOTAL TRUCK	93,759	100,909
TOTAL CAR & TRK	304,109	327,094

*Estimated †Breakdown of North American built and imported car sales not available.
There were 9 selling days in the period this year and 9 last year.

Used-car buyers not brand loyal

Average dealer sells 40 units a month

CHARLES M. THOMAS
Staff Reporter

Nameplates mean a lot less in the used-car market than they do in the new-car market. That's because a customer's perception of model quality and desirability blurs when it comes to comparing and buying used cars.

"Used cars are sold on their own merits without a lot of brand loyalty," said George Parker, an instructor at the National Automobile Dealers Association Dealer Candidate Academy.

Parker, who studies used-vehicle trends at new-car dealerships, said the average franchised dealer has 78 used cars in stock and sells 38 to 40 used units every month. Of those vehicles, 58 percent are domestic brands, and 42 percent are imports.

Thirty-six percent of the vehicles have been in a dealer's inventory more than 30 days, said Parker, who spoke last month at the National Auto Auction Association convention.

He said dealers should get rid of cars not sold after 30 days either by wholesaling them to auto auctions or selling to wholesalers.

According to Parker, 65 percent of franchised dealers attend auto auctions every week; 22 percent attend monthly; 11 percent attend quarterly, and 2 percent attend annually.

Only 3 percent of franchised dealers use auctions exclusively to wholesale their trade-ins. Fifty-three percent of dealers prefer wholesalers because they are more convenient.

According to the survey, 44 percent of the dealers use auctions and wholesalers to buy and sell cars.

And 76 percent of dealers attend auto auctions to buy program vehicles. "The key is to get the dealer to buy from the consignment or fleet-lease lanes," said Parker.

He said 27 percent of dealers surveyed will buy from repossession and fleet-lease lanes. That is an increase of 10 percentage points over two years ago.

Sixty-seven percent of the vehicles taken in trade in a dealership are retailed, and 33 percent are wholesaled.

"That means wholesale is a big part of a dealer's operation, whether the vehicles are being taken to the auction or sold to wholesalers," said Parker.

According to the study, one of every three used vehicles that a dealer sells comes from an auction. Trade-ins on new cars account for 33 percent; trade-ins on used cars account for 14 percent; program cars account for 14 percent, and street purchases account for 7 percent.

"Dealers are making $1,169 gross on a vehicle purchased at auction compared to $1,086 on a trade-in for a new car," said Parker. "They are making more money on cars from auctions than on the ones they are trading for at their front door."

Preparing vehicles for sale can be expensive. Dealers pay more to prepare wholesalers' vehicles for resale than vehicles from other sources. Program vehicles cost the least.

Reconditioning costs average $162 for factory program cars, $235 for new-car trade-ins, $288 for used-car trade-ins, $293 for auction cars from dealer consignment lanes, $303 for street purchases, $308 for dealership-owned cars and $310 for cars purchased from wholesalers.

Parker also analyzes which model years sell quickest in the used-car market. Current models account for 14 percent of sales, and year-old vehicles account for 17 percent of sales. Thus, 31 percent of the used cars sold by new-car dealers are current model year or a year old.

Vehicles more than five years old account for 22 percent of sales, and vehicles six years or older represent 20 percent of sales.

Dealers' average gross on a current model year used car is $1,139; gross on a one-year-old vehicle is $1,236, and on vehicles more than six years old it's $945.

"Program units and late models are a big part of dealer income," said Parker.

According to the study, a vehicle that stays in inventory 10 days brings an average gross of $1,279; the second 10 days will average $1,297; 30 days, $1,237; 45 days, $1,201; 60 days, $1,025, and 90 days, $1,051. Profits on vehicles held in inventory more than 90 days dip to $636.

"Aging is a real killer," said Parker.

The survey was conducted in three parts among representatives from 250 dealerships attending the last nine classes at the NADA Dealer Candidate Academy.

JOE WILSSENS/AUTOMOTIVE NEWS

Dealers are making an average gross of $1,169 on vehicles bought at auctions, says NADA instructor George Parker.

PROFITS ON USED CARS, BY SOURCE

Gross profit on used-car sales by franchised auto dealers varies according to the source of the used car.

Source	Gross profit
Bought on the street	$1,288
Wholesaler	$1,243
Auction, fleet-lease	$1,169
Auction, program	$1,155
Dealership-owned	$1,137
New-car sale trade-in	$1,086
Used-car sale trade-in	$1,035

Source: NADA

Fiat budgets $200 million in bid to boost Britain sales

VAUGHN FREEMAN
Special Correspondent

LONDON — The Fiat Group of Italy, whose home-market sales have been badly eroded by arch-rival Ford of Europe, said last week it will spend nearly $200 million over the next three years to boost sales in Britain — Ford's home turf.

Fiat said it will spend the money to upgrade dealers, to promote products and to build 20 new company-owned dealerships in key city centers. The automaker, which markets the Fiat, Lancia and Alfa Romeo marques in the United Kingdom, has about 300 dealers here.

"This represents a major commitment to the British market," said Mario Massaro, managing director of Fiat U.K. Ltd. "This investment will strengthen our dealership network."

Although Fiat is Europe's second biggest automaker after Volkswagen Group, it has not been a major player in Britain for many years. Its market share for the year through September fell to 2.2 percent from 2.9 percent for all of 1990.

Volume for the year has fallen 37 percent, to 34,487 units, while the British market is off 22 percent.

Analysts say Fiat's cash injection into its dealer activities is coming none too soon. In a recent survey by the Retail Motor Industry Federation, the trade group for British dealers, the Italian automaker was ranked last in terms of dealer satisfaction.

Fiat's share in Italy has ranged as high as 60 percent in recent years. In a major price-led push in the Italian market, however, Ford picked up 7 points of share there earlier this year, rising to 11 percent, while Fiat fell to 47.5 percent from 54 percent.

trucks

Decline in truck orders raises buyer credit issue

JOSEPH BOHN
Truck Editor

Medium- and heavy-truck sales continue to be disappointing, with little upturn in sight.

Analysts had anticipated net new heavy-truck orders of 8,000 to 8,500 for September.

Preliminary indications from Rothschild Inc., a New York investment firm, put them closer to 7,000. That is down from 7,776 orders in August and 9,127 in September 1990.

The trend reverses what had been a gradual strengthening during the past three months. Net new Class 8 orders had risen from 5,786 in June to 7,020 in July and 7,776 in August.

The latest figures, which presage future retail sales since it takes two to three months to fill them, point to a very disappointing 1991 total.

It now appears Class 8 retail sales will be near 100,000 for calendar 1991, down sharply from 121,226 last year, and the lowest in the past five years.

Frank Prezelski, an analyst with Rothschild, said that based on his conversations with captive finance subsidiaries of companies like PACCAR Inc. and Navistar International Corp., commercial truck buyers may be running into credit problems.

"Truck buyers appear to be having trouble getting financing," Prezelski said.

Prezelski said he attended a truck industry seminar and found it may not be so much the actual availability or cost of credit but all the caveats and restrictions being applied that are slowing truck purchases.

"There may be requirements for a higher down payment, more equity. Contracts may be tighter, so if a buyer misses a payment, his truck gets repossessed more quickly," said Prezelski.

But Richard G. Lanahan, executive vice president of Associates Commercial Corp. in Dallas, felt that the economy, rather than the banking community, was to blame.

"There's less demand for new trucks because there's less freight being hauled. A lot of equipment that would normally be replaced is parked in yards," Lanahan said.

He said there are probably some banks in certain markets that had withdrawn some funding for small and medium carriers — but not major ones.

Captive finance companies of major truck manufacturers and independents like Associates Commercial have readily stepped in to fill any lending void created by banks, Lanahan said.

"We've seen among our competitors there's a big appetite to provide financing (for truck purchases)," he added.

"We (Associates) probably picked up more traditional bank financing than ever," he said.

As an example, he said Associates' share of heavy-truck purchases and leasing business had increased from 8.75 percent in 1989 to 10.51 percent by August 1991.

During the same period, its share of trailer purchases and lease business had increased from 7.25 percent to 14.49 percent. And that was prior to the company's purchase of Fruehauf Corp.'s captive finance company in 1987, and Great Dane Corp.'s subsidiary in 1988.

Lanahan did note, though, that earlier in January and February, Associates had had more requests for ancillary financing than he'd ever seen.

This typically consisted of trucking companies asking if they could use the equity in their equipment as collateral to buy permits, license plates and insurance for their vehicles, after being turned down by banks.

Typically, such costs can average $2,000 a vehicle, Lanahan said, noting one company with 150 vehicles that needed $300,000 as a down payment on its insurance and to cover plates and permits.

To the extent that some trucking companies may have had to borrow money for such needs, it may have affected their ability to finance vehicle purchases, Lanahan said.

SEPTEMBER 1991 TRUCK SALES BY GVW

	Sept. 1991	Sept. 1990	9 mos., 1991	9 mos., 1990
Class 1-3	123,140	103,577	911,730	1,061,910
Class 4	1,977	1,944	15,695	21,282
Class 6	394	615	4,066	4,666
Class 7	1,265	2,300	15,002	21,164
Class 8	762	975	6,308	10,363
FORD	**127,538**	**109,411**	**952,801**	**1,119,385**
Class 6	11	0	12	0
Class 7	81	0	90	0
Class 8	2080	1771	16,563	17,999
FREIGHTLINER	**2,172**	**1,771**	**16,665**	**17,999**
Class 1-3	102,134	102,996	828,209	985,589
Class 4	233	0	1,325	0
Class 5	5	8	99	208
Class 6	133	1,107	2,218	5,961
Class 7	385	695	4,655	5,531
CHEVROLET	**102,890**	**104,806**	**836,506**	**997,289**
Class 1-3	24,005	23,284	216,177	252,712
Class 4	73	0	786	0
Class 5	37	25	278	1,909
Class 6	187	433	2,628	4,210
Class 7	817	1,202	10,307	11,223
GMC	**25,119**	**24,944**	**230,176**	**270,054**
Class 7	15	51	202	328
Class 8	1,022	1,140	8,506	11,226
KENWORTH	**1,037**	**1,191**	**8,708**	**11,554**
Class 6	37	92	381	910
Class 7	49	123	509	1,215
Class 8	809	982	7,797	11,542
MACK	**895**	**1,197**	**8,687**	**13,667**
Class 6	37	36	259	414
Class 7	45	113	584	882
MERCEDES-BENZ	**82**	**149**	**843**	**1,296**
Class 4	7	6	24	49
Class 5	1	6	24	94
Class 6	621	610	6,104	9,316
Class 7	2,214	2,547	23,847	23,245
Class 8	1,495	2,094	16,602	20,545
NAVISTAR	**4,338**	**5,263**	**46,601**	**53,249**
Class 7	17	21	186	303
Class 8	805	856	7,049	9,130
PETERBILT	**822**	**877**	**7,235**	**9,433**
Class 7	157	60	822	557
Class 8	1,213	1,010	8,424	10,566
VOLVO/GM HEAVY	**1,370**	**1,070**	**9,246**	**11,123**
Class 1-3	15	21	181	246
Class 4	11	0	39	0
Class 5	40	52	303	378
Class 6	45	67	421	511
Class 7	49	94	466	738
HINO	**160**	**234**	**1,410**	**1,873**
Class 1-3	78	48	490	515
Class 5	74	83	563	706
Class 6	81	40	382	402
Class 7	41	44	279	384
NISSAN DIESEL	**274**	**215**	**1,714**	**2,007**
Class 1-3	471	666	4,679	4,992
Class 4	148	42	828	509
Class 5	61	28	659	306
Class 6	64	246	617	1,608
Class 7	22	18	175	407
ISUZU TRUCK	**766**	**1,000**	**6,958**	**7,822**
Class 1-3	164	127	1,290	1,380
Class 5	59	44	494	496
Class 6	38	19	299	207
Class 7	20	34	254	402
MITSUBISHI FUSO	**281**	**224**	**2,337**	**2,485**
SCANIA Class 8	**4**	**6**	**41**	**78**
Class 1-3	0	114	908	1,209
Class 4	0	36	297	398
Class 5	0	11	149	191
Class 6	0	3	96	115
IVECO TRUCKS*	**0**	**164**	**1,450**	**1,913**
WESTERN STAR Class 8	**47**	**61**	**466**	**745**
Class 1-3	126,287	123,045	1,044,897	1,274,488
Class 6, 7, 8	20	32	337	496
OTHER TRUCKS	**126,307**	**123,077**	**1,045,234**	**1,274,984**
CLASS 1-3	**376,294**	**353,878**	**3,008,561**	**3,583,041**
CLASS 4	**2,449**	**2,028**	**18,994**	**22,238**
CLASS 5	**277**	**257**	**2,569**	**4,288**
CLASS 6	**1,648**	**3,268**	**17,483**	**28,354**
CLASS 7	**5,177**	**7,302**	**57,378**	**66,380**
CLASS 8	**8,257**	**8,927**	**72,093**	**92,655**
TOTAL TRUCKS	**394,102**	**375,660**	**3,177,078**	**3,796,956**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

in brief

TRUCKS

Freightliner lands record order

PORTLAND, Ore. — Freightliner Corp. landed its largest-ever order for 1,000 Class 8 trucks from Werner Enterprises Inc. of Omaha, Neb.

Deliveries of the long-haul trucks will continue through next summer, according to Jim Hebe, Freightliner executive vice president.

New finance plan from Volvo GM

GREENSBORO, N.C. — Volvo GM Heavy Truck Corp. and General Motors Acceptance Corp. have introduced a non-recourse financing program, designed to increase financing flexibility, reduce contingent risk and provide more favorable terms on handling repossessions while increasing dealer profits.

Under the plan, dealers have no financial liability for new trucks repossessed from customers with excellent credit ratings other than safekeeping and remarketing of the vehicles for 90 days.

New trucks covered under the new program require a minimum down payment of 15 percent and a maximum financing period of 60 months, according to Edward Brown, Volvo GM director of dealer operations.

Allison plans rollout for new transmissions

JOSEPH BOHN
Truck Editor

General Motors' Allison Transmission Division in Indianapolis plans to introduce a new version of its six-speed, electronically controlled transmission every six months for the next several years.

The models have closed-loop and adaptive controls, meaning they continuously read temperature and operating conditions and adjust to them.

The division began producing the first of three truck versions of its new MD transmission in September, according to Al Huevel, world transmission marketing manager.

The transmission is designed for mid-range diesel-engine trucks, small Class 8s and other vehicles for applications such as pickup and delivery vehicles, utility and dump trucks, short-haul tractors, motor homes, fire trucks, school buses and refuse, recycling and beverage vehicles.

Allison also has a good shot at a new 11,000-unit military contract for tactical vehicles that will be announced soon, Huevel said.

In February 1993, an HD version of the world transmission will go into production for heavy-duty diesel engine Class 8 vehicles.

It will fit basically all the same vocational applications as the MD, but it will have enough power to handle engines up to 450 horsepower.

The AD version of the world transmission will go into production in April 1994. It will be for medium-duty gasoline and diesel engines up to 270 hp.

Typically, they are used in conventional Class 7 and 8 straight trucks and tractor trailers and also in GM's lighter P-chassis and other motor home chassis.

A family of bus transmissions, the B-300 and B-400, will go into production next September.

They are similar to the MD, but were modified extensively for the special needs of the bus market.

The B-500, a bus-market version of the HD transmission, will go into production in August 1993. The B-200, a bus version of the AD, will be built in October 1994.

Allison will continue to produce its AT 542 and 545 transmissions after new models go into production "as long as there is customer demand," said Don Brindle, world transmission manager.

Allison will use the AD model to bridge the price gap between the AT and the MD.

But Huevel said that initial studies by Allison showed the installed cost of the new transmissions to be equal to, or slightly less, than its current products.

He said that Allison's field tests also show they get about 9 percent better fuel economy than competitive manual transmissions.

Allison will unveil its new transmission to Europe at January's Geneva truck show and to Japan later in 1992.

More truck losses expected

Heavy-truck demand, currently projected at 100,000 sales for calendar 1991, is well below the break even point for manufacturers.

Frank Prezelski, an analyst with Rothschild Inc. in New York, looks for Navistar International to lose even more money in its fiscal fourth quarter than in the third quarter ended July 31, when it lost $31.0 million.

Navistar lost $98.0 million in the first nine months of fiscal 1991.

Mack Trucks Inc.'s $71.9 million loss for the six months ended June 30, as reported by *The London Times*, is a slight improvement over the $97 million it lost in like 1990.

PACCAR Inc. lost $29.3 million on its manufacturing operations for the first half ended June 30 and only managed an overall $19.1 million net profit, due to other activities.

Makers' Marks

Reaching the right prospects is more expensive, more difficult and more important than ever

By: Raymond Serafin

Three decades ago, Marshall McLuhan put forth the idea that "the medium is the message." You could argue that he was simply anticipating the auto marketing landscape of the 1990s.

The proliferation of car and light-truck brands during the last decade coincided with a rapid fragmentation of available media, brought on largely by the end of TV network dominance.

The result: It's more important than ever for an automaker to get its message to the right prospects, but harder and more expensive than ever to accomplish that goal.

"Routinely buying prime-time television and being in there against the other 300 models is not going to do it," advises John Damoose, vice president of marketing for Chrysler Corp. "You can have great creative, but it's useless if you don't tell your story with (media) impact and weight."

Media usage is no longer just a tactical question. Leading-edge auto marketers are taking a strategic approach to media, matching it to marketing objectives.

The automotive category accounted for $5.7 billion in measured media advertising in 1990, making it the second biggest ad spending category, trailing only retail, according to *Advertising Age*. That doesn't include unmeasured media such as direct mail, telemarketing, videocassettes, computer discs and special programming created for closed-circuit channels in places such as doctor's offices and airline terminals.

Combine big bucks with big marketing needs, and you get automakers and media companies breaking new ground and writing big stories.

Among them:

- Chrysler Corp. signed a major cross-media deal with Time Warner built around a series of advertorials and special issues of *Fortune*, *People* and *Life*, all using a "Rediscover America" theme. The deal also gave Chrysler access to areas such as product placements in movies, TV programming development, and use of records, books and videos as premiums. General Motors and Mazda Motors of America followed with their own deals with Time Warner.
- GM signed an estimated $400 million, seven-year deal with CBS for sponsorship of regular season and Final Four NCAA basketball, the largest and longest deal ever involving a single sports property.
- Chrysler will be the biggest single sponsor of the 1992 and 1994 Winter Olympics with a $106 million package with CBS.
- GM at $140 million and Toyota Motor Sales USA at $130 million are the biggest backers of baseball in four-year deals with CBS.
- GM's Pontiac division and Chrysler rolled out the biggest-ever direct mail campaigns using video, between them sending 650,000 tapes to minivan prospects.
- Buick kicked off its Roadmaster Wagon launch with a multi-title magazine buy targeted at specific ZIP codes, the first time an advertiser came up with its own target list of subscribers it wanted to reach.
- Saturn Corp. and Volvo Cars of North America produced 30-minute "infomercials" that ran at programming costs which are lower than commercial time. The Saturn piece, centered on how the company and its products came into being, ran on two cable networks. Volvo is currently testing its infomercial in San Diego.
- GM and Chrysler have participated in new "place-based" media, which brings advertising to prospects out of their homes. GM is a charter sponsor of Turner Broadcasting System's The Airport Channel, now in test at six airport terminals, and of the Health Club Media Network, being tested in four cities. Chrysler is involved with Ski TV, which provides programming at ski resorts, and in programming developed for waiting rooms of doctors' offices.

Philip Guarascio, GM executive-in-charge of corporate marketing and advertising, says concerns about the diminishing effectiveness and increasing cost of traditional media created interest in finding new ways to reach potential customers.

"As the cost relationships change, things not affordable five years ago start to become affordable, and therefore there's some experimenting," he says. "Once you start to use (new media), what you do is create a learning spiral. Success breeds success, creating a momentum in that area."

Despite the rise of cable and syndicated TV opportunities, as well as other media, no one is predicting the imminent end of automaker relationships with broadcast television. Automakers spent $1.79 billion on network TV in 1990, more than they spent on any other medium and a 17.8 percent increase from 1989, according to *Advertising Age*. Spot TV was second with $1.66 billion, a reflection of the move to regionalization of marketing strategies and the growing importance of auto dealer ad groups.

"Despite declining rates and shares, network TV is still the single largest place we can go to deliver a reasonably upscale audience at a place and time," says Robert Mancini, senior vice president and director of media services at J. Walter Thompson USA in Detroit, the agency for Ford Division.

"I think the automotive advertisers in general will support it until we come to the point where it's totally lost its value. It certainly hasn't hit that at this point."

But today's consumer is more likely than ever to miss seeing an ad message that runs only on the networks. He or she has dozens of cable channels from which to choose, some of them commercial-free, not to mention a VCR that allows easy zapping of commercials.

"There are two media trends that are at odds," says Marty Choinski, senior vice president and director of media at D'Arcy Masius Benton & Bowles of Bloomfield Hills, Mich., which handles Pontiac and Cadillac divisions.

"Clients are a lot more aware of media options and are asking more questions about them," says Choinski. "At the same time, clients want more bang for the buck, and a lot of the non-traditional media are very tough to measure."

Says Chrysler's Damoose, "The average 30-second prime time TV spot today is $150,000. A single page in *Time* magazine is now $113,000. So obviously, we have to focus our efforts and spend our money carefully."

With the auto sales slump of the past few years increasing bottom-line pressures, some marketers are sticking with the tried and true.

Toyota, for instance, found out in a test that videos were more effective than regular direct mail programs, but didn't go the video route in its campaign for the redesigned 1992 Camry.

"When you have a broad audience like Camry does, there's an expense factor," says Ren Rooney, corporate marketing manager.

Marketing execs say that finding new ways to measure effectiveness is a key to effectively using media in the coming years. The traditional measurement has been CPM, a measurement of the cost-per-thousand of the number of people reached.

"CPM is a benchmark in general media terms, but it is rapidly becoming outmoded because advertisers and agencies are going to be looking more for the value of the audience in relationship to the price," says J. Walter Thompson's Mancini.

His agency helped Ford Division revamp the way it evaluates magazines this year, putting greater emphasis on factors such as reader involvement, circulation vitality and editorial environment. The result was that Ford substantially reduced the number of titles it uses, but made bigger buys in publications that remained on the schedule.

"You have to make a paradigm shift in terms of how you evaluate," says GM's Guarascio. "(CPM) will always be one of the tools that will be used. What we're trying to do is embrace a wider range of tools."

More research than ever is going into developing and assessing media strategy.

Mazda conducted a study last year of the media habits and lifestyles of its prospects, broken down by models. The study was the basis for Mazda's emphasis on more targeted media, such as spot TV and cable, in place of broader network buys, according to Jan Thompson, vice president of marketing.

For all the advances made in reaching the right prospects in the right time and place, many auto marketers say the next several years will bring even greater potential. On the horizon are data bases that provide more sophisticated information about prospects, and technological jumps such as interactive television.

"Today, we're sort of blacksmiths at this," says Stephen Lyons, general marketing manager at Ford's Lincoln-Mercury division. "We're not real good at segmenting media and the messages that go through those media. I think in the next five years the opportunities to advance are just going to be tremendous." □

Raymond Serafin heads Advertising Age's Detroit bureau.

AUTOMOTIVE AD SPENDING

Figures in millions

	1987	1988	1989	1990
Magazine	$ 677.7	$ 800.1	$ 882.5	$ 901.2
Magazines, Sunday	15.7	19.1	29.1	25.5
Newspaper	810.0	819.3	882.1	809.2
Outdoor	57.9	59.9	59.7	53.0
Radio, network	57.9	72.0	85.2	106.7
Radio, spot	156.3	196.5	117.0	120.5
TV, cable	45.3	57.2	85.9	114.1
TV, network	1,044.1	1,331.0	1,520.0	1,790.0
TV, spot	1,424.7	1,538.5	1,656.4	1,664.8
TV, syndicated	28.2	30.5	64.9	115.7
Total	$4,317.8	$4,931.3	$5,382.7	$5,700.7

Source: Advertising Age

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Sales drop 2% in Europe

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — September new-car sales in Germany were slightly below last year's total, but demand in Italy, France and Spain showed the beginnings of an offsetting recovery.

The September dip in Germany was 1.2 percent. In August, the nation's sales were down 20.1 percent from 1990.

According to *Automotive News* estimates, September sales for 17 European countries slipped 2.1 percent from a year earlier, to 900,000 units. Sales for the nine-month period were up 2.2 percent, to 10.71 million.

Analysts said they are uncertain whether a clear pattern has emerged.

"We are seeing some relief in the Southern European markets. But we are at a strange crossroads, and I don't think the current figures establish a pattern," said John Lawson, who follows the industry for Nomura Research in London.

"Germany will go down, but we know the German market tends to be stronger toward the end of the year."

Germany has propped up European auto sales for most of this year, feeding new demand from the reunified eastern states. Although German sales fell 1.2 percent in September, to 234,700 units, the decline was considerably less than the August drop of 20.1 percent from a year earlier.

"Germany has fallen back, but September figures show the drop may not be as serious as previously thought," said Arthur Maher, an analyst with DRI/McGraw-Hill in London. He said he expects German sales to top 4.1 million this year, up from 3.25 million in 1990.

For the first nine months of 1990, German sales were 3.4 million, up 44 percent from last year.

The United Kingdom, Europe's fourth largest market, remained depressed, with September sales off 17.4 percent from 1990, to 126,900. Analysts were optimistic that the worst is over.

"We feel the U.K. has now bottomed out," Maher said.

Carmakers have continued their incentives in the United Kingdom, despite initial claims that the programs would not be permanent. Ford of Europe continued incentives on selected models while General Motors' Vauxhall subsidiary has cut dealer margins "in an attempt to make the consumer haggle less," Maher said.

Even the Rover Group, which stayed out of this summer's incentives war, is mailing discount offers to owners of its cars, he said.

The recession-stricken French market continued a rebound that began in July. Sales rose 2.71 percent in September, to 142,000 units.

The Italian market, which has held up better than others, was up 9.9 percent in September, to 168,400 units. Maher predicted that Italian sales will end the year at 2.3 million, slightly below last year's 2.35 million.

Spain was up 6.2 percent for the month, to 51,800 units, signaling a turnaround. But analysts do not believe the Spanish market will recover fully until 1992.

For the nine-month period, Spanish sales were 665,900, off more than 100,000 units from a year earlier.

The Volkswagen Group continued to dominate European sales with a nine-month total of 1.73 million, up 8.4 percent from last year.

"We used to have discussions at this time of the year about who would win in sales, but no one can touch VW now," Lawson said.

Fiat regained second place, which it lost to GM in August with nine-month sales of 1.34 million units, down 10.4 percent from last year.

Ford held onto third place with 12.2 percent of the market.

General Motors slipped into fourth place.

EUROPEAN SALES

Manufacturer	9 months, 1991	1991 share[1]	9 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,726,500	16.00	1,592,700	+ 8.40
Fiat Auto[2]	1,348,700	12.60	1,505,500	−10.40
Ford[4]	1,308,860	12.20	1,222,300	+ 7.00
(Jaguar	9,960	0.09	15,300	−35.10)
General Motors[3]	1,282,900	12.60	1,203,200	+ 6.00
Peugeot S.A.[5]	1,240,400	12.00	1,333,800	− 7.00
Renault	1,048,800	9.80	1,011,500	+ 3.70
Mercedes-Benz	364,000	3.40	332,400	+ 9.50
Nissan	358,500	3.40	311,300	+15.19
BMW	315,500	3.00	285,000	+10.70
Toyota	292,800	2.70	288,600	+ 1.50
Rover	279,600	2.60	316,700	−11.70
Mazda	236,500	2.20	221,700	+ 6.60
Volvo	154,000	1.40	187,800	−18.00
Mitsubishi	155,400	1.50	137,100	+13.34
Honda	134,500	1.30	126,500	+ 6.40
Suzuki	80,200	0.80	78,000	+ 2.80
Lada	81,300	0.80	81,000	+ 0.30
Subaru	42,000	0.40	39,600	+ 6.00
Daihatsu	43,100	0.40	32,000	+35.00
Saab	39,100	0.40	44,400	−11.90
Skoda	39,100	0.40	21,200	+85.70
Isuzu (non-GM)	3,100	0.03	5,000	−37.70
Others	139,240	0.10	106,200	+31.10
Total	**10,714,400**	**100.00**	**10,483,500**	**+ 2.20**

1-doesn't total 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Opel, Vauxhall; GM-U.S., Canada; Isuzu; not Saab
4-Includes Jaguar
5-Peugeot, Citroen, Talbot

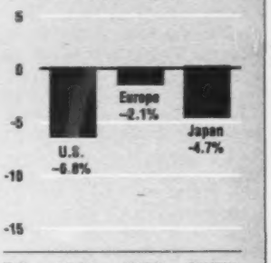
NEW-CAR SALES BY COUNTRY IN EUROPE

Country	9 months, 1991	Pct. change vs. 1990
Germany	3,400,000	+44.00
Italy	1,818,300	− 2.70
France	1,507,200	−13.00
United Kingdom	1,332,300	−21.50
Spain	665,900	−14.00
Netherlands	422,000	+ 0.01
Belgium-Luxembourg	409,600	− 0.10
Austria	243,400	+ 3.60
Switzerland	245,400	− 5.80
Portugal	169,700	+10.40
Sweden	136,900	−23.50
Greece	117,200	+37.50
Finland	74,700	−36.40
Denmark	66,800	—
Ireland	60,700	−16.00
Norway	40,400	−14.00
Total	**10,714,000**	**+ 2.20**

Global tally

SEPTEMBER 1991

Chart compares change in unit sales for car and light-truck market to year-ago period.



	U.S.	Europe	Japan
Units	1,048,220	900,000	781,689*

* Includes minicars and minitrucks, which are not sold in U.S. or Europe

CHARLOTTE WINTER / AUTOMOTIVE NEWS

As east German savings dry up, so do sales

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — As expected, new-car sales in the former East Germany have turned sharply lower as savings there dry up and demand falls to a level that more realistically reflects the region's deep economic problems.

Although final figures are not yet available, preliminary data show that sales in the five eastern states in June peaked at more than 100,000 units and have since dropped to about 70,000 a month.

According to Edmund Chew, an analyst with DRI/McGraw-Hill in Frankfurt, new-car orders have fallen to an annualized level of 400,000 to 500,000.

East German sales have been included in German totals since July 1990, but figures for the reunified states are only available through May. For the first five months of 1991, sales in the new states totaled 324,298; 231,000 units were sold from July to December.

Chew predicts German sales will hit 4.15 million units this year, including 800,000 in the east. But sales will fall to 3.5 million units next year, with most of the decline reflecting a sharp falloff in the eastern states, he said.

The type of autos selling in the east are dramatically different than those in the west, he said.

"Sales are strongly focused near the lower end," he said. "They are buying Skoda and Lada, cheaper imports like Seat and Europeans like Renault and Fiat," Chew said.

The registration data show that Adam Opel AG is the sales leader in the east, with a share of 17.9 percent, more than 3 points higher than No. 2 Volkswagen's 14.6 percent. The General Motors marque has topped Volkswagen because of "aggressive pricing," Chew said.

Ford Motor Co., with an 11 percent share, is No. 3, followed by Renault, with 10 percent.

The Japanese have not made major inroads because their cars are higher priced, Chew says.

One similarity stands out: Red is the most popular color in the east and west, he said.

KIA

Koreans want U.S. dealers

continued from PAGE 1

and preferences of U.S. customers. We placed special emphasis on reliability," Kim said.

The move has been expected. Earlier this year, Kia established an office in Irvine, Calif., to study the U.S. market. An employee last week said the office employs six people, all Korean.

Kia, which is 10 percent owned by Ford and 8 percent by Mazda Motor Corp., sells its Pride in the U.S. market as the Ford Festiva. But the Korean carmaker has been known to be unhappy with the limited volumes produced by the Festiva, which first went on sale in the United States in 1987.

Festiva sales for the nine months through September were off 35.1 percent from a year earlier, to 28,234 units.

Kia will unveil the new models — the Sportage, a sport-utility vehicle, and the Sephia, a four-door sedan that also will be available as a convertible — at the Tokyo motor show this week.

Kim said the company's outside consultants have recommended a simultaneous launch of the cars in the U.S. and Canadian markets, with an initial focus on California and other Sun Belt markets, according to Kim.

"The report is almost completed," he noted. "Once it is submitted, it will take 18 to 24 months to develop the management information system and set up the dealer network," he added.

Although Kim did not provide figures on either the projected cost of the venture or the number of dealers Kia would seek, he said, "Money is the only limitation."

Kim made clear he was referring to the Korean government's current tight-money policy, which has sent lending rates to 20 percent. In addition, major borrowers like Kia have been barred from tapping overseas capital markets for fear the inflow of capital will fan inflation.

Despite the difficulties imposed by the credit crunch, Kia's U.S. launch plans are on track, Kim said. Among the priorities at the moment is assembling the right team, he said.

A short list of Kia candidates for the top slot in the United States has been drawn up, said Kim Seung-Ahn, senior managing director of overseas sales. And a search is about to begin for an American chief operating officer.

The company also has embarked on a search for a U.S. advertising agency, he said.

According to the chairman, Kia's U.S. image will be anchored on high quality, price and superior service. Without a commitment to these three points, "We couldn't win (the customers') attention," the chairman added.

Asked about pricing strategy, the chairman conceded that the company will be up against a widespread perception in the American market that Korean cars should be priced "10 percent lower" than Japanese models of a comparable class.

"It's a fact that we should accept: Korean cars are cheaper," he said.

Ranking export markets in order of importance, the chairman explained the United States will continue as Kia's most important, followed by Europe and Southeast Asia.

Earlier this year, Kia launched the Pride in the United Kingdom, where it will be sold through 150 Mazda dealers. However, there are no plans to build a European plant, noted the chairman.

In Southeast Asia, Kia assembles kits in Taiwan with Ford Lio Ho.

Kia also is gearing up for the Japanese market, where it has already tested the waters with trial shipments of Festivas. In 1992, the company is targeting 4,000 units to be sold through the Autorama chain in Japan.

"We see it as a marketing test," Kim explained.

The company also will show its new 2.4-liter engine at the Tokyo show this week.

According to Lee Han-Baik, Kia's vice president for research and development, the aluminum head engine will replace the Mazda-designed engines that initially will power the Sportage and the Sephia.

Kia's aggressive push to develop new models independently of its two equity partners, Ford and Mazda Motor Corp., will not adversely affect the relationship with the partners, said the chairman.

The Festiva/Pride replacement is being jointly developed by Ford, Mazda and Kia, he said. He added that the Festiva export agreement with Ford will continue until the end of the decade.

"We'll continue joint projects with (Mazda and Ford) while pursuing a parallel independent path," he explained.

The Sportage is being developed with assistance from the U.S. studio of Britain's I.A.D. and Michigan-based Modern Engineering. The vehicle will come in two- and four-door versions and will go into production in 1993. It will be powered by a 16-valve, 2.0-liter, twin-cam 4-cylinder engine.

British engineering consultants Hawtal Whiting and Lotus were employed in the development of the Sephia. To be introduced first on the Korean market in 1992, the four-door sedan will be powered by a 1.5-liter engine while the convertible will be equipped with a 1.8-liter engine.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.
All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit	$500
Shadow America, Colt	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit 4-dr.	$500
Summit 3-dr.	$300
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ran van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

FORD MOTOR CO.

1992 models
Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast.
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models
1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS
Expires Feb. 4. Finance rates inlieu of rebates start at 4.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro; S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

49 states (expires Jan. 3)	
Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2)	
Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3)	
All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (car rebates expire Nov. 4; truck rebates expire Dec. 3)

RX-7 (1991)	$2,000
626 (1991-92)*	$1,000
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MX-6 (1991-92)	$800
Protege (1990-91)*	$800

*Or 5.9 percent financing

MITSUBISHI (1990-91 models; expires Oct.31)

Mirage (S.E. and S.W. regions)	$750

SUBARU (expires Nov. 4)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Acura, Suzuki, Hyundai stoke the rebate flames

incentive WATCH

Acura and American Suzuki Motor Corp. are paying factory-to-dealer incentives on select vehicles.

Hyundai Motor America, in addition to its previously announced national consumer rebate program, has a separate plan in California that includes consumer rebates and wholesale incentives to dealers.

Through Jan. 3, **Acura,** the luxury division of American Honda Motor Co. Inc., is offering incentives of $3,000 on the 1991 Legend coupe and $2,500 on the 1991 Legend sedan.

Suzuki's latest rebates are $700 to $1,000 on the 1991 Swift, $400 to $700 on the 1992 Swift, $500 to $1,000 on the 1991 Sidekick and $300 to $700 on the 1992 Sidekick.

In California only, **Hyundai** is offering consumers $750 to $1,000 on 1991 Excels, 1991 Sonatas and 1991 Scoupes through April 2. Also, Hyundai is paying a wholesale incentive of $300 to $500 to dealers who buy 1991 Excels, Sonatas and Scoupes. The wholesale program expires Nov. 11.

— Arlena Sawyers, Chris Eschenburg

INCENTIVE WATCH — DEALER INCENTIVES

NEW PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

SUZUKI (expires Dec. 3)

Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

GENERAL MOTORS

Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

CHRYSLER CORP. (expires Dec. 31)

Eagle Talon (base, 1991-92)	$750
Jeep Cherokee Laredo (1991-92)	$1,000

HYUNDAI (California only, 1991 models, expires Nov. 30)

Excel	$300
Sonata	$400
Scoupe	$500

Payment is for models purchased from Hyundai Motor America.

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; expires Nov. 4)

929	$2,000
323 (low-volume dealers)	Up to $500

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; rebates and terms vary by regions; programs expire Oct. 31)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300

NISSAN (1991 models; expires Feb. 2, 1992)

300ZX	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1991 models; expires Nov. 4)

Legacy	$100-1,600, based on number sold

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN (No expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	**10/21**	
Dodge Monaco		380
Eagle Premier		1,005
Pillete Road (Windsor, Ontario)	**10/21, 10/28**	
Dodge Ram Van		400
Dodge Ram Wagon		1,300
FORD		
Kentucky Truck (Louisville)	**10/21**	
Ford heavy trucks		1,000
Total Canada car		**1,385**
Total U.S. truck		**1,000**
Total Canada truck		**1,700**
Total units lost week of 10/21		**4,085**

Source: Automotive News Data Center

SPEAKERS

World Congress list has Breed, Cole, Farr

continued from PAGE 3

aged manufacturing and design engineering at Radio Corp. of America. In 1955, he moved to Gruen Watch Co., where he designed safety and arming devices for the Department of Defense.

Breed founded Waltham Engineering in 1957, resigning in 1961 to form Breed Corp.

David Cole has done extensive research on internal combustion engines, vehicle design and overall industry trends. His recent research has focused on strategic issues relating to competitiveness in the international environment.

The Office for the Study of Automotive Transportation provides academic research, information resources, industry analysis and communication forums.

Farr employs 227 people at four dealerships, including Mel Farr Ford Inc. in Oak Park, Mich., Mel Farr Lincoln-Mercury in Waterford, Mich., Mel Farr Toyota in Bloomfield Hills, Mich., and Mel Farr Ford Inc. in Fairfield, Ohio.

He was listed No. 5 in gross sales among black auto dealers in the United States in the June 1991 issue of *Black Enterprise* magazine.

Farr is co-founder and chairman of the Black Ford-Lincoln Mercury Dealers Association and chairman of the National Association of Minority Auto Dealers.

He played with the National Football League's Detroit Lions from 1967 to 1974.

For further information on the Automotive News World Congress, write Wendy Barhydt, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150. The telephone number is 313-764-5592.

Ford extends SHO clutch warranty

DEARBORN, Mich. — Ford Motor Co. is giving owners of about 26,000 1989 and 1990 Taurus SHOs extended warranty coverage on the clutch for two years/24,000 miles, or six months from the date of notification, whichever benefits the owner more.

Ford said during shifting, some owners may experience clutch slippage, high pedal effort and gear noise. A revised clutch assembly will be installed to correct the problems. Reimbursement will be provided for previous repairs.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 10/14-10/19/91	Actual 10/7 10/12/91	10/1-10/19/91	Year 1/1-10/19/91	Year 1/1-10/20/90
LeBaron A	0	0	0	0	8,071
LeBaron J	250	298	715	19,800	43,710
New Yorker	900	859	2,239	7,461	31,752
Fifth Avenue	1,600	1,617	4,159	25,732	28,691
Imperial	300	318	840	7,151	15,624
Town & Country (trk.)	50	93	246	3,431	2,078
Total Chrysler	**3,100**	**3,185**	**8,199**	**63,575**	**129,926**
Horizon	0	0	0	0	4,327
Sundance	1,700	1,840	5,019	51,069	71,829
Acclaim	1,800	1,843	5,155	65,555	92,849
Voyager (trk.)	2,200	2,343	6,741	78,155	68,551
Voyager (Can. trk.)	2,035	2,232	6,331	88,651	80,619
Total Plymouth	**7,735**	**8,258**	**23,246**	**283,430**	**318,175**
Omni	0	0	0	0	4,078
Daytona	500	511	1,296	6,575	29,100
Shadow	1,900	2,039	5,490	56,583	79,737
Dynasty	2,000	2,185	5,995	97,392	96,311
Spirit	2,000	2,460	6,447	62,292	83,435
Monaco (Can.)	123	0	123	8,364	8,556
Caravan (trk.)	2,400	2,374	7,097	91,754	73,851
Caravan (Can. trk.)	3,080	3,630	9,648	117,038	99,969
Caravan C/V (trk.)	50	108	245	2,830	4,171
Caravan C/V (Can. trk.)	85	92	256	12,915	5,715
Dakota (trk.)	3,550	3,916	9,847	76,249	59,488
Ram pickups (trk.)	1,150	1,315	3,240	61,117	86,746
Ram Wagon (Can. trk.)	360	462	1,188	16,259	17,594
Ram Van (Can. trk.)	1,208	1,498	3,897	35,248	50,046
Total Dodge	**18,406**	**20,590**	**54,770**	**644,617**	**698,797**
Premier (Can.)	327	0	327	8,752	10,123
Cherokee (trk.)	4,250	4,344	12,053	120,303	125,509
Comanche (trk.)	150	121	356	4,323	7,245
Grand Wagoneer (trk.)	0	0	0	1,539	5,594
Wagoneer (trk.)	20	43	98	2,280	3,165
Wrangler (Can trk.)	1,272	1,296	3,863	50,263	47,322
Total Jeep-Eagle	**6,019**	**5,804**	**16,697**	**187,460**	**198,958**
Total U.S. car	**12,950**	**13,970**	**37,354**	**399,609**	**589,514**
Total Can. car	**450**	**0**	**450**	**17,116**	**18,579**
Total U.S. truck	**13,820**	**14,657**	**39,923**	**441,981**	**436,398**
Total Can. truck	**8,040**	**9,210**	**25,184**	**320,375**	**301,265**
CHRYSLER CORP.	**35,260**	**37,837**	**102,912**	**1,179,082**	**1,345,856**
Escort	5,708	0	10,402	166,110	199,885
Mustang	2,041	1,436	3,477	71,091	109,836
Tempo	3,039	0	5,463	91,955	105,299
Tempo (Can.)	2,632	2,808	5,440	87,314	91,739
Taurus	7,199	7,265	20,438	265,622	279,572
Thunderbird	2,908	0	2,908	61,242	94,170
Crown Victoria (Can.)	1,718	2,195	5,567	76,323	97,522
Aerostar (trk.)	3,976	3,931	11,062	141,352	173,270
Bronco (trk.)	709	715	1,986	15,534	41,646
Explorer/Bronco II (trk.)	7,659	6,440	19,214	225,370	162,131
Navajo (trk.)	258	196	639	9,670	5,544
Econoline (trk.)	4,567	3,940	11,064	113,195	149,510
Heavies (trk.)	1,036	0	1,850	26,602	42,405
Light trucks (trk.)	10,893	8,963	27,546	260,249	377,534
Light trucks (Can. trk.)	2,432	0	4,818	75,849	111,605
Ranger (trk.)	7,526	4,378	17,333	222,396	232,124
Total Ford Div.	**64,301**	**42,267**	**149,205**	**1,909,872**	**2,273,792**
Topaz	1,317	0	2,202	37,918	39,769
Topaz (Can.)	1,109	1,109	2,218	29,023	34,475
Cougar	1,412	0	1,412	46,234	63,334
Sable	3,207	3,187	8,758	86,375	86,608
Grand Marquis (Can.)	2,132	2,625	7,358	85,618	90,780
Total Mercury	**9,177**	**6,921**	**21,948**	**285,188**	**314,966**
Continental	1,181	1,194	3,325	45,449	48,734
Mark VII	209	206	578	7,969	16,309
Town Car	2,778	2,800	7,816	106,896	122,537
Total Lincoln	**4,168**	**4,200**	**11,719**	**160,314**	**187,580**
Total L-M Div.	**13,345**	**11,121**	**33,667**	**445,482**	**502,546**
Total U.S. car	**30,999**	**16,088**	**66,778**	**986,860**	**1,166,053**
Total Can. car	**7,591**	**8,737**	**29,583**	**278,278**	**314,516**
Total U.S. truck	**36,624**	**28,563**	**90,883**	**1,014,367**	**1,184,164**
Total Can. truck	**2,432**	**0**	**4,818**	**75,848**	**111,905**
FORD MOTOR CO.	**77,646**	**53,388**	**182,872**	**2,355,354**	**2,776,338**
Skylark	1,980	1,551	4,729	9,213	75,782
Century	2,771	2,332	6,987	78,554	55,681
Regal (Can.)	3,000	3,217	8,487	101,847	80,047
Riviera	390	262	857	39,324	18,306
Park Avenue/Electra	2,092	1,842	5,412	39,763	48,083
LeSabre	3,810	3,983	10,647	87,638	132,390
Roadmaster Sedan*	1,288	1,299	3,492	54,909	0
Roadmaster Wagon†	320	292	862	19,767	4,022
Reatta	0	0	0	1,205	5,277
Total Buick	**15,651**	**14,778**	**41,473**	**432,220**	**419,588**
Eldorado	805	542	1,803	10,217	17,505
Seville	872	617	1,944	19,235	28,373
Brougham	552	561	1,528	17,226	25,631
DeVille	3,718	3,724	10,377	127,552	133,105
Allante	63	63	177	2,440	3,113
Total Cadillac	**6,010**	**5,507**	**15,830**	**176,671**	**207,727**
Cavalier	5,726	6,151	15,989	205,034	281,077
Camaro	1,399	1,355	3,870	44,281	62,494
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	4,880	5,348	13,778	193,776	234,204
Lumina (Can.)	5,800	6,061	16,446	191,113	177,862
Caprice	2,440	2,243	6,664	108,279	181,868
Corvette	480	480	1,344	16,939	19,396
Astro (trk.)	2,710	2,557	7,197	79,952	106,888
Blazer (trk.)	116	67	198	5,790	13,964
Lumina APV (trk.)	1,772	2,102	5,308	38,467	70,981
Mediums (trk.)	218	0	218	1,654	7,359
P-Model (trk.)	0	0	0	15,607	17,306
Pickups (trk.)	6,715	6,595	17,818	235,476	347,765
Pickups (Can. trk.)	3,000	3,326	9,310	113,959	136,888
S10 (trk.)	7,218	6,634	18,545	209,589	196,084
S10 Blazer (trk.)	2,921	1,928	6,351	34,727	64,809
Sportsvan (trk.)	1,125	1,361	3,583	34,556	50,087
Sportsvan (Can. trk.)	1,200	1,516	4,001	42,578	41,159
Suburban (trk.)	50	11	114	21,235	56,202
Total Chevrolet	**47,770**	**47,735**	**130,711**	**1,593,009**	**2,086,732**
Calais	0	0	0	34,616	84,399
Cutlass Ciera	3,801	3,209	9,566	82,124	58,168
Cutlass Ciera (Can.)	0	0	0	41,161	63,053
Cutlass Supreme	3,150	2,558	7,835	86,520	77,544
Toronado	229	151	500	4,220	12,768
88	2,928	2,792	7,842	71,438	85,716
Custom Cruiser Wag.††	160	138	425	7,024	1,223
98	1,482	1,476	4,136	63,717	37,596
Silhouette (trk.)	498	588	1,457	16,517	26,564
Bravada (trk.)	265	220	642	11,991	0
Total Oldsmobile	**12,513**	**11,132**	**32,463**	**419,328**	**447,831**
Sunbird	2,630	2,791	7,362	95,756	133,037
Grand Am	4,760	4,607	11,993	104,810	177,048
Firebird	601	561	1,646	16,913	36,839
Grand Prix	3,364	3,358	9,373	89,293	100,317
Pontiac 6000	0	0	0	19,939	45,751
Bonneville	3,536	2,954	9,236	64,356	64,694
Trans Sport (trk.)	1,107	1,307	3,288	24,127	38,822
Total Pontiac	**15,998**	**15,578**	**42,898**	**415,194**	**596,508**
Jimmy (trk.)	34	21	60	1,655	4,244
Mediums (trk.)	312	0	312	3,349	7,150
P-Model (trk.)	0	0	0	1,939	2,305
Pickups (trk.)	2,307	1,632	5,338	96,436	122,478
Pickups (Can. trk.)	1,000	1,260	2,966	42,158	51,449
Sonoma (trk.)	1,353	1,124	3,411	48,347	43,084
S15 Jimmy (trk.)	964	697	2,299	12,524	22,172
Safari (trk.)	890	707	2,396	32,150	37,134
Suburban (trk.)	15	6	37	17,055	27,277
Vandura (trk.)	490	525	1,421	15,208	18,953
Vandura (Can. trk.)	250	360	1,013	17,576	16,492
Total GMC	**7,615**	**6,332**	**19,253**	**288,397**	**352,738**
Total Saturn*	**3,650**	**3,650**	**10,220**	**75,055**	**2,025**
Total U.S. car	**53,877**	**50,890**	**170,574**	**1,891,133**	**2,243,432**
Total Can. car	**8,800**	**9,278**	**24,932**	**334,128**	**341,281**
Total U.S. truck	**31,080**	**28,082**	**79,991**	**958,349**	**1,281,548**
Total Can. truck	**5,450**	**6,462**	**17,290**	**216,271**	**245,988**
GENERAL MOTORS	**109,207**	**104,712**	**292 788**	**3,399,874**	**4,112,349**
Can. car	2,200	2,400	6,574	88,416	9,350
Can. trk.	1,300	1,550	4,118	41,505	7,150
CAMI*	**3,500**	**3,950**	**10,692**	**129,921**	**16,500**
DIAMOND-STAR*	**3,407**	**3,439**	**8,998**	**123,297**	**122,350**
Civic	1,437	908	2,625	65,583	87,357
Civic (Can.)	1,760	1,937	5,465	85,823	0
Accord	7,893	8,298	22,923	299,980	267,642
Total U.S. car	**9,330**	**9,206**	**25,548**	**365,563**	**355,039**
Total Can. car	**1,760**	**1,937**	**5,465**	**85,823**	**84,982**
HONDA	**11,090**	**11,143**	**31,013**	**451,386**	**439,121**
HYUNDAI Sonata (Can.)	**690**	**621**	**1,808**	**20,894**	**19,048**
MAZDA*	**4,033**	**4,045**	**11,227**	**132,427**	**146,889**
U.S. trk.	1,695	0	2,939	52,660	59,365
Can. trk.	132	0	264	5,585	7,277
NAVISTAR	**1,827**	**0**	**3,203**	**58,245**	**66,642**
Sentra	2,860	2,841	8,406	107,958	71,949
Pickup (trk.)	2,756	2,791	8,225	106,722	114,298
NISSAN	**5,616**	**5,632**	**16,630**	**214,679**	**186,247**
Geo Prizm	1,850	1,820	5,154	73,874	81,631
Toyota Corolla	2,450	2,340	6,728	84,389	82,743
Toyota Hilux (trk.)	150	121	357	582	0
NUMMI	**4,450**	**4,281**	**12,239**	**158,845**	**164,374**
Legacy	1,261	1,255	3,547	46,620	24,369
Pickup (trk.)	586	588	1,621	21,290	0
Rodeo (trk.)	888	840	2,363	23,506	0
Total U.S. car	**1,261**	**1,255**	**3,547**	**46,620**	**24,369**
Total U.S. trk.	**1,474**	**1,428**	**3,984**	**44,796**	**29,986**
SUBARU-ISUZU	**2,735**	**2,683**	**7,532**	**91,417**	**51,355**
Camry	3,740	3,108	8,759	147,816	178,379
Corolla (Can.)	1,400	1,461	4,012	53,282	48,387
TOYOTA	**5,140**	**4,569**	**12,771**	**201,098**	**226,766**
VOLVO 740,940 (Can.)	**120**	**150**	**374**	**6,283**	**6,430**
AM GENERAL (trk.)	**400**	**400**	**1,120**	**16,690**	**18,990**
MISCELLANEOUS (trk.)**	**2,600**	**2,600**	**7,280**	**109,920**	**129,600**
Total U.S. car	**136,757**	**119,002**	**353,673**	**4,359,546**	**5,062,267**
Total Canada car	**23,011**	**24,584**	**64,198**	**884,212**	**841,765**
Total U.S.-Canada Car	**159,768**	**143,586**	**417,272**	**5,243,759**	**5,904,032**
Total U.S. truck	**90,599**	**78,642**	**234,512**	**2,746,987**	**3,241,540**
Total Canada truck	**17,354**	**17,222**	**51,674**	**658,585**	**673,285**
Total U.S.-Canada truck	**107,953**	**95,864**	**286,187**	**3,405,653**	**3,914,824**
TOTAL U.S.	**227,356**	**197,644**	**587,586**	**7,106,614**	**8,303,816**
TOTAL CANADA	**40,365**	**41,806**	**115,873**	**1,543,798**	**1,515,050**
TOTAL U.S.-CANADA CAR & TRUCK	**267,721**	**239,450**	**703,458**	**8,649,411**	**9,818,866**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Output reaches 7 million

ROBIN-LYN RAIMEY
Special Correspondent

The seven-millionth vehicle produced in the United States this year was built Oct. 16. Last year, the industry reached that figure on Sept. 11.

So far this year, 4,359,546 cars have been assembled, 13.9 percent below the the year-ago tally.

Car production in the United States was 136,757 last week, up 14.9 percent over the previous week and up 5.1 percent over 1990.

Year-to-date, 2,746,067 trucks have been built in the United States, 15.3 percent below the 1990 total of 3,241,549.

Last week's truck production was 90,599, up 15.2 percent over the previous week and up 16.1 percent over the 1990 week.

Canadian car production of 23,011 last week was 6.4 below the previous week's total, but it was up 3.5 percent over last year. Truck production in Canada was 17,354, last week, 132 more than the previous week, but down 10.2 percent from the year-ago week.

General Motors accounted for 46.7 percent of last week's car production in the United States, followed by Ford Motor Co., 22.7 percent; Chrysler Corp., 9.5 percent; Honda of America Manufacturing Inc., 6.8 percent; New United Motor Manufacturing Inc., 3.1 percent; Mazda Motor Manufacturing (USA) Corp., 3.0 percent; Toyota Motor Manufacturing (U.S.A.) Inc., 2.7 percent; Diamond-Star Motors Corp., 2.5 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.1 percent, and Subaru-Isuzu Automotive Inc., 0.9 percent.

GM's Buick-Oldsmobile-Cadillac Group scheduled an overtime shift last Saturday at the Buick City plant in Flint, Mich., and the Lordstown, Ohio, car plant, and two shifts at the Wentzville, Mo., car plant.

GM's Chevrolet-Pontiac-Cadillac Group scheduled overtime last Saturday at its Doraville, Ga., and Oklahoma City car plants, and the GM Truck & Bus Group scheduled two Saturday overtime shifts at the Shreveport, La., and Moraine, Ohio, plants.

GM of Canada scheduled overtime last Saturday at the Oshawa, Ontario, No. 2. car plant, the Oshawa truck plant and the Scarborough, Ontario, truck plant.

Ford scheduled an overtime shift last Saturday at the Lorain, Ohio, truck plant, and worked daily overtime in addition to a Saturday shift at the Kansas City and Louisville, Ky., truck plants.

Chrysler scheduled two overtime shifts last Saturday at the St. Louis No. 2 truck plant. The Warren, Mich., truck plant worked daily overtime and was scheduled to work last Saturday.

Honda of America Manufacturing Inc. scheduled overtime last Saturday at Marysville, Ohio.

NOTE

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Automotive News

OCTOBER 28, 1991

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late news

Nissan to allow duals in Japan

TOKYO — Nissan Motor Co. will specifically allow its 221 Japanese group dealers to sell foreign cars and non-Nissan parts in a new contract.

The contract meets critics head on. U.S. trade negotiators and automakers have said networks of exclusive dealerships have effectively kept U.S. products out of the marketplace. (See related story, Page 4.)

Nissan says it is signing the new contract "to clarify the freedom of domestic distributors." The company says they were never "forced" to handle only Nissan products, but the current contract has required "prior consultation" with Nissan. That clause is being dropped in the new contract going into effect this week.

Nissan is the first automaker to announce such a change.

— *Mary Ann Maskery*

Volvo job cuts now total 114

Volvo Cars of North America laid off 21 employees last week, bringing to more than 100 the number of jobs the

see LATE NEWS, 2

NADA waffles on program cars

Report reiterates stand on subsidies

CHARLES M. THOMAS
Staff Reporter

Despite a torrent of dealer complaints about program cars and their effect on new-car sales, National Automobile Dealers Association directors adopted a task force report last week that harps on manufacturers to halt fleet subsidies, but by and large straddles the fence on the nettlesome issue of program cars.

Among the recommendations by the NADA task force assigned to study the issue are that manufacturers repurchase all program cars from daily rental companies, and distribute them to franchised dealers exclusively through auto auctions.

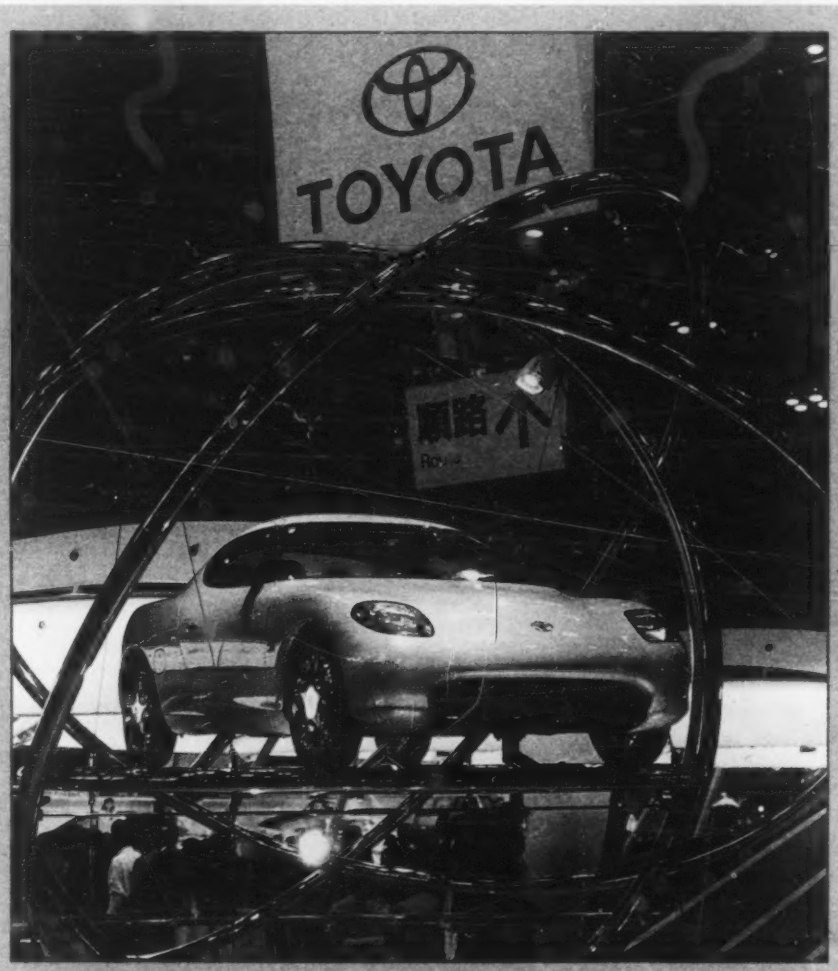
The report fell far short of demands that manufacturers limit program car volumes, even though it does ask automakers to keep repurchase units in daily rental fleets for 12,000 miles and six months.

Ford Motor Co., General Motors and Toyota Motor Sales U.S.A. Inc. already offer to repurchase 100 percent of all program cars. But Chrysler Corp., for example, repurchases only 75 percent of program vehicles, leaving disposal of the remainder to the daily rental company.

"The big thing is the adoption of hold periods and increasing mileage limitations," said Frank Anderson Jr., NADA president. "We need a greater differentiation on program car vehicles to set them apart from new cars."

Though manufacturers like GM and Ford are raising the average mileage on program cars to 12,000 miles and six months before they

see NADA, 46



DAVID NELSON
Toyota's AXV-IV commuter car concept is powered by a compact two-stroke engine.

Tokyo covers all the niches

RICHARD JOHNSON
Staff Reporter

TOKYO — Japan's fertile-minded designers, engineers and product planners threw down the gauntlet at the 1991 Tokyo Motor Show, rolling out concept and production models that filled every conceivable niche and created a few new ones.

Makuhari Convention Center was packed with prototypes and production cars — so many new models that in the weeks before the show Japanese companies ran out of days in which to preview them. Toyota had to launch the new Aristo and Crown Majesta models on the same day.

Besides Aristo and Crown, new production models breaking cover here include

see TOKYO, 42

MORE NEWS FROM TOKYO
Concept cars ➤ 44
Electric vehicles ➤ 43
Star of the show ➤ 42

U.S. makers set to build right drives

LINDSAY CHAPPELL
Staff Reporter

American car factories are suddenly lining up to put steering wheels on the wrong side.

Barely three years ago, the Big 3 and Japanese transplants alike — as much as they wanted to export cars to Japan and other right-hand-drive markets — were saying that it just wasn't economically feasible to move the steering wheel.

But now, renewed interest in exporting and a gaping trade deficit with Japan is prompting a change.

Only one U.S. operation, Honda of America Manufacturing Inc., is currently building right-side-steering cars for export, but the ranks

see RIGHT SIDE, 44

Iacocca plans exit as victor

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Despite the anemic U.S. economy, Chrysler Corp. Chairman Lee Iacocca will spearhead a market-share assault in 1992 in a crucial bid to return the company to profitability before his retirement at the end of next year.

The strategy will focus on two key markets: the high-margin sport-utility segment and the brutally competitive mid-sized sedan class. Chrysler must make strong inroads into both to generate cash and maintain its standing as a full-range vehicle manufacturer.

Chrysler expects pent-up demand for vehicles in a recovering U.S. economy during a presidential election year to aid its market-share drive.

"I really think that 1992 is a turnaround year for the country first and then the auto industry," Iacocca said in an interview last week.

"Something has got to happen in 1992. I am an optimist because there is a cycle called 'being elected president or senator.' That cycle is going to hit next year. You might have the whole Republican Party's future at stake here."

Iacocca, who has been more optimistic about 1992 than many other observers, acknowledges that the industry currently is being crushed by flagging consumer confidence.

Iacocca: bullish for '92 prospects

"The final 1991 sales are going to look awful because the last quarter is not moving," Iacocca said. "Showroom traffic has taken a dive. How the hell can that be? It's the middle of fall, and all the new models are out.

"Most recessions really nail the blue-collar worker. He gets laid off until people want to build inventories or consumer demand returns," he said. "This one is different. You have 53-year-old vice presidents looking for a job. When do people start buying — that is the $64 question."

The aggressiveness of its market-share efforts give Chrysler good reason to hope that buyers will return to showrooms in 1992. As

see IACOCCA, 45

Outside successor wouldn't be a first ➤ 45

SATURN ONE YEAR LATER 3

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inside Automotive News

SALES ROBBER
Study details flaws in Europe's dealer network. PAGE 4

AMERICAN FLAVORING

▲ Toyota's Fujio Cho rewrites the production book. PAGE 6

NEW LEASE ON SALES
Financing helps move product in tough times. PAGE 19

DELAY FOR MORE DATA
NHTSA holds results of passive restraint system study. PAGE 25

DEPARTMENTS	
Auction ads	34-36
Auction dates	29
Classifieds	37-41
Calendar	36
Dealers	25
Incentives	46
Keith Crain	12
Letters	12-14
Opinion	12
Personnel	24
Production	47
RVs	22

OCTOBER TABLES

OCTOBER 7	
Sales, September top 10	38
Sales, September by maker	38
Sales, year to date by maker	38
Sales, model year top 10	1
Sales, model year '91 by maker	40
Sales, domestic car by model	39
Sales, light truck by model	39
Production, weekly/Sept. totals	43
OCTOBER 14	
Sales, import car by model	38
Sales, Canada by make	39
Sales, dealer by make	28
Inventory, as of Oct. 1	42
Production, weekly by model	45
OCTOBER 21	
Sales, 10 day by make	8
Sales, truck by gvw	20
Sales, Europe	46
Production, weekly by model	61
TODAY	
Sales, 10-day by make	8
Production, weekly by model	47

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correction

The following changes should be made in the 1992 Market Classification chart in the Oct. 21 *Automotive News Insight*: Near-luxury class: Add Volvo 740 and 940. Luxury: Add Volvo 960 and Mercedes-Benz S-class sedans.

Ranger redo

JIM DUNNE/POPULAR MECHANICS

Ford is readying a redesigned Ranger compact pickup truck for introduction as a 1993 model, possibly next summer. The new truck has a more aerodynamic look with a sloping hoodline and doors that curve into the roof, eliminating the drip rails. The rear of the cab extends over the top of the front part of the cargo box. Mazda will get a rebadged version of the new truck for 1994.

latenews

CONTINUED *from* PAGE 1

company has cut his year.

The 21 positions eliminated last week were the only ones terminated outright. Nearly half of the 114 jobs lost since the end of 1990 came through early retirement. The rest were cut by attrition or by eliminating jobs that were budgeted but not filled, said Volvo spokesman Robert Austin.

Following last week's layoffs, Volvo Cars had 719 U.S. employees, down from 833 at the end of last year.

— Jim Henry

Alamo plans 15% boost to GM dominated fleet

NEW YORK — Beleaguered General Motors' sales will get a slight boost from Alamo Rent A Car this model year. The daily rental company will have 127,000 vehicles in its fleet during peak tourist seasons, an increase of 15 percent, or 17,000 vehicles, from the previous year.

More than 90 percent of the vehicles Alamo buys are from GM. Alamo is the largest Buick customer in the United States, and the second largest customer of Chevrolet and Cadillac.

Bank calls in loans; dealerships go bankrupt

Blaming two banks for failing to renegotiate two balloon notes for $4.5 million even though payments were current, the JKJ automotive group filed for bankruptcy under Chapter 11 of the federal bankruptcy code last week for seven of its eight dealerships.

John W. Koons Jr., president of the company, said the dealerships will continue to operate until debts with creditors are renegotiated.

The dealerships which have filed for protection against creditors under the federal bankruptcy code are JKJ Chevrolet in Sterling, VA.; JKJ Buick-Isuzu-Mitsubishi in Woodbridge, Va.; JKJ Saturn in Sterling, Va.; JKJ Chrysler-Plymouth in Alexandria, Va.; Koons Chrysler-Plymouth in Vienna, Va.; and JKJ Lincoln-Mercury-Isuzu and JKJ Buick, both in Arlington, Va.

The only dealership in the group not filing for protection is JKJ Honda of Woodbridge, Va.

— Charles M. Thomas

U.S., battery consortium budget $260 million

WASHINGTON — The Department of Energy and the U.S. Advanced Battery Consortium will spend $260 million over the next four years to develop a new generation of batteries for electric vehicles under an agreement signed Friday at the White House.

The consortium was established in January by the Big 3 and electric utilities. Government participation adds $130 million of investment and the brains of national laboratories.

The goal of the project is to make electric vehicles competitive by the year 2000, President Bush said at the ceremony.

— Max Gates

European trade pact would dissolve barriers

BRUSSELS — Nineteen European nations joined forces last week in a move that will create the world's largest and most lucrative consumer market.

The 12-member European Community, which had its own plans to form a single market by 1993, teamed with the seven-nation European Free Trade Association to form a trade zone that will stretch from Greece to Iceland.

Under the accord, which still must be ratified, the nations will tear down the many trade barriers preventing the free movement of money, goods and services across borders.

— The Associated Press

Pontiac loans vehicles to Oakland fire victims

Pontiac and one of its dealers will provide temporary loaner vehicles to victims of the devastating fire in Oakland, Calif., that destroyed 2,900 residences.

Two-week loaners will be provided to anyone who presents a valid driver's license, verifiable residence information and proof of vehicle insurance, said Dean Weaver, owner of Connell Pontiac in Oakland.

— Phil Frame

APVs readied for export at Tarrytown plant

General Motors in 1992 plans a 25 percent increase in exports of its APV minivans, which now are being 100 percent homologated for overseas sale at the assembly plant in North Tarrytown, N.Y.

GM's International Export Sales will market 6,700 APVs in Europe, Mexico and Brazil during calendar year 1991, officials said at a news conference last week. The group expects exports to hit 8,400 units in 1992.

Homologation — preparation of the vehicles to meet foreign standards — began at the plant in September.

— Phil Frame

Ford, Mazda to decide on European deal soon

TOKYO — Ford Motor Co. President Philip Benton says he expects a decision on a possible Ford-Mazda joint venture in Europe "by the end of the year."

The two companies reached a basic understanding two years ago to develop a compact car and build it in Europe, probably at Ford's plant in Saarland, Germany. They have not been able to complete the deal, but Benton, speaking to the Japanese press, said, "Our objective is to do it."

— Mary Ann Maskery

briefly

Maybe Honda will relocate

A familiar rhetorical gibe thrown at **Honda Motor Co.** is this: "If you're so American, why don't you move your headquarters to the United States?" Now President Nobuhiko Kawamoto says that could happen. "Everything is open," he said at the Tokyo Motor Show. Honda is now trying to develop a truly global approach to the industry, where Japan becomes just one part of the system, not the controlling part. "If the central area of business becomes the United States, we could move to the U.S."

YOU SAY AUTOLATINA . . . in Brazil. And **Ford** and **Volkswagen** now say AutoEuropa in Portugal. The two companies have given a formal name, AutoEuropa Automoveis Lmta., to their 50-50 joint venture in Setubal, Portugal. The $2.8 billion project will begin producing a new minivan in late 1994. The two companies formed Autolatina when they combined operations in Brazil and Argentina in 1987.

YUTAKA IACOCCA — Nissan President Yutaka Kume says he is ready to become Japan's Lee Iacocca and speak up to defend Japanese interests when trade talk includes proposals to limit transplant production or market share. "I am fully aware that these issues become emotional and politicized. But over-restrictions are unfair. And I will be just like Iacocca when it comes to speaking out loudly against them."

Kume wants to be Japan's Iacocca

THE 100 MPG QUESTION — You can't shove toothpaste back into the tube. On Oct. 17, a week before the Tokyo Motor Show, the *New York Times* reported that **Honda Motor Co.** was expected to unveil "an unusual two-seat passenger car whose fuel efficiency it says could top 100 miles per gallon." The EP-X car was at the show, but Honda President Nobuhiko Kawamoto denied the 100 mpg figure. "We said nothing about that," he said. So did the *Times* make it up, or is Honda back-pedaling? We won't take odds. But we bet we hear about the 100 mpg Honda for years.

MPG WARS — And here's the first repercussion. **General Motors** cars get the best gas mileage in seven of 18 EPA categories for vehicles with automatic transmissions, so company officials were indignant over the glowing published reports of the 100 mpg **Honda** concept car. GM decided enough was enough, and it rushed to reporters a photo of the 200-mpg, motorcycle-like Lean Machine concept vehicle which GM showed in the early 1980s. GM noted that the one-passenger Lean Machine has been on display at its World of Motion exhibit in the EPCOT Center for nearly a decade.

GM's Lean Machine

Buick finally hits sales skids after product shortfall

JIM HENRY
Staff Reporter

NEW YORK — The sales slump finally touched Buick, which has been faring far better than average this year. But even in its travail, the division remains the envy of other brands.

Part of Buick's shortfall was lack of cars to sell in the early days of the 1992 model year.

For the industry, sales of cars and light trucks were off 15.3 percent for Oct. 11-20, based on the daily selling rate. Unit sales totaled 275,171, down 24.7 percent, but there were eight selling days this year and nine in 1990.

Sales fell for each of the Big 3. By daily selling rate, Chrysler Corp. was off 12.5 percent, Ford Motor Co. dipped 20.8 percent, and General Motors slid 16.2 percent.

October has been unkind to Buick. As of Sept. 30, Buick sales were 7,610 units ahead of last year, making Buick one of the few brands — and by far the largest — with higher sales this year than last. But in the first 20 days of October, sales were off 5,240 units, shrinking the division's year-to-date improvement to a slim 2,370 cars.

Spokesman Lawrence R. Gustin said Buick started the 1992 model year Oct. 1 with the lowest inventory of carryover models in 17 years, and by last week some dealers still hadn't received stocks of all the new models.

Contributing to good sales earlier in the year were customer incentives tied to option packages on 1991 models. Those rebates expired Sept. 25.

American Honda Motor Co. Inc. also suffered from lack of product.

The company's daily sales rate plunged 30.4 percent in mid-October.

Acura Division did well despite low inventories; its sales rate rose 15.6 percent. For the year-to-date, Acura is 1,006 units ahead of 1990.

John Tufo of Larchmont, N.Y., one of Acura's top 10 dealers, said

> "In 17 years, I've never had so many people shopping for leftovers. And I'm making money on the leftovers."
>
> **JOHN TUFO**
> ACURA DEALER

he could be selling more cars, but he doesn't have any 1992 models and his inventory of 1991s is light. "The lot's like half-empty," Tufo said.

He said Acura's dealer incentives — $2,500 on 1991 Legend sedans and $3,500 on Legend coupes — have helped sell the leftover models while maintaining his gross profits.

"In 17 years, I've never had so many people shopping for leftovers. And I'm making money on the leftovers," Tufo said. "If I had more cars, it would have been an above-average month."

He expects October to be about average for the dealership, with sales of 120 to 125 cars.

American Honda spokesman Mike Spencer said 1992 Hondas haven't arrived at dealerships yet, except for a limited supply of Civic and Accord four-door sedans.

Honda did not start building 1992 Civics at its East Liberty, Ohio, plant until Oct. 1, when the last 1991 was produced.

East Liberty was the last U.S. assembly plant to switch over to 1992 models.

Sales results were mixed for other Japan-based companies:

- The daily sales rate rose 2.2 percent for Nissan Motor Corp. in U.S.A.
- Toyota Motor Sales U.S.A. Inc. saw its daily sales rate fall 16.6 percent for the period.
- At Mitsubishi Motor Sales of America Inc., the sales rate rose 33.1 percent.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Oct. 11-20, 1991	Oct. 11-20, 1990
ALFA ROMEO (imp. car)*	66	116
Acura (imp. car)	3,542	3,448
Domestic car	8,998	12,037
Imported car	2,834	9,377
Honda	12,540	15,485
AMERICAN HONDA	15,374	24,862
ASTON MARTIN (imp. car)*	2	2
BMW (imp. car)*	1,393	1,544
Domestic car*	3,602	4,746
Imported car*	64	64
Domestic truck*	80	62
Chrysler Division*	3,747	4,872
Domestic car*	6,960	10,316
Imported car*	1,017	730
Domestic truck*	9,072	9,653
Imported truck*	96	245
Dodge*	17,145	20,944
Domestic car*	1,614	1,142
Imported car*	275	302
Eagle*	1,889	1,444
Domestic truck*	3,504	5,160
Jeep*	3,504	5,160
Domestic car*	4,124	7,377
Imported car*	610	609
Domestic truck*	3,344	3,756
Plymouth*	8,078	11,742
Domestic car*	16,300	23,581
Imported car*	1,966	1,705
Domestic truck*	16,000	18,631
Imported truck*	96	245
CHRYSLER CORP.*	34,362	44,162
Imported car*	149	274
Imported truck*	47	101
DAIHATSU*	196	376
FERRARI (imp. car)*	24	24
Domestic car	22,066	34,756
Imported car	1,502	1,205
Domestic truck	24,459	34,707
Ford Division	48,027	70,668
Domestic car	4,052	5,579
Lincoln	4,052	5,579
Domestic car	7,853	9,633
Imported car	1,801	1,835
Mercury	9,654	11,468
Domestic car	33,971	49,968
Imported car	3,303	3,040
Domestic truck	24,459	34,707
FORD MOTOR CO.	61,733	87,715
Domestic car	10,967	14,748
Buick	10,967	14,748
Domestic car	6,309	5,730
Cadillac	6,309	5,730
Domestic car	22,285	30,775
Imported car	1,253	2,616
Domestic truck	21,177	30,604
Imported truck	0	0
Chevrolet	44,715	63,995
GMC	8,148	8,578
Domestic car	10,413	15,179
Domestic truck	524	681
Oldsmobile	10,937	15,860
Domestic car	10,012	14,139
Imported car	914	850
Domestic truck	645	781
Pontiac	11,571	15,770
Domestic car	2,248	0
Saturn	2,248	0
Domestic car	62,234	80,571
Imported car	2,167	3,466
Domestic truck	28,486	40,644
Imported truck	0	0
GENERAL MOTORS	92,887	124,681
HYUNDAI*†	3,604	3,092
Imported car*	299	196
Domestic truck	984	1,057
Imported truck*	2,499	2,535
ISUZU*	3,782	3,788
JAGUAR (imp. car)*	219	517
LAMBORGHINI (imp. car)*	4	4
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	6
Domestic car	1,164	1,693
Imported car*	3,051	3,269
Domestic truck	293	361
Imported truck*	3,065	2,906
MAZDA*	7,573	8,229
MERCEDES-BENZ (imp. car)*	1,667	2,021
Domestic car	1,125	1,218
Imported car*	2,163	1,712
Imported truck*	806	527
MITSUBISHI*	4,094	3,457
Infiniti	827	614
Domestic car	1,925	3,249
Imported car*	8,592	8,364
Domestic truck	2,835	3,259
Imported truck*	5,044	5,674
Nissan*	18,395	20,546
NISSAN MOTOR CORP.	19,222	21,160
PEUGEOT (imp. car)*	133	80
PORSCHE (imp. car)*	103	188
RANGE ROVER (imp. truck)*	85	121
ROLLS/BENTLEY (imp. car)*	7	15
SAAB (imp. car)*	668	420
STERLING (imp. car)*	85	85
Domestic car	1,270	404
Imported car*	1,334	2,565
SUBARU*	2,604	2,969
Imported car	158	251
Imported truck	350	252
SUZUKI†	508	503
Lexus (imp. car)	1,952	1,850
Domestic car	6,429	9,213
Imported car	7,490	9,076
Imported truck	5,112	8,170
Toyota	19,031	26,459
TOYOTA MOTOR SALES	20,983	28,309
Audi (imp. car)*	358	752
Imported car*	2,237	3,409
Imported truck*	108	137
Volkswagen*	2,346	3,546
VWoA*	2,704	4,298
VOLVO*†	1,837	2,436
YUGO (imp. car)*	100	110
Domestic car	133,416	181,934
Imported car	51,487	64,012
TOTAL CAR	184,903	245,946
Domestic truck	73,057	98,659
Imported truck	17,211	20,668
TOTAL TRUCK	90,268	119,327
TOTAL CAR & TRUCK	275,171	365,273

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

Van dumping ruling delayed until Dec. 27

MAX GATES
Staff Reporter

WASHINGTON — The Commerce Department has pushed back by 50 days its preliminary ruling on the Big 3's minivan dumping charges against Japanese makers.

The department's International Trade Administration will rule by Dec. 27 on charges that Toyota Motor Corp. and Mazda Motor Corp. have been dumping minivans in the U.S. market at prices lower than similar models sold in Japan.

The Big 3 filed their petition last May. The U.S. International Trade Commission ruled in July that a full investigation should be conducted. The commission said there was reasonable indication that the Big 3 had been hurt by imports allegedly sold at less than fair market value.

Commerce's decision had been expected by Nov. 7. After it releases its preliminary ruling, makers will have 75 days to appeal. And if Commerce finally concludes that the Japanese are guilty of dumping, the ITC will determine damage to the domestic industry and impose additional duties.

Attorneys for Toyota opposed the delay in the Commerce Department's preliminary ruling, saying the company has worked hard to meet original deadlines and may not have key personnel available later in the year.

Earlier, after twice reconsidering the decision, Commerce officials determined that the investigation will cover U.S. sales of Toyota's Previa minivans during the six months prior to the filing of the dumping charges. The investigation of Mazda's MPV minivan sales has been extended to eight months to consider the effects of price changes in the fall of 1990.

Since their initial petition, the Big 3 have altered their minivan definition to attempt to include the Mitsubishi Expo, which appears to be a minivan-wagon hybrid.

The Japanese makers also are fighting a request by the Big 3 that the Big 3's in-house lawyers have access to confidential court documents. The Japanese say that could lead to exposure of proprietary information, particularly about the relationships between the Japanese makers and their suppliers.

Chinese VW venture to spend millions to triple build

STEPHEN VINES
Staff Correspondent

HONG KONG — The Shanghai Volkswagen joint-venture car company has reached formal agreement on a $464 million investment program aimed at tripling output of the Santana sedan to 150,000 units per year by 1995.

The joint venture company is China's largest carmaker. Output for this year should reach 50,000 units.

Germany's Volkswagen AG owns half of the company, in partnership with four Chinese investors led by the Shanghai Tractor and Automobile Corp.

The new investment compares with start-up capital of $86 million in 1985.

The enlarged company will take over the Shanghai Automobile Industry Corp. plant next door that now makes the Shanghai Sedan, which is three decades old.

A new model will eventually be produced there, but the company will not reveal details, except that it will be larger than the 1.8-liter Santana.

An engine plant, with annual capacity to produce 100,000 units, has started production and is shipping engines to Germany.

The engine plant's annual capacity will be increased to 150,000.

Shanghai Volkswagen also claims to have achieved 60 percent local content in its cars, which would be the highest level of localization among China's joint-venture companies.

That will will increase to 70 percent by the end of the year, Shanghai Volkswagen said. The company has set a target for next year of 85 percent.

In recognition of its success in this sphere, Shanghai Volkswagen has become the first joint venture company in China to be given permission to import parts without a license.

Second VW venture poised to start assembling Jetta

STEPHEN VINES
Staff Correspondent

HONG KONG — A Chinese car company based in the northeastern city of Changchun is on schedule to produce its first cars this month. The company is a joint venture between First Auto Works and Volkswagen.

The company's plant will assemble 1,000 units from complete knockdown kits as a trial run, intending to reach full capacity by 1996 with an annual output of 150,000 vehicles.

The First Auto Works-Volkswagen venture plans extensive cooperation with the well-established Shanghai Volkswagen operation despite the considerable distance between the two plants. In addition, the two companies will develop joint servicing outlets.

Though there are very few hatchbacks on China's roads, the Golf could join the Jetta at the Changchun assembly plant.

First Auto Works-Volkswagen also plans to make 270,000 engines and 180,000 transmissions per year.

Volkswagen holds 40 percent of the joint venture; the remainder is held by Chinese interests led by First Auto Works.

The current plan is to produce Volkswagen's Jetta model, although Klaus Wulf, the venture company's first vice president, does not rule out the possibility of also making VW Golf cars. The two cars share many components.

The Jetta has been chosen, says Wulf, because after some discrete market testing in China, "we got the very clear feeling that the Chinese really understand the Jetta but have difficulty understanding the Golf."

There are very few hatchback cars on China's roads.

The engine and transmission plants are scheduled to come on stream by 1995 or 1996. The plan is to export a significant part of the output to Volkswagen factories abroad.

trucks

Safety rules slow startup on '92 conversions

JOSEPH BOHN
Truck Editor

Van converters are still focusing their efforts and attention on making their 1992 models comply with new federal safety regulations.

"Most of us cannot yet build the entire product line with all the options and meet the compliance requirements," said the president of a major conversion firm in the Elkhart, Ind., area.

As a result of new designs, converters are grappling with things like relocating all the "H-points," or places where they mount the top of their three-point brackets in relation to the seats.

Econolines present a particular problem since Ford was late in getting prototypes to converters and suppliers. That has led to a delay for suppliers in getting molds made for plastic and fiberglass components such as tops and running boards.

While the industry double- and triple-checks its early production models and chafes at the frustration of not being able to fill orders as quickly as it would like, its concern with the safety issue is notable.

Earlier this year, several randomly selected vans failed to meet the National Highway Traffic Safety Administration's tests for seat-belt anchorages.

The experience obviously heightened awareness and concern about safety compliance.

"I'm proud of everybody's efforts in compliance. There's a lot of thinking about (federal safety standards) 207, 208 and 210. It's a win for consumers," said the van-conversion company official.

Companies are unwilling to let chassis go until they are in complete compliance. And if NHTSA conducts more tests this year, the betting is that all the test vehicles will pass.

Construction standards have been upgraded significantly, even among the smaller converters, because of their greater concern over potential liability.

And Detroit chassis suppliers have been pounding away on quality and compliance issues in meetings with converters and inspections of their operations.

The issues were in the forefront of Ford Motor Co.'s and Chrysler Corp.'s annual sales meetings with converters in Cleveland last week, according to Jerome Mittman, Ford RV sales manager, and James Lynch, Chrysler special vehicles sales manager.

Conversion company presidents and owners in the Elkhart community now are talking about engineering and production issues at social functions in the same way they normally discuss sales and other trends.

The safety concerns also have benefited some suppliers of complete installation systems like The Compliance Group of Milwaukee.

Allen Swenson, company spokesman, said the firm is now servicing about 30 percent of the van conversion market. It has 45 major converters and is adding about two new ones a week.

Sales are running at a rate of more than $10 million yearly.

The Compliance Group's packages include seat pedestals, slides and belt harnesses for middle-row chairs and rear sofas, underfloor installation bracketry and all required reinforcements and hardware.

It has complete kits for full-sized Chevrolet, Ford, Dodge and GMC vans and compact GM vans.

The systems start at about $300 to $330 per vehicle and save converters from having to pay for tests on their own designs.

The company also has provided testing assistance to a number of major van conversion seating manufacturers, like Flexsteel Industries and Weiland Design.

More than a limo

Van conversion sales have rebounded more strongly than the overall car market because of their upscale appeal. Buyers typically live in suburban areas and travel a lot, according to a study done for the Recreation Vehicle Industry Association in Reston, Va.

Imperial buys Ger-Win rights

JOSEPH BOHN
Truck Editor

Imperial Industries Inc. of Elkhart, Ind., has acquired exclusive marketing rights to the Ger-Win GMC product line, according to James Brown, Imperial president.

Ger-Win is part of American International Ger-Win Corp. in Bristol, Ind.

Purchase of Ger-Win's marketing rights transferred that company's GMC bailment pool account to Imperial. It also enables Imperial to market GMC van and other truck conversions under the Ger-Win name.

Imperial will call its GMC vans "Imperial Ger-Win," initially, but gradually will de-emphasize the Ger-Win name in favor of Imperial, Brown said.

Imperial's sales were $3.2 million in 1990, and it projects $6 million-plus in 1991, Brown said. He anticipates topping $11 million in 1992.

Imperial is Chevrolet's second-oldest bailment account and finished in 12th place among Chevrolet's bailment accounts for the 1991 model year.

The company's growth has been somewhat flat in recent years. Its principal owner is Ken Parker, who is chief executive officer.

Brown bought into the firm in February as a minority owner. He expects a buyout agreement with Parker to give him principal ownership by mid-1992.

Brown owned Chariot Vans Inc. in Elkhart before selling 51 percent of it to Georgie Boy Manufacturing Inc. in Edwardsburg, Mich. He stayed with the firm as a part owner for a number of years before leaving in February 1990.

He plans to leave Imperial's structure as it is.

Imperial is currently running at an annualized rate of 1,400 Chevrolet, 400 GMC and 200 to 300 Dodge and Ford conversions.

The deal was good financially for Ger-Win as well.

Jerry Kash, president of American International Ger-Win, said he did not have enough salespersons to develop the full potential of the GMC pool account.

Ger-Win still has its Ford, Chevrolet and Dodge pool accounts, Kash said, and plans to build up Dodge sales in particular. He expects to sell about 2,000 conversions in the 1992 model year, with Dodge accounting for half of them.

Under his agreement with Brown, Kash will still do a few GMC drop-ship conversions.

Minivan chassis still need work

Ford, Chrysler face price, safety issues

JOSEPH BOHN
Truck Editor

Ford Motor Co. and Chrysler Corp. face some additional work before they can launch their minivan conversion chassis, according to van converters.

Ford plans to begin building Aerostar RV prep packages on Nov. 4, said Jerome Mittman, Ford Division RV sales manager.

The company repriced its 1992 Aerostar RV van chassis and prep package to make it more than

Jerome Mittman, Ford Division RV sales manager, targets the start of production of Ford Aerostar RV prep packages for Nov. 4.

$1,000 cheaper than an Aerostar XLT factory wagon.

Still, that may not be enough.

Van conversions typically compete against factory passenger wagon versions of the same vehicle on price as well as appearance and equipment.

Glaval Inc. of Elkhart, Ind., Ford's largest van conversion pool account, thinks there has to be at least a $1,500 price spread between the RV package unit and the factory wagon to make the conversion vehicle successful.

Kevin Slater, Glaval vice president of sales, said that opinion came from dealers his company surveyed.

"The chassis has to be priced so that when you put on a conversion selling for $3,000 at dealer cost, the dealer can buy it for less than a mid- to high-line factory wagon," Slater said.

Glaval hasn't examined Aerostar's pricing structure in great detail yet because it is still totally focused on getting production of its full-sized van conversions up to full speed, Slater said.

It also has to clarify some details of the Aerostar equipment package he added.

Still, the company does plan to "seriously" look into converting both Aerostars and Dodge Caravan C/Vs by January, said sales officials.

Chrysler, and to some degree Ford, face the additional problem of getting suppliers to invest money to produce safety-certified systems for the minivans, according to Robert Wolfe, owner of Advanced Creations in Romulus, Mich.

"The big problem they (chassis manufacturers) have is getting suppliers hyped up enough to spend the money it takes to develop and test the seating and restraint systems (for minivan conversions) because of their previously low sales volumes," Wolfe said.

Chrysler didn't offer a Caravan C/V conversion package last year, but had one a couple years ago.

Wolfe said that even if it doubled its previous yearly volume, there wouldn't be a big enough market to "seriously get anyone into it."

The new safety regulations require suppliers to spend hundreds of thousands of dollars designing, testing and tooling seating and restraint systems. Without the lure of a big enough market, they're unlikely to invest the money to do so, Wolfe said.

And without supplier-certified systems, converters won't get into the market.

"I'm not ordering them, and I don't know anyone who is because we can't get the components," said Wolfe, whose company primarily converts Dodges.

There's a possibility of Chrysler working with one of the major seat suppliers to develop a certified system for converters. But, because of the volume limitations, it would likely be just one.

With the new safety regulations imposing more limitations, such as overhead consoles that cannot protrude more than two inches down, interior space limitations of minivans also pose problems for converters.

Still, Chevrolet Astro and GMC Safari minivans have been consistently strong sellers in the conversion market.

It seems the success of Ford and Dodge's minivan conversion programs will depend on how much effort they want to put into making them succeed.

RVIA re-elects officers at special meeting

RESTON, Va. — The Recreation Vehicle Industry Association re-elected as its chairman Mel Adams, president and chief executive officer of Recreation Vehicle Products Inc. in Wichita, Kan.

Elections were held in Las Vegas at a special board of directors meeting.

The group also re-elected H. Wayne Dahl, president and chief operating officer of Holiday Rambler Corp. in Wakarusa, Ind. Dahl will again serve as first vice chairman. John Zimmerman, chairman of Sunline Coach Co. in Denver, Pa., was re-elected second vice chairman.

Officers began serving one-year terms Oct. 1.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	August 1991	August 1990	% change	8 mos. 1991	8 mos. 1990	% change
Travel trailers	4,400	4,000	+ 10.0	36,100	40,700	– 11.3
Park Trailers	500	600	– 16.7	4,400	4,800	– 8.3
Travel trailers—fifth wheel	2,500	2,000	+ 25.0	18,900	20,700	– 8.7
Folding camping trailers	2,500	2,800	– 10.7	22,600	22,400	+ 0.9
Truck campers	900	900	—	7,100	7,300	– 2.7
Towable RV total	**10,800**	**10,300**	**+ 4.9**	**89,100**	**95,900**	**– 7.1**
Conventional (type A)	2,300	2,200	+ 4.5	16,000	22,300	– 28.3
Van Campers (type B)	300	500	– 40.0	2,700	4,300	– 37.2
Chopped vans (all)	1,600	1,300	+ 23.1	11,000	13,600	– 19.1
Motor home total	**4,200**	**4,000**	**– 5.0**	**29,700**	**40,200**	**– 26.1**
Van conversions	14,200	16,200	– 12.3	88,200	134,500	– 34.4
TOTAL ALL RVs	**29,200**	**30,500**	**– 4.3**	**207,600**	**270,600**	**– 23.5**

Source: Recreation Vehicle Industry Association

GMAC offers 2.9% loans on 3 new '92 cars

ARLENA SAWYERS
Staff Reporter

To stimulate sales, General Motors, through General Motors Acceptance Corp., is offering cut-rate financing on three car lines that were redesigned for 1992.

Buyers of 1992 **Pontiac** Bonneville, **Buick** LeSabre and **Oldsmobile** Eighty Eight Royale can finance their cars at 2.9 percent for up to 48 months through Feb. 4.

Chrysler Corp. and Saab Cars USA Inc. enhanced their consumer incentive programs, and Rolls-Royce Motor Cars Inc. returned to the incentive fray last week.

Also, Cadillac, Nissan Motor Corp. in U.S.A. and American Honda Motor Co. Inc. are offering incentives on 1991 and/or 1992 vehicles.

Through Dec. 31, **Chrysler** is paying a $500 consumer rebate on 1992 Dodge/Plymouth Colt and Eagle Summit models. Previously, the rebate on those vehicles was $300. In lieu of cash, consumers may choose financing of 4.9 percent to 9.9 percent based on contract length.

Last week, **Saab** expanded its "Flexible Finance Program" to include its 1992 Saab 900S convertible and 900 turbo convertibles. The program previously included only 1992 Saab 9000 models.

The finance program allows consumers to choose interest rates of zero to 10 percent and monthly payments based on the down payment.

For example, a 1992 Saab 900S convertible with a suggested retail price of $31,035 (including destination charge) can be purchased with 0 percent interest and monthly payments of $333 for 48 months with a 40 percent down payment.

A financial contribution by the dealer is required.

Terms are available for 24, 36 and 48 months, and down payment requirements range from 20 percent to 40 percent. Saab's program expires Oct. 31.

Starting tomorrow and continuing through Dec. 31, **Rolls-Royce/Bentley** will pay the luxury tax for its buyers. Consumers may deduct the amount at purchase or receive a check from the importer.

The company offered the same program last summer from June 10 through Aug. 12.

Cadillac buyers are eligible for a $2,000 rebate on any 1991 Cadillac except Allante. The program ends Dec. 31.

Nissan dealers who reach 100 percent of their sales quotas earn $200 on all 1991 and 1992 cars and trucks retroactive to the first unit sold.

Additionally, Nissan is paying dealers $200 to $1,800 on 1991 cars and $1,000 on the 1992 Stanza. Truck rebates are $1,200 on 1991 models and $900 on 1992s. The dealer incentive on Pathfinders is $1,400 on 1991s and $600 on 1992s.

The previously announced incentive of $2,500 to $3,500 on the 1991 300ZX expires Feb. 2. Incentives on other Nissan vehicles end Nov. 4.

Honda dealers are entitled to a $400 factory incentive on 1991 Civic four-doors and a $500 ad allowance on 1991 Accord four-doors through Nov. 4.

incentive WATCH

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.

In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus and Gold Key Lease programs. The rebates are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300

1990-91 models

Chrysler Imperial	$2,000
New Yorker Fifth Avenue and Salon, LeBaron sedan	$1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ran van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

FORD MOTOR CO.

1992 models

Expires Dec. 3 In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast

**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models

1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS

Expires Feb. 4. Finance rates in lieu of rebates start at 4.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riveria	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models

Cadillac All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

49 states (expires Jan. 3) Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2) Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3) All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (car rebates expire Nov. 4; truck rebates expire Dec. 3)

RX-7 (1991)	$2,000
626 (1991-92)*	$1,000
Navajo (1991)	$1,000
Trucks (1992)	$1,000
MX-6 (1991-92)	$800
Protege (1990-91)*	$800

*Or 5.9 percent financing

MITSUBISHI (1990-91 models; expires Oct. 31)

Mirage (S.E. and S.W. regions) $750

ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)

All models Company pays U.S. luxury tax

SUBARU (expires Nov. 4)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

INCENTIVE WATCH — DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991) Up to $200 per car monthly in floorplan aid

GENERAL MOTORS

Chevrolet (expires Feb. 4) Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

CHRYSLER CORP. (expires Dec. 31)

Eagle Talon (base, 1991-92)	$750
Jeep Cherokee Laredo (1991-92)	$1,000

HONDA

Civic 4-dr. sedan	$400

HYUNDAI (California only, 1991 models, expires Nov. 30)

Excel	$300
Sonata	$400
Scoupe	$500

Payment is for models purchased from Hyundai Motor America.

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MAZDA (1991 models; expires Nov. 4)

929	$2,000
323 (low-volume dealers)	Up to $500

MITSUBISHI (1990-91 models; rebates and terms vary by regions; programs expire Oct. 31)

Mirage	$250-1,500
Eclipse	$300-1,200
Galant	$300-2,100
Montero	$400-3,000
Pickups	$400-2,300

NISSAN (all expire Nov. 4, unless otherwise noted)

All 1991 and 1992 models	$200 after reaching quota

1991 models

Sentra	$200
240SX	$600
Maxima	$800
Stanza	$1,800
300ZX (expires Feb. 2)	$2,500-3,500, quota
Pickups	$1,200
Pathfinder	$1,400

1992 models

Stanza	$1,000
Pickups	$900
Pathfinder	$600

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1991 models; expires Nov. 4)

Legacy	$100-1,600, based on number sold

SUZUKI (expires Dec. 3)

Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700

STERLING (no expiration date)

All models $8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Nov. 4)

Corolla (1990-92)	$200-900, quota
Camry (1990-91)	$200-900, quota
Pickups	$200-1,300, quota

VOLKSWAGEN (No expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1991 models; expires Oct. 31)

740 series	$750-1,500
940 series	$1,500-2,500
780 coupe	$2,500

NADA
Seeks compromise on program cars

continued from PAGE 1

are remarketed to dealers, some still sell at auction with only 3,000 to 6,000 miles on them.

"This depreciates the value of new cars in the eyes of customers," said Anderson.

NADA wants program cars marketed equitably through franchised dealers, so a dealer can't corner a market, or flood a market with program cars, which plays havoc with prices.

The association is opposed to methods of marketing the vehicles outside of the auction network. Ford operates telemarketing programs selling repurchased vehicles directly to dealers in remote areas who can't attend auctions.

GM and Chrysler are testing pilot projects in Florida that involve skirting auctions by selling vehicles directly to dealers.

NADA has officially named repurchase vehicles "program cars" and defined short-term as meaning six months of operation and low mileage as 12,000 miles.

Directors apparently added a statement opposing fleet subsidies to the task force report, and included program cars as subsidized vehicles. But even though NADA opposes fleet subsidies, it "recognizes that program cars are a short-term remedy to a long-term problem."

Most dealers who sell program cars readily admit those sales are keeping their dealerships afloat in this downturn. For manufacturers, program cars are helping to keep factories operating and market share secure.

Program cars have grown to about 1.5 million vehicles this year. GM alone has remarketed 500,000 program vehicles to dealers through September. Chrysler sold 200,000 units and Ford has sold an estimated 300,000 vehicles so far this year.

Nissan North America Inc., which had decided to phase out program cars by year end, announced in September that it has re-entered the market after dealers protested.

More importantly, a survey by the NADA Dealer Candidate Academy reports that 78 percent of dealers believe that program cars substituted for new-car sales, but the same percentage say program cars are helpful to dealers.

Hence, program cars are a problem for NADA because dealers have always opposed fleet subsidies and program cars fall into this category.

Dealers are adamant that they should be able to buy vehicles for less than anyone else — even fleet buyers.

"For 25 years now the automakers have been offering special low prices to business fleets and rental companies," said a spokesman from the Ford Dealer Alliance. "As a result the consumer pays more so that the favored fleets can pay less."

Ford Dealer Alliance is a manufacturer watchdog organization comprising 1,500 Ford and Lincoln-Mercury dealers based in Hackensack, N.J.

Manufacturers offer several kinds of fleet subsidies, including lower prices on fleet purchases, according to the Ford Dealer Alliance.

The task force recommendations adopted by NADA directors will be turned over to the association's industry relations committee and brought before manufacturers.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	10/28	
Dodge Monaco		380
Eagle Premier		1,005
Pillette Road (Windsor, Ontario)	10/28	
Dodge Ram Van		400
Dodge Ram Wagon		1,300
FORD		
Lorain, Ohio	10/28, 11/4	4,300
Ford Thunderbird		
Mercury Cougar		
Oakville, Ontario	10/28, 11/4	4,800
Ford Tempo		
Mercury Topaz		
Wayne, Mich.	10/28, 11/4	
Ford Escort		5,800
Total U.S. car		10,100
Total Canada car		6,185
Total Canada truck		1,700
Total units lost week of 10/28		17,985

Source: Automotive News Data Center

Transmission defect baffles Ford; 788,796 trucks have it

Ford Motor Co. and Mazda Motor of America Inc. are notifying owners of 788,796 Ford-built compact trucks of a safety defect in the parking gear of the vehicles' automatic transmission that could let the trucks roll.

Ford has not determined the exact problem with the parking gear yet, according to spokeswoman Kathryn Black.

So it is not yet recalling the vehicles, but simply notifying owners of the problem and advising them to set their parking brake and remove the ignition key when stopping their vehicles.

Ford hopes to come up with a permanent fix and send out recall notices before the end of the year, Black said.

The vehicles affected include 1991 Ford Aerostar minivans and Explorer sport-utilities, including the two-door version that is also sold by Mazda under the Navajo name. Also included are 1990 Ford Aerostars and Ranger pickups equipped with A4LD automatic overdrive transmission.

Black said about 40 accidents have resulted from the defect, including four that caused minor injuries.

The Explorer has been one of Ford's most successful vehicles and was the ninth best-selling nameplate in the United States during the 1991 model year.

The two companies are jointly developing a new line of compact pickups which will be sold starting in 1993 model year. AN

GM may acquire Fiat car plant

FRANKFURT – General Motors is considering buying a vehicle assembly plant in Milan, Italy, that Fiat plans to close.

Fiat says it will shut the 2,500-employee plant and transfer production of its Panda and Y-10 cars to other facilities.

Fiat said it has been discussing sale of the plant to GM's Automotive Components Group Europe, based in Paris. GM declined comment but said that it frequently talks to Fiat, which buys parts from the GM components group. AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 10/21-10/26/91	Actual 10/14-10/19/91	10/1-10/26/91	Year 1/1-10/26/91	Year 1/1-10/27/90
LeBaron A	0	0	0	0	8,071
LeBaron J	500	378	1,343	20,303	43,740
New Yorker	1,050	1,008	3,397	8,259	32,378
Fifth Avenue	1,450	1,506	5,515	26,381	29,784
Imperial	250	306	1,096	7,240	15,964
Town & Country (trk.)	150	122	468	3,653	2,078
Total Chrysler	**3,400**	**3,320**	**11,819**	**85,837**	**132,015**
Horizon	0	0	0	0	4,327
Sundance	1,750	1,783	6,852	51,793	74,301
Acclaim	1,600	1,886	6,841	66,107	96,639
Voyager (trk.)	1,900	2,818	9,255	50,673	70,106
Voyager (Can. trk.)	2,035	2,096	8,429	30,746	82,615
Total Plymouth	**7,285**	**8,585**	**31,381**	**289,321**	**327,988**
Omni	0	0	0	0	4,078
Daytona	700	599	2,095	7,160	29,145
Shadow	1,900	1,996	7,486	57,416	82,055
Dynasty	2,200	2,201	8,396	98,435	99,165
Spirit	2,150	2,511	9,108	63,463	96,547
Monaco (Can.)	0	236	236	8,477	8,556
Caravan (trk.)	1,900	2,930	9,527	94,184	75,418
Caravan (Can. trk.)	3,080	3,127	12,775	120,165	102,441
Caravan C/V (trk.)	100	124	419	3,004	4,171
Caravan C/V (Can. trk.)	85	80	336	12,995	5,793
Dakota (trk.)	3,600	3,352	13,249	79,651	61,237
Ram pickups (trk.)	1,200	1,108	4,398	62,275	88,952
Ram Wagon (Can. trk.)	0	328	1,156	16,227	20,467
Ram Van (Can. trk.)	0	1,148	3,837	35,188	49,082
Total Dodge	**16,915**	**19,740**	**73,019**	**658,642**	**717,107**
Premier (Can.)	0	486	486	8,911	10,123
Cherokee (trk.)	4,290	4,302	16,395	124,645	129,409
Comanche (trk.)	100	127	433	4,400	7,545
Grand Wagoneer (trk.)	0	0	0	1,539	5,594
Wagoneer (trk.)	30	37	145	2,327	3,265
Wrangler (Can trk.)	1,590	1,286	5,467	51,867	48,849
Total Jeep-Eagle	**6,010**	**6,238**	**22,926**	**193,689**	**204,785**
Total U.S. car	**13,588**	**14,174**	**52,128**	**486,558**	**606,194**
Total Can. car	**0**	**722**	**722**	**17,388**	**18,679**
Total U.S. truck	**16,276**	**14,928**	**54,293**	**456,351**	**447,775**
Total Can. truck	**6,790**	**8,067**	**32,001**	**327,192**	**389,247**
CHRYSLER CORP.	**36,616**	**37,883**	**139,145**	**1,287,489**	**1,361,895**
Escort	5,767	5,841	16,302	168,489	208,208
Mustang	2,453	2,229	6,118	73,732	113,551
Tempo	2,986	2,977	8,389	93,063	108,536
Tempo (Can.)	3,713	2,411	8,932	90,806	95,478
Taurus	7,241	7,230	27,710	268,413	286,619
Thunderbird	3,025	2,909	5,934	64,268	97,983
Crown Victoria (Can.)	0	1,751	5,600	76,356	100,161
Aerostar (trk.)	4,080	3,956	15,042	145,332	177,069
Bronco (trk.)	649	698	2,624	16,172	42,529
Explorer/Bronco II (trk.)	6,580	7,407	25,552	231,706	167,617
Navajo (trk.)	194	279	854	9,885	5,845
Econoline (trk.)	4,573	4,067	15,137	117,268	149,510
Heavies (trk.)	0	1,031	1,845	26,597	42,419
Light trucks (trk.)	11,151	10,544	38,348	271,051	385,306
Light trucks (Can. trk.)	3,040	2,364	7,790	78,821	114,645
Ranger (trk.)	7,227	7,490	24,524	229,587	239,032
Total Ford Div.	**62,611**	**63,184**	**210,099**	**1,961,547**	**2,334,508**
Topaz	1,368	1,247	3,500	38,552	40,928
Topaz (Can.)	981	1,021	3,111	29,916	35,398
Cougar	1,295	1,411	2,706	47,528	65,146
Sable	3,239	3,202	11,992	87,836	88,786
Grand Marquis (Can.)	0	2,139	7,365	85,625	93,744
Total Mercury	**6,883**	**9,020**	**28,674**	**288,457**	**324,002**
Continental	1,182	1,192	4,518	45,930	49,913
Mark VII	208	204	781	8,050	16,517
Town Car	2,775	2,796	10,609	108,010	125,310
Total Lincoln	**4,165**	**4,192**	**15,908**	**161,990**	**191,740**
Total L-M Div.	**11,048**	**13,212**	**44,582**	**451,447**	**515,742**
Total U.S. car	**31,541**	**31,238**	**99,558**	**1,003,872**	**1,281,497**
Total Can. car	**4,694**	**7,322**	**25,008**	**282,765**	**324,781**
Total U.S. truck	**34,384**	**35,472**	**123,925**	**1,047,599**	**1,298,327**
Total Can. truck	**3,040**	**2,364**	**7,790**	**78,821**	**114,645**
FORD MOTOR CO.	**73,659**	**76,396**	**255,281**	**2,412,994**	**2,858,250**
Skylark	2,200	1,493	6,442	45,123	78,250
Century	2,771	2,768	9,755	80,770	57,680
Regal (Can.)	2,800	2,846	11,133	104,493	82,444
Riviera	359	304	1,130	7,545	18,858
Park Avenue/Electra	1,766	1,796	6,882	79,188	50,857
LeSabre	4,519	3,774	15,130	81,589	136,214
Roadmaster Sedan*	1,287	1,393	4,774	34,820	0
Roadmaster Wagon††	320	314	1,176	12,568	4,022
Reatta	0	0	0	1,210	5,277
Total Buick	**16,022**	**14,578**	**58,422**	**447,485**	**433,602**
Eldorado	740	618	2,356	10,462	17,993
Seville	804	693	2,569	20,543	29,112
Brougham	552	550	2,078	17,502	25,631
DeVille	3,718	3,731	14,108	129,082	138,089
Allante	63	64	241	2,469	3,203
Total Cadillac	**5,877**	**5,656**	**21,353**	**180,057**	**214,028**
Cavalier	6,211	5,841	22,295	208,297	291,433
Camaro	1,399	1,350	5,220	44,779	64,802
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	5,856	4,863	19,617	196,662	240,320
Lumina (Can.)	5,500	5,590	21,736	196,403	183,561
Caprice	2,441	2,383	9,048	108,540	181,868
Corvette	480	480	1,824	17,196	19,982
Astro (trk.)	3,464	2,614	10,565	83,320	109,465
Blazer (trk.)	160	133	375	5,967	14,291
Lumina APV (trk.)	1,617	1,476	6,629	39,768	72,921
Medlums (trk.)	220	274	494	1,930	7,800
P-Model (trk.)	485	0	485	16,092	17,936
Pickups (trk.)	7,025	6,839	24,967	242,625	354,992
Pickups (Can. trk.)	3,100	3,115	12,525	117,174	140,910
S10 (trk.)	6,762	7,466	25,555	216,599	201,909
S10 Blazer (trk.)	3,222	2,764	9,416	37,792	68,267
Sportsvan (trk.)	1,125	1,124	4,707	35,680	51,649
Sportsvan (Can. trk.)	1,250	1,294	5,345	43,922	42,666
Suburban (trk.)	100	25	190	21,311	57,833
Total Chevrolet	**50,417**	**47,632**	**180,990**	**1,634,076**	**2,142,924**
Calais	0	0	0	34,616	87,398
Cutlass Ciera	3,801	3,801	13,367	83,576	59,681
Cutlass Ciera (Can.)	0	0	0	41,161	64,840
Cutlass Supreme	2,700	3,801	11,186	88,239	79,513
Toronado	212	179	662	4,304	13,125
88	3,080	2,724	10,718	72,016	88,229
Custom Cruiser Wag.††	160	160	585	7,093	1,223
98	1,482	1,469	5,605	64,028	38,551
Silhouette (trk.)	444	645	2,048	17,108	27,180
Bravada (trk.)	252	223	852	12,201	0
Total Oldsmobile	**12,131**	**13,002**	**45,023**	**424,342**	**459,748**
Sunbird	2,842	2,661	10,235	97,177	136,833
Grand Am	5,460	3,645	16,338	107,690	183,466
Firebird	601	699	2,345	17,249	37,765
Grand Prix	3,364	3,363	12,736	90,225	103,524
Pontiac 6000	0	0	0	19,603	47,036
Bonneville	2,985	2,956	11,641	64,704	66,154
Trans Sport (trk.)	936	918	4,035	24,874	39,874
Total Pontiac	**16,188**	**14,242**	**57,330**	**421,522**	**614,652**
Jimmy (trk.)	78	73	177	1,772	4,375
Mediums (trk.)	380	274	654	3,691	7,466
P-Model (trk.)	50	0	50	1,989	2,375
Pickups (trk.)	2,572	2,452	8,055	99,153	125,053
Pickups (Can. trk.)	1,000	1,118	4,084	43,276	52,674
Sonoma (trk.)	1,310	1,378	4,746	49,662	44,307
S15 Jimmy (trk.)	1,032	816	3,183	13,408	22,988
Safari (trk.)	1,144	988	3,638	33,392	38,199
Suburban (trk.)	60	8	90	17,108	27,931
Vandura (trk.)	490	462	1,883	15,670	19,331
Vandura (Can. trk.)	500	533	1,796	18,359	16,915
Total GMC	**8,616**	**8,102**	**28,356**	**297,580**	**361,614**
Total Saturn*	**3,600**	**3,050**	**13,070**	**77,730**	**2,175**
Total U.S. car	**65,023**	**61,413**	**233,933**	**1,926,095**	**2,308,294**
Total Can. car	**8,300**	**8,436**	**32,868**	**342,056**	**351,164**
Total U.S. truck	**32,928**	**30,953**	**112,792**	**991,158**	**1,316,142**
Total Can. truck	**5,850**	**6,000**	**23,750**	**222,731**	**253,185**
GENERAL MOTORS	**112,901**	**106,802**	**403,344**	**3,482,632**	**4,228,735**
Can. car	2,200	1,968	8,542	90,384	12,660
Can. trk.	1,600	1,275	5,693	43,080	8,703
CAMI*	**3,800**	**3,243**	**14,235**	**133,464**	**21,363**
DIAMOND-STAR*	**3,795**	**3,453**	**12,830**	**125,524**	**126,108**
Civic	1,845	1,592	4,625	67,373	89,140
Civic (Can.)	2,190	1,758	7,663	88,021	86,244
Accord	7,920	7,848	30,798	302,806	275,352
Total U.S. car	**9,765**	**9,448**	**35,423**	**378,179**	**364,492**
Total Can. car	**2,190**	**1,758**	**7,663**	**88,021**	**86,244**
HONDA	**11,955**	**11,206**	**43,086**	**458,200**	**450,736**
HYUNDAI Sonata (Can.)	**588**	**558**	**2,286**	**21,352**	**19,988**
MAZDA*	**4,831**	**4,115**	**15,340**	**134,178**	**140,803**
U.S. trk.	1,500	1,695	4,439	54,160	60,953
Can. trk.	115	132	379	5,700	7,417
NAVISTAR*	**1,615**	**1,827**	**4,818**	**59,860**	**68,370**
Sentra	2,836	2,819	11,201	106,724	75,170
Pickup (trk.)	2,732	2,722	10,923	109,420	117,454
NISSAN	**5,568**	**5,541**	**22,123**	**216,144**	**192,624**
Geo Prizm	1,850	1,864	7,018	74,625	83,784
Toyota Corolla	2,400	2,395	9,073	85,280	84,880
Toyota Hilux (trk.)	150	164	521	746	0
HUMMI	**4,400**	**4,423**	**16,612**	**160,652**	**168,664**
Legacy	1,280	1,314	4,880	47,180	25,280
Pickup (trk.)	594	585	2,214	21,883	0
Rodeo (trk.)	951	587	3,013	24,156	0
Total U.S. car	**1,280**	**1,314**	**4,880**	**47,180**	**25,280**
Total U.S. trk.	**1,545**	**1,172**	**5,227**	**46,039**	**27,900**
SUBARU-ISUZU	**2,825**	**2,486**	**10,108**	**93,219**	**53,276**
Camry	4,020	5,064	14,123	151,747	182,934
Corolla (Can.)	1,390	1,188	5,100	54,370	49,863
TOYOTA	**5,328**	**6,272**	**19,223**	**206,117**	**232,797**
VOLVO 740, 940 (Can.)	**150**	**129**	**524**	**6,433**	**6,610**
AM GENERAL (trk.)	**400**	**400**	**1,520**	**17,090**	**18,540**
MISCELLANEOUS (trk.)**	**2,600**	**2,000**	**9,000**	**112,520**	**123,000**
Total U.S. car	**140,891**	**137,309**	**494,516**	**4,434,562**	**5,208,406**
Total Canada car	**19,424**	**22,082**	**82,693**	**982,787**	**960,910**
Total U.S.-Canada Car	**160,315**	**159,391**	**577,210**	**5,337,260**	**6,070,316**
Total U.S. truck	**89,590**	**90,000**	**323,520**	**2,835,075**	**3,321,787**
Total Canada truck	**17,385**	**17,898**	**69,613**	**677,524**	**693,177**
Total U.S.-Canada truck	**106,904**	**107,896**	**393,134**	**3,512,600**	**4,014,964**
TOTAL U.S.	**230,480**	**227,407**	**818,037**	**7,298,637**	**8,530,193**
TOTAL CANADA	**36,810**	**39,980**	**152,307**	**1,580,232**	**1,563,087**
TOTAL U.S.-CANADA CAR & TRUCK	**267,219**	**267,357**	**970,343**	**8,849,868**	**10,093,280**

e-Estimate ††1990 totals reflect Le...ère (rwd) ††1990 totals reflect Olds. 88 (rwd)

*CAMI includes Geo Metro and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

May contain error of one or two units due to rounding.

Chrysler, Ford idle 5 plants

ROBIN-LYN RAIMEY
Special Correspondent

Ford Motor Co. has idled three truck assembly plants this week, and Chrysler Corp. has extended downtime at a car plant and a truck plant. Three of the plants are in Canada.

Scheduled to go down today for two weeks are Ford's Wayne, Mich.; Lorain, Ohio, and Oakville, Ontario, truck plants.

Chrysler's Bramalea, Ontario, car plant and its Pillette Road full-sized van plant in Windsor, Ontario, will remain down this week.

Last week's U.S. truck production of 89,509 was down 0.7 percent from the previous week, but up 11.5 percent over the year-ago tally.

U.S. car production last week was 140,891, up 2.6 percent from the previous week, but 4.0 percent below last year's total.

In Canada, car production last week of 19,424 units was down 12.0 percent from the prior week and down 27.8 percent from last year.

Canadian truck production was 17,395, down 2.8 percent from the previous week and down 10.6 percent from last year.

General Motors accounted for 46.6 percent of last week's car production in the United States, followed by Ford Motor Co., 22.4 percent; Chrysler Corp., 9.6 percent; Honda of America Manufacturing Inc., 6.9 percent; New United Motor Manufacturing Inc., 3.0 percent.

Other shares were Mazda Motor Manufacturing (USA) Corp., 2.9 percent; Toyota Motor Manufacturing (U.S.A.) Inc., 2.9 percent; Diamond-Star Motors Corp., 2.7 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.0 percent; and Subaru-Isuzu Automotive Inc., 1.0 percent.

GM's Buick-Oldsmobile-Cadillac Group scheduled two shifts of Saturday overtime at the car plant in Wilmington, Del.; the Buick City car plant in Flint, Mich., and the car and truck plants in Lordstown, Ohio.

The Chevrolet-Pontiac-Cadillac Group scheduled a Saturday overtime shift at the Oklahoma City car plant, and the GM Truck and Bus Group scheduled two Saturday shifts at plants in Baltimore and Moraine, Ohio, and at the Fontiac (Mich.) West van plant.

GM of Canada scheduled Saturday overtime at the truck plants in Oshawa and Scarborough, Ontario.

Ford scheduled daily overtime at the Lorain, Ohio, and Louisville, Ky., truck plants.

Ford's truck plant in Kansas City, Mo., worked daily overtime and was scheduled for two Saturday shifts.

Chrysler scheduled daily overtime at its truck plant in Warren, Mich., and a Saturday shift at the St. Louis No. 2 minivan plant. AN